

TOOLKIT FOR PROVIDERS

END THE E-CIGARETTE EPIDEMIC



E-cigarettes are now the most common tobacco product used by youth.



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The FDA has called e-cigarette use among teens an epidemic with no signs of abating. Thank you for your interest and help in fighting this important battle. This e-cigarette toolkit provides educational materials and resources for parents, teachers and providers. The toolkit includes information on the following:

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We are here to provide support or additional information.

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52.6% of Pennsylvania high school students have used an electronic vapor product at least once, and **24.4% of high school students currently use electronic vapor product.**

- Centers for Disease Control and Prevention.



E-CIGARETTE USE INCREASED

135% among high school students from 2017 to 2019.

- State of Tobacco Control

American Lung Association
Lung.org

Pennsylvania Alliance to Control Tobacco
PactOnline.org

Pennsylvania Department of Health
Health.pa.gov

FACTS ABOUT E-CIGARETTES

- [The Impact of E-Cigarettes on the Lungs](#)
- [E-Cigarettes Fact Sheet / Pennsylvania](#)



The Impact of E-Cigarettes on the Lungs

E-cigarettes are a relatively new tobacco product that have been sold in the U.S. for about a decade. The e-cigarettes currently in the U.S. marketplace have not been systemically reviewed by the Food and Drug Administration to determine their impact on lung health. While much remains to be determined about the lasting health consequences of these products, the American Lung Association is very troubled by the evolving evidence about the impact of e-cigarettes on the lungs.

The Inhalation of Harmful Chemicals Can Cause Irreversible Lung Damage and Lung Disease

In January 2018, the National Academies of Science, Engineering and Medicine¹ released a consensus study report that reviewed over 800 different studies.

That report made clear: using e-cigarettes causes health risks. It concluded that e-cigarettes both contain and emit a number of potentially toxic substances. The Academies' report also states there is moderate evidence that youth who use e-cigarettes are at increased risk for cough and wheezing and an increase in asthma exacerbations.



A study from the University of North Carolina found that the two primary ingredients found in e-cigarettes — propylene glycol and vegetable glycerin—are toxic to cells, and that the more ingredients in an e-liquid, the greater the toxicity.²



E-cigarettes produce a number of dangerous chemicals including acetaldehyde, acrolein, and formaldehyde. These aldehydes can cause lung disease, as well as cardiovascular (heart) disease.³



E-cigarettes also contain acrolein, a herbicide primarily used to kill weeds. It can cause acute lung injury and Chronic Obstructive Pulmonary Disease and may cause asthma and lung cancer.⁴



Both the U.S. Surgeon General and the National Academies of Science, Engineering and Medicine have warned about the risks of inhaling secondhand e-cigarette emissions, which are created when an e-cigarette user exhales the chemical cocktail created by e-cigarettes.



In 2016, the Surgeon General concluded that secondhand emissions contain, “nicotine; ultrafine particles; flavorings such as diacetyl, a chemical linked to serious lung disease; volatile organic compounds such as benzene, which is found in car exhaust; and heavy metals, such as nickel, tin, and lead.”



The Food and Drug Administration (FDA) has not found any e-cigarette to be safe and effective in helping smokers quit. If smokers are ready to quit smoking for good, they should call 1-800-QUIT NOW or talk with their doctor about finding the best way to quit using proven methods and FDA-approved treatments and counseling.

¹ NAM Report

² Sassano MF, Davis ES, Keating JE, Zorn BT, Kochar TK, Wolfgang MC, et al. (2018) Evaluation of e-liquid toxicity using an open-source high-throughput screening assay. PLoS Biol 16(3): e2003904.

³ Ogunwale, Mumiye A et al. (2017) Aldehyde Detection in Electronic Cigarette Aerosols. ACS omega 2(3): 1207-1214. doi: 10.1021/acsomega.6b00489].

⁴ Bein K, Leikauf GD. (2011) Acrolein — a pulmonary hazard. Mol Nutr Food Res 55(9):1342-60. doi: 10.1002/mnfr.201100279.



E-Cigarettes Fact Sheet / Pennsylvania

According to the 2019 Pennsylvania Youth Risk Behavior Survey, **52.6%** of high school students have used an electronic vapor products at least once, and **24.4%** of high school students currently use electronic vapor products. In 2017, **4.7%** of adults in Pennsylvania reported using e-cigarettes.¹

E-Cigarettes Are Not Quit Smoking Products

- E-cigarettes are **unregulated tobacco products**. Almost all e-cigarettes include nicotine, as well as other chemicals and toxins which are unsafe to inhale.
- FDA delayed a critical review of ingredients and potential harms until 2022, leaving **unregulated products with unknown chemicals that are being inhaled into the lungs on the market**.
- In January 2018, the National Academies of Science, Engineering, and Medicine released a consensus study report that reviewed over 800 studies. The report found that **e-cigarette use causes health risks, increases the chance that youth will start to use combustible tobacco products, and exposes others to dangerous secondhand e-cigarette emissions**.²

Secondhand E-Cigarette Emissions Are Not Safe

- In 2016, the Surgeon General concluded that secondhand emissions contain, “**nicotine**; ultrafine particles; flavorings such as **diacetyl**, a chemical linked to serious lung disease; **volatile organic compounds** such as **benzene**, which is found in car exhaust; and **heavy metals, such as nickel, tin, and lead**.”³

The Tobacco Industry Markets E-Cigarettes To Children

- E-cigarettes are the **most commonly used tobacco products among youth**. According to a 2018 Centers for Disease Control study, the primary reasons teens use e-cigarettes are because the candy and fruit flavors are appealing to them, their friends and family are using them, and they think e-cigarettes are less harmful.⁴
- Advertising by e-cigarette companies increased from \$6.4 million in 2011 to \$115 million in 2014. **More than one in two middle and high school students have seen e-cigarette ads in retail stores, and two in five have seen online ads for e-cigarettes**.⁵

¹ https://nccd.cdc.gov/STATESystem/rdPage.aspx?rdReport=OSH_STATE.Highlights&rdRequestForwarding=Form

² Public Health Consequences of E-Cigarettes (2018). The National Academies of Sciences, Engineering, and Medicine

³ U.S. Department of Health and Human Services. E-Cigarette Use Among Youth and Young Adults: A Report of the Surgeon General—Executive Summary. Atlanta, GA: U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health, 2016.

⁴ Morbidity and Mortality Weekly Report article “Reasons for Electronic Cigarette Use Among Middle and High School Students—National Youth Tobacco Survey, United States, 2016” February 15, 2018.

⁵ Centers for Disease Control and Prevention. E-Cigarette Ads and Youth.

E-CIGARETTES AND AMERICAN LUNG ASSOCIATION'S TOBACCO CONTROL POLICY

The American Lung Association recommends that e-cigarettes be added into the definitions of “tobacco products” in existing tobacco use policies. It is important to make clear that all nicotine-containing vapor products are also “tobacco products” and will be subject to the same restrictions applied to tobacco product use.

- [Tobacco-Free School Campus Policy](#)
- [BOLD Advocacy Plan to End the Tobacco Epidemic](#)
- [What States Can Do to Reduce E-Cigarette Use](#)



Tobacco-Free School Campus Policy

The *(City/County)* School Board recognizes that the use of tobacco products is a health, safety, and environmental hazard for students, employees, visitors, and school facilities. The Board believes that the use of tobacco products on school grounds, in school buildings and facilities, on school property or at school-related or school-sponsored events is detrimental to the health and safety of students, staff and visitors.

The Board acknowledges that adult employees and visitors serve as role models for students. The Board recognizes that it has an obligation to promote positive role models in schools and to promote a healthy learning and working environment, free from unwanted smoke and tobacco use for the students, employees, and visitors on the school campus.

Tobacco Use Prohibited

No student, staff member or school visitor is permitted to use any tobacco product at any time, including non-school hours (24/7):

- in any building, facility, or vehicle owned, leased, rented or chartered by the *(City/County)* Public Schools;
- on any school grounds and property – including athletic fields and parking lots — owned leased, rented or chartered by *(City/County)* Public Schools; or
- at any school-sponsored or school-related event on-campus or off-campus.

In addition, school district employees, school volunteers, contractors or other persons performing services on behalf of *(City/County)* Public Schools also are prohibited from using tobacco products at any time while on duty and in the presence of students, either on or off school grounds.

Further, no student shall be permitted to possess a tobacco product while in any school building; while on school grounds or property; or at any school-sponsored or school-related event, or at any other time that students are under the authority of school personnel.

Tobacco products may be included in instructional or research activities in public school buildings, if the activity is conducted or supervised by the faculty member overseeing the instruction or research project, and the activity does not include smoking, chewing, or otherwise ingesting the tobacco product.



Tobacco-Free School Campus Policy

Definitions

For the purposes of this policy, the following definitions have the following meanings:

1. "Electronic Smoking Device" means any electronic device, the use of which may resemble smoking, which can be used to deliver an inhaled dose of nicotine or other substances to the user. "Electronic Smoking Device" includes any such electronic smoking device, whether manufactured, distributed, marketed, or sold as an electronic cigarette, electronic cigar, electronic cigarillo, electronic pipe, electronic hookah, vape pen or any other product name or descriptor.
2. "Smoke or Smoking" means inhaling, exhaling, burning, or carrying any lighted or heated cigar, cigarette, or pipe, or any other lighted or heated tobacco or plant product intended for inhalation, including hookahs and marijuana, whether natural or synthetic, in any manner or in any form. "Smoking" also includes the use of an electronic smoking device which creates an aerosol or vapor, in any manner or in any form.
3. "Tobacco Product" means:
 - a. Any product containing, made, or derived from tobacco or nicotine that is intended for human consumption, whether smoked, heated, chewed, absorbed, dissolved, inhaled, snorted, sniffed, or ingested by any other means, including, but not limited to cigarettes, cigars, little cigars, chewing tobacco, pipe tobacco, snuff;
 - b. Any electronic smoking device that delivers nicotine or other substances to the person inhaling from a device, including, but not limited to an electronic cigarette, cigar, pipe, or hookah;
 - c. "tobacco product" includes any component, part, or accessory of a tobacco product.
4. "Tobacco use" means smoking, chewing, dipping, or any other use of tobacco products, including electronic smoking devices.

Signage

Signs will be posted in a manner and location that adequately notify students, staff and visitors about the 100% tobacco-free schools policy.

Enforcement for Students

Consequences for students engaging in the prohibited behavior will be addressed in accordance with the Student Code of Conduct. Students who violate the school districts tobacco use policy will be referred to the guidance counselor, a school nurse, or other health or counseling services for all offenses for health information, counseling and referral. Parents/guardians will be notified of all violations and actions taken by the school.



Tobacco-Free School Campus Policy

Enforcement for Staff and Visitors

Consequences for employees who violate the tobacco use policy will be in accordance with personnel policies and may include verbal warning, written reprimand, or termination. Visitors using tobacco products will be asked to refrain while on school property or leave the premises. Law enforcement officers may be contacted to escort the person off the premises or cite the person for trespassing if the person refuses to leave the school property. Forfeiture of any fee charged for admission will be enforced for visitors violating this policy.

Opportunities for Cessation

The administration will consult with the county health department and other appropriate health organizations to provide students and employees with information and referral to support systems, programs and services to encourage them to abstain from the use of tobacco products.

Prevention Education

The administration will consult with appropriate health organizations to identify and provide tobacco use prevention programs that follow the guidance from the Centers for Disease Control and Prevention. Such programs should provide opportunities for students to gain a greater understanding of the health hazards of tobacco use and the impact of tobacco use as it relates to providing a safe, orderly, clean and inviting school environment. The administration should not use programs sponsored by a tobacco company.

Procedures for Implementation

The administration will develop a plan for communicating the policy that may include information in student and employee handbooks, announcements at school-sponsored or school-related events, and appropriate signage in buildings and around the school campus. An enforcement protocol, which identifies consequences for students, staff and visitors who violate the policy, will be created and communicated to all students, staff and parents.

Effective Date

This policy shall take effect in full on [\[insert date\]](#).



BOLD Advocacy Plan to End the Tobacco Epidemic

1. States, cities and counties must **include e-cigarettes in all smokefree** laws
2. Congress, states, counties and cities must **raise the tax on e-cigarettes** to parity with cigarettes and other tobacco products
3. FDA, states and localities must **invest in tobacco prevention** efforts, including state programs and mass marketing campaigns
4. Federal, state and local governments must ensure every **tobacco user can get the help they need to quit**
5. Congress, states, counties and cities must **raise the minimum age of sale to 21**
6. FDA, Congress, states, cities must immediately **remove all flavored tobacco products** from the marketplace
7. Congress and/or FDA must **prohibit online sales** of all tobacco products
8. FDA must crack down and **stop misleading health** claims
9. States, cities and counties **must end the use of coupons** and other discounts which makes these products cheaper and more appealing to young people
10. FDA and FTC must **halt advertising and marketing to kids**, including on social media
11. FDA must **issue a product standard** prohibiting all flavored tobacco products and defines what "tobacco" flavor means
12. FDA must **require "track and trace"** technology on all tobacco products to prevent black market, counterfeit and smuggling activities



What States Can Do To Reduce E-Cigarette Use



1. Increase tobacco taxes and equalize rates across all tobacco products—including e-cigarettes



2. Include e-cigarettes in comprehensive smokefree air laws



3. Enforce the minimum age of sale of 21 for all tobacco products



4. Require coverage for comprehensive quit smoking treatments and counseling



5. Fully fund state tobacco prevention and education programs per CDC recommendations



6. Fully fund mass media campaigns aimed at preventing youth tobacco use, and urging current tobacco users to quit



7. States and localities have the authority to restrict the use of flavored tobacco products. So why hasn't yours?

1-800-LUNGUSA | Lung.org

RESOURCES FOR PARENTS, TEACHERS, AND PROVIDERS

- E-cigarettes, “Vapes,” and JUULs: What Parents Should Know
- E-cigarettes, “Vapes,” and JUULs: What Schools Should Know
- E-cigarettes, “Vapes,” and JUULs: What Teens Should Know
- How to Talk to Your Kids About Vaping
- Tips for a Healthy Discussion
- Conversation Starters



E-cigarettes, “Vapes,” and JUULs

What Parents Should Know

Are e-cigarettes less harmful than cigarettes?

There is no FDA oversight of the manufacturing of these products—which means there is no oversight regarding potentially harmful ingredients.

- E-cigarettes almost always contain harmful ingredients including nicotine.
- Acrolein, a known ingredient of many e-cigarettes, causes irreversible lung damage. Nicotine exposure during adolescence can harm the developing brain.
- The most popular e-cigarette among teens is JUUL
 - All JUUL pods contain some nicotine — something many youth don’t realize.
 - According to the manufacturer, one JUUL pod may contain as much nicotine as a pack of cigarettes.
- No e-cigarette has been found to be safe and effective by FDA in helping smokers quit.

Is there a difference between an e-cigarette and JUUL?

- No. JUULs may look different, but they’re actually a type of e-cigarette.
- E-cigarettes are battery-powered and deliver nicotine through a liquid which turns into an aerosol.
- The e-liquids come in fruit flavors that appeal to youth.

JUUL is more discrete and looks like a USB drive. Other e-cigarettes may look like phones.

- Cartridge-based e-cigarettes like JUUL contain nicotine salts that do not produce vapor or visible emissions when the device is used and may make the product even more addictive.

JUUL claims that some of its pods have roughly as much nicotine as an entire pack of cigarettes.

How bad is the e-cigarette epidemic?

Most common reasons youth use e-cigarettes¹



39%

Use by “friend or family member”



17%

Belief that “they are less harmful than other forms of tobacco such as cigarettes”



31%

Availability of “flavors such as mint, candy, fruit, or chocolate”

¹ Wang TW, Gentzke A, Sharapova S, Cullen KA, Ambrose BK, Jamal A. Tobacco Product Use Among Middle and High School Students—United States, 2011–2017. MMWR Morb Mortal Wkly Rep 2018;67: 629–633



E-cigarettes, “Vapes,” and JUULs What Parents Should Know

Does the American Lung Association agree with the Food and Drug Administration that youth use of e-cigarettes has reached an epidemic?

- Yes, the American Lung Association agrees that e-cigarette use among youth has reached epidemic levels.
- American Lung Association has been asking the FDA to take action on e-cigarettes for more than a decade.
- E-cigarettes are the most commonly used tobacco products among youth and have been for several years now.
- Many youth don’t realize how they are harming their lungs and brain by using e-cigarettes.

Several years ago, one study estimated there were about 7,700 flavors of e-cigarettes on the market at that time.

Since e-cigarette and vaping-related illnesses/deaths have slowed down considerably, culprit identification and misconception is no longer an issue. As a result, advocacy staff have been advised to veer away from EVALI so as not to draw away from the bigger issues of the FDA not cracking down on health claims, flavors, and the addictive nature of these products.

Contact

Lung HelpLine is a telephone support line available in over 250 languages, and is a free service allowing callers access to expert staff, including registered nurses, respiratory therapists, pharmacists, Spanish translators and certified tobacco cessation specialists.

Contact your local American Lung Association office for information on youth leadership groups and other youth tobacco initiatives. **1-800-LUNGUSA (586-4872)**

How is the American Lung Association helping your children?

- The American Lung Association urges the Food and Drug Administration to take meaningful action to crack down against products that target youth.
- The American Lung Association and our partners filed a lawsuit against FDA for its delay of reviewing products currently for sale.
- The American Lung Association is working to implement proven effective policies that will reduce youth from e-cigarettes, including increasing the price of products.
- Education programs available:
 - Not on Tobacco (N-O-T) is the American Lung Association’s teen smoking cessation program taught by trained and certified adults. The program helps teens who want to quit, providing the tools, information and support to quit for good.
 - INDEPTH program is offered as an option to students who face suspension for violation of school tobacco-use policy and is administered by an adult facilitator in either a one-on-one or group format in a school or community-based setting.



1-800-LUNGUSA | Lung.org



E-cigarettes, “Vapes,” and JUULs What Schools Should Know

What are these products?

- E-cigarettes are battery-powered devices that use a heating element to heat e-liquid, typically containing nicotine, from a cartridge that produces a chemical-filled aerosol.
- Many e-liquids or “e-juice” come in fruit flavors, making them appealing to kids.

E-cigarettes come in many forms and can look like everyday products like pens, USB flash drives, phones and tubes of lipstick.

- Currently, the most popular e-cigarette among teens is the JUUL, which looks like a USB flash drive and produces little visible aerosol when being used. Many JUUL pods contain high levels of nicotine - one JUUL pod contains roughly the same amount of nicotine as one pack of cigarettes, or 20 cigarettes.

Most common reasons kids use e-cigarettes include:²

-  **39%** Use by “friend or family member”
-  **31%** Availability of “flavors such as mint, candy, fruit, or chocolate”
-  **17%** Belief that “they are less harmful than other forms of tobacco such as cigarettes”

Are e-cigarettes less harmful than cigarettes?

- The Surgeon General has concluded that e-cigarette aerosol is not safe.
- E-cigarettes contain harmful and potentially harmful ingredients, including formaldehyde and acrolein, which can cause irreversible lung damage. They also contain nicotine.
- E-cigarettes can be used for delivery of marijuana and other illicit drugs.
- FDA has found no e-cigarette to be safe and effective in helping people quit; in fact, more than half of all adult e-cigarette users continue to use regular cigarettes.

Is youth e-cigarette use really an epidemic?

The FDA has called e-cigarette use among teens an epidemic with no signs of abating.

- E-cigarettes are the most commonly used tobacco products among kids, with nearly 12% of high school students nationwide using e-cigarettes and about 20% using at least one tobacco product.



¹ Wang TW, Gentzke A, Sharapova S, Cullen KA, Ambrose BK, Jamal A. Tobacco Product Use Among Middle and High School Students—United States, 2011–2017. MMWR Morb Mortal Wkly Rep 2018; 67:629–633.

² Tsai J, Walton K, Coleman BN, et al. Reasons for Electronic Cigarette Use Among Middle and High School Students—National Youth Tobacco Survey, United States, 2016. MMWR Morb Mortal Wkly Rep 2018; 67:196–200.



E-cigarettes, “Vapes,” and JUULs

What Schools Should Know

Impact of e-cigarette use on teens

The bottom line: e-cigarette use is unsafe, especially for young people.

- Schools can educate their students about the potential long-term consequences of using e-cigarettes.
 - Kids often don’t realize that they are harming their lungs and their brain by using e-cigarettes.
 - Kids may not realize that the products they are using contain nicotine, which is highly addictive and can harm adolescent brain development.
- It’s not just harmless water vapor: secondhand emissions from e-cigarettes can contain nicotine; ultrafine particles; **flavorings such as diacetyl, a chemical linked to serious lung disease**; volatile organic compounds such as benzene, which is found in car exhaust; and heavy metals, such as nickel, tin and lead.
- The e-cigarette industry is currently using the same tactics that worked to sell traditional cigarettes for decades.
- These products are designed to appeal to and be used by teens and can go undetected by adults.

Contact

Lung HelpLine is a telephone support line available in over 200 languages, and is a free service allowing callers access to expert staff, including registered nurses, respiratory therapists, pharmacists and certified tobacco cessation specialists.

Contact your local American Lung Association office for information on youth leadership groups and other youth tobacco initiatives. **1-800-LUNGUSA (586-4872)**

What should schools do to protect students from these products?

- Enforce comprehensive tobacco-free campus policies that include e-cigarettes. Punitive policies aren’t effective. Many of our youth are already addicted to nicotine through these tobacco products and therefore efforts are needed to help kids quit. Schools should offer programs on-site to help students quit or connect them with resources to support them in breaking free from their addiction.
- Ensure all teachers, administrators and staff know the different kinds of e-cigarettes on the market and the dangers they pose to young people.
- Participate in the “Real Cost Campaign.” FDA’s tobacco prevention campaign which now features ads to educate teens on dangers of e-cigarettes. Schools can take advantage of free print materials and web content from the campaign.

What resources does American Lung Association offer to address this issue?

- Not on Tobacco (N-O-T) is the American Lung Association’s teen smoking cessation program and helps teens who want to quit, and provides the tools, information and support to quit for good.
- The Alternative to Suspension program is offered as an option to students who face suspension for violation of school tobacco-use policy and is administered by an adult facilitator in either a one-on-one or group format in a school or community-based setting.



E-cigarettes, “Vapes,” and JUULs What Teens Should Know



What are e-cigarettes?

Electronic cigarettes, or e-cigarettes, include “vapes”, hookah pens, or JUULs. They are battery-powered devices that heat an e-liquid sometimes called “e-juice” that often contains nicotine. E-cigarettes are inhaled like regular cigarettes and produce an aerosol cloud of nicotine or other substances. They are not proven to be a safer alternative to cigarettes.

Is there a difference between using an e-cigarette and JUUL?

- No. JUULs may look different, but they’re actually a type of e-cigarette.

Every JUUL pod contains highly addictive nicotine. JUUL does not make any nicotine-free pods. Some JUUL pods contain roughly as much nicotine as an entire pack of cigarettes.

- The aerosol cloud produced by a JUUL might not look as thick as other e-cigarettes or regular cigarette smoke, but it still contains many of the same chemicals and has the same health risks.

Aren’t e-cigarettes less harmful than tobacco? Isn’t it just water vapor?

- The aerosol produced by e-cigarettes isn’t water vapor and it isn’t harmless.

The aerosol inhaled from these products is often a mixture of harmful chemicals like nicotine, formaldehyde and acrolein.

- Virtually all e-cigarettes contain nicotine – even the ones labeled “nicotine free”. This is because there are no rules about how e-cigarettes or “e-juice” are made. There is no way to know exactly what is in an e-cigarette.
- “E-juice” and JUUL pods flavored like fruit or other treats carry the same health risks as the unflavored products. Also, the flavorings used are typically not safe to be inhaled into the lungs.



E-cigarettes, “Vapes,” and JUULs

What Teens Should Know

What are the health risks of e-cigarettes?

- E-cigarettes contain chemicals that can cause irreversible lung damage and alter teen brains.

E-cigarettes contain harmful chemicals such as formaldehyde, which is known to cause cancer, and acrolein which is used as a weed killer and can cause irreversible lung damage.

- Nicotine is highly addictive and exposure during adolescence can harm the developing brain.
- Youth who use e-cigarettes are more likely to go on to use traditional cigarettes.
- In the short term, e-cigarette aerosol can irritate your lungs, throat and eyes. It can also make it more likely that you’ll catch colds or get the flu.



Is it legal for people to sell e-cigarettes to youth or for youth to buy or use them?

- In the majority of states, the minimum age of sale for e-cigarettes is 18; in three states the minimum age is 19 and in six states and DC the minimum age is 21.

In many states, it is illegal for retailers to sell youth e-cigarettes, and in some states it is also illegal for youth to possess e-cigarettes.

- Many schools have added e-cigarettes to their tobacco-free school policies and the consequences for using them on school grounds are often the same as smoking traditional cigarettes.

Can e-cigarettes help someone quit?

- No e-cigarette has been found to be safe and effective to help people quit smoking.
- If you know someone who wants to quit smoking, they can call **1-800-LUNGUSA (1-800-586-4872)** or visit [Lung.org](https://www.lung.org) to learn about quitting safely.
- Since e-cigarette and vaping-related illnesses/deaths have slowed down considerably, culprit identification and misconception is no longer an issue. As a result, advocacy staff have been advised to veer away from EVALI so as not to draw away from the bigger issues of the FDA not cracking down on health claims, flavors, and the addictive nature of these products.

Learn more:

Contact your local American Lung Association office for information on youth leadership groups and other youth tobacco initiatives. **1-800-LUNGUSA** or [Lung.org](https://www.lung.org)



How to Talk to Your Kids About Vaping



This guide is intended to help you have an important talk about vaping with your kids. Sure, they may think you are uncool and annoying for bringing this up, but it is important that you do. The health risks are real and they need you to fight for them. Have The Vape Talk with your kids today. First things first. Before you have the conversation with your kids, know the facts.

What Parents Need to Know

You've probably heard a variety of terminology, but don't let it confuse you. JUUL, vapes and vape pens are all forms of e-cigarettes and they're all dangerous.

There is a misconception that vapes are just flavors and steam. Not true. Vaping is highly addictive. In fact, one JUUL pod contains as much nicotine as 20 cigarettes, or about one pack of cigarettes. Vape pods also contain toxins and carcinogens, including formaldehyde, propylene glycol and acrolein, which can cause irreversible lung damage. And because vaping is new, we're still uncovering its long-term health effects.

All these risks are being funded by a familiar foe, Big Tobacco. Altria, the owner of Marlboro, is the primary investor in JUUL. Now these tobacco firms are targeting our kids. Parents are in the best position to protect their kids against such powerful and dangerous opponents.

Signs Your Kid Might Already be Vaping

Over 27% of high school students have used e-cigarettes in the last month, and it's likely their parents don't even know. Vaping is easy to hide. Unlike traditional cigarettes, e-cigarettes don't leave the telltale scent of tobacco. But there are clues.

Look for changes in your kid's behavior. They might start cutting back on caffeine or getting frequent nosebleeds. Also look for signs around the house. Vape pens can look like markers or USB flash drives and have disposable flavor pods, so look for discarded pods in the trash. And since vape pods come in lots of flavors, take note of any new sweet scents in their rooms or on their clothes.



Tips for a Healthy Discussion

Choose the Right Time and Place

Choose a time when your kid won't feel rushed and a place where they feel relaxed, like when you're riding in the car or sitting at the dinner table. By choosing a place you both feel comfortable, you'll both be more inclined to open up.

Appeal to Their Good Judgement

Your kid makes smart decisions every day. Resisting the temptation to vape can be one of them. Compliment their good judgement. Remind them that they are an independent thinker who doesn't have to be influenced by peer pressure. Tell them you're proud of their courage and principles.

Ask Open-Ended Questions

Instead of asking yes or no questions, ask open-ended questions that encourage participation. If you're genuinely curious, your kid will be less likely to get defensive.

Conversation Starters

Here are some suggested conversation openers. Remember, don't blow up if they share things you didn't expect to hear. Listen to their answers, ask more questions and keep the lines of communication open.

1. **Are a lot of kids vaping at your school? Are your friends vaping?**

Be sure you don't react, just listen.

2. **What do you think about vaping?**

You may hear him say, "It's harmless—it's just flavored water vapor," but it's not and you'll share more about that next.

3. **Do you know what is in JUUL pods and other vapes?**

Then tell them you have been studying and here's what you know:

- Vape pods contain harmful ingredients, including formaldehyde, propylene glycol and acrolein (ə-'krō-lē-ən), which causes irreversible lung damage. It's not just water vapor, and it's not safe.
- Even the Surgeon General has established how dangerous vaping is. JUUL commercials and paid influencers will try to make it look safe, but it is not.
- Most vaping manufacturers, including JUUL, are owned by tobacco companies, the same companies that sell addictive cigarettes, which cause millions of deaths. These companies are now focusing their marketing efforts on replacing former cigarette customers with kids, by hooking them on e-cigarettes.



Conversation Starters

4. Do you know how vaping can damage your health?

Tell them why it matters.

- Vaping is smoking—one JUUL pod can contain as much nicotine as a pack of cigarettes.
- Once you start vaping, nicotine addiction follows — and quitting is really hard. (At this point, if you're a smoker or former smoker, you may want to share your own experience with nicotine addiction.)
- Your lungs will suffer the effects — maybe not today, but eventually. There are multiple cases in the news of kids having seizures from e-cigarette nicotine poisoning, experiencing vaping-related lung injuries, and even death. Long term health effects are still unknown.

5. Do you know the other ways vaping affects your life?

Tell them why they should care.

- Over time, the chemicals in e-cigarettes will affect your attention span, memory and lungs.
- Once you're addicted, vaping will be the boss of you. Even when you don't want to do it, you'll have to. And that's only good for the tobacco companies.
- You're smarter about health than previous generations. Vaping goes against all the other healthy choices you're already making.

Once is Not Enough

Consider this an ongoing conversation. When you first bring up the subject, your kid might be caught off guard and reluctant to engage. But once you open the door to the topic, they'll be more inclined to talk to you about it later. If your kid is still skeptical, here are some links you can suggest so they can make up their own mind.

Surgeon General: [E-Cigarettes.SurgeonGeneral.gov/](https://www.surgeongeneral.gov/e-cigarettes)

CDC: [CDC.gov/tobacco/basic_information/e-cigarettes/index.htm](https://www.cdc.gov/tobacco/basic_information/e-cigarettes/index.htm)

American Lung Association: [Lung.org/ecigs](https://www.lung.org/ecigs) and [Lung.org/help-teens-quit](https://www.lung.org/help-teens-quit).

For Help

The American Lung Association's Lung Helpline is staffed by registered nurses, respiratory therapists, and tobacco treatment specialists who are there to answer your questions about tobacco, including vaping, cessation. Call 1-800-LUNG-USA or visit [Lung.org/helpline](https://www.lung.org/helpline).

RESOURCES FOR YOUTH

- [Learn More About E-Cigarettes and JUULs](#)



Learn More About E-Cigarettes and JUULs

VAPING IS NOT JUST WATER AND FLAVORS

Acrolein

The same toxic product that's used as a weed killer and can cause irreversible lung damage.

Propylene glycol

This ingredient is toxic to cells and can cause a condition known as Popcorn Lung.



Formaldehyde

A dangerous chemical that can cause lung and even heart disease.

MOST E-CIGARETTES DO CONTAIN NICOTINE.

Why is this a problem for me?

- Nicotine is an addictive chemical and can harm development of the teen brain.
- Over time, it can affect your attention span and even result in memory loss.

GROSS, RIGHT? AND THESE AREN'T EVEN ALL OF THE CHEMICALS THAT WE KNOW ABOUT.



52.6% of Pennsylvania high school students have used an electronic vapor product at least once, and **24.4% of high school students currently use electronic vapor product.**

– Centers for Disease Control and Prevention.

IN FACT, IN ONE JUUL POD ALONE, THERE IS THE SAME AMOUNT OF NICOTINE AS THERE IS IN 20 CIGARETTES.

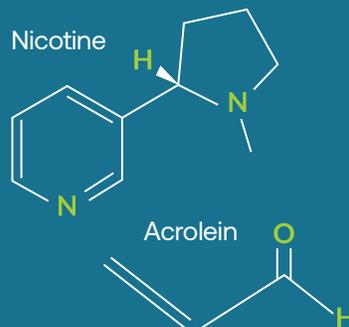
E-CIGARETTE USE INCREASED



135%

among high school students from 2017 to 2019.

– State of Tobacco Control



Cancer Causing Chemicals





Learn More About E-Cigarettes and JUULs



NO MATTER HOW
IT'S DELIVERED,
NICOTINE IS
**ADDICTIVE
& HARMFUL**
FOR YOUTH AND
YOUNG ADULTS.

– U.S. Surgeon General



Volatile Organic
Compounds



Ultrafine Particles

How can you make a difference?

Get involved! If you are a teen between the ages of 12 and 18, you can join the fight against tobacco as a Tobacco Resistance Unit (TRU) member! As a TRU member, you have the opportunity to take part in awesome activities to help educate others about the dangers of these products and have access to TRU gear and scholarship opportunities.

Learn more about the TRU movement at TRUinPA.org and make sure to follow us on social media @TRUinPA!



HELP WITH QUITTING

- [Adult Cessation Programs](#)
- [Teen Cessation Programs](#)



Adult Cessation Programs

Freedom From Smoking® Clinic

Lung.org or 1-800-LUNG-USA

- The Freedom From Smoking® group clinic includes eight sessions and features a step-by-step plan for quitting smoking. Each session is designed to help smokers gain control over their behavior. The clinic format encourages participants to work on the process and problems of quitting both individually and as part of a group. Visit www.lung.org or call 1-800-LUNG-USA to learn more or contact your local charter for a list of available classes.

Freedom From Smoking® Plus

Lung.org/FFS

- The Freedom From Smoking® Plus is a highly-interactive online behavioral change program that addresses today's mobile lifestyles. It works on desktops, laptops, tablets and smartphones and includes telephone, chat and email support from trained tobacco cessation counselors. To learn more about the Freedom From Smoking® Plus program, visit Lung.org/FFS.

Freedom From Smoking® Self-Help Manual

(717) 971-1122

- The Freedom From Smoking® self-help manual can be used by individuals interested in a self-guided method of quitting. This 56-page interactive self-help workbook is based on the American Lung Association's proven-effective Freedom From Smoking® Clinic Program, and covers identifying triggers, removing roadblocks, addressing physical, mental and social aspects of addiction, preparing for quit day, handling social situations, preventing relapse and how to stay on track with lifestyle changes. The cost is \$5.99 each and can be ordered through your local American Lung Association office. To place an order, call (717) 971-1122.

Pennsylvania Quitline

1 (800) QUIT-NOW (784-8669)

Spanish-speaking: 1 (855) DEJELO-YA (335-3569)

- The Pennsylvania Quitline is a free local resource for quitting smoking. It provides over-the-phone counseling services with a certified quit coach, nicotine patches and lozenges (for qualified callers) and support for all Pennsylvania residents. Information and self-help materials are available.

My Life, My Quit™

mylifemyquit.com

- My Life, My Quit™ can reveal the truth about vaping, smoking, and other tobacco products so you can make informed decisions about your future. And if you decide you want to quit, they give you all the tools you need to do it successfully, including the ability to talk and text with a quit coach, get text messages to encourage your quit, learn coping techniques, and get the support you need to quit for good.



Adult Cessation Programs

Local Cessation Programs in Pennsylvania

<p>Northwestern Erie County Department of Health Phone (814) 451-7857</p>	<p>Southcentral American Lung Association in Pennsylvania Phone (717) 971-1121</p>
<p>Allegheny County Tobacco-Free Allegheny Phone (412) 322-8321</p>	<p>Northeastern American Lung Association in Pennsylvania Phone (717) 971-1121</p>
<p>Southwestern Adagio Health Phone (412) 253-8166</p>	<p>Philadelphia Philadelphia Department of Health Phone (215) 685-5693</p>
<p>Northcentral American Lung Association in Pennsylvania Phone (717) 971-1121</p>	<p>Southeastern Health Promotion Council Phone (215) 731-6154</p>



Teen Cessation Programs



Not On Tobacco®

The Not On Tobacco® group (N-O-T) is the American Lung Association's voluntary smoking cessation program taught by trained and certified adults for teens ages 14 – 19. Over the 10-week program, participants learn to identify their reasons for smoking, healthy alternatives to tobacco use and people who will support them in their efforts to quit. Visit lung.org or call 1-800-LUNGUSA to learn more or contact your local charter at 717-541-5864 for a list of available classes.

Smokefree Teen

Smokefree Teen is a web-based program designed and run by the National Cancer Institute to help you understand the decisions you make - especially the decision to quit smoking — and how those decisions fit into your life. Visit teen.smokefree.gov to learn more or sign up for this free program.

Smokefree TXT

Smokefree TXT is a mobile text messaging program that provides 24/7 tips, advice and encouragement to help you quit smoking. To sign up for SmokefreeTXT, simply text QUIT to IQUIT (47848). This free program is designed and run by the National Cancer Institute.

1-800-QUIT-NOW

The quitline is a free service that offers one-on-one immediate support. It is staffed by quit smoking coaches who can provide you with helpful information, advice and support as they walk you through a step by step plan to quit. To sign up or for more information, call 1-800-QUIT-NOW (1-800-784-8669).

QuitSTART App

This QuitSTART is a free app made for teens who want to quit smoking. This app takes the information you provide about your smoking history and gives you tailored tips, inspiration and challenges to help you become smokefree and live a healthier life. This app is free for download on iTunes and Android. This free program is designed and run by the National Cancer Institute. For more information, visit teen.smokefree.gov.

Taking Down Tobacco

Taking Down Tobacco is a comprehensive youth advocacy training program created by the Campaign for Tobacco-Free Kids in partnership with the CVS Health Foundation. This initiative educates and engages youth through free online and in-person trainings. It provides introductory training for youth new to the fight against tobacco and advanced training to help young leaders take their advocacy to the next level. For more information, visit takingdowntobacco.org.

1-800-LUNGUSA | Lung.org



- [American Lung Association's Statement on E-cigarettes](#)
- [Surgeon General Report – E-Cigarette Use Among Youth and Young Adults](#)
- [American Lung Association's Truth About E-Cigarettes Brochure](#)
- [U.S. Surgeon General's Know the Risks: E-cigarettes and Young People](#)
- [Office on Smoking and Health, National Center for Chronic Disease Prevention and Health Promotion's Facts about Electronic Cigarettes](#)
- [U.S. Food & Drug Administration's Vaporizers, E-Cigarettes and other Electronic Nicotine Delivery Systems \(ENDS\)](#)
- ["The Real Cost" Youth E-Cigarette Prevention Campaign](#)
- [FDA – The Real Cost Campaign](#)
- [The National Academies of Sciences Engineering Medicine Health and Medicine Division's Public Health Consequences of E-Cigarettes](#)
- [American Nonsmokers' Rights Foundation Electronic Cigarettes](#)
- [Public Health Law Center/Tobacco Control Legal Consortium E-Cigarettes](#)
- [Public Health Law Center's Model for a Tobaccofree Environment in Minnesota's K-12 Schools](#)
- [Campaign for Tobacco-Free Kids Taking Down Tobacco](#)
- [Stanford's Tobacco Prevention Toolkit](#)
- [CATCH My Breath E-Cigarette Prevention Program for Schools](#)
- [Electronic Cigarettes- What's the Bottom Line](#)
- [Parents/Teachers -That USB Stick Might be a Cigarette](#)
- [E-Cigarettes Shaped Like USB Flash Drives](#)
- [Talk with Your Teen About E-cigarettes: A Tip Sheet for Parents](#)
- [PACT's Emerging Products](#)
- [Pennsylvania Department of Health](#)
- [Truth Initiative](#)
- [TRUTH – Videos and teen education material on e-cigarettes](#)