THE TRUTH ABOUT
TEENS & VAPING

Presented by:
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Caron Quick Facts

• National leader in behavioral healthcare & addiction treatment
• Over 60 year history
• Student Assistance Program – 29 year history
• Full spectrum of treatment programs to meet the needs of everyone
Objectives

• Increase knowledge about vaping and the prevalence of vaping amongst teenagers

• Learn the risks of vaping and the impact of vaping on adolescent health

• Learn prevention tools and refusal skills for preventing vaping and experimentation
What’s the Difference?
Drugs Serve Many Functions

• Relaxation & pleasure
• Socialization
• Avoidance of emotional pain
• A way to forget about problems
• Satisfy curiosity
• Avoid alienation

• Find excitement
• Achieve an advantage
• Feel like part of the crowd
• Go to sleep, or wake up
• Cope with failure
• Relieve boredom
• Rebel

THEY WORK!
Risk vs. Protective Factors

- Friends don’t use
- Delayed or no use
- Use at an early age
- Perception of parental approval
- Friends Use
- Childhood Trauma
- Unhealthy Role Models
- Poor School Connection
- Access
- Low Perception of Harm
- Understanding Harm
- Little or no access
- Strong School connection
- Healthy Role models
- Trauma Free

YOU are the difference
THE VAPING “EPIDEMIC’
**Definition**

**E-cigarettes:** Handheld devices that produce an aerosol (suspension of fine particles in a gas) from a solution typically containing nicotine, flavoring chemicals, and other additives for inhalation through a mouthpiece by the user.

**AKA:** e-cigs, electronic cigars, electronic nicotine delivery systems (ENDS), e-hookah, hookah sticks, personal vaporizers, mechanical mods, vape pens, pod systems, and vaping devices.
Why?

- Introduced in US market in early 2000’s
- Started as an alternative to smoking
- Marketed as a “healthier” way to enjoy nicotine without the tobacco and “combustibles that come along with traditional smoking
<table>
<thead>
<tr>
<th>Drug Type</th>
<th>8th %</th>
<th>10th %</th>
<th>12th %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alcohol</td>
<td>18.7</td>
<td>37.8</td>
<td>53.3</td>
</tr>
<tr>
<td>Illicit Drugs</td>
<td>13.4</td>
<td>29.9</td>
<td>38.8</td>
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<tr>
<td>Marijuana/Hashish</td>
<td>10.5</td>
<td>27.5</td>
<td>35.9</td>
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<tr>
<td>Cigarettes (past 30 days)</td>
<td>2.2</td>
<td>4.2</td>
<td>7.6</td>
</tr>
<tr>
<td>Smokeless Tobacco (past 30 days)</td>
<td>2.1</td>
<td>3.9</td>
<td>4.2</td>
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<tr>
<td>Vaping</td>
<td>17.6</td>
<td>32.3</td>
<td>37.3</td>
</tr>
<tr>
<td>Inhalants</td>
<td>4.6</td>
<td>2.4</td>
<td>1.6</td>
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<tr>
<td>Hallucinogens</td>
<td>1.4</td>
<td>2.7</td>
<td>4.3</td>
</tr>
<tr>
<td>MDMA</td>
<td>1.1</td>
<td>1.4</td>
<td>2.2</td>
</tr>
<tr>
<td>Cocaine</td>
<td>0.8</td>
<td>1.5</td>
<td>2.3</td>
</tr>
<tr>
<td>Heroin</td>
<td>0.3</td>
<td>0.2</td>
<td>0.4</td>
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Teen Use

- Most common tobacco product among youth
- Increased 78% (11.7% to 20.8%) in MS and HS youth between 2017-2018
- More than 3 million HS students and 570,000 MS students currently use these products

Slang Terms:
- Get Nicked
- Ghosting
- Stacking
- Blinking
- Zero Out
- Nic Sick
- Greening Out
- Juuling
TEENS USING VAPING DEVICES IN RECORD NUMBERS

PAST-YEAR VAPING

<table>
<thead>
<tr>
<th>Grade</th>
<th>Percentage</th>
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</thead>
<tbody>
<tr>
<td>8th graders</td>
<td>17.6%</td>
</tr>
<tr>
<td>10th graders</td>
<td>32.3%</td>
</tr>
<tr>
<td>12th graders</td>
<td>37.3%</td>
</tr>
</tbody>
</table>

WHAT DO TEENS SAY THEY ARE VAPING?

- Nicotine
- Marijuana or Hash Oil
- Just Flavoring

<table>
<thead>
<tr>
<th>Grade</th>
<th>Nicotine</th>
<th>Marijuana or Hash Oil</th>
<th>Just Flavoring</th>
</tr>
</thead>
<tbody>
<tr>
<td>8th graders</td>
<td>30%</td>
<td>15%</td>
<td>55%</td>
</tr>
<tr>
<td>10th graders</td>
<td>25%</td>
<td>20%</td>
<td>55%</td>
</tr>
<tr>
<td>12th graders</td>
<td>20%</td>
<td>10%</td>
<td>70%</td>
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</table>

NEARLY 2 IN 5 STUDENTS IN 12TH GRADE REPORT PAST-YEAR VAPING, RAISING CONCERNS ABOUT THE IMPACT ON BRAIN HEALTH AND POTENTIAL FOR ADDICTION.
NYTS Current (30 day) Tobacco Use HS Students 2018

Youth Exposure to Advertising and E-Cigarette Use

Greater exposure to e-cigarette ads is associated with higher odds of youth e-cigarette use. Most e-cigarettes contain NICOTINE, which can cause ADDICTION, may harm brain development, and could lead to continued tobacco product use among youth.

Efforts to reduce youth exposure to tobacco advertising are crucial to prevent all forms of tobacco use among youth.

SOURCE: Pediatrics, April 2016

Sources of E-Cigarette Advertising

14.4 million youth are exposed at retail stores
10.5 million youth are exposed through the internet
9.6 million youth are exposed through TV/movies
8 million youth are exposed through magazines and newspapers

SOURCE: CDC Vital Signs, January 2014
Promotional Tactics

• TV ads targeted to stations with clear youth appeal
• Ads at the point of sale at retail stores
• Product websites and social media
• Targeted advertisements through search engines and websites that are focused on music, entertainment, and sports
Marketing - Look Familiar?
VAPING PRODUCTS
Types of Products

1\textsuperscript{st} Generation

2\textsuperscript{nd} Generation

3\textsuperscript{rd} Generation

4\textsuperscript{th} Generation
E-Liquids

E-liquids and E-Juices

Pods
New and Emerging Products

- ZOOR: $19.99
- JUNO: $22.99
- MICC: $29.99
- Price: $44.99
- Price: $49.95
Popular Brands Among Youth

**JUUL**
- cool mint
- fruit medley
- creme brulee
- virginia tobacco

**Suorin**

**Smok**

**Phix**
Over 70% of e-cigarette market
Other Items

- $34.99 - $89.99
- Discreet and easy-access
- Drawstring vapor delivery system is integrated directly into your “Vaprwear” for easy vapor delivery anytime, anywhere
What is being vaporized?

• Propylene glycol & vegetable glycerin: clear liquids that create a visible aerosol. Often used in medical, beauty, and food industries
• Nicotine
• Flavor
• Leaf marijuana
• Psychoactive substances (THC oil/marijuana concentrates)
• Easy to modify to fill with homemade substance or marijuana
Flavors Appeal to Youth

E-Cigarette Warning:
Manufacturers are enticing our kids with candy-flavored e-cigarettes.
How Do They Get Them?

• **Social Source**, meaning a friend or relative

• Legal purchase age varies from state to state, and in some cases by city

• Retail outlets, including vendors that sell tobacco, vape shops, mall kiosks, gas stations, convenience stores, grocery stores, and pharmacies as well as through online/Internet vendors

• Underage youth may use Visa Gift Cards or PayPal accounts
Reasons Teens Like Them

• Produces a fraction of the odor
• Portable and easily hidden—press a button and inhale
• Cartridges allow for customization of flavors, nicotine levels and cannabis compounds
• Vaping tricks
• Flavors
Signs of Vaping

• Unexplained sweet scent
• Pens or flash drives that aren’t pens or flash drives
• Dry mouth – drinking lots of liquids
• Nose bleeds
• Caffeine sensitivity
• Glassy eyes
Hiding Devices

- Inside empty containers (deodorant, soda bottle)
- Hidden in sharpie pen
- Pinned to shirt collar or bra strap
- Pinned to shoulder strap of book bag
VAPING MARIJUANA
Vaping & Marijuana

- More than 50% increase in vaping marijuana from 2017-2018 (MTF, 2018)
- Teens who used e-cigarettes up to 4x more likely to use marijuana later
- Easy to hide
- Look like common items such as pens, USB drives or a stylus
- Easy to use-in class, on the bus
- Smokeless and odorless

TEENS MORE LIKELY TO USE MARIJUANA THAN CIGARETTES

Past-month use among 12th graders

1993: 15% - Cigarettes
1998: 36.5% - Cigarettes
2003: 23.7% - Marijuana
2008: 22.2% - Marijuana
2013: 7.6% - Cigarettes
2018: 22.2% - Marijuana

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Marijuana: Get the Facts

- Approx. one in 16 high school seniors report daily use
- Among all grades, perceptions of harm and disapproval of marijuana use have trended downward in recent years
- One in four 12th graders report that regular marijuana use poses a great risk (26.7%), which is half of what it was 20 years ago

Monitoring the Future, 2018
Vaping Dry Marijuana Waxes and Oils

Disposable Marijuana Vape Pens and Oils
THC Levels

1978: 1.37%
1995: 3.75%
2013: 13%

Concentrates

- Wax: 40-90%
- Budder
- Shatter
- Hash Oil: 15-50%
Dangers of Marijuana
VAPING NICOTINE

Widespread discrepancies about the labeled amount and the actual nicotine content.
Nicotine

• Highly addictive drug
• Damaging effects on teen brain development
• Adverse health outcomes for developing fetus
Nicotine Salts: Why it Matters

NICOTINE AND THE TEEN BRAIN
CAUTION!

Teen Brain Under Construction

The adolescent brain is different from the adult brain, making it more vulnerable to addiction.
Wiring of the Teen Brain

• Wired toward taking risks
• Wired to seek immediate gratification (reward) rather than fear long-term consequences (risks)
• Emotional center trumps logical center
  – Examples:
    • the social rewards of staying out past curfew might outweigh the likelihood of getting in trouble
    • the physical pleasure of getting high from marijuana might outweigh the concern over its impact on studying for a test
• They can get addicted faster, longer and stronger
It seemed like a good idea at the time...
Risk vs Reward

• It’s not that teens **DON’T** have control of their actions or **CAN’T** make healthy decisions

• Studies show that teens **KNOW** when they are making risky decisions

• They may just not always think about the full consequences of unhealthy decisions (drinking or drug use for example)
Teen Nicotine Users

• More likely to:
  – become addicted, use for more years and use more heavily
  – have depression, anxiety and other mood disorders
  – have difficulty paying attention/concentrating
  – have reduced impulse control
  – use other substances
THE HEALTH IMPLICATIONS OF TEEN VAPING
Why Don’t We Know More about the Health Impact?

- No long-term users to study
- Huge variability in ingredients make it hard to study
  - Some studies show minimal toxicity in the vapor
  - Others find the same compounds as found in cigarettes
- Heating process can change chemical compounds—higher temps increase toxins
- Users can modify devices and mix own flavors
- Most focus has been on nicotine and not other ingredients or byproducts

What We Do Know…

• The vapor is not just water
• Nicotine levels can be very high
• Nicotine as a liquid can be dangerous (recorded deaths of children and suicide attempts by ingesting liquids)
• “Experienced users” able to inhale more nicotine, reaching cigarette levels
• Overheating increases toxins and risk
What Are the Dangers of Vaping?

• The aerosol that users breathe from the devices and exhale can contain harmful and potentially harmful substances:
  – Volatile organic compounds
  – Heavy metals (nickel, tin and lead)
  – Ultra fine particles
  – Carcinogenic chemicals
  – Nicotine
Poisonings and Injuries

• Symptoms of acute nicotine toxicity usually mild, but large exposure can be fatal
• The Child Nicotine Poisoning Prevention Act of 2015, requires containers of liquid nicotine to be in child-resistant packaging
• Continue to be thousands of reports of exposure to e-cigarette liquid nicotine yearly to the National Poison Data System
• Lithium-ion batteries used in e-cigarettes have exploded, leading to burns and fires
What Are the Dangers of Vaping?

- Impact on developing brain
- Polysubstance use/adult addiction
- Popcorn Lung/Respiratory Issues
- Vaper’s cough
- Eye, ear, throat irritation
- Gum disease
- Nausea, dizziness
- Secondhand and thirdhand aerosol
- Bridge to cigarette smoking
WHAT IS BEING DONE?
• “Deeming Rule” (2016)
• Youth Tobacco Prevention Plan
  – Preventing youth **access** to tobacco products
  – Curbing **marketing** of tobacco products aimed at youth; and
  – **Educating** teens about the dangers of using any tobacco product, including e-cigarettes, as well as educating retailers about their key role in protecting youth
E-liquid or food product?

FDA, FTC warn companies to stop misleading kids
Federal, State & Local

• Following the FDA Deeming Rule, e-cigarette manufacturers will be required to submit a “premarket review application,” which will enable the FDA to assess the public health impact of these products to determine if they can continue to sell them to consumers.

• T21 – Several states have raised the minimum age of purchase to age 21 to reduce youth access.
WHAT CAN YOU DO?
What Can You Do?

1. Talk Early and Often
2. Send Clear Messages
3. Ask For Help If You’re Concerned
You are the #1 Influence on your Child’s Relationship with Drugs and Alcohol
Tips on Talking About Vaping Use

- State your clear messages of disapproval/why you don’t want them using
- Allow opportunities for them to feel that they’ve been heard
- Express your understanding of the risks, but also why a person might want to vape
- Use teachable moments
- Practice refusal skills
- Avoid scare tactics
- Have your loved one talk to other trusted adults who can reinforce your message
- Model healthy behaviors
What Can We Say?

They say: “I’m only vaping once in awhile on weekends, so it’s not a big deal.”

You could say: “What would make it feel like a big deal to you?”

Why this works: This gets them to think about the future, and what their boundaries are. It will give you insight into what’s important to him or her. If use progresses and some of these boundaries are crossed, you can bring that up at a later date.
What Can We Say?

They say: “Would you rather I smoke cigarettes. Vaping is so much safer.”

You could say: “Honestly, I don’t want you doing anything that can harm you. I’m interested in knowing why you think vaping is safer?”

Why this works: This reminds your child that you care about his or her well-being. Expressing genuine curiosity about their thought process is going to help them open up.
What Can We Say?

They say: “It’s just flavored water. What’s the big deal?”

You could say: “We are realizing now that many of these products contain the drug nicotine. There are healthier ways to cope with feelings rather than turning to drugs. Can we brainstorm some activities?”

Why this works: You show concern, ask permission and promote collaboration in thinking through healthy alternatives.
What Can I Do If I Suspect My Child is Using?

- Intervene immediately
- Establish clear rules & consequences for having vape paraphernalia or for using nicotine
- Discuss the consequences that may happen outside of your home (school, sport’s teams etc.)
- Get support from primary care physician, therapists, school counselors etc. and ask for local resources
Resources on Vaping

• Check out the **U.S. Surgeon General’s Report** on E-Cigarette Use Among Youth and Young Adults
• FDA’s **The Real Cost** campaign
• **Help for your child:** If your child vapes or smokes, visit: [teen.smokefree.gov](http://teen.smokefree.gov) for resources to help them quit including the **quitSTART app** and a text messaging program (**Text “Quit” to 47848**)
• **Truth Initiative:** To access the new e-cigarette quit program, users can **text “QUIT” to (202) 804-9884**. Users can also enroll in **This is Quitting** or **BecomeAnEX®**, free digital quit programs from Truth Initiative that integrate the text program
• You can also talk to an expert by calling **800-QUIT-NOW** (800-784-8669).
Resources

Download the “This is quitting” app from Truth Initiative

Use the “quitSTART” app or “Smokefree TXT” for Teens from smokefree teen

- Ask for help from family, friends, healthcare providers, and/or counselors.
- Don’t give up.
- Make a quit plan.

Parent Websites

- **Parent Further**
  www.parentfurther.com

- **The Partnership for a Drug-Free Kids**
  http://www.drugfree.org

- **National Institute on Drug Abuse**
  http://www.drugabuse.gov/parents-teachers

- **Surgeon General**
  https://e-cigarettes.surgeongeneral.gov

- **Smokefree**
  https://smokefree.gov
LET ME LEAVE YOU WITH THIS…
Resilience is key in substance use prevention

- Resilience is why some children overcome obstacles to reach successful adulthood, while others become victims of their early experiences and environments.
- The concept of resilience is defined as a process of parenting essential to prepare children for success in all areas of their future lives.
- Asset-building
Egg vs. Bouncy Ball

EGG PEOPLE

BOUNCY BALL PEOPLE
Thank You

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