



2022 PARENT/GUARDIAN VAPE PREVENTION WEBINAR

Carbon, Emery, & Grand Counties

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Extension
UtahStateUniversity



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Overview

E-cigarettes

- What are they, and what's in them?
- The Adolescent Brain
- Big Tobacco Marketing
- Parental Involvement
- Resources

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Why Prevention?



(Independence Hall Association, 2022)

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Can you spot the
e-cigarettes?

4

**HIDING IN
PLAIN SIGHT**
CAN YOU SPOT
THIS TEEN'S VAPES

FlavorsHookKids.org

(TobaccoFreeCA, 2019)

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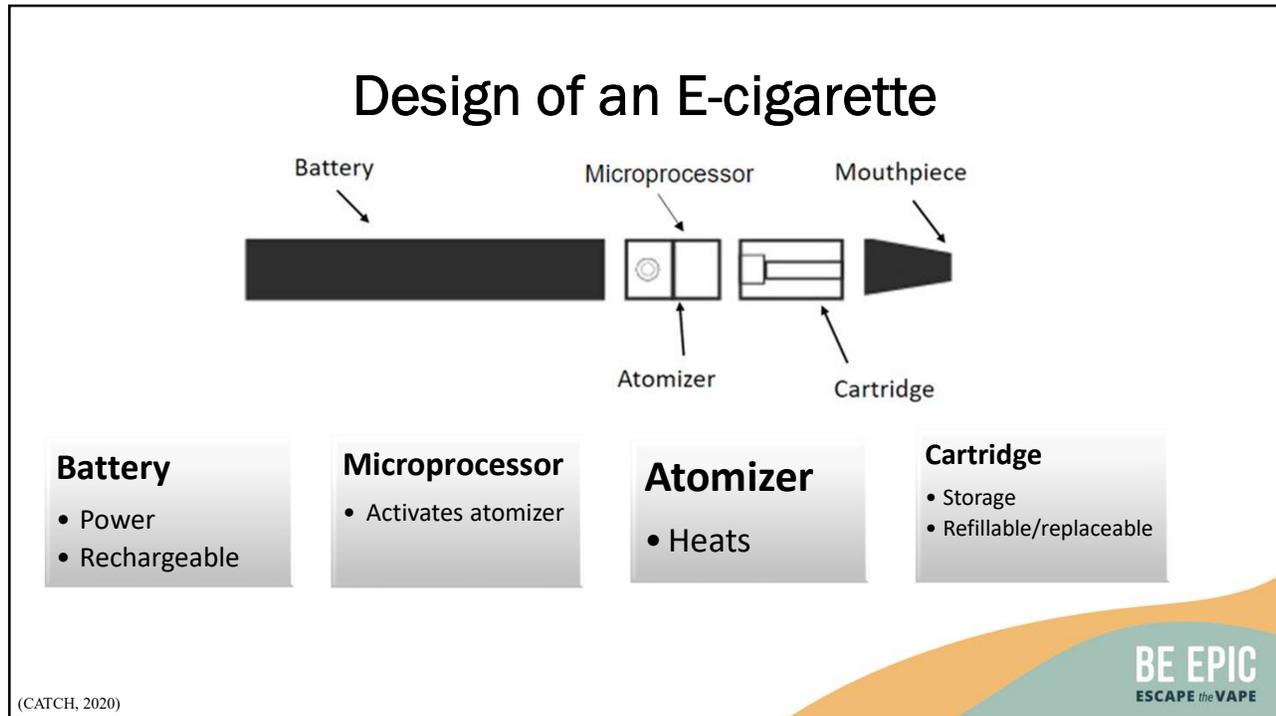
**POLLING
STATION**

**How many e-cigarettes
were you able to
identify?**

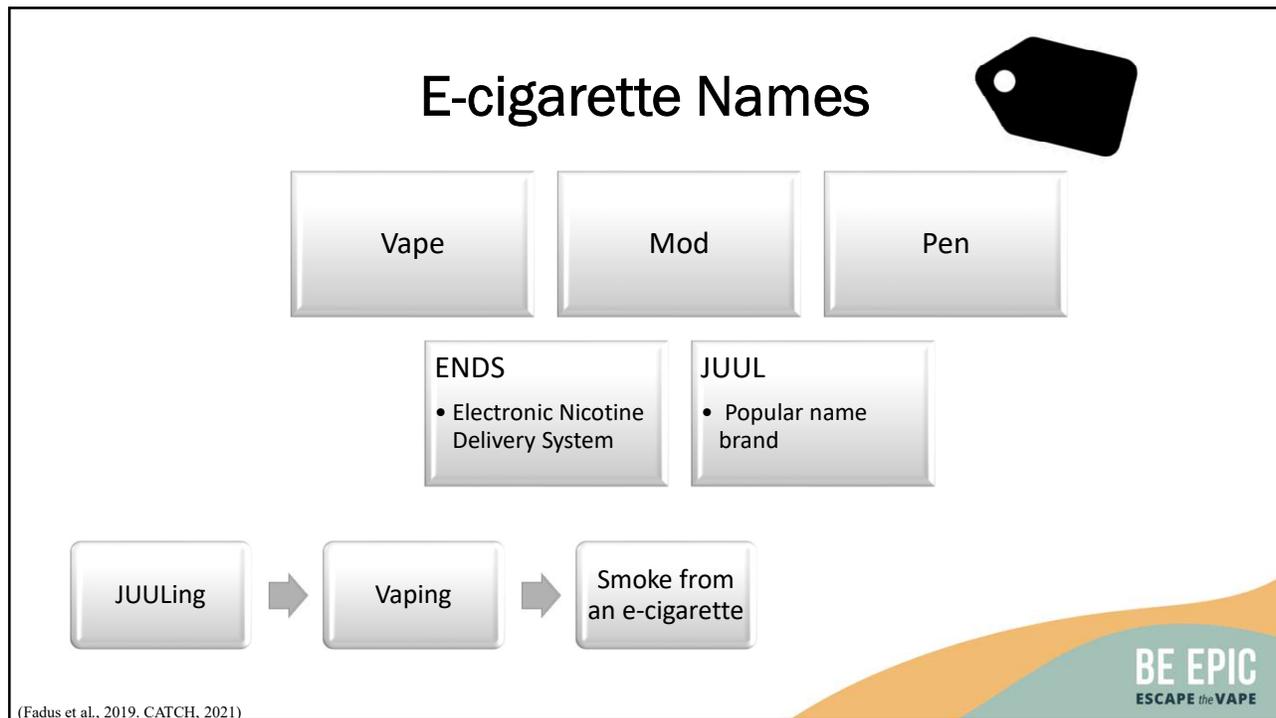
- 0
- 1-3
- 4-6
- 6+

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E-cigarette Generations

			
<p>Cig-a-Like</p> <p>1st generation products, most delivered nicotine and were disposable</p>	<p>Vape Pens</p> <p>Have batteries & refillable e-liquid cartridges. Allows user to regulate the frequency of inhalations</p>	<p>Mods</p> <p>Larger size & modifiable e-cigarette allow for more aerosol, nicotine, and other chemicals to be breathed into lungs at a faster rate</p>	<p>Pod-Based</p> <p>Shaped like USBs and contain pods with higher amounts of nicotine than other products</p>

(Adapted from Stanford University, n.d.; CATCH, 2020)

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<p>First Generation</p>  <p>Disposable E-cigarettes</p> <ul style="list-style-type: none"> • A type of e-cigarette designed to be used one time, only. • These devices are not rechargeable or refillable. • They are discarded when it runs out of charge or e-liquid. • They are designed to mimic the look and feel of combustible cigarettes. These are sometimes referred to as "cigalikes" 	<p>Second Generation</p>  <p>E-Cigarettes with Prefilled or Refillable Cartridge</p> <ul style="list-style-type: none"> • A type of rechargeable e-cigarette, or vaping, product designed to be used multiple times. • E-liquid comes in prefilled or refillable cartridges. Substances may include nicotine, cannabis (THC, CBD), flavoring, solvents, or other substances. • The cartridge is attached to a battery pen—which contains the battery. • Cartridge and battery pen are typically purchased separately. They can be bought in starter packs.
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(CDC, 2019)

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Third Generation



Sub-Ohm Tank

- Sub-ohm tank contains low resistance coils. It is designed to create a large cloud (aerosol) with a stronger delivery or hit of nicotine or other substances.

(CDC, 2019)

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Fourth Generation



Pod Mods

- Pod Mod is an e-cigarette, or vaping, product with a prefilled or refillable "pod" or pod cartridge with a modifiable (mod) system ("Pod-Mods")
- These are other examples of fourth generation devices. Pod Mods come in many shapes, sizes, and colors.
- Common Pod Mod brands include JUUL[®] and Suorin[®]
- There are compatible prefilled pod cartridges that contain nicotine, THC, or CBD with or without flavoring.

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FDA




Age Restriction

- 21+
- Peers of age buy products for them

Flavor Ban

- Pre-filled pods banned
- Disposable e-cigarettes comeback

Regulation

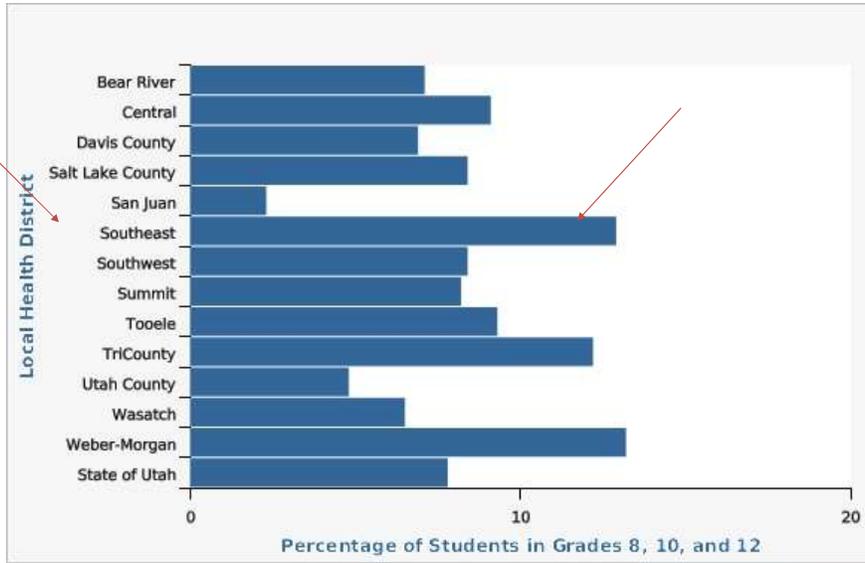
- Very Minimal
- Safety / product testing / chemicals



(CATCH, 2020; Cobb et al., 2020; McKeganey et al., 2019; Sharpless et al., 2019; Graphics: Canva)

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Statewide-Past 30 Day Use 2021

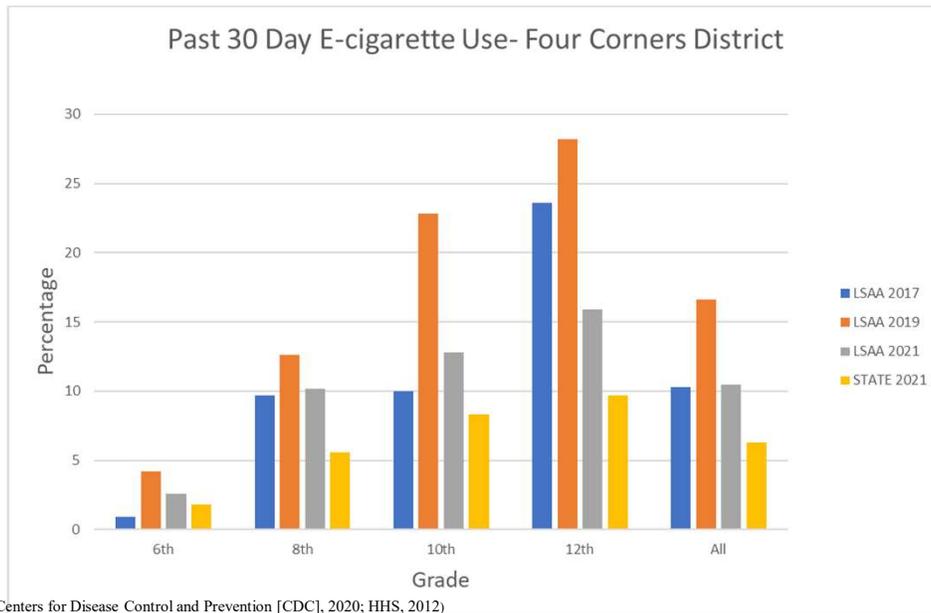


(Image Source: Utah Department of Health, 2022)

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Local Information



(Bach-Harrison, 2021; Centers for Disease Control and Prevention [CDC], 2020; HHS, 2012)

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What ingredients are in e-cigarettes?



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E-liquids



Name	Also found in	Effects on the body
Formaldehyde	Preservation of dead bodies (cadavers)	Eye, nose, & throat irritation. Carcinogen
Acetaldehyde	Disinfectant, drugs, perfumes	Irritates respiratory tract, fluid filled lungs, destroy lung tissue
Propylene Glycol	Antifreeze	Can cause lactic acidosis and seizures
Toluene	Nail polish, glue, paint fumes	Headaches & mental impairment

(CATCH, 2020; Goniewicz et al., 2014; Olmedo et al., 2018; Owusu et al., 2020; Popova et al., 2021; Rubinstein et al., 2018; Image Source: Depositphotos)

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E-liquids Continued...



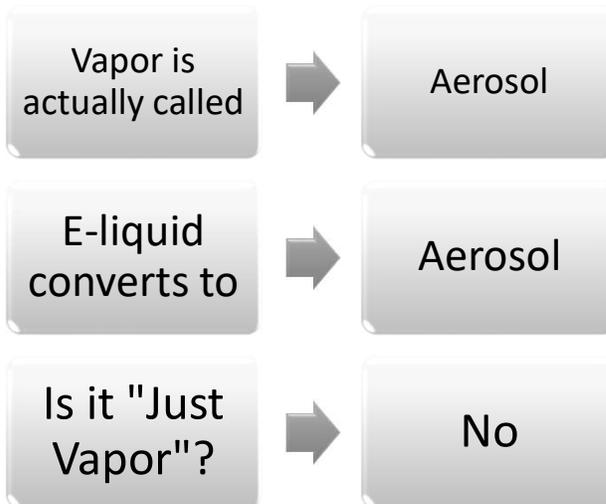
Name	Also found in	Effects on the body
N-Nitroxonornicotine	Preservation of meat	(Group 1 carcinogen)
Benzene	Rubbers, dyes, detergents	Leukemia & damages ovaries in women
Nickel, Lead, Cadmium		Damages lungs, kidneys, & brain. Are carcinogens
Nicotine	Insecticide	Discussed further on other slides
Diacetyl	Flavoring chemical	Asthma, Chronic Obstructive Pulmonary Disease (COPD), Popcorn Lung

(CATCH, 2020; Clapp et al., 2017; Goniewicz et al., 2014; Leventhal et al., 2020; Olmedo et al., 2018; Rubinstein et al., 2018; Vape Danger, n.d.)

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Is it "Just Vapor"?

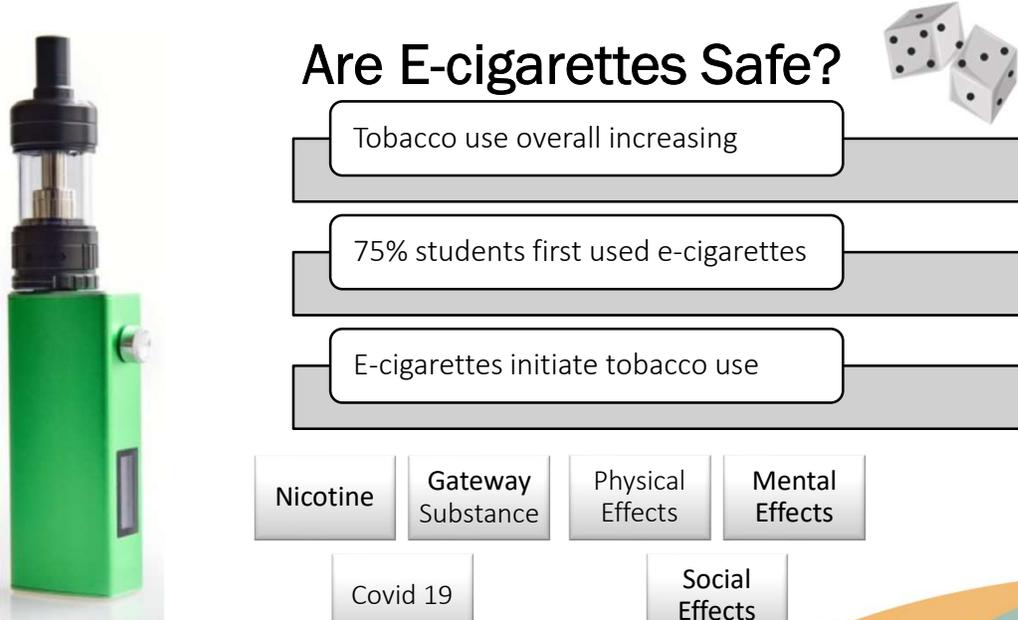


(CATCH, 2020; Dictionary, n.d.; Image Source: depositphotos)

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Are E-cigarettes Safe?



Tobacco use overall increasing

75% students first used e-cigarettes

E-cigarettes initiate tobacco use

Nicotine

Gateway Substance

Physical Effects

Mental Effects

Covid 19

Social Effects



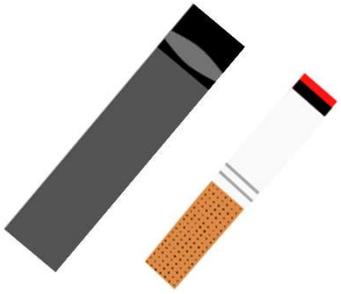
(Bach-Harrison, 2021; CDC, n.d.; CATCH, 2020; Image Source: depositphotos; Graphics: Canva)

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Nicotine







Nicotiana Tabacum plant

Products with nicotine

99% e-cigarette products contain nicotine

Increased Regular users

JUUL: higher concentrations & faster



(Dani & Balfour, 2011; Fadus et al., 2019; FDA, n.d.; Hajek, et al., 2020; Marynak et al., 2017; Singh et al., 2020; Image Source: Pixabay ; Graphics: Canva)

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Nicotine in E-cigarettes



(Adapted from Stanford University, n.d.)

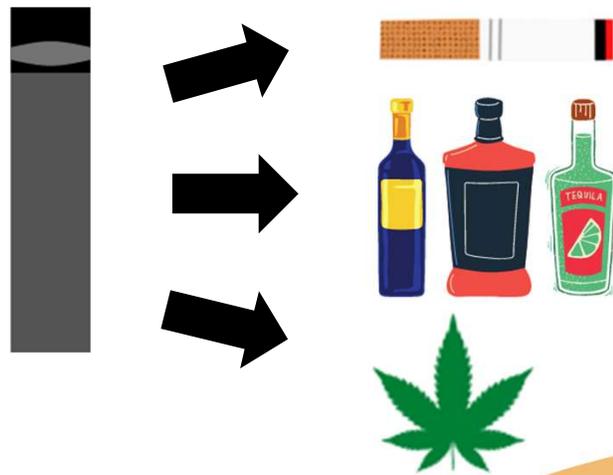
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Gateway Substance

Youth who vape are 6.8x more likely to start smoking

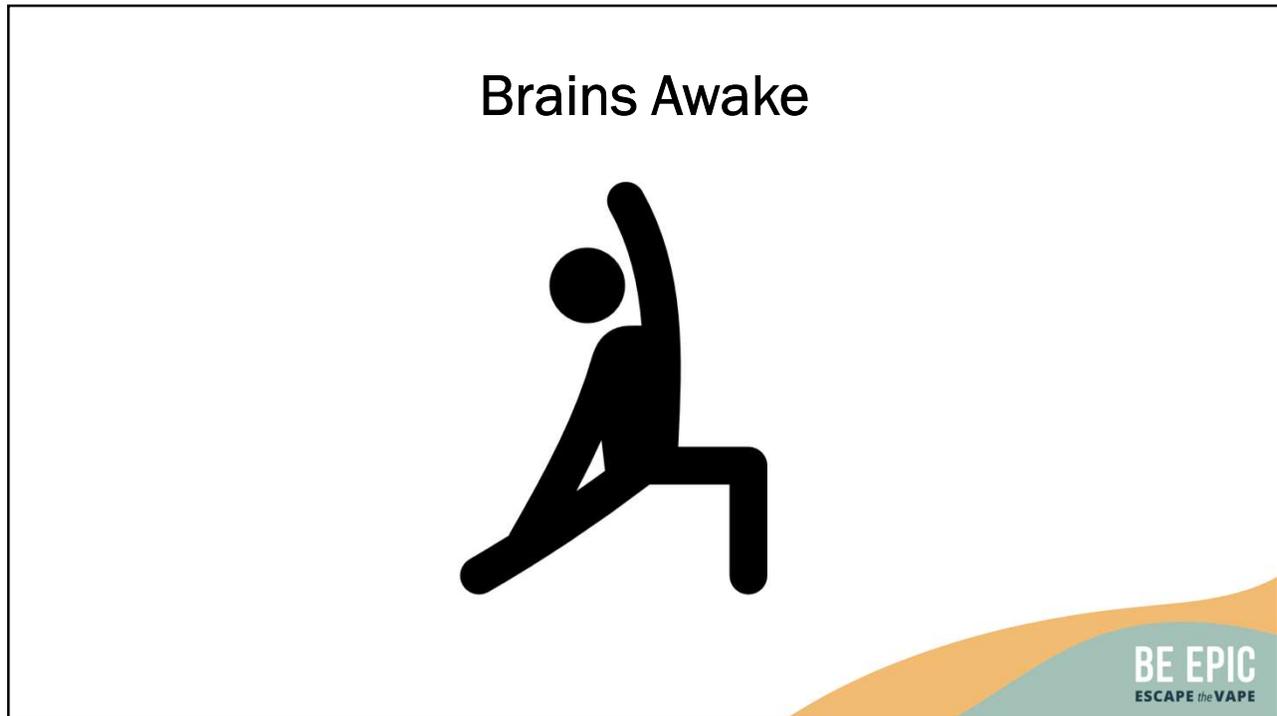
Increased use of other substances



(CATCH, 2020; Evans-Polce et al., 2020; Graphics: Canva)

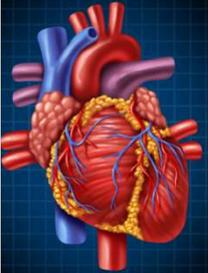
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Physical Effects

Lung Illnesses

- Asthma
- Bronchitis
- COPD
- Popcorn Lung

EVALI (E-cigarette or Vaping use Associated Lung Injury)

Cardiovascular concern

- Increased heart rate and blood pressure
- Increased risk for heart attack

Daily vapors are 1.7x more likely to have a heart attack

Other

- Sores
- Dry mouth
- Nausea
- Vomiting
- General abdominal pain
- Headaches

(Alzahrani et al., 2018; Blagev et al., 2019; Blount et al., 2020; CATCH, 2020; CDC, COPD, n.d.; CDC, FastStats, n.d.; Image Source: depositphotos)

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Mental Effects

Brain Development

- Age 25
- Synapse formation
- Higher Sensitivity
- Increased risk of dependence



"That was me. I mean, I saw a lot of that. I just dismissed it as like, 'Oh I'm just a teenager. That's how I'm supposed to act.'" -Former high school e-cigarette user

Additional Effects

- Mood swings
- Impulse control
- Anxiety
- Memory & attention

(CATCH, 2020; Dwyer et al., 2019; Marynak, et al., 2017; Popova et al., 2021; Stalgaitis et al., 2020; Image Source: depositphotos)

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Social Effects

Withdrawn

Loss of freedom

Poor academia

Athletic performance

Disengagement

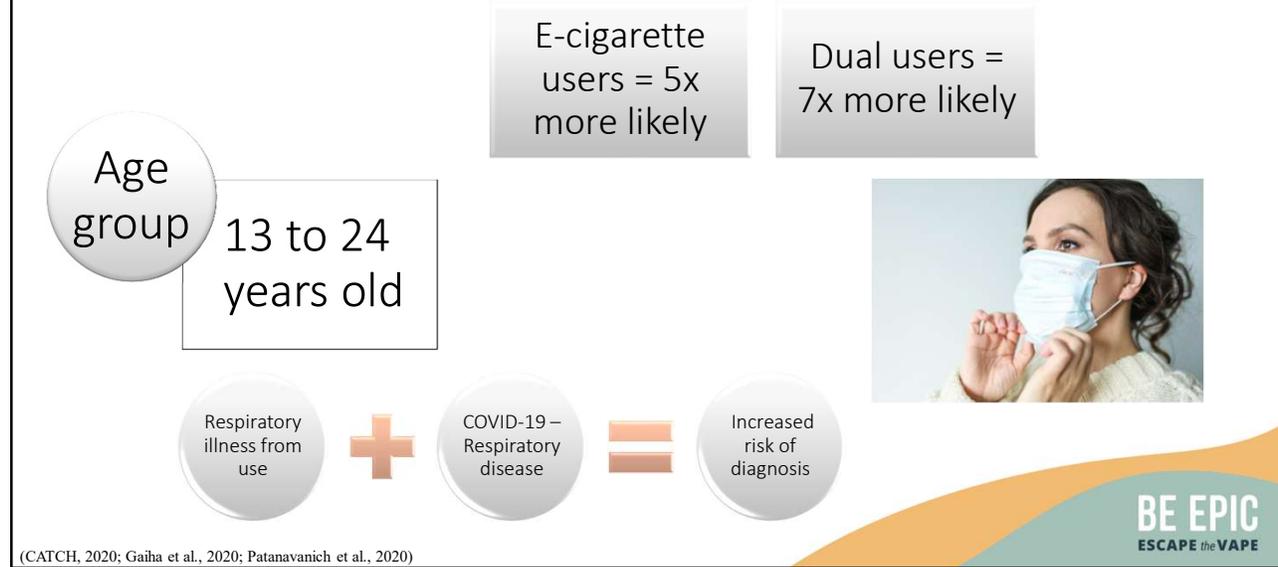


(CATCH, 2020; Popova et al., 2021; Image Source: pixabay ; Graphics: Canva)

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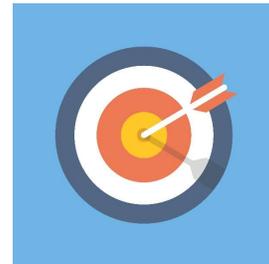
Vaping During a Pandemic



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Tobacco Marketing Strategies

- Adds
 - Social Media
 - Retail Stores
 - Newspapers/Magazines
 - TV streaming Services or Movies
- Flavors
- Sponsorship of events and scholarships



“We don’t smoke that stuff. We reserve that for the young, the poor, and the stupid.”

– RJ Reynolds, Tobacco Company Executive

(Truth Initiative, 2021; CDC, 2021)

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How much are tobacco companies spending on advertising?

\$ 8.2 billion per year
 \$ 22.5 million each day
 \$ 1 million per hour



(CDC, 2021)

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Protective and Risk Factors

Risk factor

- Increased likelihood of outcome

Protective factor

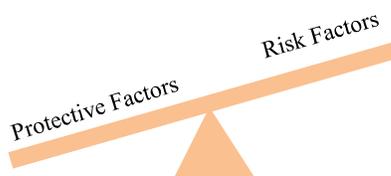
- Decreased likelihood of outcome



Find risk factors

Find protective factors

Use protective factors to prevent risks

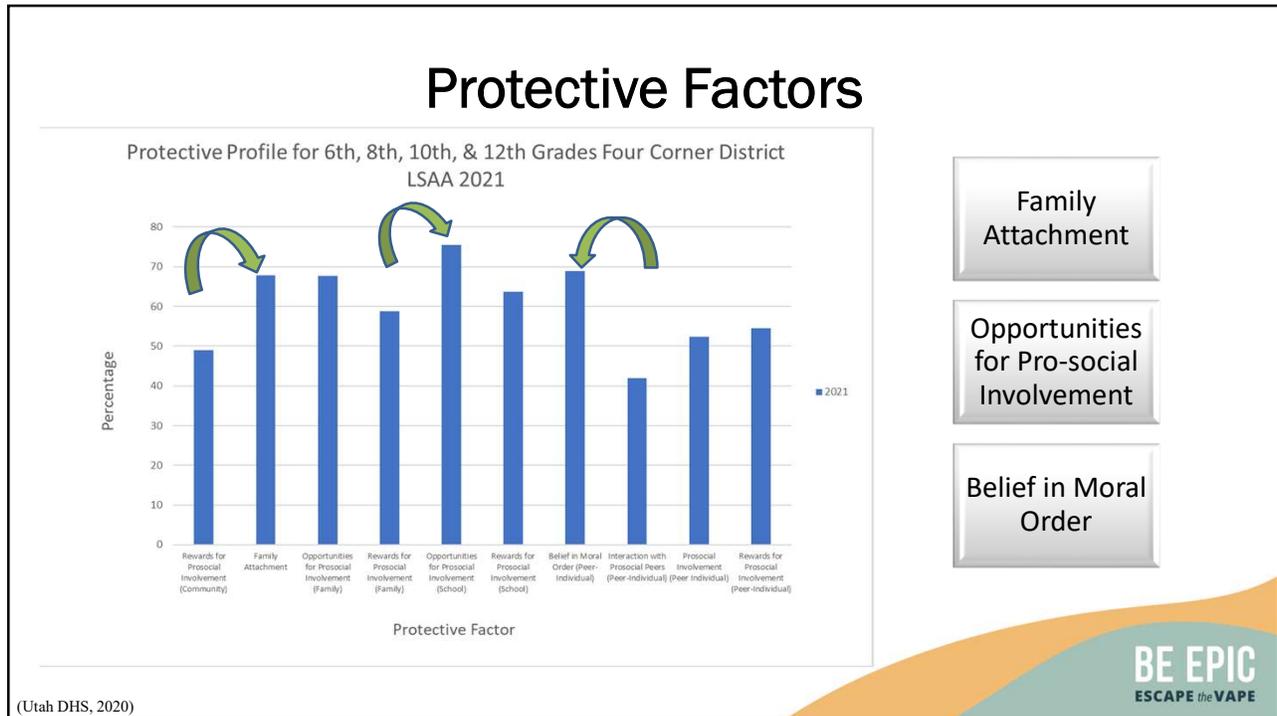


Decrease in
e-cigarette use

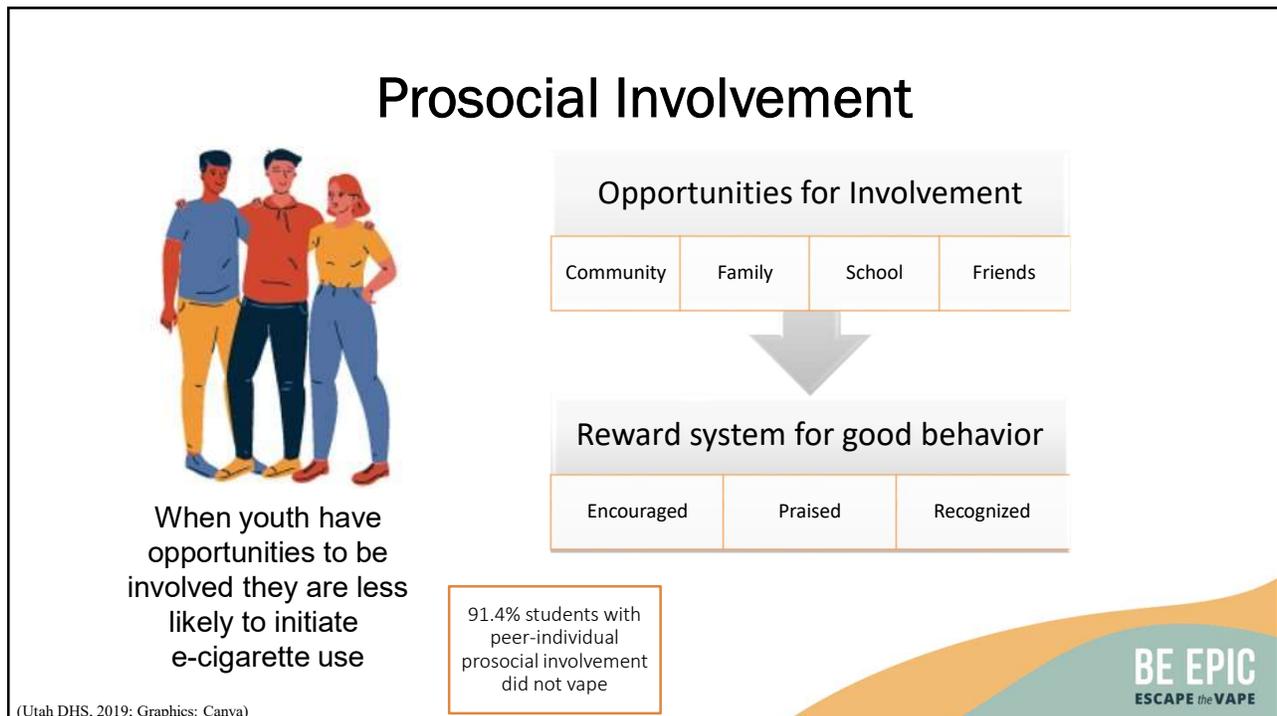
(Utah DHS, 2019; Graphics: Canva)

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Belief in Moral Order

Belief in
"right" and
"wrong"

Individuals who have a belief in moral order, and who's peers also have that belief, are less likely to use e-cigarettes

90.1% students with moral order did not vape

(Bach-Harrison, 2020; Utah DHS, 2019; Graphics: Canva)

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Family Attachment

Family

+

Involvement

=

Decreased Risk

When youth feel a part of their family, they are at a decreased risk of initiating e-cigarette use.

- Movie Nights
- Cooking together
- Build something/Arts & Crafts
- Game Nights

91% students with family attachment did not vape

(Bach-Harrison, 2020; Utah DHS, 2019; Graphics: Canva)

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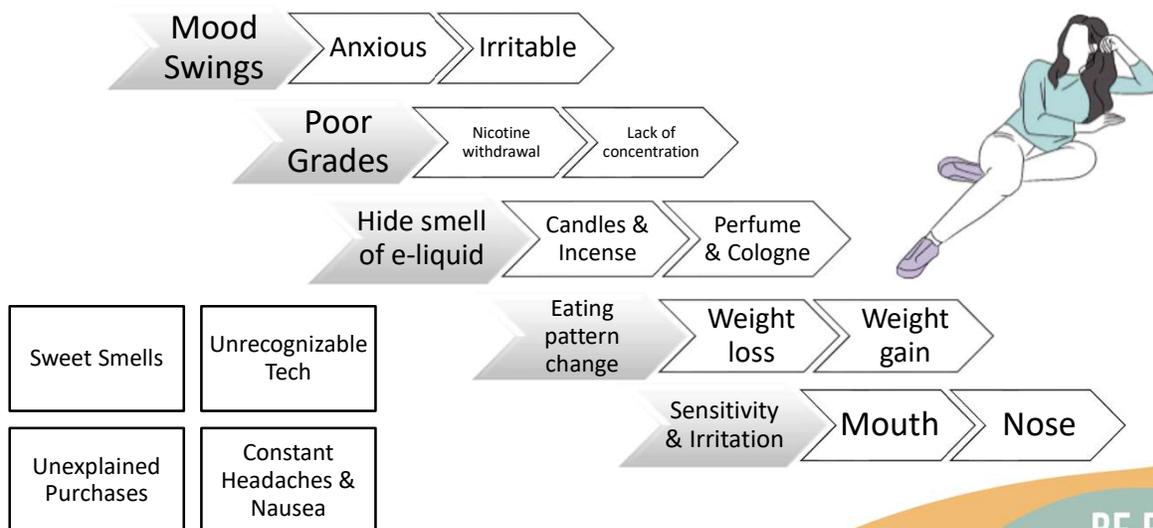
Which of these activities are you most excited to do with your youth?

- Cook
- Movie Night
- Building/Crafting
- Play Board Games
- Other

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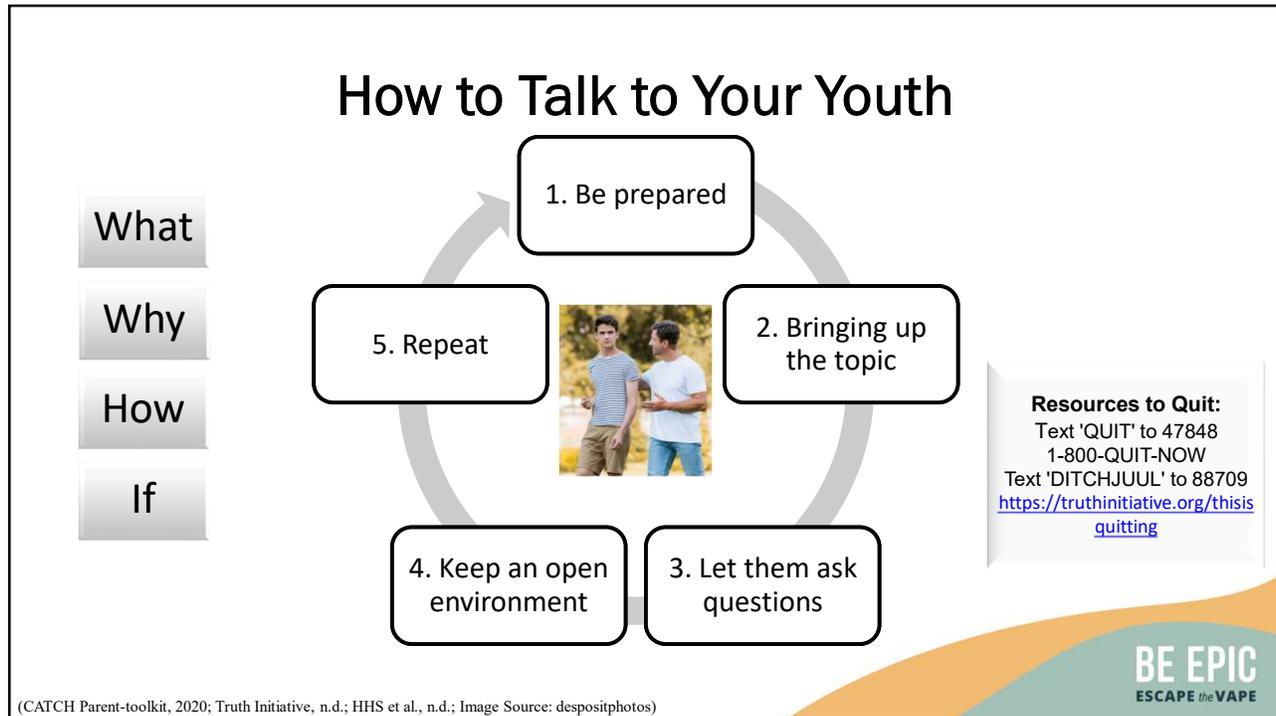
Possible Signs of Use



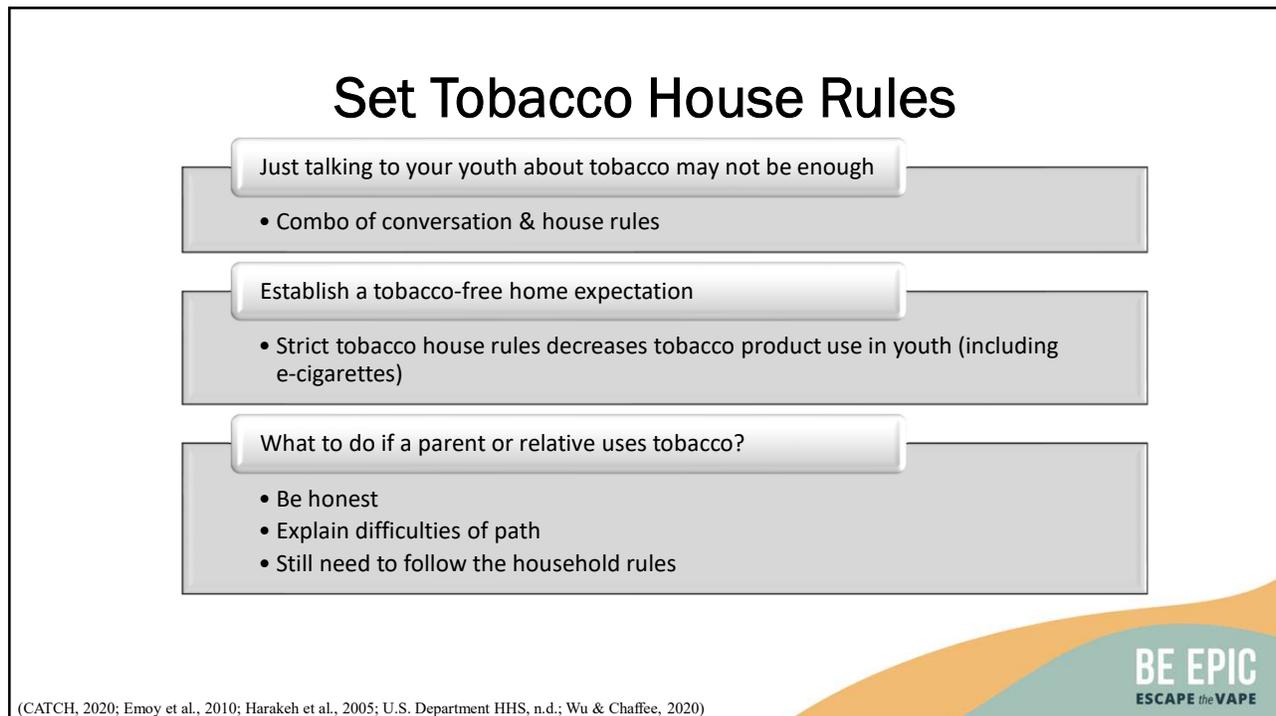
(California Department of Public Health, n.d.; CATCH, 2020; Graphics: Canva)

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Be Prepared for Excuses



"It's just water vapor"



"Studies have found harmful chemicals in e-liquids such as..."

"I just do it for fun. I can stop whenever"



"99.4% of e-liquids have nicotine in them, which is very habit forming"

"There are no effects from using"



"Studies are actually finding effects from use such as..."

(CATCH, 2020; Marynak, et al., 2017; Graphics: Canva)

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Parting Challenge



Set or plan a day to talk to your youth about e-cigarettes

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Website and Contact Information

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Prevention Coordinator

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Be Epic, Escape the Vape
• <https://extension.usu.edu/be-epic/index>

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Website and Contact Information

Catherine Hansen– Extension Assistant
Professor, Health & Wellness Prevention
Coordinator

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Future Contact & Special Thanks!



Shelli Jo Martinez Ness – Public Health Education Specialist

- Tobacco Lead
- Prevention, Intervention, and Postvention of tobacco use and vaping
- sjness@utah.gov
- (435) 636-1164



Tobacco Health Education, SEUHD

- <https://www.seuhealth.com/health-education>

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Questions



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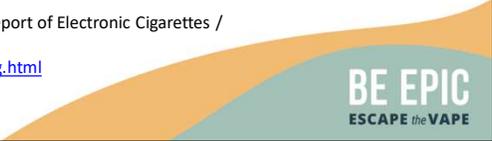
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