



THE VAPING EPIDEMIC

A Training for Educators and Administrators in Southern Nevada

OVERVIEW

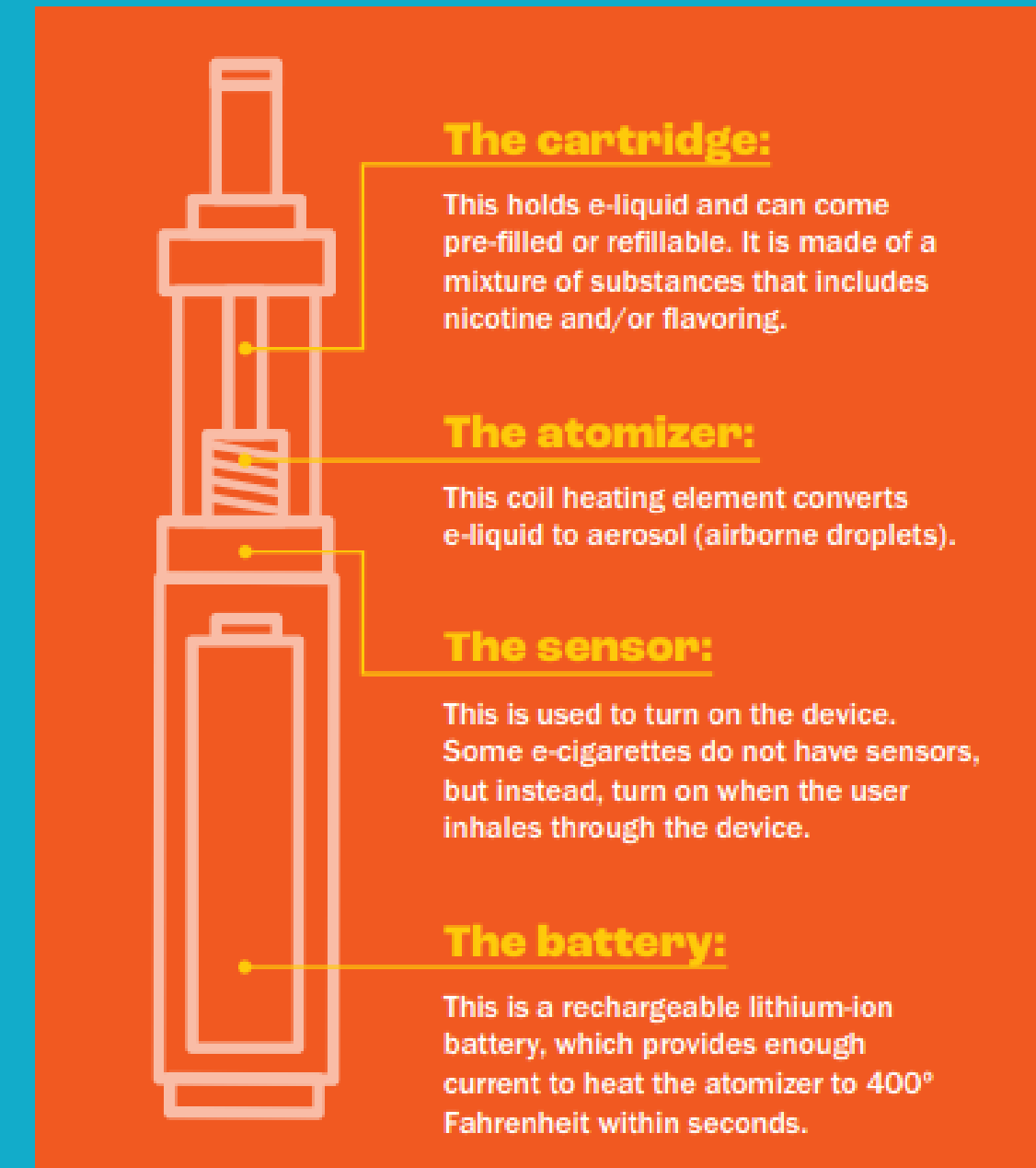
- Tobacco Facts
- What is an Electronic Vapor Product?
- Health Impacts
- E-Cigarette Use Disparities
- Fact vs. Fiction
- Flavoring
- Cannabis
- Nicotine Pouches
- Signs A Teen is Vaping
- FAQs
- Benefits of Quitting
- Youth Cessation Resources
- How You Can Help
- School Outreach Program & Resources

TOBACCO FACTS

- **E-cigarettes are the most popular tobacco product** among middle and high school students.
- **1 in 10 high school students** and **1 in 20 middle school students** use e-cigarettes nationwide.
- In 2023, **15.1% of high school students and 8.4% of middle school students in Nevada** reported using e-cigarettes in the last 30 days.
- **In Clark County, 12.7% of high school students & 8.0% of middle school students** reported using e-cigarettes in the last 30 days.
- Adolescent nicotine use can **increase the risk** of substance misuse, addiction, mood disorders, and permanent lowering of impulse control.
- The vape industry **illegally markets to youth**, targeting teens to create lifelong addictions.

WHAT IS AN ELECTRONIC VAPOR PRODUCT?

- **Common Names:**
 - E-Cigarettes
 - E-Hookahs
 - Mods
 - Vapes/Vape Pens
 - Electronic Nicotine Delivery Systems (ENDS)
- **Comes in many shapes and sizes**
 - Some e-cigarettes are made to look like regular cigarettes, cigars, pipes or everyday items like pens or USB sticks
- Can be used to **deliver cannabis and other drugs**



MOST POPULAR VAPE PRODUCT BRANDS AMONG TEENS



Elf Bar: 36.1%



Breeze: 19.9%



Mr. Fog: 15.8%



VUSE: 13.7%



JUUL: 12.6%

Product brands are ranked by the percentage of surveyed students who use them.

HEALTH IMPACTS

- E-cigarettes often **contain harmful substances**, including:
 - Nicotine
 - Flavoring such as diacetyl, a chemical linked to serious lung disease
 - Cancer-causing chemicals
 - Heavy metals such as nickel, tin, and lead
- **Nicotine, a highly addictive chemical, can harm** adolescent brain development, which continues into the early to mid-20s. It can affect the areas of attention, learning, mood and impulse control.
- Youth who use tobacco products are **more likely** to become chronic smokers, leading to nicotine addiction.
- Smoking at a young age **increases the risk** of heart disease, stroke, cancers, and early death.

E-CIGARETTE USE DISPARITIES

- In Nevada, tobacco use rates are higher among LGBTQ+ youth:
 - **43.5% of high school students who identify as LGBTQ+** reported ever using electronic vapor products (vs. Heterosexual students (30.6%)).
 - **45.1% of high school students who identify as TQ (Transgender)** reported ever using electronic vapor products (vs. Cisgender students (33%)).
- In Nevada, electronic vapor product current use rates are **highest among American Indian/Alaska Native high school students (24.7%)**.
- In Clark County, electronic vapor product current use rates are **highest among American Indian/Alaska Native middle school students (13.6%)**.
- In Clark County, **Hispanic/Latino middle school students** had the highest reporting rate of ever using electronic vapor products: **19.8%**

FACT vs. FICTION

- Cigarette smoking is the leading cause of preventable death, disability & disease in the United States.
- Cigarette smoking & secondhand smoke exposure cause more than 480,000 deaths each year in the United States.
- All tobacco products including e-cigarettes are unsafe.

- The aerosol from e-cigarettes consists of primarily water.
 - **FACT: The aerosol contains nicotine, cancer-causing chemicals, heavy metals, volatile organic compounds and flavorings.**
- Most middle & high school students who vape don't want to quit vaping.
 - **FACT: In 2020, 63.9% of students who currently vape reported wanting to quit.**

FACT vs. FICTION

- Secondhand smoke exposure contributes to over 40,000 deaths among nonsmoking adults each year.
- More than 85% of youth who currently use e-cigarettes report using flavored products.
- Nicotine, a highly addictive chemical, found in tobacco products can harm a teen's brain development.

- Youth e-cigarette users do not get e-cigarettes from people they know.
 - **FACT: 32.3% of users reported getting an e-cigarette from a friend.**
- Flavored vapes do not attract youth to e-cigarettes.
 - **FACT: The availability of flavored vapes is one of the top 10 reasons youth try vaping.**

FLAVORING

- **Masks the harshness of tobacco**, making smoking more tolerable to new users.
- **Entices youth and is one of the top reasons** why youth report every trying an e-cigarette.
- Bright colorful packaging, sweetened flavors, and fun names **attract youth**.
- **More than 85% of youth** who currently use e-cigarettes or nicotine pouches **report using flavored products**.
- **Most Popular Flavors:**
 - Fruit
 - Candy, Desserts or Other Sweets
 - Mint





CANNABIS

- Vaping cannabis is **not safer** than smoking it.
- Vaping cannabis **can cause** bloodshot eyes, dry mouth and thirst, increased appetite, and shifts in behavior or mood.
- Products like vaporized concentrated waxes and oils **may contain more** THC.
- Vaping cannabis or nicotine can expose users to **EVALI (E-Cigarette or Vaping Product-Use Associated Lung Injury)**, harmful cancer-causing chemicals, and marijuana poisoning.

NICOTINE POUCHES

A pouch filled with a powder made of nicotine, flavorings and other ingredients. The powder dissolves in the mouth and nicotine is absorbed through a person's gums or mouth lining.

- **480,000 (1.8%) of students** nationwide reported current use of nicotine pouches
- More than **2 in 10 (22.4%)** youth nicotine pouch users report using them daily
- More than **8 in 10 (85.6%)** of current youth nicotine pouch users used flavored nicotine pouches
- **Most popular flavors: Mint, Fruit**

MOST POPULAR NICOTINE POUCH BRANDS AMONG TEENS



Zyn: 68.7%



on!: 14.2%



Rogue: 13.6%



Velo: 10.7%



Juice Head ZTN:
9.8%

Product brands are ranked by the percentage of surveyed students who use them.



SIGNS A TEEN IS VAPING

- **Dry mouth**
- **Shortness of breath**
- **Smoker's cough**
- **Lung infections**
- **Chest pain**
- **Throat clearing**
- **Increased thirst**
- **Behavior changes, mood swings, agitation, or withdraw**
- **An unexplained sweet scent**
- **White vapor or smoke**
- **Residue on surfaces, especially glass**

FREQUENTLY ASKED QUESTIONS

Do all electronic vapor products contain nicotine?

- Nearly all do – and those that don't have nicotine still have harmful chemicals in them.
- Many marketed as nicotine-free still contain nicotine.

Is vaping healthier than smoking cigarettes?

- The long-term health effects of electronic vapor products are still unknown.
- The FDA has not found any electronic vapor products to be safe and effective to help people quit smoking.

FREQUENTLY ASKED QUESTIONS

Why are electronic vapor products so popular among youth?

- Illegal marketing to youth by the tobacco industry
- Flavored vapes appeal to youth
- Peer/Social Pressure to vape

Can teens under the age of 18 legally vape and buy electronic vapor products?

- No - The **legal sales age for all tobacco products is 21, nationwide and in Nevada.**
- Youth may get products from older peers and restrictions at stores are not always enforced.



BENEFITS OF QUITTING

- **Lowers** levels of anxiety, depression, and stress.
- **Improves** health and enhances quality of life.
- **Reduces** risk of adverse health effects, such as lung illness and brain damage.
- **Reduces** the financial burden for smokers.

**Protects family members, friends, coworkers
and others from the health risks associated
with secondhand smoke!**



YOUTH CESSATION RESOURCES



American Lung Association's NOT Program

A voluntary program for teens who want to quit smoking or vaping. Approximately 90% of teens who participate quit tobacco.

- **Website: notforme.org**



Truth Initiative's EX Program

A voluntary program for teens who want to quit smoking or vaping. It has been proven to increase the odds of quitting by up to 40%.

- **Website: join.exprogram.com**

HOW YOU CAN HELP!

Share Information

- If your student asks you about tobacco/vaping or seems interested in quitting, you can share the following from the presentation:
 - Tobacco Fast Facts
 - Cessation Services

Be Supportive

- Changing behavior can be hard and can take several attempts to establish a new routine.
- Continue to provide support and help your students by encouraging them and asking what you can do to help.

Set a Good Example

- Promote tobacco-free lifestyles at school.
- For free help to quit smoking or vaping, visit our website:



getthehealthyclarkcounty.org

SCHOOL OUTREACH PROGRAMS & RESOURCES

INDEPTH

Intervention for Nicotine Dependence: Education, Prevention, Tobacco & Health (INDEPTH)

- Developed by the American Lung Association in partnership with Prevention Research Center of West Virginia University
- A free, interactive program to help address vaping in schools
- Teaches students about nicotine dependence, establishing healthy alternatives & overcome addiction
- Can be delivered in 4 50-minute sessions by trained adults
- Training for adult facilitators can be done in 1-2 hours & has a 3yr. certification



**Scan for Facilitator
Training website!**

CDC: E-CIGARETTE/VAPING PRODUCTS VISUAL DICTIONARY



Scan for the Visual Dictionary!

FREE EDUCATIONAL RESOURCES

CAN BE ORDERED AT ANY TIME VIA OUR PROGRAM’S ONLINE STORE!



Educator Toolkits



Posters



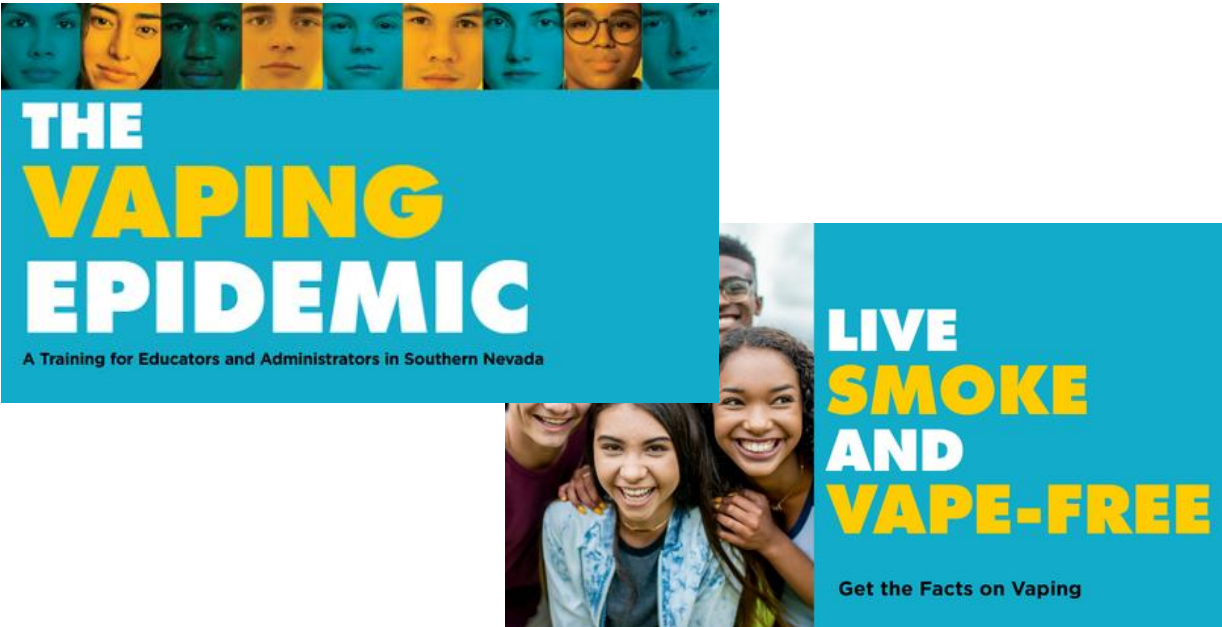
Escape the Vape Brochure



Educational Flyers



Table Tents



Presentations

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