



Vaping 2020

Malissa Arnold, Prevention Educator



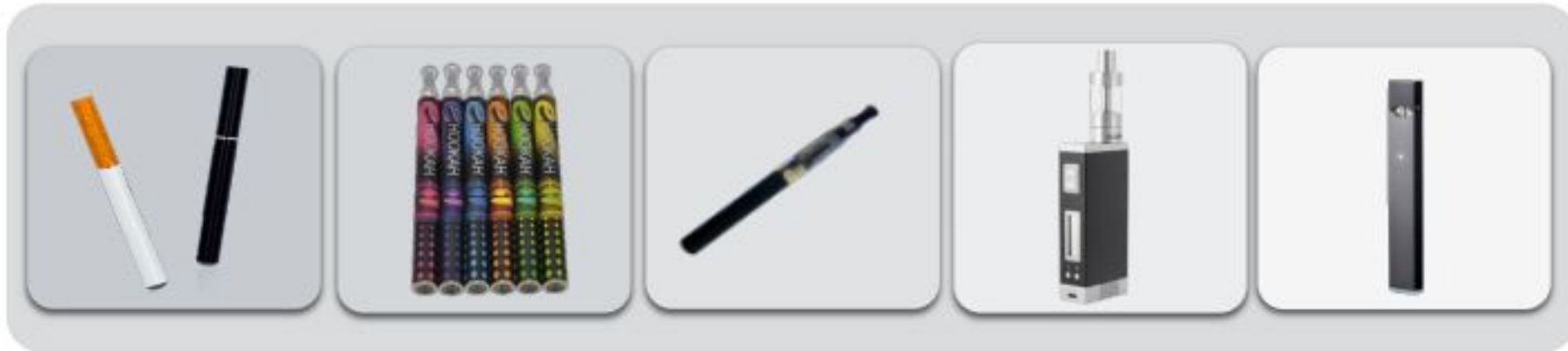
[Vaping over view-](#)

[https://www.youtube.com/watch?time_continue=6
&v=9dZS_Rniak0](https://www.youtube.com/watch?time_continue=6&v=9dZS_Rniak0)

Mocking Juul's Methods-

https://www.youtube.com/watch?v=2POq39ce_5I

E-Cigarettes & Vape Pens Generations



Cig-a-Like

E-cigarettes came onto the market around 2007.

Most delivered nicotine and were disposable.

Variations

Variations on the first e-cigarettes included products like e-hookah and rechargeable versions.

Vape Pens

These have batteries that can reach higher temperatures, have refillable e-liquid cartridges, and allow users to regulate the frequency of inhalations.

Mods

Large size, modifiable e-cigarettes allow for more aerosol, nicotine, and other chemicals to be breathed into the lungs, at a faster rate.

Pod-Based

These e-cigarettes are shaped like USBs and contain pods with higher amounts of nicotine than previous generations.





What are they?

- ENDS- Electronic Nicotine Delivery System
- WHAT IS VAPOR??
- Developed in China
- Originally for cessation- Ramifications STILL linger today



Concerns overall

- Nicotine content! And Nicotine Salts
- Marketing/Stealth- New PRODUCTS
- Healthier does not = Healthy
- Flavoring- lots of changing legislation
- “Jailbreaking”- Very easy to “hack” or experiment with
- Substances that have been used and are emerging



The MOST current concerns EVALI- This summer to today (As February 11, 2020)

- ▶ Steep decline since September 2019
- ▶ Over 2,758 lung injury cases from all states and 3 US districts/Territories. 64 deaths in 28 states
- ▶ As of January 14, 2020, NJ had their first death in August, there are 59 confirmed EVALI cases and 49 Probable, with 11 under investigation, ages 14-75
- ▶ There are still many unknowns- but things that have come to light
- ▶ THC products with thickeners such as **vitamin E** oil or other oil products
- ▶ AFTER/BLACKMARKET products-
- ▶ Over 152 different brands identified as used by patients

EVALI Product correlations

- BRANDS - **Dank Vapes**, a class of largely counterfeit THC-containing products of unknown origin, was the most commonly reported product brand used by patients nationwide ...in the Northeast and South, **TKO and Smart Cart** in West and **Rove** in the Midwest.



And about Marijuana??

- Identifying
- CBD vs. THC
- **THC concentrations-** 60s and NOW
- Dabbing

Common “Pushback”

- ↵ It's just water vapor
- ↵ Smokers who vape vs. youth who vape
- ↵ Nicotine-free juices
- ↵ The U.K. uses vaping as part of cessation programs
- ↵ THC only pods
- ↵ JUUL company
- ↵ Vaping sponsorships and competitions
- ↵ Vaping flavors



Emerging dangers

- Poison control- Nicotine ingestion
- Alcohol can be used in it- BAC
- Explosions
- Pieces
- Stroke
- THC Hyperemesis
- Glucan- Microbial Toxin- found in e-cigs, but recently proven to be in JUUL too

MISINFORMATION

STOP SMOKING & START VAPING

In 1 week
your sense of taste and smell improves

In 1 year
your risk of a stroke has dramatically decreased

In 3 months
your lung function begin to improve

In 12 weeks
your lungs regain the ability to clean themselves

In 8 hours
excess carbon monoxide is out of your blood

In 12 months
your risk of heart disease has halved

In 1 year
a pack-a-day smoker will save over \$4,000

In 5 days
you'll feel better from drinking more water and less flavoured drinks

EVERY CIGARETTE YOU DON'T SMOKE IS DOING YOU GOOD

SMOKING VS VAPING



More than a third of the U.S. population are cigarette smokers



Smoking related illnesses are for every 1 of 5 deaths in the U.S.



Smoking is known to cause damage to every organ in your body



Nearly 70% of smoker's report they want to quit to lead a healthier lifestyle



Despite this, 42% say they've tried to quit during the past year without success



Vaping is tobacco-free and completely odorless



Less harmful chemicals and toxins are used in e-cigarettes



From zero milligrams upwards, you control your own intake



Almost 3 quarters of users felt fitter after switching from smoking to vaping



Almost a quarter were medically assessed as being in better condition after switching

Vaping advocates portray vaping as a healthy alternative to smoking-

Safer does not mean SAFE, healthier does not mean HEALTHY

MORE MISINFORMATION

Smoking vs Vaping

Over 4,000
Deadly Toxins



Bad smell



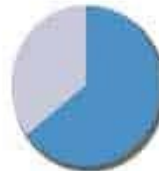
6.1 Million
Deaths Yearly

Average cost of
smoking per
year

\$ 4,376



5%
of Smokers Who Started
Using Gums & Patches
Quit Smoking



65%
of Smokers Who Started
Vaping Quit Smoking
Immediately

Average cost of
vaping per
year

\$ 386

Common Ingredients
Found in Foods & Plants

PG
Propylene
Glycol

VG
Vegetable
Glycerin

Aroma

Water

Nicotine

No Smell

Million of
Flavors

While many advocates tout the fact that food safe ingredients are used in vaping solutions, these products have NOT been approved for the pressure and heat of vaping, and have resulted in many of the issues.

If they don't believe the Science, Show them the **MONEY!**

- ▶ Show them the **MONEY**
(Investments and advertising)
- ▶ History of the tobacco industry's deception





Ways to help

- Follow the money, ask questions, and observe
- 21 to buy Tobacco Products NATIONALLY
- Flavor Ban- State and Federal
- NJ Quit Center- 833-795-QUIT (7848)
- Our schools! Teachers, SACs, Peer to peer, changes in punishment cycles
- Proposed school policy changes
- Aspire and Treatment vs Suspension

INCORRUPTIBLE.US

Incorruptible.us is a new campaign that informs young people about the dangers of vaping and nicotine. It uses bold graphics and clear language to emphasize that vaping is just Big Tobacco's new way to get them addicted to nicotine products. Media includes videos, promotional items, social media properties, and a website. The site is informational and interactive, inviting users to share and create anti-vaping memes and messages.

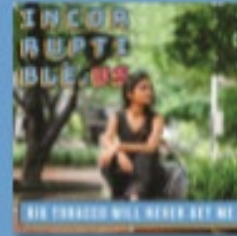
 Incorruptible.us

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Visit our website to see and share more [Support Messages](#).



[Help us troll Big Tobacco.](#)



Use [#Incorruptibleus](#) on [Instagram](#) to spread the word.



Incorruptible.us