

# An Ounce of Prevention is Worth a Pound of Cure

- Benjamin Franklin



## Tobacco Prevention 2020

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Created: October 2020



# Imagine a World Without Any Tobacco...



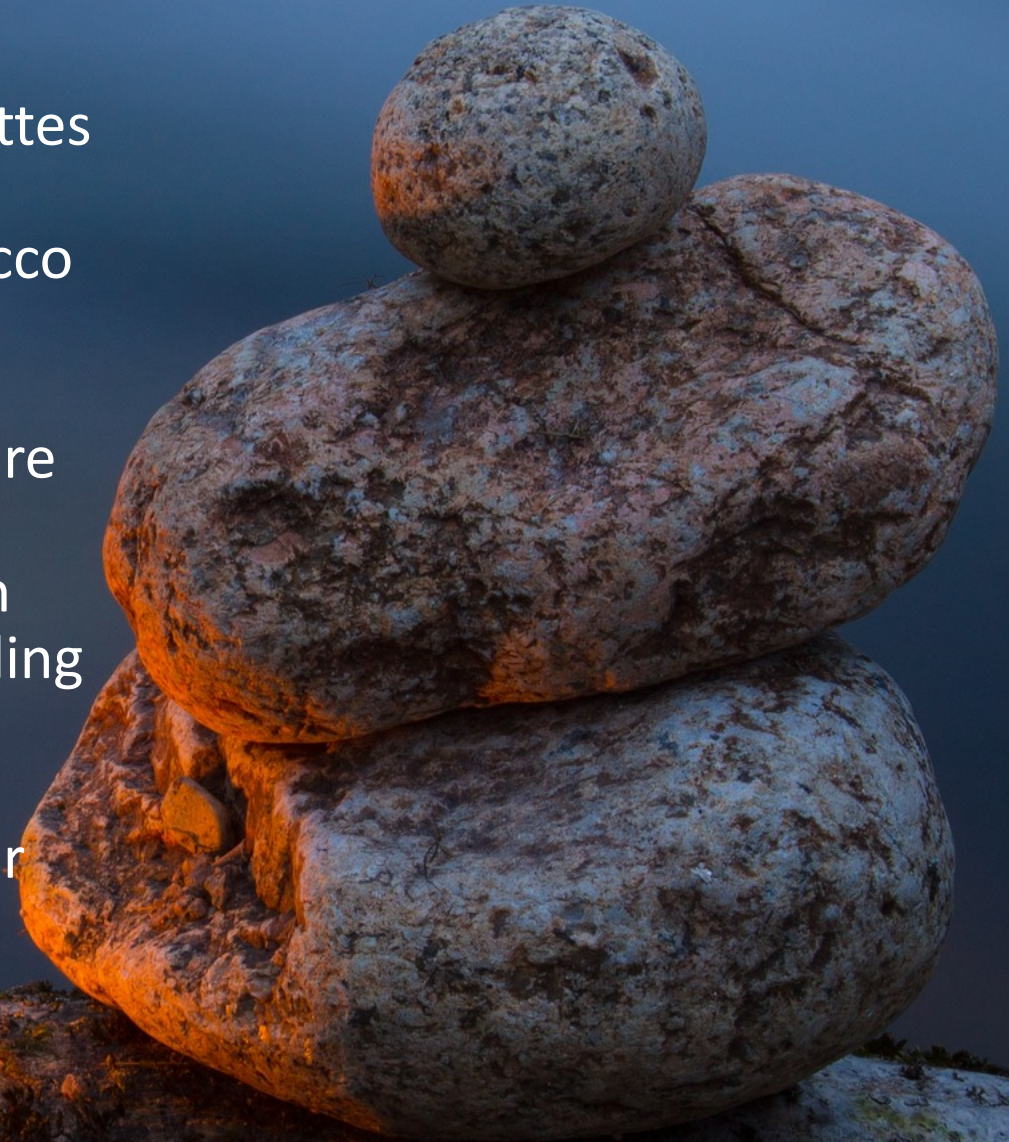
How would life  
be different?





# Objectives

1. Participants will learn how Big Tobacco continues to target youth with new products like electronic cigarettes and vapes.
2. Participants will be able to identify what newer tobacco products look like and have a basic understanding of how they work.
3. Participants will become aware of how much youth are using products like e. cigarettes, vapes, and Juuls.
4. Participants will learn of the dangers related to youth tobacco and nicotine use and develop an understanding of why tobacco prevention is important.
5. Participants will be able to identify at least one thing they can do to lower of the burden of tobacco in their community.





# Types of Tobacco

Traditional

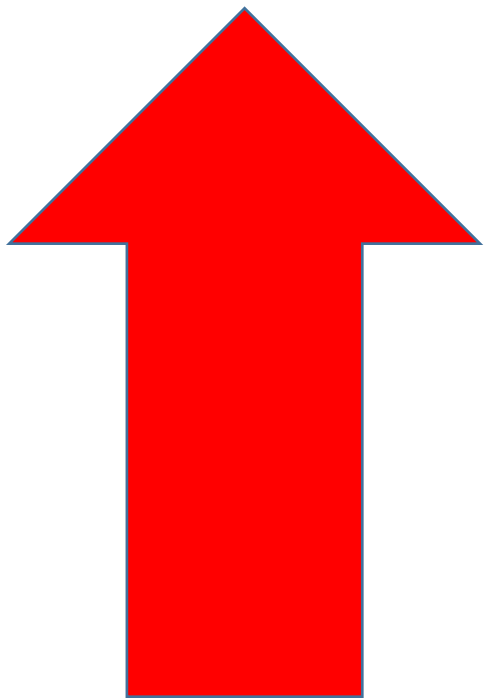
Newer





# Maryland Middle & High School Youth

## Any Tobacco Use

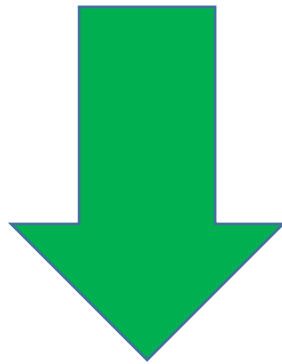




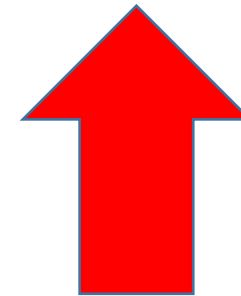
# Maryland Middle & High School Youth



Cigarettes



Electronic Smoking Devices / Vapes





1,035 surveyed

93% aware

76% knew  
someone



224 of 1,035

22% middle school  
students  
self-reported  
vaping





# Elementary School

Total of 661 surveyed  
(3<sup>rd</sup>, 4<sup>th</sup> & 5<sup>th</sup> grades)

**86% aware**

**74% knew someone**

**36 of 661**

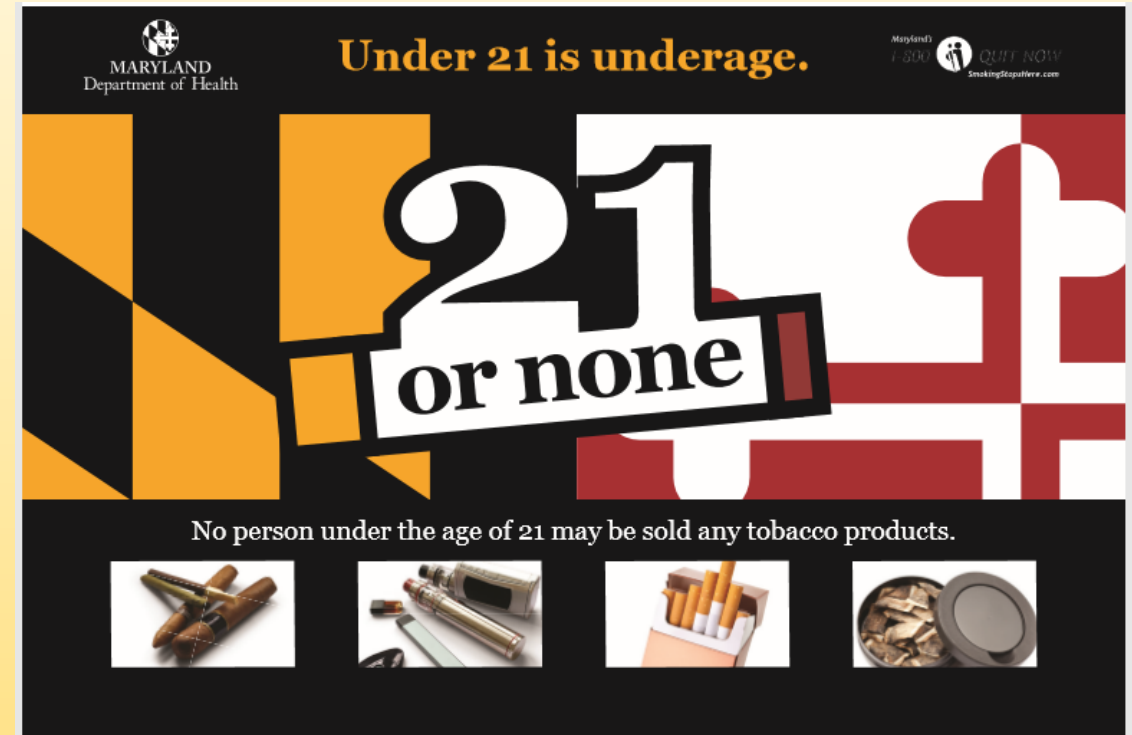
**tried themselves**

As young as 8 years old!



# Tobacco 21

- Legal age to purchase tobacco products increased from 18 to 21
- Effective in Maryland October 2019
- Effective Federally December 2019
- Includes E-cigarettes, Vapes, Juuls





# Keep Kids From Starting!

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# Help Smokers Quit??

## Spectrum of Risk



Nicotine  
Replacement  
Products  
(patch, gum)



Vaping  
Juuling  
E-Cigarettes



Smoking  
Cigarettes

Low Risk

High Risk

# Which would you rather?





## The Evolution of E-Cigarette, or Vaping, Products



1<sup>st</sup>  
GENERATION

Disposable  
e-cigarettes



2<sup>nd</sup>  
GENERATION

E-cigarettes  
with prefilled  
or refillable  
cartridge



3<sup>rd</sup>  
GENERATION

Tanks or Mods  
(refillable)



4<sup>th</sup>  
GENERATION

Pod Mods  
(prefilled or  
refillable)

## Puff Bars



<https://www.eliquidstop.com/products/puff-bar-disposable-device>

[https://www.cdc.gov/tobacco/basic\\_information/e-cigarettes/pdfs/ecigarette-or-vaping-products-visual-dictionary-508.pdf](https://www.cdc.gov/tobacco/basic_information/e-cigarettes/pdfs/ecigarette-or-vaping-products-visual-dictionary-508.pdf)

# How Do E. Cigarettes/Vapes Work?

1. Battery turns on a heating element
2. Liquid inside is heated into an **aerosol**
3. Aerosol is breathed in and out

**\* \*Within the aerosol there is generally nicotine, flavoring and other chemicals\*\***







# What's in Pods and E-Liquids?

**Nicotine**

Benzoic Acid

**Flavorings**

Propylene Glycol

**Glycerine**

Vegetable Glycerine



# Aerosol Effects Others



© Stanford University

**Nicotine & other chemicals**



A photograph of a two-lane asphalt road stretching into the distance, shrouded in a thick, white fog. The road has a dashed white center line and solid white edge lines. On the right side of the road, there is a tall metal fence topped with a chain-link fence. In the foreground on the right, there are some yellow wildflowers. A triangular road sign with a blue background and a black circular arrow symbol is mounted on a blue post. Further down the road, another sign is visible but obscured by the fog. The overall atmosphere is misty and somewhat mysterious.

**What We Don't Know Could Hurt Us**





**Do you remember life before the  
Clean Indoor Air Act?**





Unhealthy

Inconvenient



Slimming

BENSON & HEDGECOCK  
SURGEON GENERAL'S WARNING: Quitting Now Greatly Reduces Serious Risks to Your Smoking. Contains Carbon Monoxide.  
Lights: 10 mg "tar", 0.7 mg nicotine—100's; 16 mg "tar", 1.0 mg nicotine av. per cigarette, FTC Report Feb. '85.



Cigarettes  
average **\$7** a pack  
in Maryland



Juul Device & USB Charger  
~~\$19.99~~ (March 2020)  
~~\$9.99~~ (August 2020)  
**\$13.99** (Sept 2020)

Pods  
average **\$4 to \$5**



2 Pods **\$9.99**



4 Pods **\$15.99**

# Big Tobacco: Then & Now

Altria  
JUUL

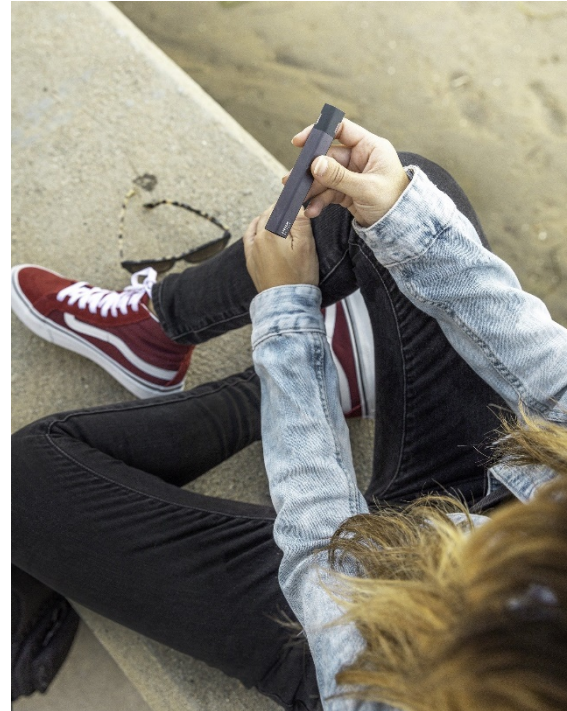




# Targeting Youth by Design



Small



Colorful



Unique

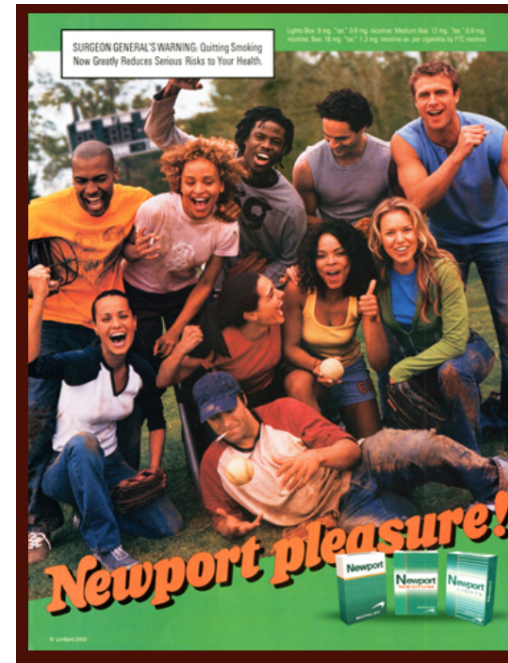


*Charges in  
a laptop*

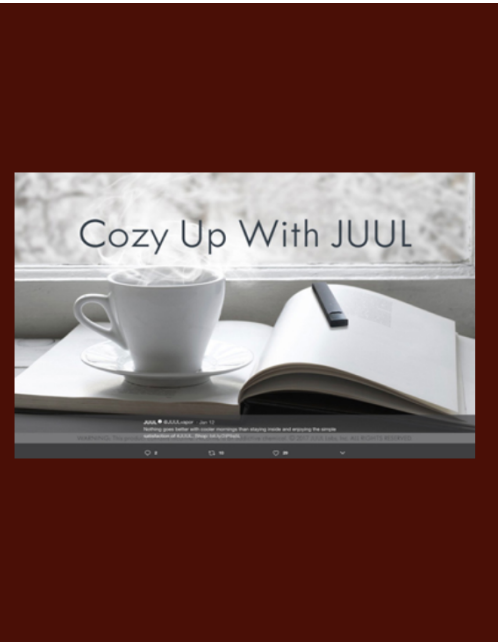




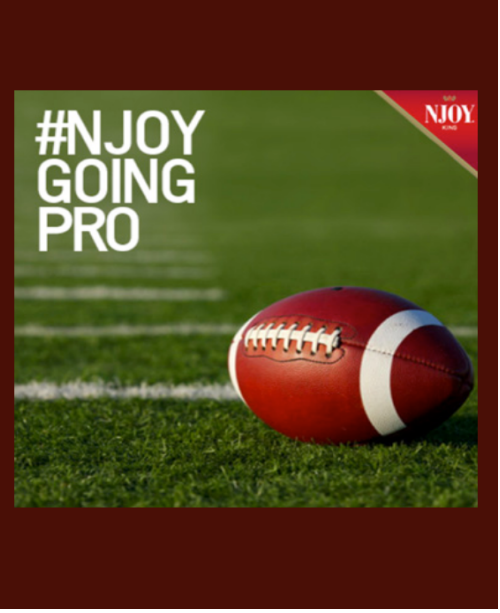
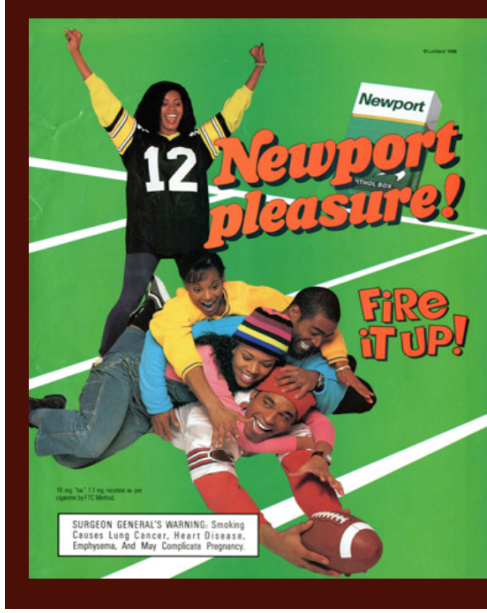
# Old & New...



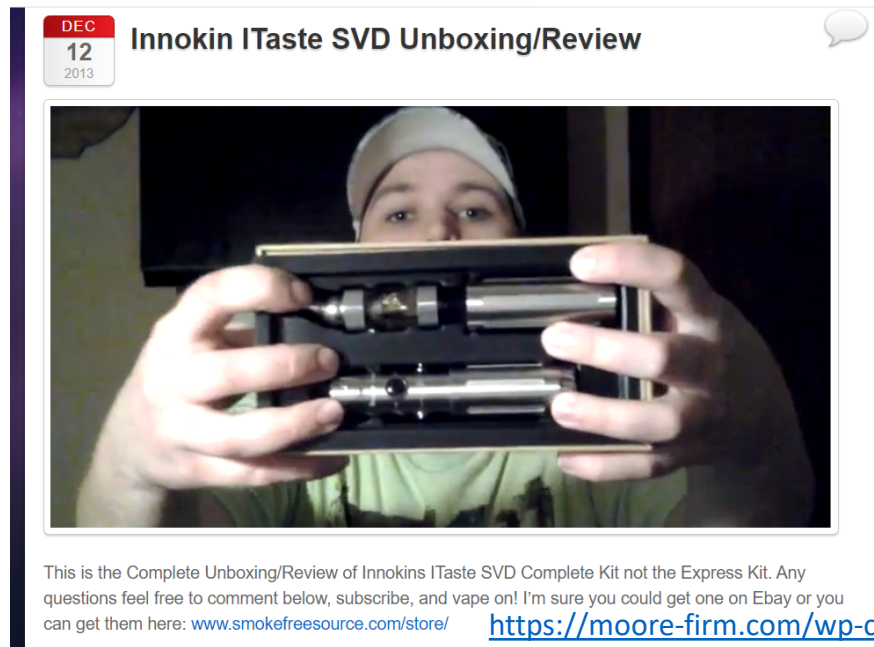
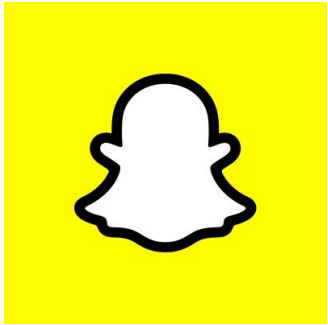




Pretty Similar, Huh?



# Targeting Youth: Social Media



This is the Complete Unboxing/Review of Innokins ITaste SVD Complete Kit not the Express Kit. Any questions feel free to comment below, subscribe, and vape on! I'm sure you could get one on Ebay or you can get them here: [www.smokefreesource.com/store/](http://www.smokefreesource.com/store/) <https://moore-firm.com/wp-content/uploads/2019/09/845.jpg> <https://vapewithgmo.wordpress.com/2013/12/12/innokin-itaste-svd-unboxingreview/> [http://tobacco.stanford.edu/tobacco\\_main/subtheme\\_ecigs.php?token=fm\\_ecigs\\_mt048.php](http://tobacco.stanford.edu/tobacco_main/subtheme_ecigs.php?token=fm_ecigs_mt048.php)





# MEMES & TRICKS





Flavors



Hide



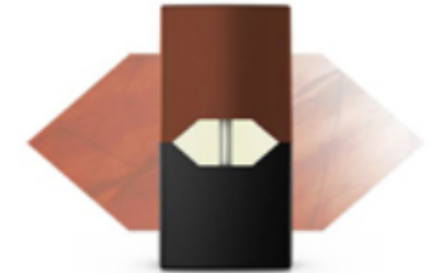
Dangers



# Still on the Market...



CLASSIC MENTHOL



CLASSIC TOBACCO



<https://www.juulabs.com/juul-labs-suspends-sale-of-non-tobacco-non-menthol-based-flavors-in-the-u-s/>

<https://www.fda.gov/news-events/press-announcements/fda-finalizes-enforcement-policy-unauthorized-flavored-cartridge-based-e-cigarettes-appeal-children>

[http://tobacco.stanford.edu/tobacco\\_main/images\\_disp.php?token2=fm\\_pods\\_st721.php&token1=fm\\_pods\\_img41346.php&theme\\_file=fm\\_pods\\_mt08\\_7.php&theme\\_name=Puff%20Bar&subtheme\\_name=Puff%20Bar](http://tobacco.stanford.edu/tobacco_main/images_disp.php?token2=fm_pods_st721.php&token1=fm_pods_img41346.php&theme_file=fm_pods_mt08_7.php&theme_name=Puff%20Bar&subtheme_name=Puff%20Bar)

[http://tobacco.stanford.edu/tobacco\\_main/images\\_pods.php?token2=fm\\_pods\\_st658.php&token1=fm\\_pods\\_img36019.php&theme\\_file=fm\\_pods\\_mt068.php&theme\\_name=JUUL&subtheme\\_name=Flavors](http://tobacco.stanford.edu/tobacco_main/images_pods.php?token2=fm_pods_st658.php&token1=fm_pods_img36019.php&theme_file=fm_pods_mt068.php&theme_name=JUUL&subtheme_name=Flavors)

# Menthols

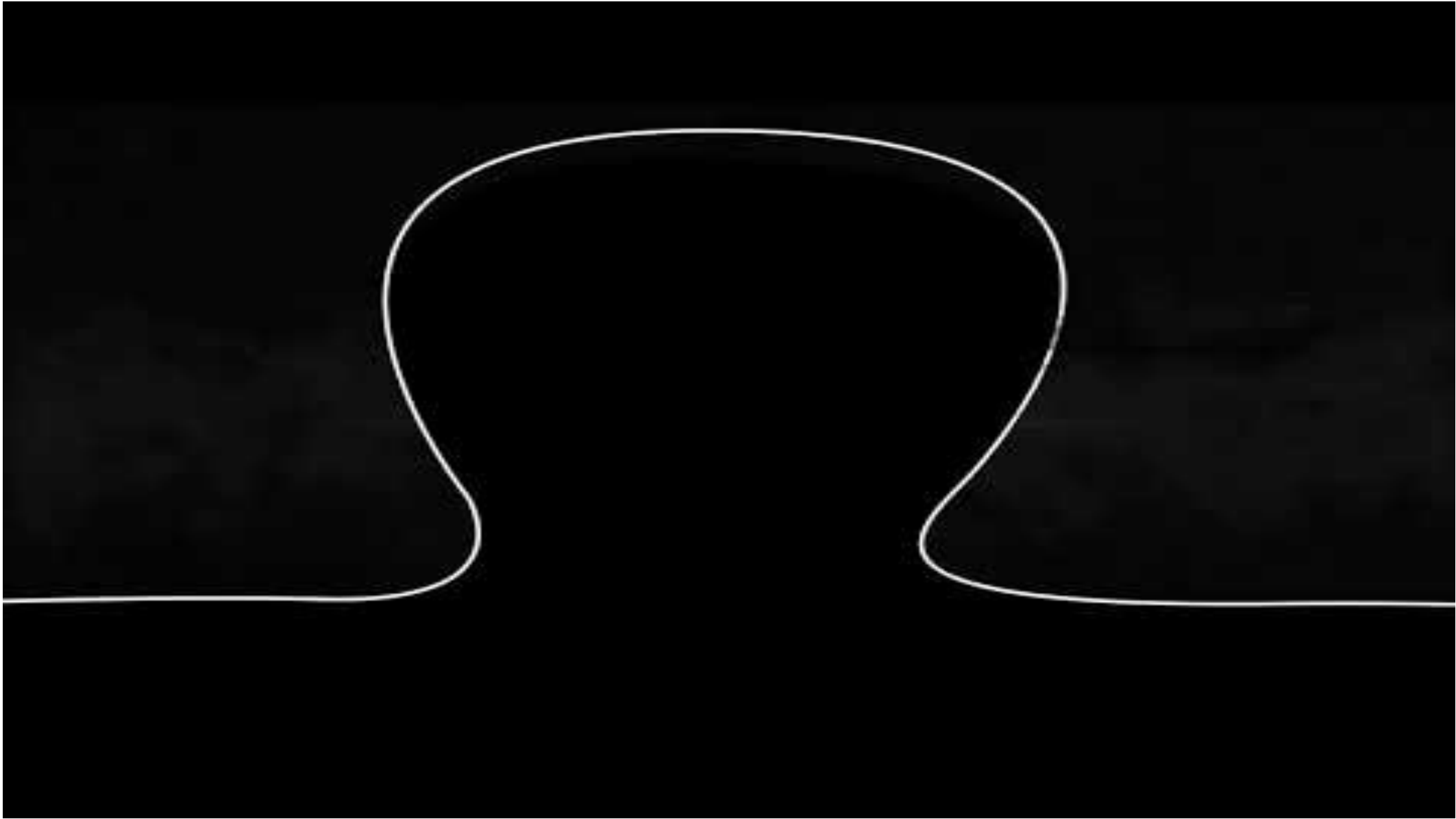
Smoother

Cooler

But **NOT**  
Safer!



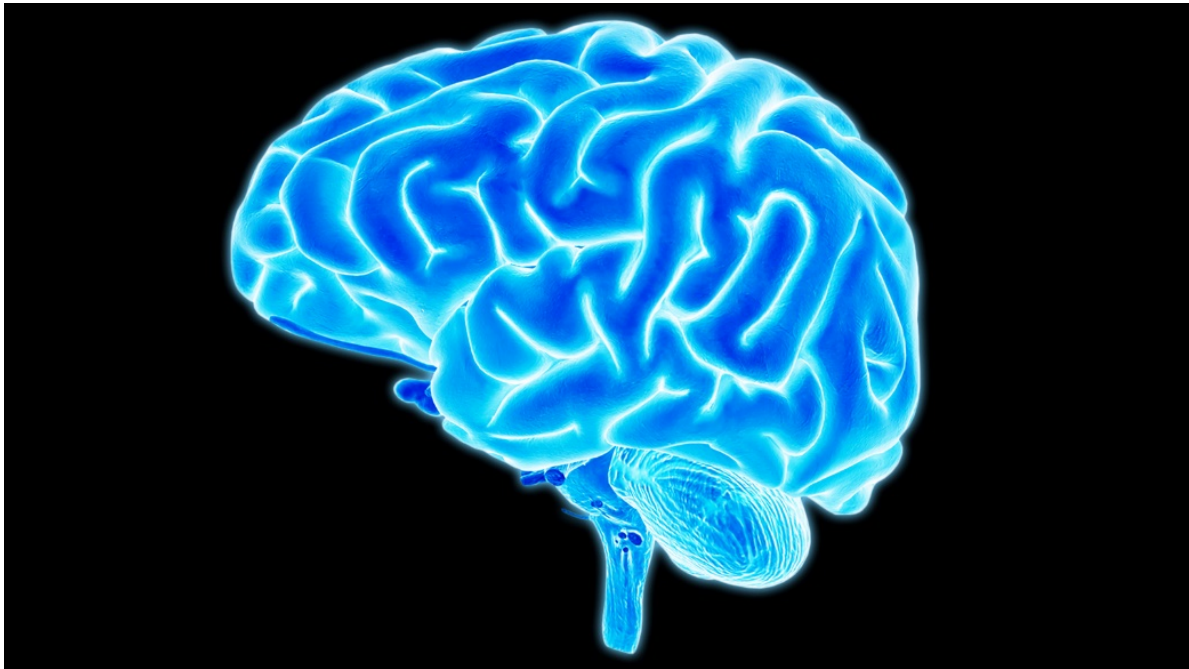




<https://mededucation.stanford.edu/courses/vaping-prevention/lessons/what-are-they-selling-nicotine-marketing/topic/menthol/>

[https://mededucation.stanford.edu/wp-content/uploads/2020/08/sixfootah\\_thepoet\\_116791265\\_682295392496780\\_2405279961484825701\\_n.mp4](https://mededucation.stanford.edu/wp-content/uploads/2020/08/sixfootah_thepoet_116791265_682295392496780_2405279961484825701_n.mp4)

# Nicotine & The Growing Brain



- Brain continues to grow until mid 20's
- **Mood disorders**
- **Lower impulse control**
- **Trouble concentrating and focusing**
- **Difficulty learning and remembering**
- Teen's who vape are **more likely to smoke** than teens who do not vape



# ***Nicotine Targets Your Whole Body***

Other than the chemicals and toxins in pod-based e-cigarettes, nicotine can independently cause trouble breathing and damage to the lungs.

***Mucus and  
Coughing***

***Anxiety from  
Nicotine Withdrawal***

Nicotine rewires and changes a young person's brain.

***Fast  
Heartbeat***

Using nicotine can make your heart beat faster because it activates your "fight or flight response." Nicotine salt e-liquids, such as a Juul or Puff bar, produce a faster heart rate than other e-liquids.

***Heartburn***

Nicotine can also cause increased acid reflux.

# E-Cigarette/Vaping Associated Lung Injury

## EVALI

The New York Times logo is centered within a white square that is framed by a thick blue border. The square is set against a light blue background that has a stepped, L-shaped corner effect.

### **THE MYSTERIOUS VAPING ILLNESS THAT'S 'BECOMING AN EPIDEMIC'**

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"There is no oversight," Dr. Volkow said. "No one is actually evaluating the products to see whether they are pure, or if they contain toxic substances. There has to be some way of regulating them."

**READ MORE »**

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NEW YORK TIMES | AUGUST 31ST

The Washington Post logo is centered within a white square that is framed by a thick green border. The square is set against a light green background that has a stepped, L-shaped corner effect.

### **WHAT WE KNOW ABOUT THE MYSTERIOUS VAPING-LINKED ILLNESSES AND DEATHS**

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E-cigarettes have been on sale for more than a decade, but reports of vaping-linked illness started proliferating this year.

**READ MORE »**

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WASHINGTON POST | SEPTEMBER 7TH

<https://www.fda.gov/news-events/fda-voices-perspectives-fda-leadership-and-experts/how-fda-regulating-e-cigarettes>

<https://fightflavoredcigs.org/the-latest/>

[https://www.cdc.gov/tobacco/basic\\_information/e-cigarettes/severe-lung-disease.html](https://www.cdc.gov/tobacco/basic_information/e-cigarettes/severe-lung-disease.html)



# Possible Signs of Use

Scents

Parts

Decreased Performance

Nose Bleeds

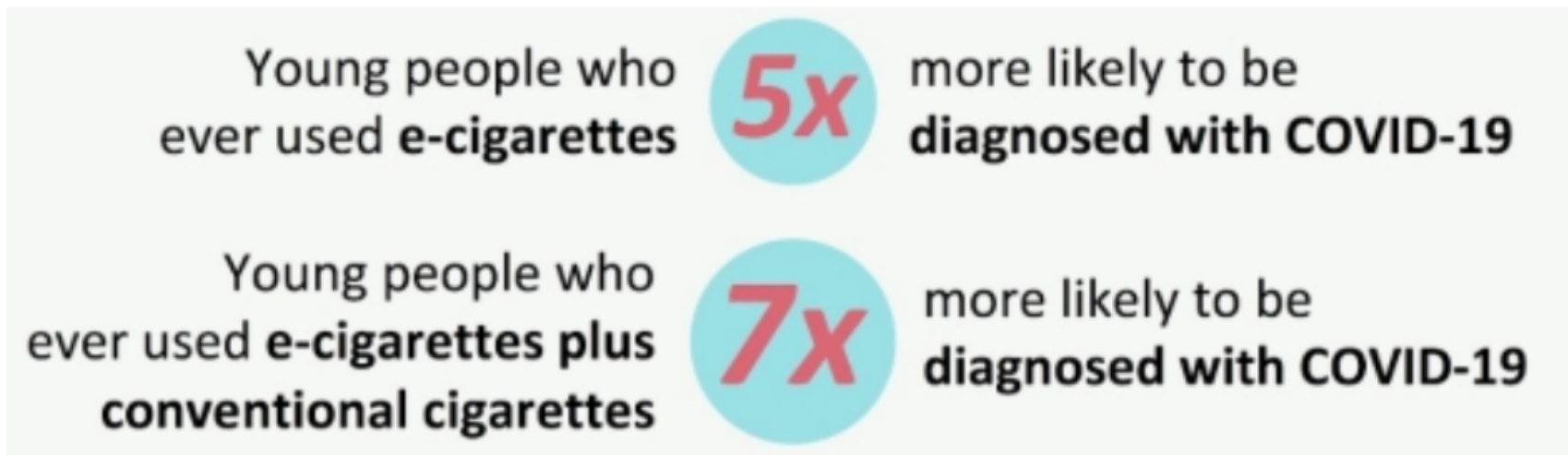
Irritability

Mood Swings

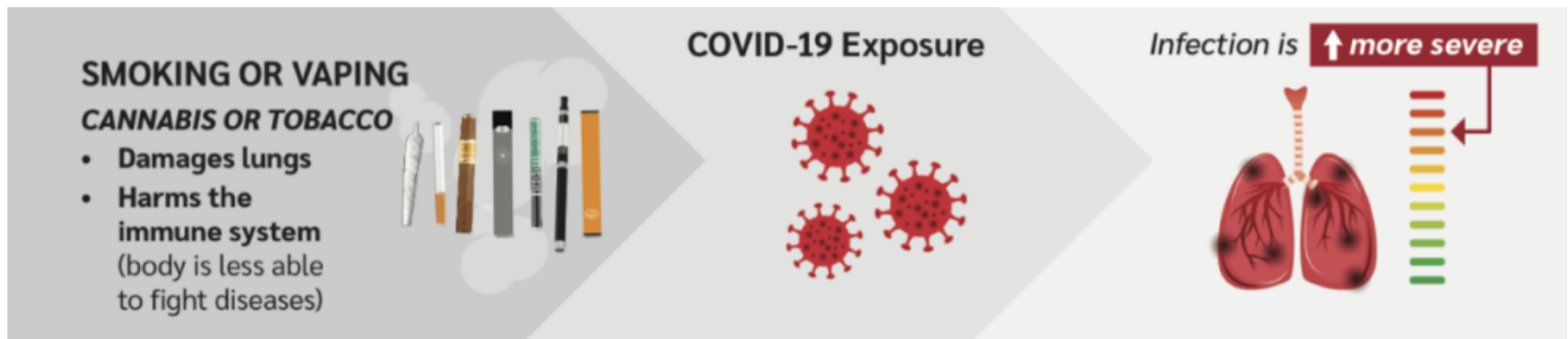
Dry Mouth

Behavioral Changes

# COVID Connection



Smoking or vaping weakens the lungs, worse COVID-19 infection can follow





# Cessation Resources

Maryland's  
**1-800**  **QUIT NOW**  
1-800-784-8669 [SmokingStopsHere.com](http://SmokingStopsHere.com)

**Text DITCH JUUL  
To 88709**







Now What?

**Stayed Informed**

**Be Aware of Resources**

**Educate Others**

**Talk with Youth**

**Consider Cessation**



A white swan with a red beak is swimming in dark water. The swan is on the left side of the frame, facing left. The water has ripples around it.

Strive for a Tobacco Free World

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**Questions, Comments, Feedback?**