

The Truth About Electronic Cigarettes (a.k.a. Vape Products)

Presented by:

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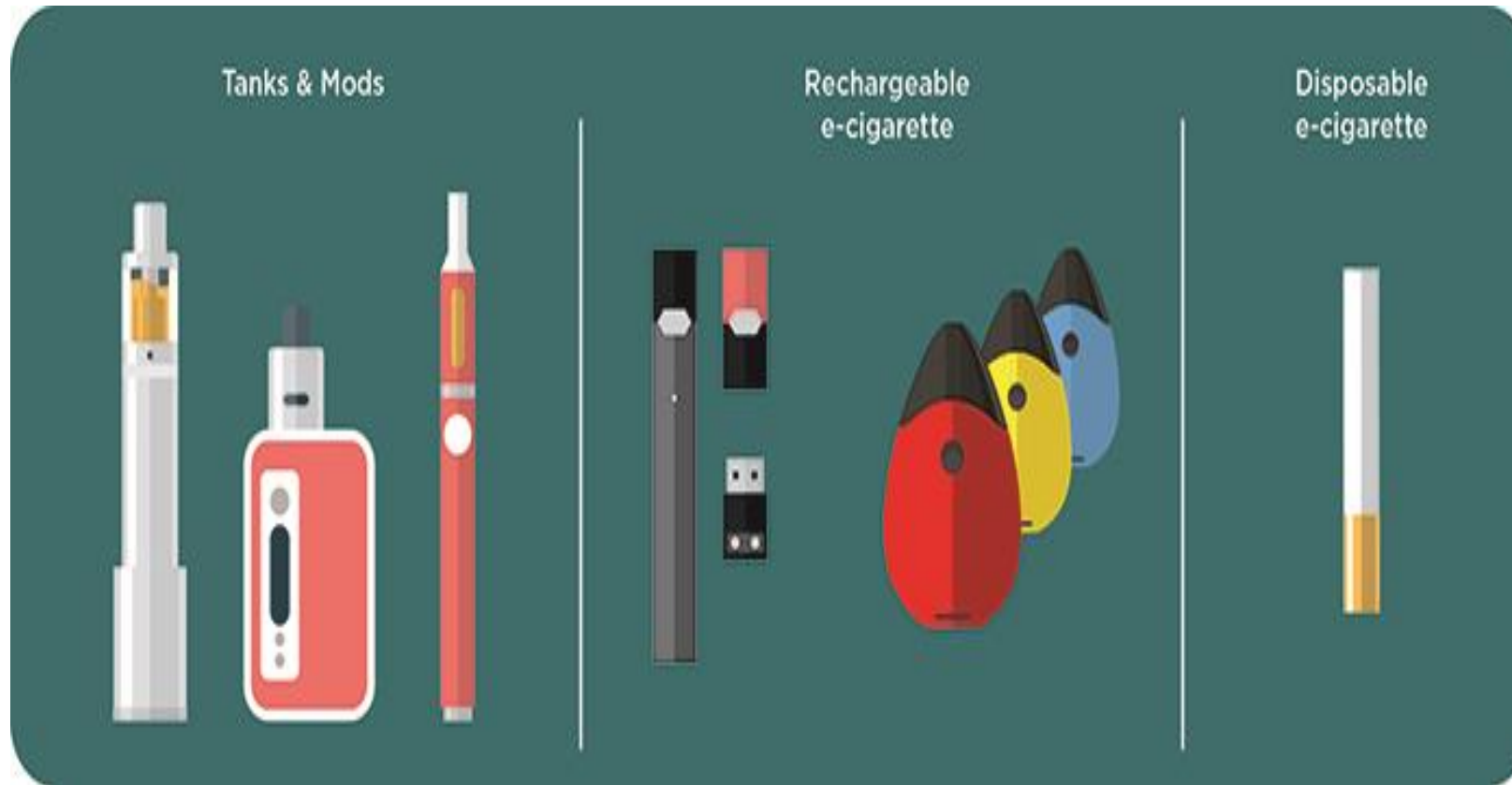
WHAT IS AN E-CIG?



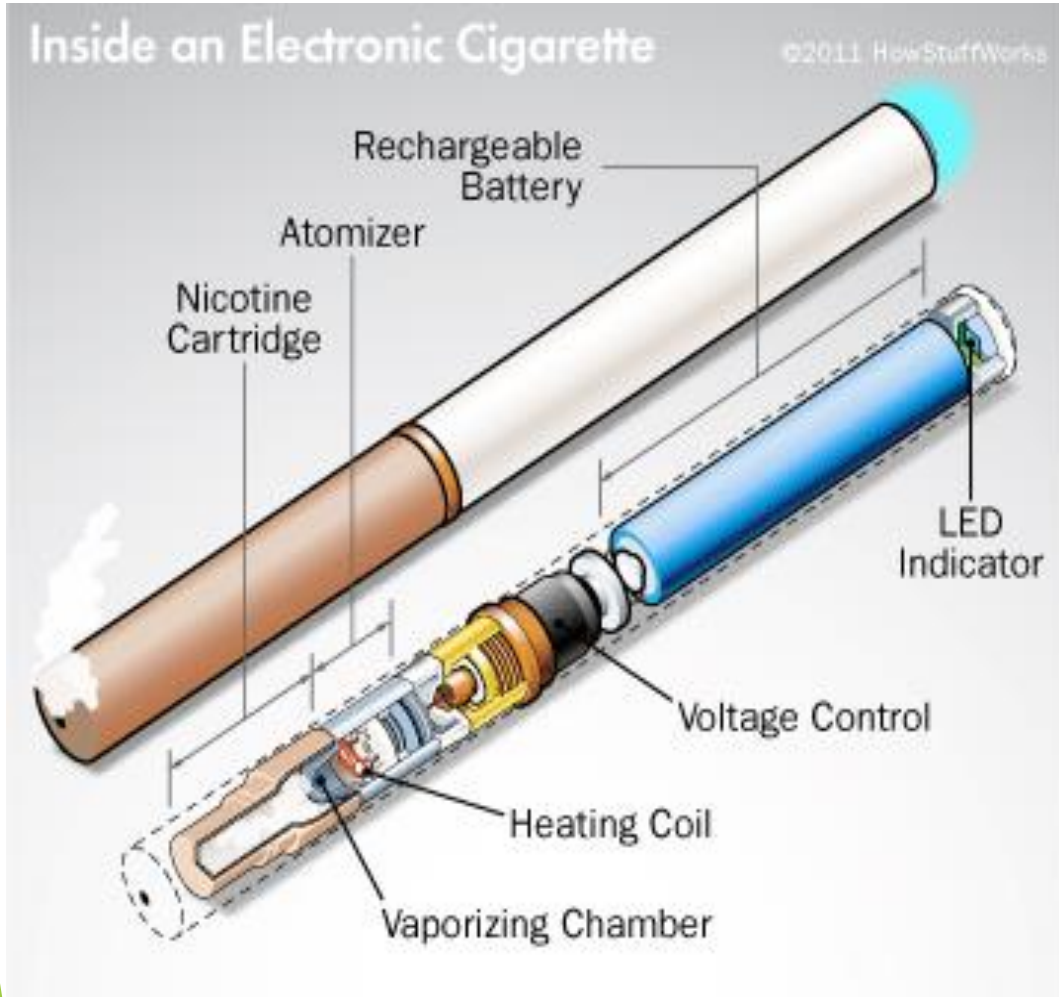
Highlights of today's presentation

- ▶ Describe how electronic cigarettes operate and be able to visually identify them
- ▶ List 3-4 public health consequences, safety and health concerns of e-cigarettes
- ▶ Explain why youth are using these products
- ▶ Describe the “E-cigarette climate” in Michigan
- ▶ List 2-3 e-cigarette related resources

Electronic Cigarettes (vape products)



Electronic Cigarettes



- Allows user to inhale aerosol containing nicotine and/or other substances.
- Disposable or rechargeable and/or refillable.
- Contain a cartridge filled with liquid nicotine, flavorings and glycerin or propylene glycol.
- When coil heats, it converts the contents of the cartridge into aerosol.

Electronic cigarettes can be used for more than e-juice...

- One-third of US middle and high school students reported using e-cigarettes with non-nicotine substances.
- 1 in 3 youth have used marijuana with the JUUL device.
- Hash oils can reach 95% pure THC, the psychoactive component in marijuana. High concentrations could cause side effects like temporary psychosis.

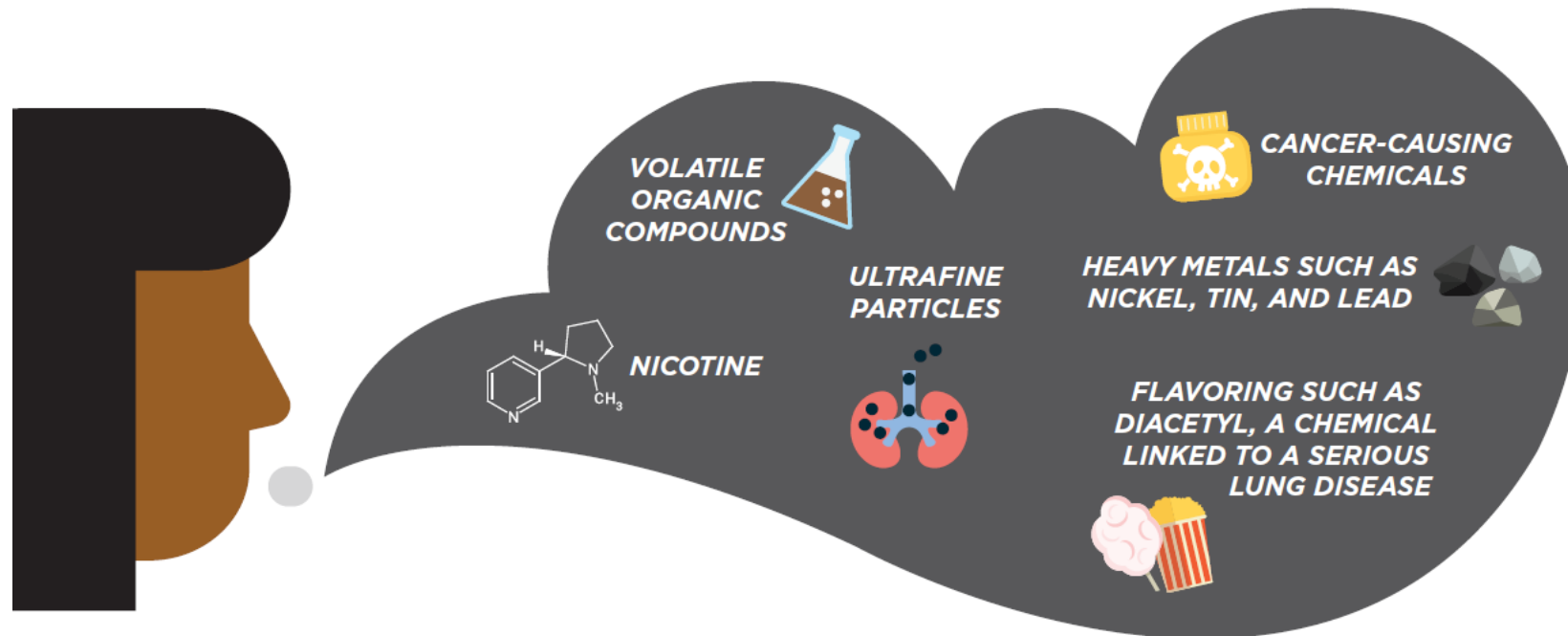


It's an Aerosol, Not a Vapor



WHAT IS IN E-CIGARETTE AEROSOL?

THE E-CIGARETTE AEROSOL THAT USERS BREATHE FROM THE DEVICE AND EXHALE CAN CONTAIN HARMFUL AND POTENTIALLY HARMFUL SUBSTANCES:



It is difficult for consumers to know what e-cigarette products contain. For example, some e-cigarettes marketed as containing zero percent nicotine have been found to contain nicotine.



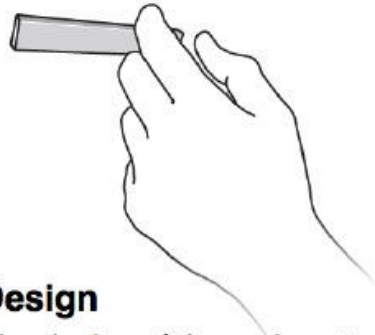
What are E-cigarettes NOT?

- E-cigarettes are **NOT** an approved U.S. Food and Drug Administration (FDA) quit tobacco device and should **NOT** be marketed as such.



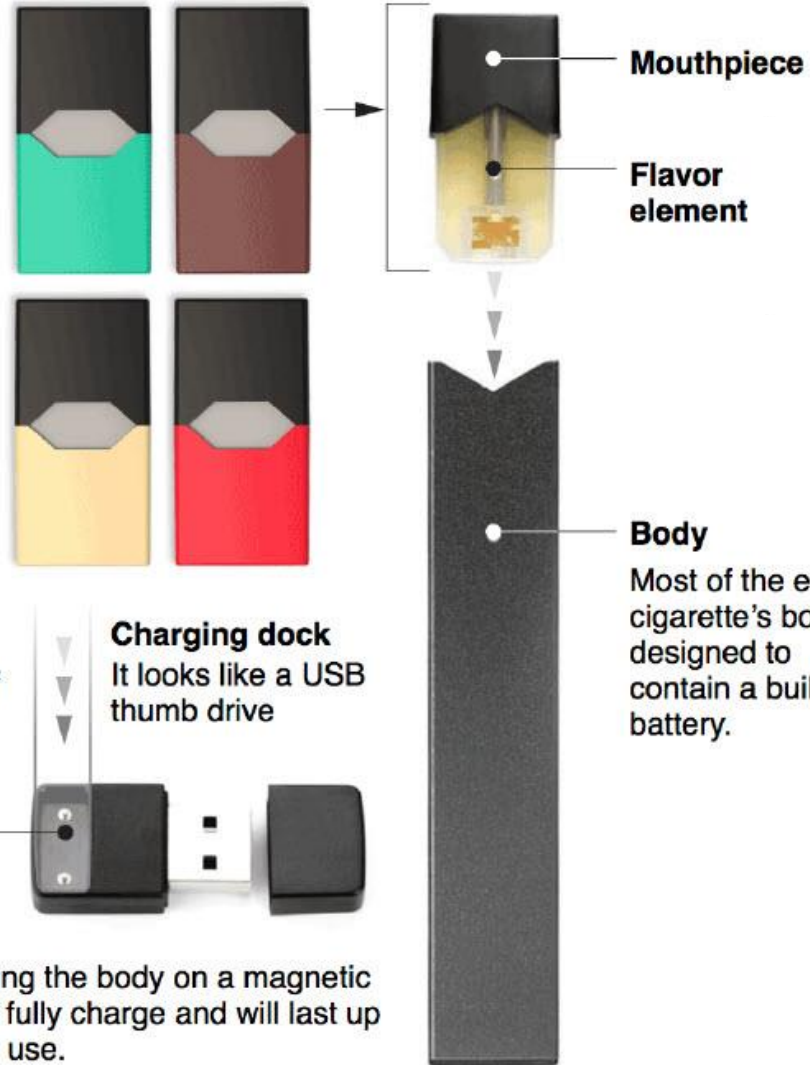
JUUL flavor pods

The juice-flavored pods contain 50 milligrams of nicotine, roughly equivalent to a pack of cigarettes.



Design

The design of the e-cigarette is about the same size as a cigarette and weighs a couple of grams.



Body

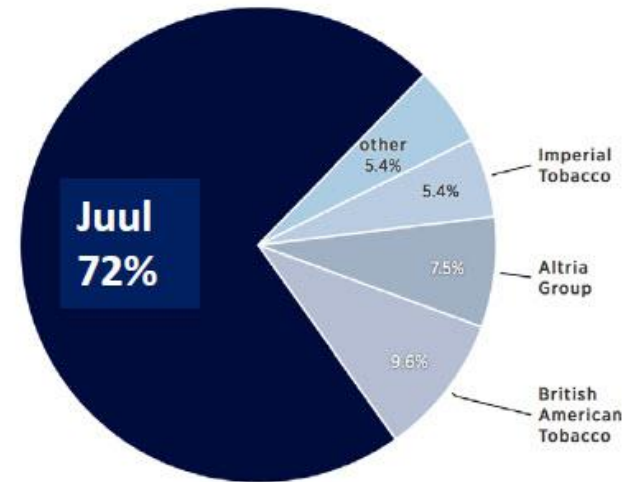
USB charging dock

The battery is charged by dropping the body on a magnetic USB adapter. It takes an hour to fully charge and will last up to 200 puffs, a full day of regular use.

JUUL

Juul dominates the U.S. e-cigarette market

Juul Labs represented 72.2 percent of dollar market share in the four-week period ended Aug. 11 2018, according to Nielsen data.



Source: [Wells Fargo](#)

CNBC

SOURCE: juulvapor.com

JAMES ABUNDIS / GLOBE STAFF

“Recognition, use and perceptions of JUUL among youth and young adults”

- Nearly 1-in-5 youth have seen JUUL used at their school.
- Youth reported relative ease obtaining JUUL devices.
- Most were not aware that JUUL pods always contain nicotine.
- Nearly half of those who are aware of JUUL believe it is “a lot” or “a little” LESS harmful than cigarettes.



Tank:

This product was very popular when e-cigarettes first hit the market.

E-juice required

Very heavy compared to the new generation products





New: 35 mL per bottle and more attractive flavors and packaging

Sourin ishare:

This device is very similar to the JUUL and has the capability to hold JUUL pods.

Price:\$17.99



The “counterfeit” pods
which fit in both the JUUL
and the Suorin iShare

There is 1 additional pod
and pack of 5 costs less than
the JUUL pods

Price: \$14





Suorin Drop



Khree UFO



Suorin Air



SMOK Rolo Badge

Nord Kit

- Button triggered device
 - To start/allow user to use
 - Provides information about battery life
 - E-juice window
 - When button is held for more than 8 seconds, the battery will shut off (“protection”)
- Price: \$23.95



Suorin Edge

- Sleek design
- Comes with 2 batteries (removable)
- “Childproof Lock” - click lock key 5 times to unlock
- If in use for more than 5 seconds, battery will turn off

Price:\$29.95

Edge cartridge sold separately \$3.99



MICO kit

- Can fit in the palm of your hand
- Sleek design, multicolored fluid lines look like an abstract oil painting
- Comes with a lanyard for “both decorative and portability purposes”

Price: \$24.95



Dripping



PUFFiT



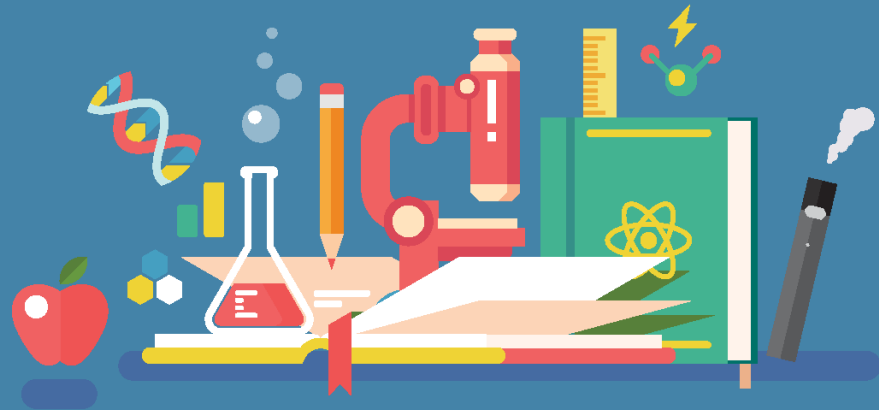
Zig Zag 335



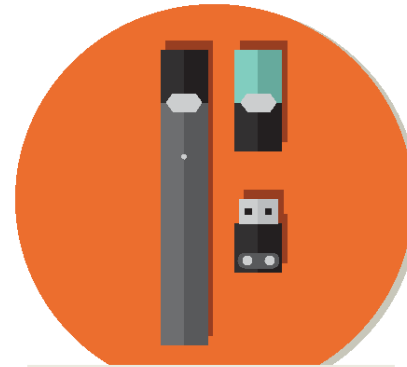
IQOS - I Quit Ordinary Smoking

HEAT-NOT-BURN CIGARETTES





TEACHERS AND PARENTS: That USB Stick Might Be an *E-cigarette*



- An increasingly popular e-cigarette, called JUUL, is shaped like a USB flash drive.
-
-



JUUL delivers a high dose of nicotine. Nicotine is highly addictive and can harm adolescent brain development.



E-cigarettes are the most commonly used tobacco product among U.S. middle and high school students.



Some e-cigarettes don't look like tobacco products, so some kids use



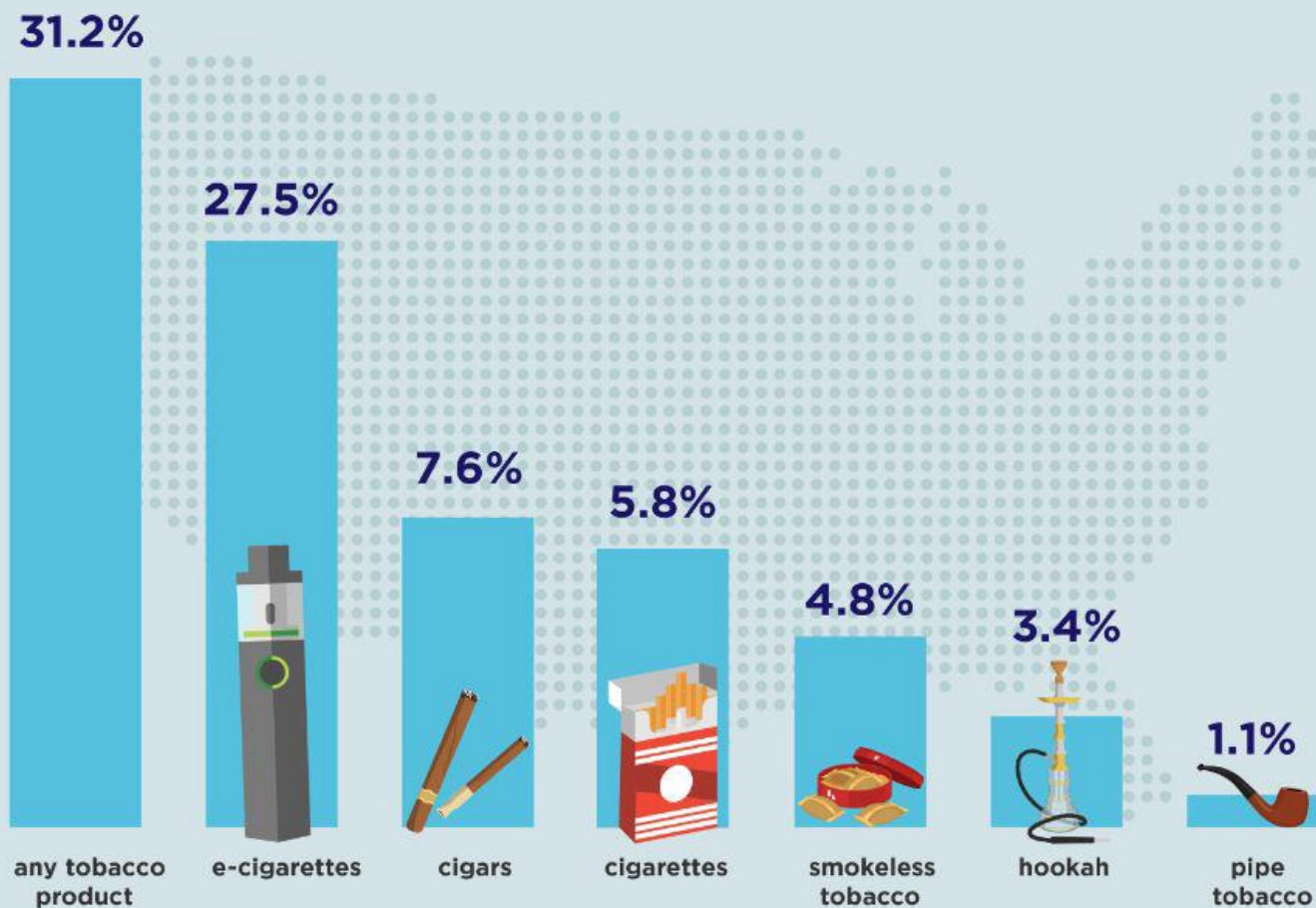
**TOBACCO PRODUCT
USE IN ANY FORM,
INCLUDING
E-CIGARETTES, IS
UNSAFE FOR YOUTH.**

2019 National Youth Tobacco Survey - preliminary results

- ▶ 27.5% of high schoolers using e-cigarettes in the past 30 days, up from 20.8% in 2018
- ▶ Use of e-cigarettes among 8th, 10th and 12th graders has more than doubled since 2017



TOBACCO PRODUCT USE AMONG HIGH SCHOOL STUDENTS



Learn more at bit.ly/NYTS-2019

Source: National Youth Tobacco Survey, 2019



About 6.2 million U.S. middle and high school students were current (past 30-day) users of some type of tobacco product in 2019, according to new National Youth Tobacco Survey (NYTS)

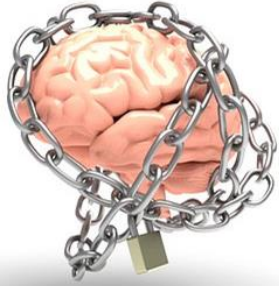
Percentage of high school students who used an electronic cigarette product
during the past 30 days

in 18 Counties in Michigan- MiPHY 2015-16 compared to 2017-18

	County	2015-2016	2017-2018	Rate of increase
1	Allegan	16.8	25.9	54%
2	Muskegon	17.5	24.9	42%
3	Berrien	19	24.5	29%
4	Ingham	11.5	20.3	77%
5	Jackson	16.7	23.8	43%
6	Branch	14.4	30.2	109%
7	Genesee	18.8	24.4	30%
8	St. Clair	20.6	31.9	55%
9	Wayne	15.1	24.2	60%
10	Macomb	14.8	29	96%
11	Oakland	16	28.4	78%
12	Manistee	16.2	31.1	92%
13	Chip/Luce/Mackinac	15.3	20.7	35%
14	Charlevoix	17.3	35.2	103%
15	Livingston	21.6	28	30%
16	Saginaw	14.4	19.9	38%
17	Kent	15.4	22.2	44%
18	Huron	18.3	30.9	69%

Most e-cigarettes contain **NICOTINE**, which causes **ADDICTION**,
may harm brain development, and could lead to continued tobacco product use among youth.





The Adolescent Brain

- ▶ Human brain matures at about age 25
- ▶ Nicotine addiction more likely the earlier one initiates
- ▶ Mood disorders, lower impulse control, attention and learning problems



Common myths

believed about vaping, along with the facts.

"It's just flavoring."

Vapes get their flavors from chemicals. While these flavorings are safe to eat in food, they're not safe to inhale. Inhaling flavor chemicals can harm your lungs.¹¹

Want an example?

Some buttery-flavored vapes like caramel contain diacetyl and acetoin. Inhaling diacetyl has been linked to popcorn lung, a lung disease that doesn't have a cure.¹¹

Some vapes that claim they are nicotine-free are not.^{8,17-22}

"My vape says it's nicotine-free. There's no way I'll become addicted."

Vaping delivers nicotine to the brain in as little as 10 seconds.^{14,15}

A teen's brain is still developing, making it more vulnerable to nicotine addiction.¹⁶

"Nicotine isn't that bad for me."

Nicotine exposure during the teen years can disrupt normal brain development. It can have long-lasting effects, like increased impulsivity and mood disorders.²³⁻²⁵

"Just because I vape doesn't mean I'm going to smoke cigarettes."

Research shows teens who vape are more likely to try smoking cigarettes.²⁶

"It's just water vapor."

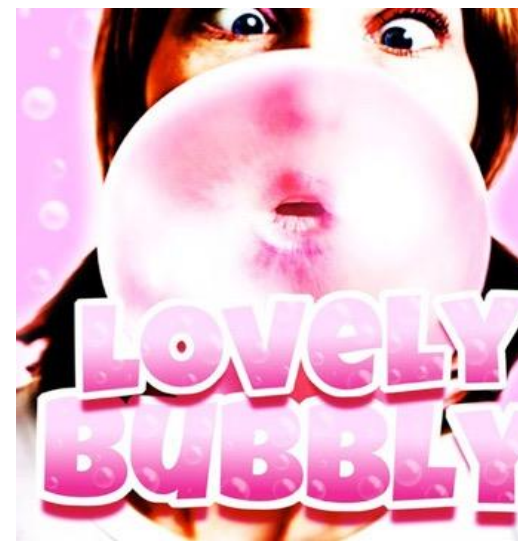
But it's not.

Vaping can expose the user's lungs to harmful chemicals like formaldehyde, diacetyl and acrolein, as well as toxic metal particles like nickel, tin and lead.^{4,8-10,11-13}

"I don't have an addictive personality—I won't get hooked on vapes."

Why the Rise in E-cigarette Use?

- ▶ Targeted tobacco industry marketing
- ▶ Flavors
- ▶ Lack of regulation



#1 Flavor Selection with 19 Flavors!



What's Your Taste?

Choose E-cigarette Cartridge From 7 Delicious Flavors by XEO E-cigarettes !!

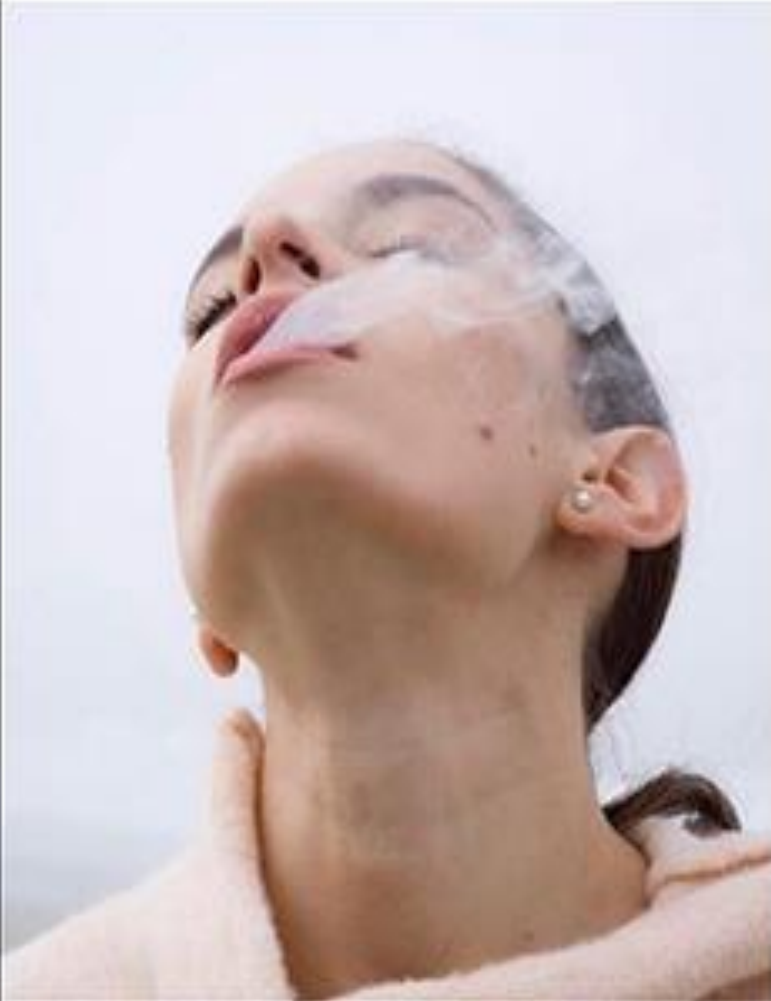
World's Most Powerful E-cigarette Available in 7 Flavors!!



“Trendy” Products



Social Media Marketing



JUUL [juulvapor](#) • Following

juulvapor The freedom of a #JUULmoment.
by @devinwhetstone .

...

WARNING: This product contains nicotine. Nicotine is an addictive chemical. #juul #juulvapor

spencerhcalin @Chelsea.grieco cash me in the office bathroom

sleepyboy369 @chrimoulto freedom hell yea

ohmcityvapes Beautiful

katemorganmcleod @doesandre you look amaz! You a star *

scootsadam i just lost mine in my own


640 likes

JANUARY 25

Add a comment...

JUUL [@JUULvapor](#) · 4 Jun 2015

Having way too much fun at the #JUUL launch party #LightsCameraVapor #NYC



1



Targeted Marketing



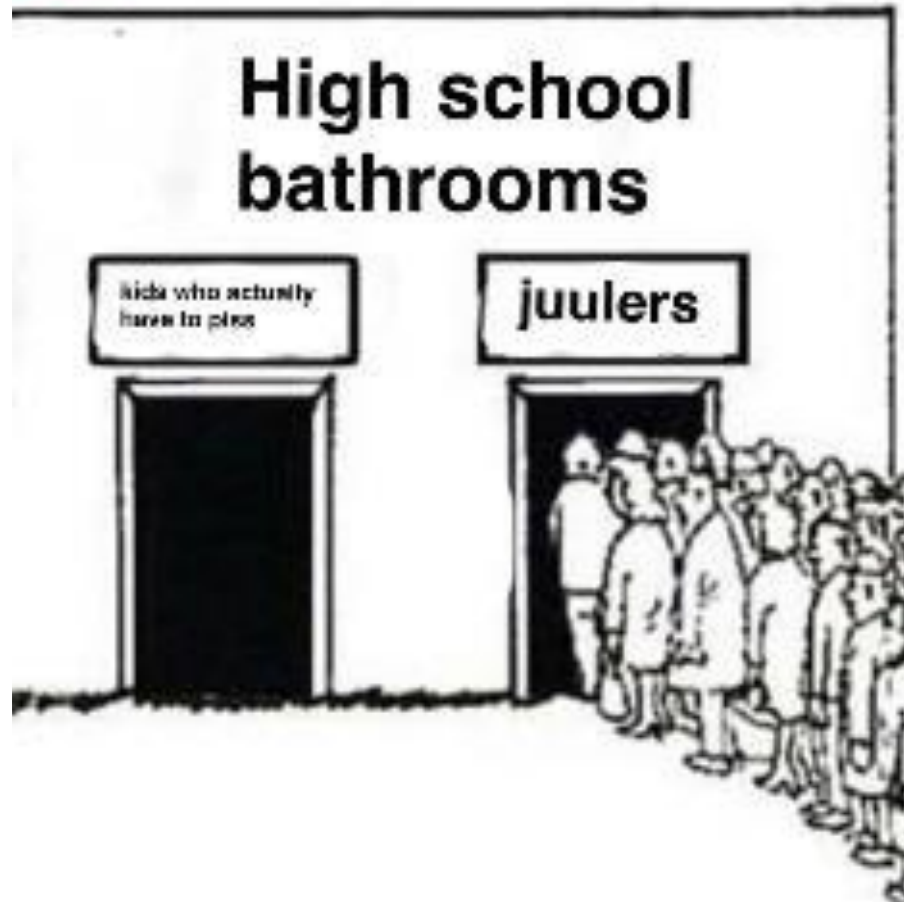


LIMITED EDITION FLAVOR
COOL CUCUMBER



WARNING: This product contains nicotine. Nicotine is an addictive chemical. © 2017 JUUL Labs, Inc. ALL RIGHTS RESERVED.





12,066 likes

doit4juul Which one are you 🤔 #DI4J

[View all 153 comments](#)

2 DAYS AGO

Instagram



Snapchat

Northern Michigan Schools Experience.

After researching both the Halo and Fly products we opted to purchase the Halo units. The cost per unit was around \$1,000 and it allowed us to manage the units in house, and not have to subscribe to a monthly service agreement. To date they have performed as advertised.

* Monitored by a light that is in an administration

Here is a link to the Halo site:

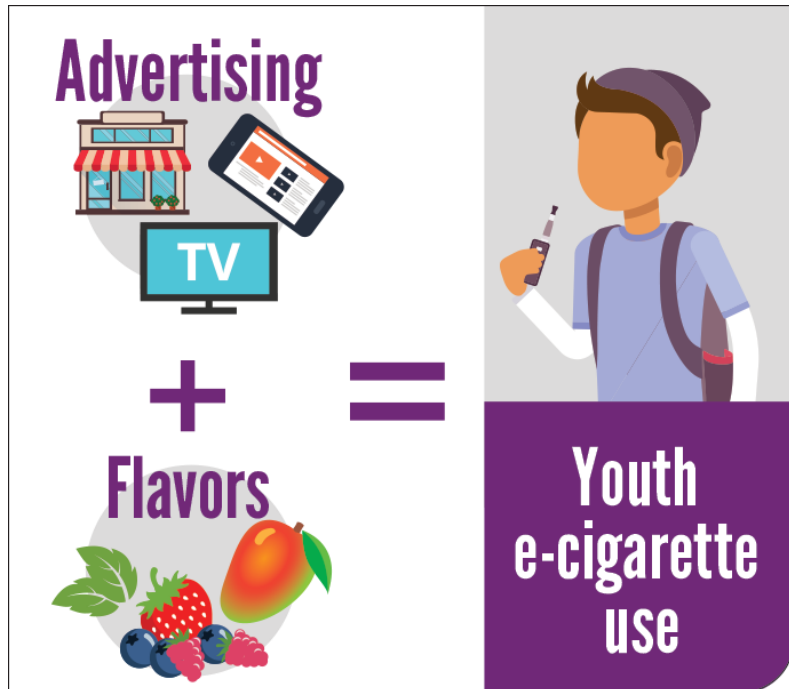
<https://link.zixcentral.com/u/0a9d680e/dLY0hNvm6RGvVm3u-uoD4Q?u=https%3A%2F%2Fipvideocorp.com%2Fhalo%2F>

Recommendations for Schools Including Alternatives to Suspension

- 1. Shift student tobacco use, from discipline to an opportunity to provide support.**
- 2. Screen students caught using tobacco or electronic cigarettes for substance abuse and mental health issues. Refer to services as needed and offer an alternative to suspension.**

LACK OF REGULATION

- ▶ TV, radio, billboard
- ▶ Point of Sale




Health Concerns: Reported Impacts to FDA

- Pneumonia
- Asthma
- Cardiovascular Disease
- Skin Disorders(contact dermatitis)
- Oral Health(mucosal lesions)
- Disorientation
- Seizure
- Hypotension, and others

Health Concerns

- ▶ Dual Use
- ▶ Flavorings
- ▶ Primary, Secondhand, Thirdhand Aerosol Exposure



A TIP FROM A FORMER SMOKER

I started using e-cigarettes but kept smoking. Right up until my lung collapsed.


Kristy, age 35, Tennessee

Kristy had smoker's cough and severe shortness of breath. She tried using e-cigarettes to cut down on her smoking. She thought cutting down would make her feel better, but it didn't. She kept smoking cigarettes until her lung collapsed.


Even smoking a few cigarettes a day is dangerous.

You can quit smoking.

CALL 1-800-QUIT-NOW.

 U.S. Department of Health and Human Services
Centers for Disease Control and Prevention
[CDC.gov/tips](https://www.cdc.gov/tips)

#CDCTips



Vape Related Respiratory Illness/Injury

- ▶ Most of the people who have developed lung injury reported using THC-containing products, or
 - ▶ both THC-containing products and nicotine-containing products
 - ▶ Some of the patients reported using only nicotine-containing products
- ▶ Health officials have yet to determine whether one or more e-cigarette or vaping products, substances, brands or methods of use is responsible for the outbreak

What are the symptoms?

- ▶ Patients who have had the vaping-related illnesses have reported:
 - ▶ Cough, shortness of breath, or chest pain
 - ▶ Nausea, vomiting, or diarrhea
 - ▶ Fatigue, fever, or abdominal pain
 - ▶ Some patients have reported that their symptoms developed over a few days, while others have reported that their symptoms developed over several weeks. A lung infection does not appear to be causing the symptoms.
- ▶ The CDC recommends seeing a medical provider right away. You can also call your local poison control center at 1-800-222-1222.
- ▶ You can also submit a detailed report of any unexpected health or product issues related to tobacco or e-cigarette products to the FDA via the online [Safety Reporting Portal](#).

Latest Outbreak Information

- ▶ CDC updates every Thursday
- ▶ As of February 4, 2020:
 - ▶ 2,758 cases of e-cigarette, or vaping, product use associated lung injury (EVALI) have been reported to CDC from 50 states, the District of Columbia, and 2 U.S. territories (Puerto Rico and U.S. Virgin Islands)
 - ▶ 64 deaths confirmed in 28 states and District of Columbia
 - ▶ In Michigan: 73 identified cases, 4 deaths

Safety Concerns



- Explosions
- Charger danger
- Fires
- Poisoning
- Hazardous Waste & Litter
- <https://no-smoke.org/wp-content/uploads/pdf/E-Cigarette-Explosions-and-Fires.pdf>



Just a few drops
of liquid nicotine
could result in a
trip to the ER



Lethality depends on the
weight of the child and
the **concentration** of
the liquid nicotine



Ingesting less than **1/4**
of a teaspoon of 1.8%
concentrated liquid
nicotine can be fatal to a
50 pound child

Nicotine is an
acute toxin



Liquid nicotine
can be harmful
if **swallowed**
or **absorbed**
through the
skin

Symptoms include:

Nausea
Vomiting
Increased heart rate
Increased blood pressure
Seizures
Death

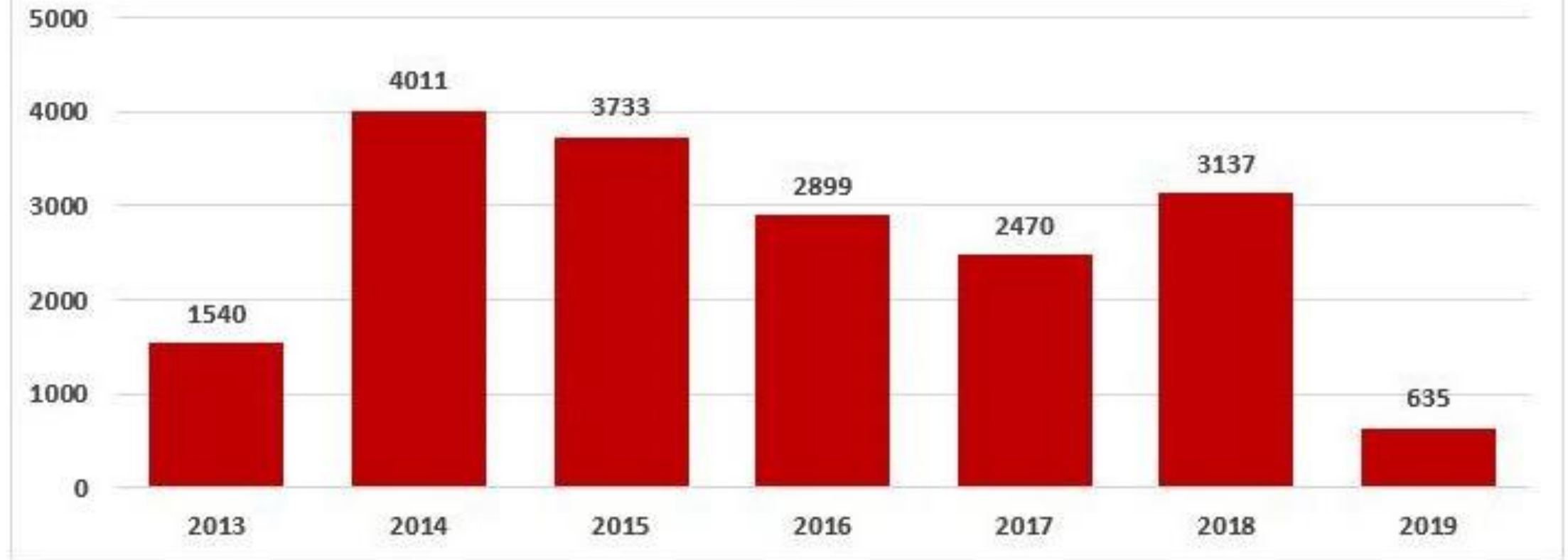


POISON
Help
1-800-222-1222



Electronic Cigarette and Liquid Nicotine Cases

All Ages



American Association of Poison Control

7/12/2015 11:22:09

Acc# 000CT20150039484

Institution: UNMH-BBRP-DEFINITION

Study Date 7/12/2015

Study Time 11:37:16

Series Date 7/12/2015

Series Time 11:22:09

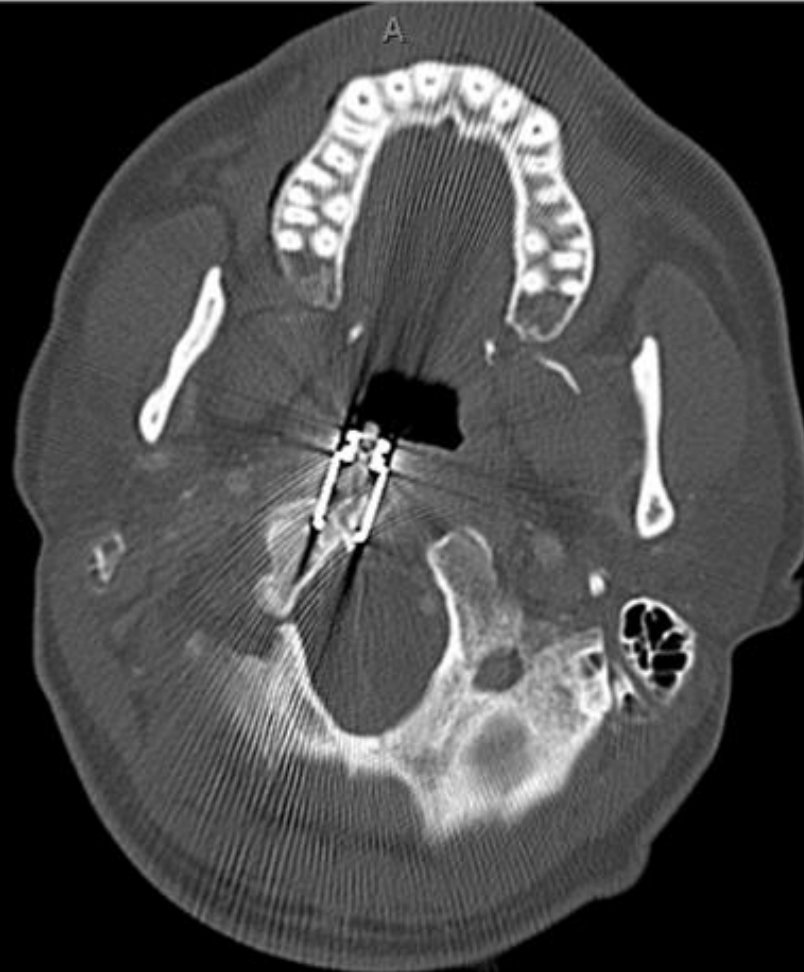
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11:21:22

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Image #66/93
KVP 120
Exp. Time 330
Tube Current 663
Slice Location 208.3
www.fwi 2000H400
CTDIvol 27.79319429843478

None
Series BCME
Tech.BJO
Zoom:139.8%





DEAR SMOKING BAN,

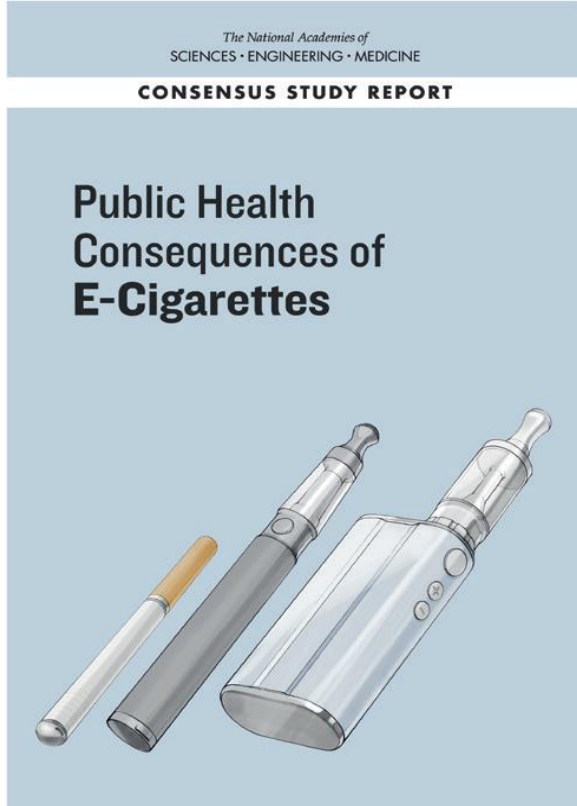


Social Concerns

- Social norm reversal
- Marketed to maintain addiction.
- Playing out of Big Tobacco's playbook:
 - Back on TV.
 - In the workplace.
 - In schools.
 - False health claims.
 - Aimed at youth.



What's the bottom line?



- ▶ E-cigarettes are not safe for youth, young adults, pregnant women or adults who do not currently use tobacco products.
- ▶ If you've never smoked or used other tobacco products or e-cigarettes, don't start.
- ▶ Scientists still have a lot to learn about whether e-cigarettes are effective for quitting smoking.

Problems Caused by Defining E-cigarettes Separately from Tobacco Products

- ▶ Appeal to youth
- ▶ Confusion with the Federal Deeming Rule
- ▶ Not subject to the same evidence-based measures that govern tobacco products:
 - ▶ Not taxed
 - ▶ Not covered by the state's Smokefree Air Law
 - ▶ Lack of advertising restrictions -still marketed on TV, radio, social media, etc.

To report a violation: Call 1-877-CTP-1373



FDA RULES FOR **ELECTRONIC NICOTINE DELIVERY SYSTEM (ENDS) SALES**

(Including e-cigarettes, vape pens, e-hookahs, e-cigars, personal vaporizers, and electronic pipes.)

Are you taking the necessary steps to prevent underage tobacco use?



Check photo ID of everyone under age 27 who attempts to purchase ENDS.



Only sell ENDS to customers age 18 and older.*



Do NOT give away free samples of ENDS, including their components and parts.



Do NOT sell e-cigarettes in a vending machine unless in an adult-only facility.**

Provided by the
FDA Center for
Tobacco Products

Electronic Cigarettes in Michigan

- ▶ Local Action! E-Cig bans do exist in many places...
 - ▶ Parks, beaches, other outdoor locations
 - ▶ Indoors - bars, restaurants, government owned and operated buildings, housing
 - ▶ Tobacco free schools policies



What else can be done?

- ▶ Educate your communities and circles of influence about e-cigarette products
- ▶ Use Youth to spread the message
- ▶ Talk to retailers in your community about placing all e-cigarette products behind the counter to restrict youth access
- ▶ If you're a health professional, make sure to ask all your patients, at every visit, about their tobacco use including electronic products. Document this

My Life, My Quit - A Quit Tobacco and Vaping Program for Teens

- First comprehensive program designed just for teens
- Teen focused messages
- Five real time coaching sessions via live text messaging, online chat or phone
- Specially trained coaches
- Certificate of completion

TOLL FREE: **1-855-891-9989**

mylifemyquit.com



Michigan Department of Health and Human Services new e-cigarette webpage

www.Michigan.gov/e-cigarettes

- ▶ Many resources available for download including
 - ▶ fact sheets,
 - ▶ infographics,
 - ▶ an e-cigarette webinar and more!

Youth Quit Tobacco Resources

Tobacco Free Kids

Contains fact sheets and advocacy information. Site for information for Kick Butts Day held annually in March. “Taking Down Tobacco” program.
<http://www.tobaccofreekids.org>

Smoking Stinks

A youth quit smoking website containing free downloads, quizzes, quit tips and more <http://smokingstinks.org/>

Smokefree Teen

Free text message quit tobacco service. 24/7 encouragement, advice and tips. Teens can sign up at www.teen.smokefree.gov or text QUIT to iQuit(47848)

The Truth and Finish It

Educates youth about the dangers of tobacco, media and tobacco industry awareness and quitting smoking <http://www.thetruth.com>

The Truth Initiative: Safer ≠ Safe

The screenshot shows the Truth Initiative website with a dark background. At the top left is the 'truth' logo in orange. The main headline reads 'VAPING MIGHT BE **SAFER** THAN SMOKING, BUT THAT DOESN'T MAKE IT **SAFE**.' in white and green text. To the right of the headline are three empty circles, the hashtag '#VAPING', and an orange 'ARTICLE' button. Below the headline is an orange-bordered box containing the text 'RELATED: VAPING'. The bottom section features four content tiles: 1) An 'ARTICLE' tile with a woman's image and a 'SAFER ≠ SAFE' label. 2) A 'QUIZ' tile with a close-up of a person wearing sunglasses and a 'SAFER ≠ SAFE' label. 3) An 'ACTIVITY' tile with a collage of puppets and the text 'WHICH PUPPET ARE YOU?'. 4) An 'ARTICLE' tile with a scene of two people on a porch and the text 'AM I A PUPPET?'. A 'Select Language' dropdown menu is visible at the bottom right, and the word 'INFINITY' is partially visible on the far right.

truth

VAPING MIGHT BE **SAFER**
THAN SMOKING, BUT THAT
DOESN'T MAKE IT **SAFE**.

#VAPING
ARTICLE

RELATED: VAPING

ARTICLE
SAFER ≠ SAFE

QUIZ
SAFER ≠ SAFE

ACTIVITY
WHICH PUPPET ARE YOU?

ARTICLE
AM I A PUPPET?

Select Language

INFINITY

The Truth Initiative - This is Quitting



This is Quitting:

You can access the program by:
texting

“QUIT” to (202) 804-9884

or

Enrolling in the free digital quit
programs:

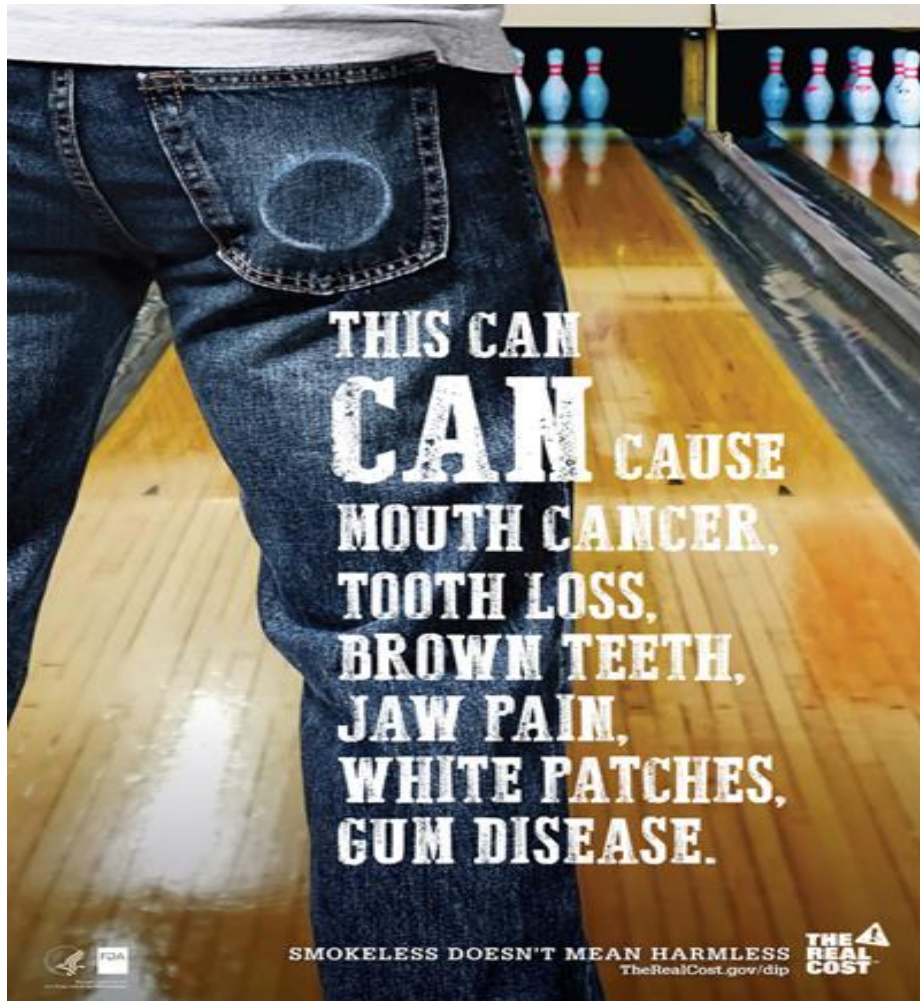
This is Quitting or BecomeAnEX,
which integrate the text program.

<http://www.thisisquitting.com/>

Youth Quit Tobacco Resources

► The Real Cost

<https://therealcost.betobaccofree.hhs.gov/?g=t>



“The Real Cost” Youth E-Cigarette Prevention Campaign



<https://www.youtube.com/user/KnowTheRealCost>

<http://www.scholastic.com/youthvapingrisks/>

FDA and Scholastic have joined efforts on ENDS prevention curriculum
“The Real Cost of Vaping” for grades 9-12

Tobacco Prevention Toolkit for educators, administrators, parents/guardians and anyone who works with youth



<http://tobaccopreventiontoolkit.stanford.edu>

<https://med.stanford.edu/tobaccopreventiontoolkit/E-Cigs.html>

Electronic Cigarette Resources

- ▶ Know the Risks: Surgeon General Advisory: <https://e-cigarettes.surgeongeneral.gov>
- ▶ JUUL and the Guinea Pig Generation factsheet
<http://www.publichealthlawcenter.org/sites/default/files/resources/JUUL-and-the-Guinea-Pig-Generation-2018.pdf>
- ▶ Healthy Children.org: Health Issues - Tobacco:
<https://www.healthychildren.org/English/health-issues/conditions/tobacco/Pages/default.aspx>
- ▶ Know the Risks: Talk with your Teen about e-cigarettes- A tip sheet for Parents
https://e-cigarettes.surgeongeneral.gov/documents/SGR_ECig_ParentTipsheet_508.pdf
- ▶ Tobacco Free Kids JUUL and Youth: Rising E-cigarette Popularity:
<https://www.tobaccofreekids.org/assets/factsheets/0394.pdf>

Quit Tobacco Resources

- ▶ www.Michigan.gov/tobacco

MI Department of Health and Human Services Tobacco Section website offers resources, fact sheets and information on quitting.

- ▶ <https://Michigan.quitlogix.org>

The Michigan Tobacco Quitline site offers information on how to quit, a smoking calculator and more. Works with people of all ages, including youth. 1-800-QUIT-NOW

Questions?

Contact:

Jim Harrington at harr1626@msu.edu