



# TO VAPE OR NOT TO VAPE?

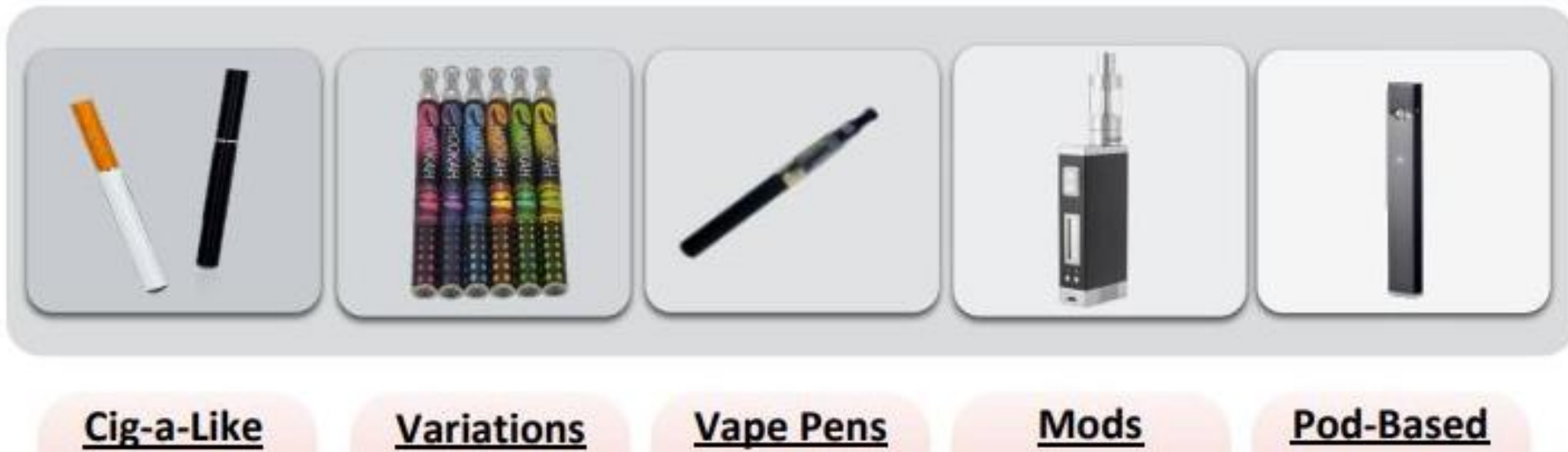
SOUTHERN NEW JERSEY PERINATAL COOPERATIVE

CRISTINA MARTINS, CHES



## WHAT ARE E-CIGARETTES?

- Battery powered vaporizer used to inhale liquid nicotine
- It heats the liquid, which produces the “vapor”



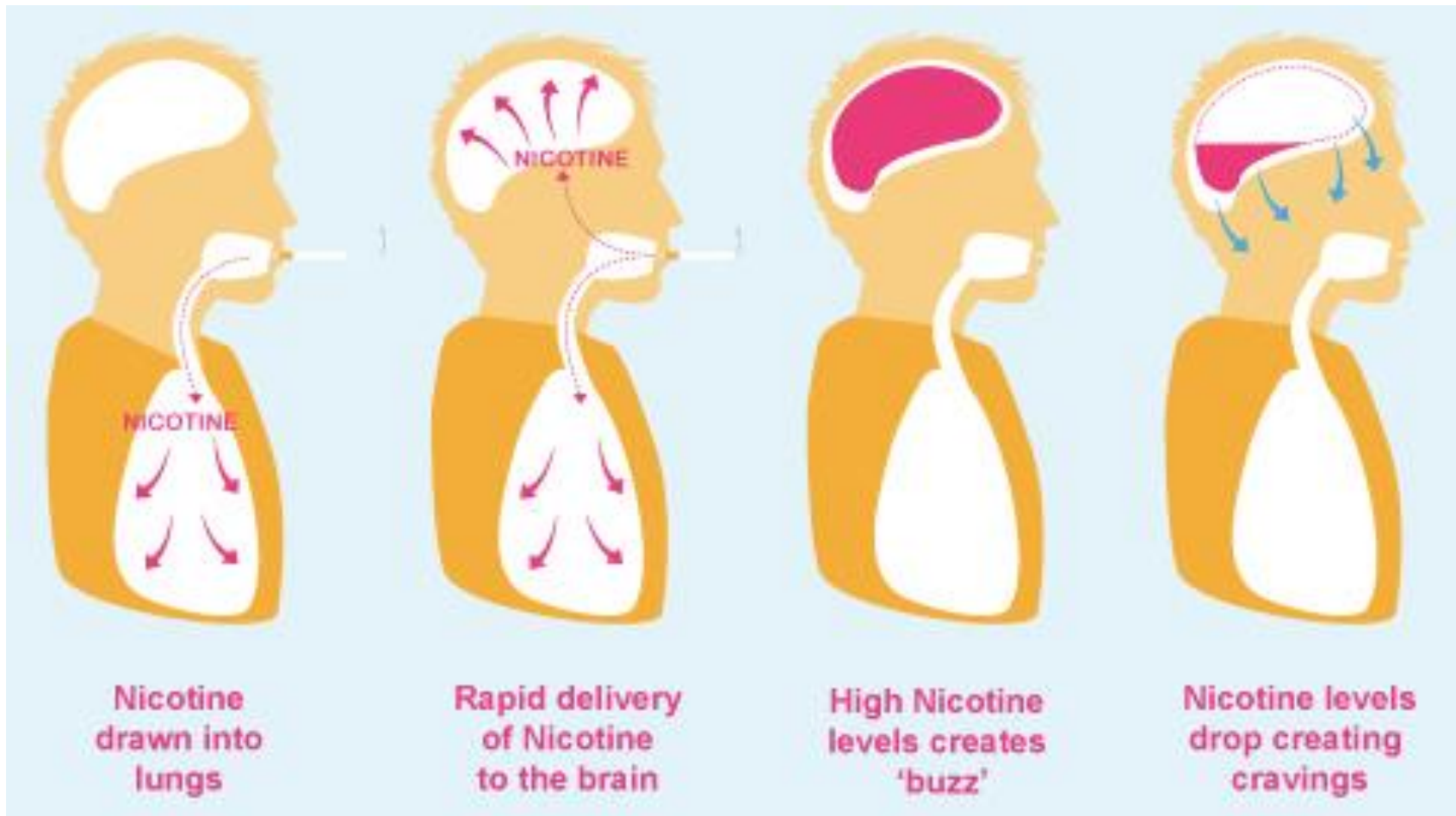


## POTENTIAL HEALTH RISKS & CONCERNS

- 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





## 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.

SOURCE: CDC/NCHS, National Health Interview Survey, 2014-2015. Truth Initiative, 2018.



## 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**

**NEW JERSEY  
QUITLINE<sup>SM</sup>  
I-866-NJ-STOPS**

 **truth  
initiative<sup>®</sup>**  
INSPIRING  
TOBACCO-FREE  
LIVES



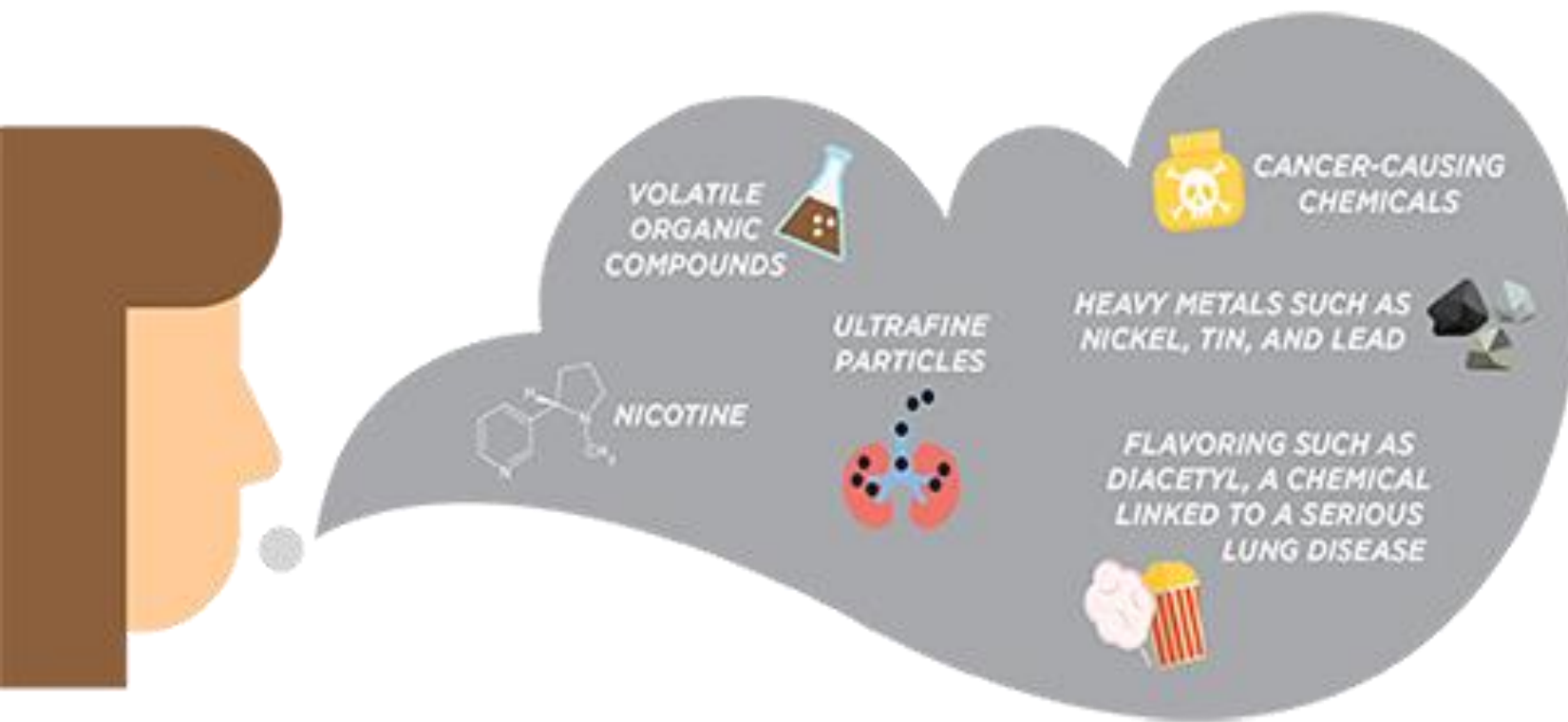
## WHAT'S IN E-LIQUID?

- 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.**



**truth initiative**  
INSPIRING TOBACCO-FREE LIVES

[truthinitiative.org](http://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



# KA-BOOM



- Defective e-cig batteries have caused fires, explosions, and life threatening injuries
- Hundreds of cases throughout the US





# BIG TOBACCO

- 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

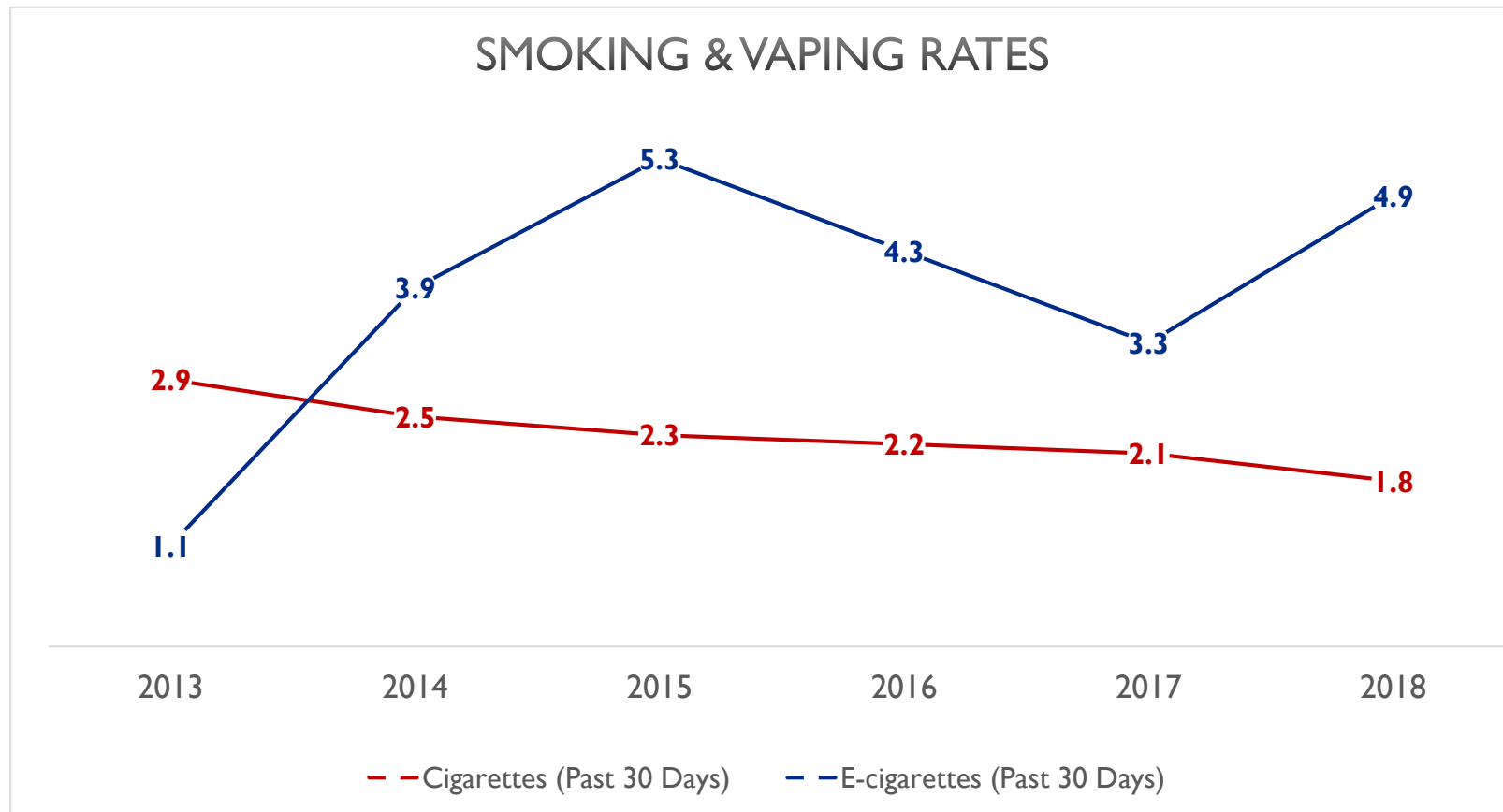


SOURCE: CDC, National Youth Tobacco Survey, 2011-2014; Kim et al (2014); Truth Initiative (2015).



# NATIONAL MIDDLE SCHOOL RATES

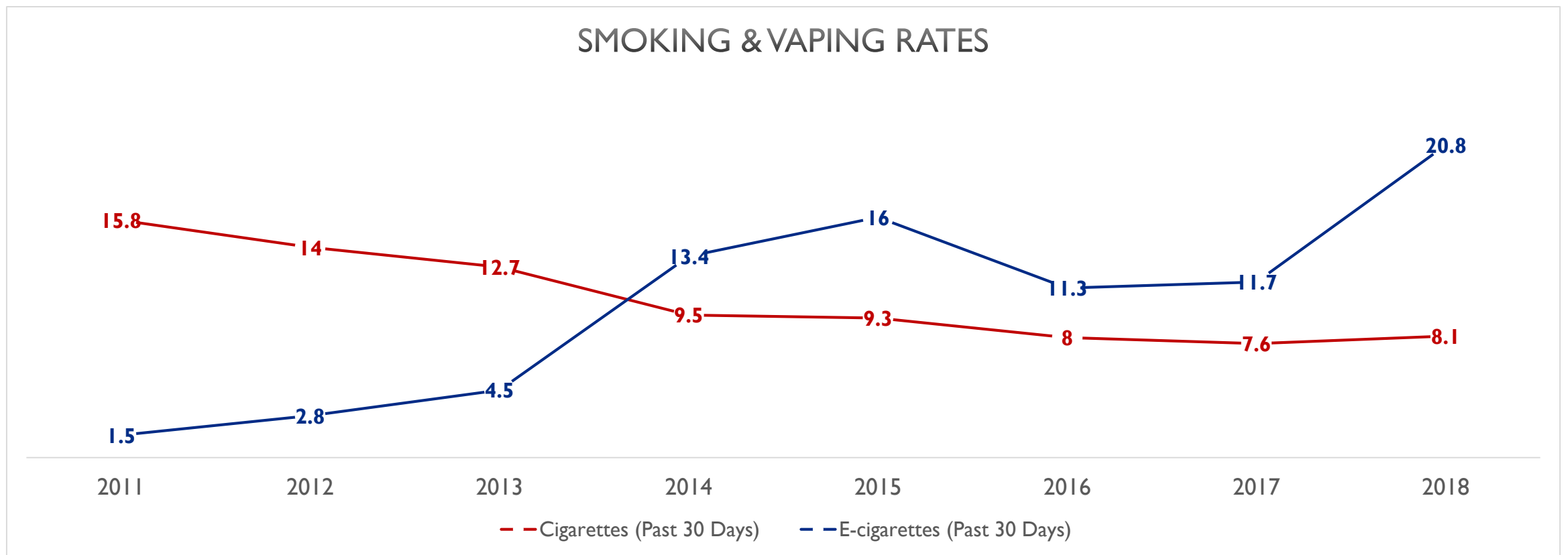
- 2 out of 100 MS students smoke cigarettes
- 5 out of 100 MS students vape e-cigarettes



SOURCE: CDC, National Youth Tobacco Survey, 2013-2018.



# NATIONAL HIGH SCHOOL RATES

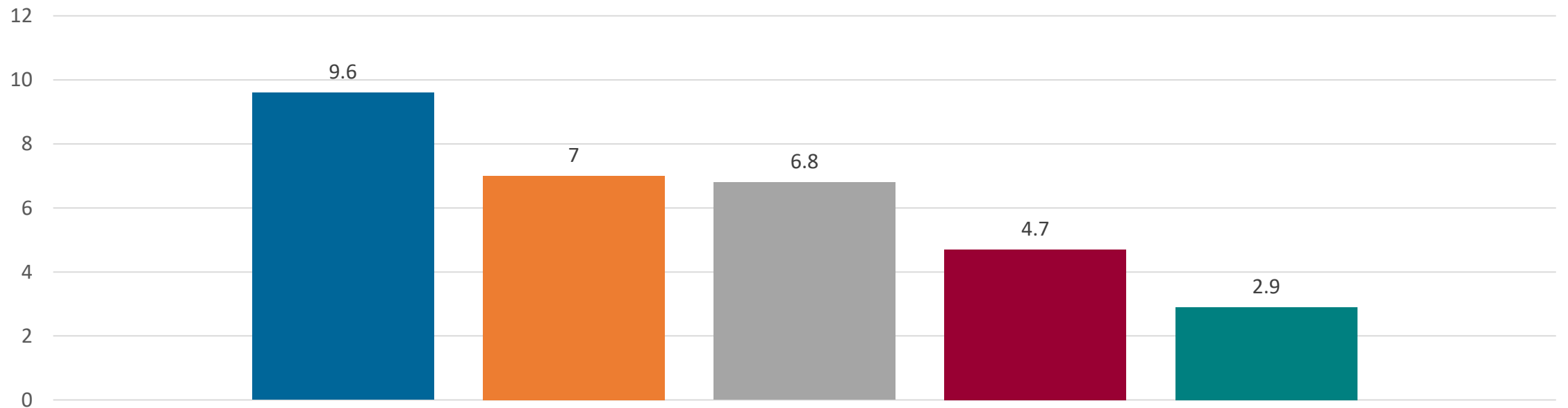


SOURCE: CDC, National Youth Tobacco Survey, 2011-2018.

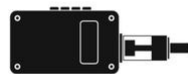


# NJ YOUTH & TOBACCO

## Current Tobacco Use in NJ High School Students



E-cigarettes



Hookah



Cigars



Cigarettes



SLT



SOURCE: The 2016 New Jersey Youth Tobacco Survey: A Statewide Report





# CELEBRITY ENDORSEMENT

Rise from the Ashes™

After 20 years of smoking, I've taken back my freedom. Now I can smoke virtually anywhere.

No guilt. No odor. No ash and no pausing life when I want to light up. I've chosen blu eCigs® over tobacco.

C'mon guys, we're all adults. Isn't it time to rise from the ashes?

*Stephen Dorff*

Stephen Dorff

blu™ ELECTRONIC CIGARETTES

• Freedom to Smoke Anywhere • No Tobacco Smoke, Only Vapor • Flavors Made in the U.S.A.

[blucigs.com/StephenDorff](http://blucigs.com/StephenDorff)

"If you want a Milder cigarette that Satisfies it's Chesterfield"

*Gregory Peck*

Starring in Darryl F. Zanuck's Production  
"TWELVE O'CLOCK HIGH"  
A 20<sup>th</sup> Century-Fox Picture

... and JASPER T. CARTER, PROMINENT TOBACCO FARMER says -

"Chesterfield pays the top price to get the very best mild, ripe tobacco. Chesterfield has been my cigarette for over 35 years."

*Jasper T. Carter*  
BLANCH, N. C.

**A Always B Buy C CHESTERFIELD**

the Best cigarette for YOU to smoke





# SPORTING EVENT, MUSIC FESTIVALS & MORE





# TARGETING YOUTH



To do list

1. Study
2. Groceries
3. Band practice
4. Vape time

LIFETIME WARRANTY

**KANDYPENS**  
**K-VAPE**  
TRUE CONVECTION  
TECHNOLOGY

[WWW.VAPORINATION.COM](http://WWW.VAPORINATION.COM)  
YOUR ONLINE VAPORIZER SUPERSTORE



CHESTERFIELD

*Satisfies*

Do you smoke the cigarette that

Chesterfield is the one cigarette that gives you a completely satisfying smoke. The exclusive Chesterfield blend... the right combination of Turkish and Domestic tobaccos makes Chesterfield today's DEFINITELY MILD, BETTER-TASTING, COOLER-SMOKING cigarette. Everybody who smokes 'em, likes 'em.

**MAKE YOUR NEXT PACK CHESTERFIELD**

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TOWSON, MD



## OTHER TACTICS



**What happens after you quit smoking and start vaping?**

**In 1 year**  
Your sense of smell and taste improves and your risk of a heart attack is cut in half.

**In 2 years**  
A pack-a-day smoker will have saved well over 5,000 US dollars.

**In 3 months**  
Your blood circulation and lung function will improve.

**In 5 years**  
Your risk of cancer of the mouth, throat, esophagus and bladder are cut in half.

**In 9 months**  
Your breathing will improve and you will cough less.

**In 12 weeks**  
Your lungs regain the ability to clean themselves.

**In 12 hours**  
The carbon monoxide in your lungs drop back to normal.

**In 15 years**  
Your risk of a heart attack becomes that of a non-smoker.



**Vape on that.**





## REGULATIONS & POLICIES

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



SOURCE: Food and Drug Administration, 2016; NJ:26-3D-55; NJSA 2A:170-51.1.



# STATEWIDE CAMPAIGN

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



Cristina Martins, CHES  
Health Educator  
Southern New Jersey Perinatal Cooperative  
D: 856-668-4434  
[cmartins@snjpc.org](mailto:cmartins@snjpc.org)  
[www.nj.gov/health](http://www.nj.gov/health)  
Funded by the NJDOH

## QUESTIONS?

For the 2016 “E-cigarette Use Among Youth and Young Adults: A Report of the Surgeon General,”  
visit: [https://e-cigarettes.surgeongeneral.gov/documents/2016\\_sgr\\_full\\_report\\_non-508.pdf](https://e-cigarettes.surgeongeneral.gov/documents/2016_sgr_full_report_non-508.pdf)