TO VAPE OR NOT TO VAPE?

SOUTHERN NEW JERSEY PERINATAL COOPERATIVE
CRISTINA MARTINS, CHES
WHAT ARE E-CIGARETTES?

- Battery powered vaporizer used to inhale liquid nicotine
- It heats the liquid, which produces the “vapor”
WHY ARE TEENS VAPING?
POTENTIAL HEALTH RISKS & CONCERNS

- Potential Health Risk
  - Nicotine addiction
    - Brain development
    - Increase risk for heart disease
  - Respiratory and eye irritation
  - Asthma attacks
  - E-liquid poisoning
  - Battery explosions
  - Popcorn lung
- Lacks Regulations
  - Online sales to minors
  - False claims or lack of evidence
CYCLE OF NICOTINE ADDICTION

1. Nicotine drawn into lungs
2. Rapid delivery of nicotine to the brain
3. High nicotine levels create 'buzz'
4. Nicotine levels drop creating cravings
E-CIGARETTES AS A SMOKING AID

- Can e-cigarettes help people quit smoking?
  - Evidence is insufficient
  - Currently 7 approved methods: patch, gum, lozenges, inhaler, nasal spray, Chantix, Zyban (Wellbutrin, Bupropion)

- Beware of dual usage!
  - Multiple studies find the using e-cigarettes may lead youth to start smoking traditional cigarettes
  - 65% of youth who had used an e-cig in the last 30 days also reported using another tobacco product in the same time frame.

SUPPORT TO HELP QUIT

- **NJ Quit line** – 1-866-657-8677
  - Visit [www.njquitline.org](http://www.njquitline.org)
- **Truth Initiative** – Text QUIT to (202) 804-9884
  - To quit vaping
- **Smokefree Teen** – Text QUIT to 47848
  - To quit smoking
- **Apps:** quitStart & QuitGuide
WHAT’S IN E-LIQUID?

- Ingredients:
  - Nicotine
  - Propylene Glycol
  - Glycerin
  - Flavoring
NOT HARMLESS "WATER VAPOR"

- Labeling is NOT always a reliable indicator of nicotine content.
- About 99% of ALL e-cigs sold at convenience stores, supermarkets and similar outlets contain nicotine.

THINK JUUL IS CUUL?

- **WARNING:** This product contains nicotine. Nicotine is an addictive chemical.
  - 1 Juul pod contains 0.7 ml with 5% nicotine by weight // **approximately equivalent to about 1 pack of cigarettes (20 cigarettes)!**
- **CALIFORNIA PROPOSITION 65 WARNING:** This product contains chemicals known to the State of California to cause cancer and birth defects or other reproductive harm.

63% OF JUUL USERS DON’T KNOW THAT THE PRODUCT ALWAYS CONTAINS NICOTINE.

truthinitiative.org
NICOTINE POISONING

- 2014 - AAPCC - 4,024 calls
  - 335 calls a month

- Over half were children under age 6
  - Vomiting
  - Nausea
  - Death

- 2018 –3,146 cases
  - The Child Nicotine Poisoning Prevention Act

SOURCE: American Association of Poison Control Center, 2014-2018
Defective e-cig batteries have caused fires, explosions, and life threatening injuries

Hundreds of cases throughout the US
Bought out or share e-cigarette companies
  - Altria-JUUL

Hiding behind new brands

Pushed by tobacco companies as a socially acceptable, safe alternative to cigarettes

Targeted toward youth and young adults
  - Hooked on nicotine early
  - Lifetime users
MARKETING

- Tobacco advertising ban - 1970s.
  - Television and Radio
  - E-cigarettes not included

- E-cigarette advertising
  - $6.4 million in 2011
  - $115 million in 2014

2 out of 100 MS students smoke cigarettes
5 out of 100 MS students vape e-cigarettes

NATIONAL HIGH SCHOOL RATES

SMOKING & VAPING RATES

NJ YOUTH & TOBACCO

Current Tobacco Use in NJ High School Students

- E-cigarettes: 9.6%
- Hookah: 7%
- Cigars: 6.8%
- Cigarettes: 4.7%
- SLT: 2.9%

CELEBRITY ENDORSEMENT
SPORTING EVENT, MUSIC FESTIVALS & MORE
TARGETING YOUTH
OTHER TACTICS
REGULATIONS & POLICIES

- FDA Regulations
- NJ Age of Sale
- NJ Smoke-free Air Act
- School Policy

STATEWIDE CAMPAIGN

- [www.DontGetVapedIn.com](http://www.DontGetVapedIn.com)
  - Website for youth with factual information
- Follow [@DontGetVapedIn](https://www.DontGetVapedIn.com)
  - Facebook
  - Instagram
  - Twitter