

A group of young people, mostly teenagers, are standing on a cobblestone street. They are dressed in casual clothing like t-shirts, button-down shirts, and jeans. One person in the center is holding a skateboard with green wheels. Another person on the right is carrying a pink backpack. The overall scene suggests a youth gathering or a school group.

# UNDERSTANDING E-CIGARETTES & VAPING

# ABOUT US

- <About DTTP>
- <DTTP> is the local Tobacco Prevention Services contractor of the MaineHealth Center for Tobacco Independence. This is part of Maine Prevention Services, an initiative through the Maine Center for Disease Control and Prevention working across the state to impact tobacco, substance use and obesity.



**1**

**What are e-cigarettes?**

**2**

**Why do some people your age use e-cigarettes?**

**3**

**What we know about vaping...**

**4**

**Take Action!**

# OVERVIEW



**WHAT ARE  
E-CIGARETTES?**



# TYPES OF E-CIGARETTES

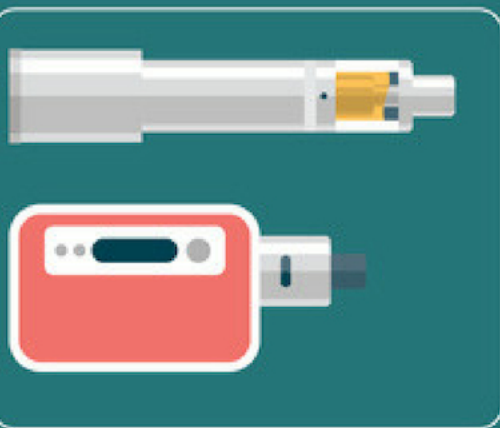
E-pipe



E-cigar



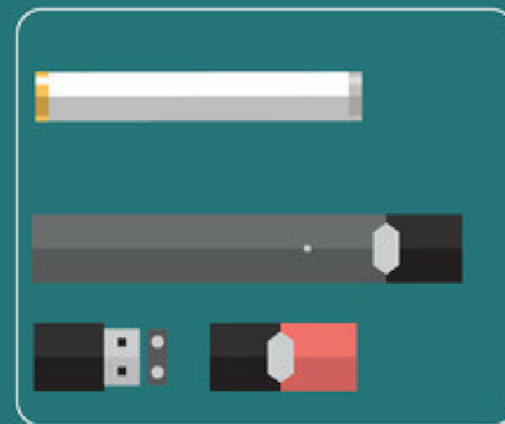
Large-size  
tank devices



Medium-size  
tank devices



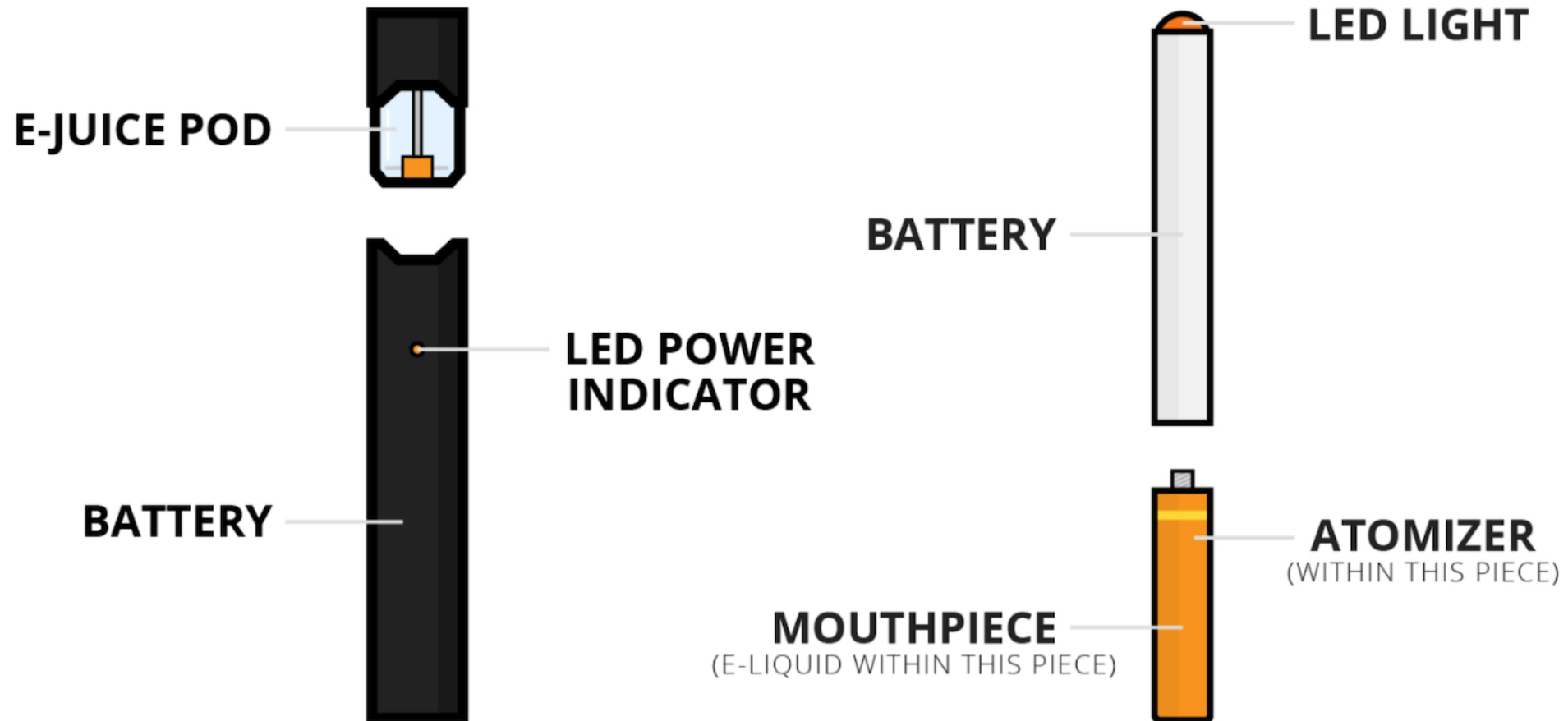
Rechargeable  
e-cigarette



Disposable  
e-cigarette



# ANATOMY OF AN E-CIGARETTE



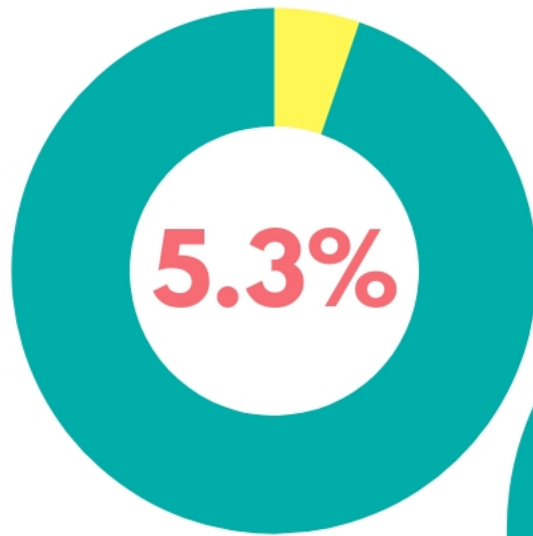


**HOW COMMON  
IS USE OF  
E-CIGARETTES  
AMONG PEOPLE  
YOUR AGE?**

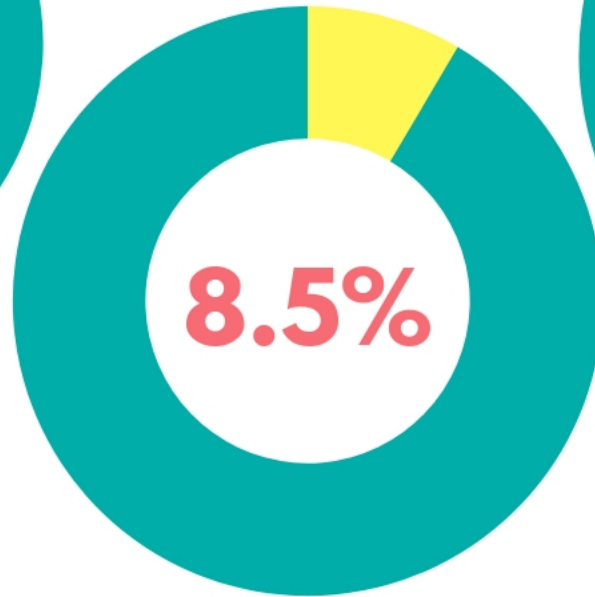
# CURRENT TOBACCO USE AMONG YOUTH IN MAINE

2017 MAINE INTEGRATED YOUTH HEALTH SURVEY

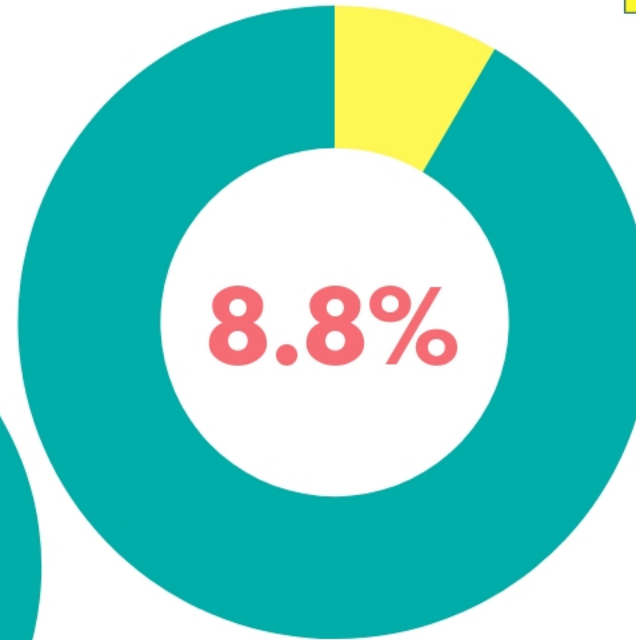
 *High School*



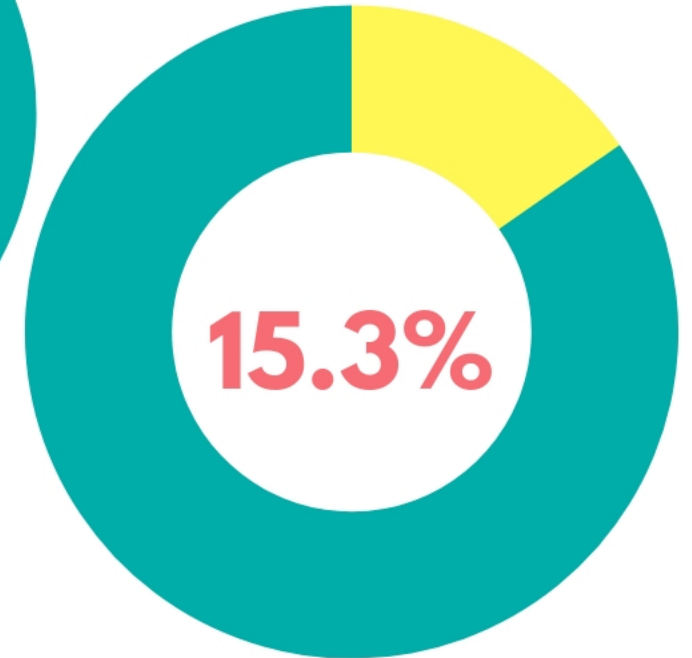
Combustible,  
non-cigarette products  
(ex: cigars)



Smokeless Tobacco  
(ex: chew)



Cigarettes



E-Cigarettes



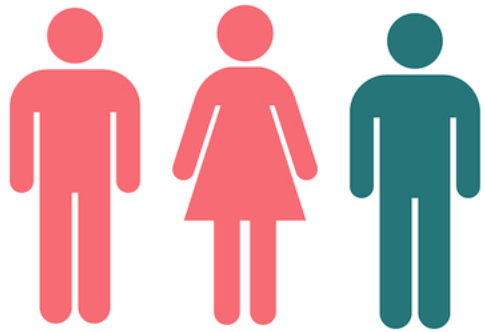
# WHAT DOES THIS MEAN?

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**85%**

**OF MAINE  
STUDENTS DON'T  
CURRENTLY USE  
E-CIGARETTES**



**2 OUT OF 3**

**MAINE HIGH SCHOOL STUDENTS  
HAVE NEVER VAPED**

# E-CIGARETTES ARE NOW THE MOST COMMONLY USED TOBACCO PRODUCT AMONG U.S. YOUTH

IN THE U.S.,  
YOUTH ARE  
MORE LIKELY  
THAN ADULTS  
TO USE  
E-CIGARETTES



**4.3%**

MIDDLE SCHOOL  
STUDENTS

In 2016, more than  
**2 MILLION**

U.S. middle and high school  
students used e-cigarettes in  
the past 30 days, including:

**11.3%**

HIGH SCHOOL  
STUDENTS





A group of five diverse teenagers (three boys and two girls) are standing against a weathered, grey metal wall. From left to right: a boy in a grey hoodie and jeans, a girl in an orange sweater and jeans, a boy in a blue hoodie and dark pants, a girl in a green hoodie and jeans, and a girl in a grey hoodie and jeans. They all have serious expressions. The wall has horizontal ridges and some peeling paint. The number '31' is visible on the wall behind the first two people.

# **YOUTH WHO USE E-CIGARETTES MAY BE MORE LIKELY TO SMOKE REGULAR CIGARETTES IN THE FUTURE**

National Institute on Drug Abuse





**WHY DO YOU  
THINK PEOPLE  
YOUR AGE USE  
E-CIGARETTES?**

E-CIGARETTES ARE MARKETING BY  
**PROMOTING FLAVORS**  
AND USING A WIDE VARIETY  
**MEDIA CHANNELS**  
AND APPROACHES THAT HAVE BEEN  
**USED IN THE PAST FOR**  
MARKETING CONVENTIONAL TOBACCO PRODUCTS  
**TO YOUTH AND YOUNG ADULTS**







# 85%

**OF E-CIGARETTE USERS  
AGES 12-17 USE  
FLAVORS**

**Big tobacco knows and tries to exploit this  
with flavors appealing to youth.**

Studies have found that tobacco products like cigarettes and e-cigarettes are more appealing and are considered less harmful, especially to younger people, when they come in flavors like cherry or cotton candy.

*Ford, A., MacKintosh, A.M., Bauld, L. et al. Int J Public Health (2016) 61: 215*





E-LIQUID



E-LIQUID



E-LIQUID



E-LIQUID



FOOD PRODUCT



FOOD PRODUCT



FOOD PRODUCT



FOOD PRODUCT



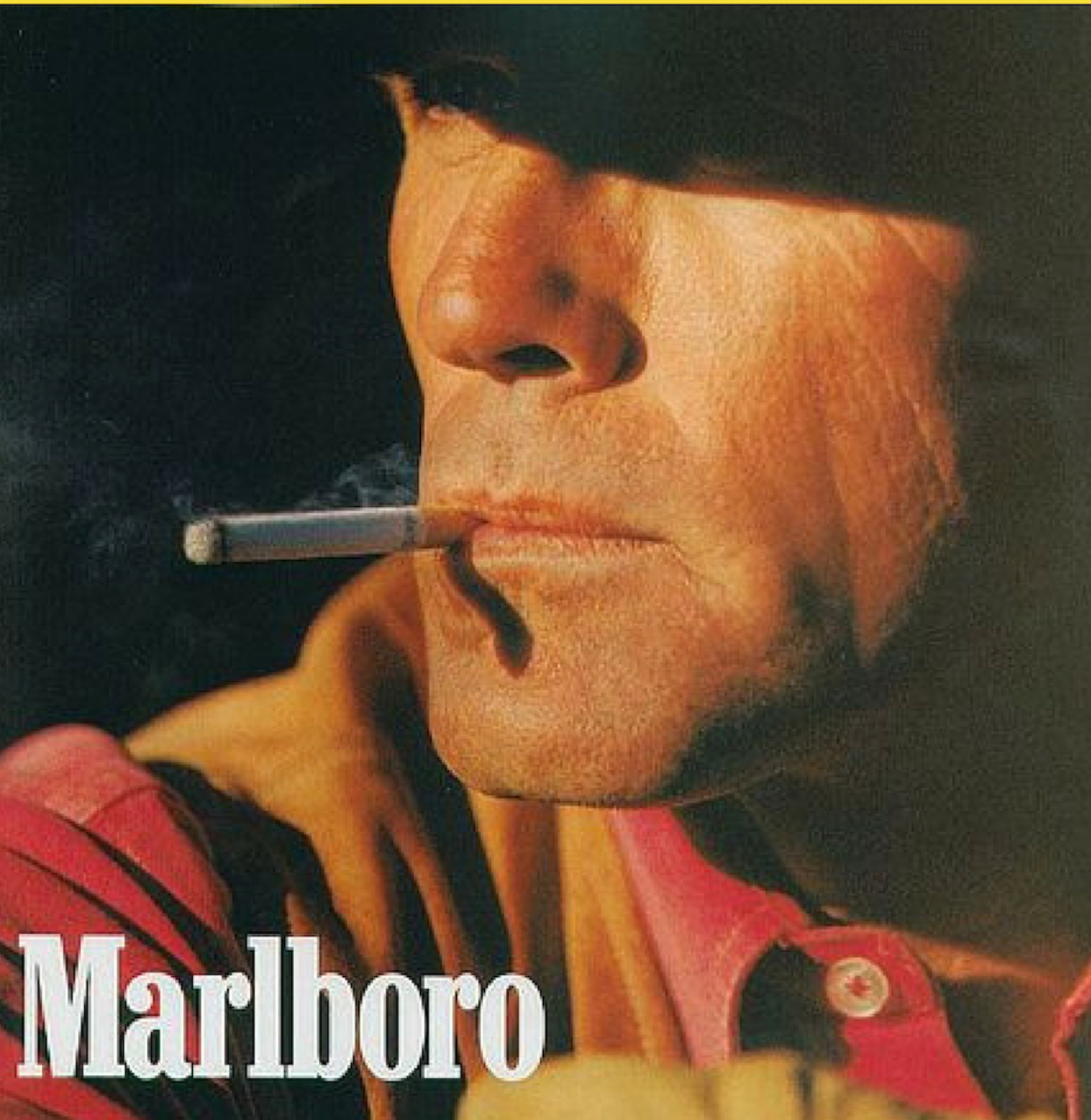
# THEN



# NOW



**THEN**



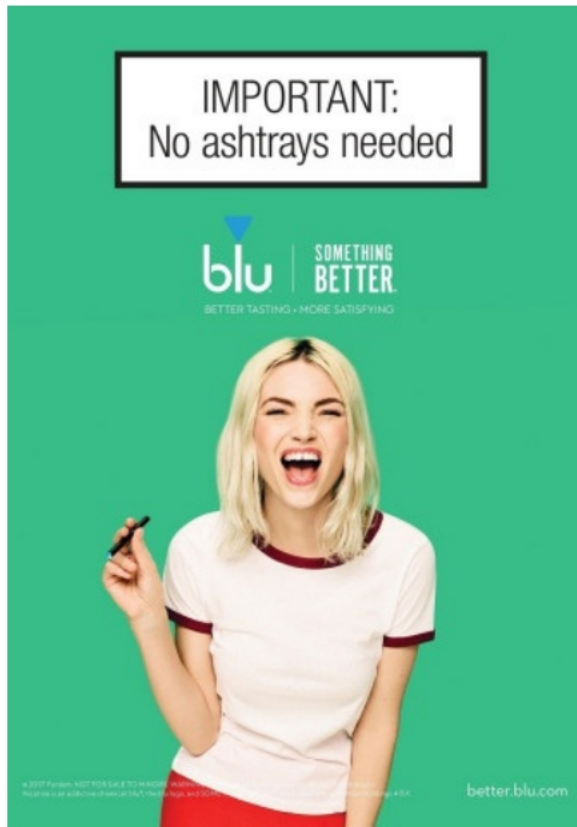
**Marlboro**



**NOW**

# HOW VAPING IS SOLD TO PEOPLE YOUR AGE

## CIRCUMVENT SMOKE-FREE POLICIES



## INDIVIDUALITY



## SMOKING CESSATION



## TASTE







**E-CIGARETTE ADS  
REACH NEARLY**

**4<sup>IN</sup> 5**

**US MIDDLE &  
HIGH SCHOOL STUDENTS**

**MORE THAN 20 MILLION YOUTH SAW E-CIGARETTE ADS IN 2016**



# STUDENTS EXPOSED TO E-CIGARETTE ADS

**2014**

**68.9%**

**2015**

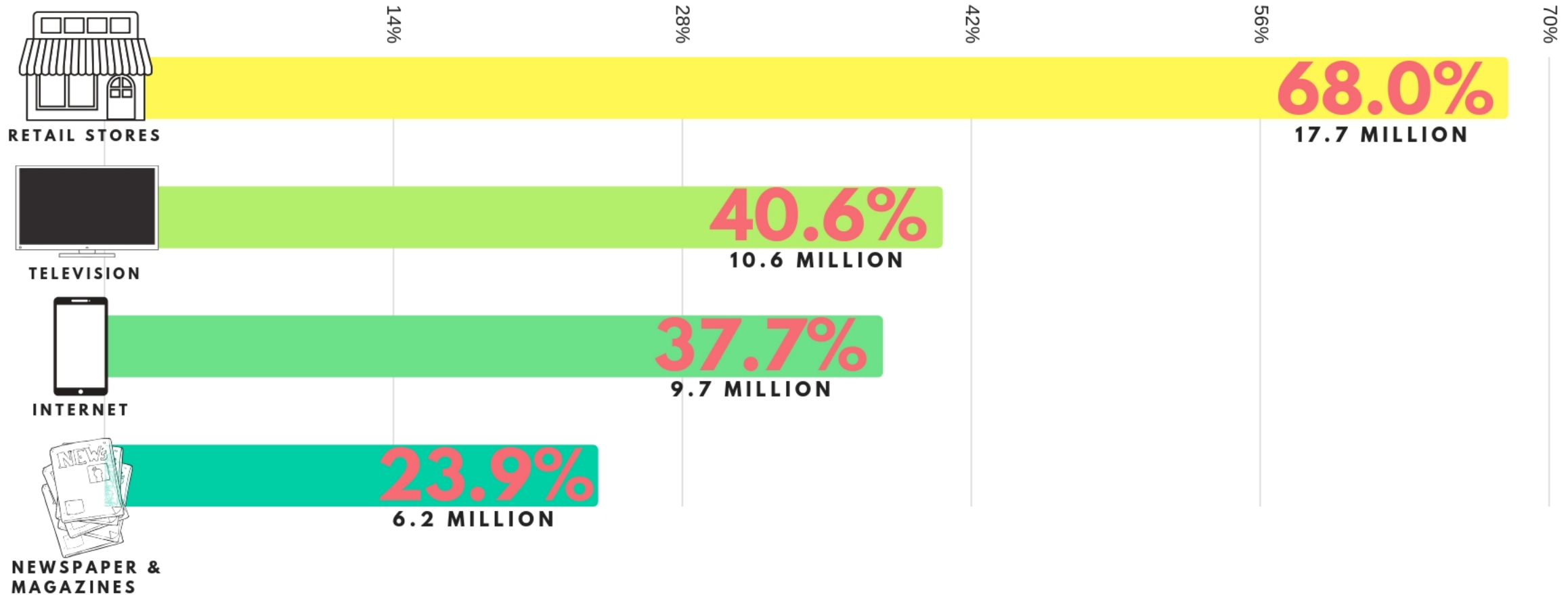
**73.0%**

**2016**

**78.2%**

# YOUTH EXPOSURE TO E-CIGARETTE ADS

*National Youth Tobacco Survey, 2016*



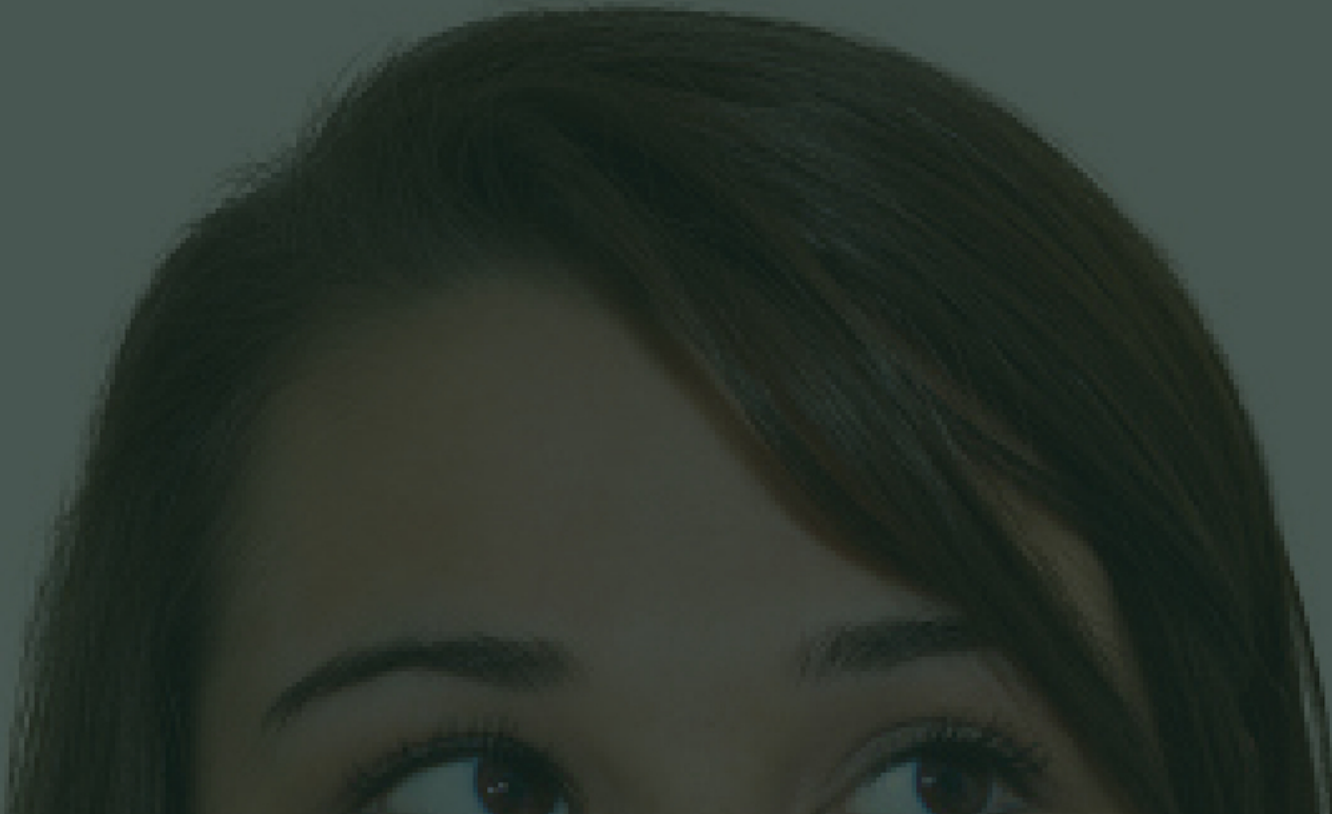
Efforts to reduce youth exposure to e-cigarette ads are important to prevent and reduce youth use of these products.



**WHAT HAVE  
YOU HEARD  
ABOUT THE  
HEALTH EFFECTS?**

**BECAUSE ADDICTION IS A  
FORM OF LEARNING,  
ADOLESCENTS CAN GET  
ADDICTED MORE EASILY  
THAN ADULTS**

National Institutes of Health





**NEARLY**  
**3 out of 5**

**HIGH SCHOOL  
SMOKERS  
ALSO USE  
E-CIGARETTES**

US Centers for Disease Control & Prevention (CDC)

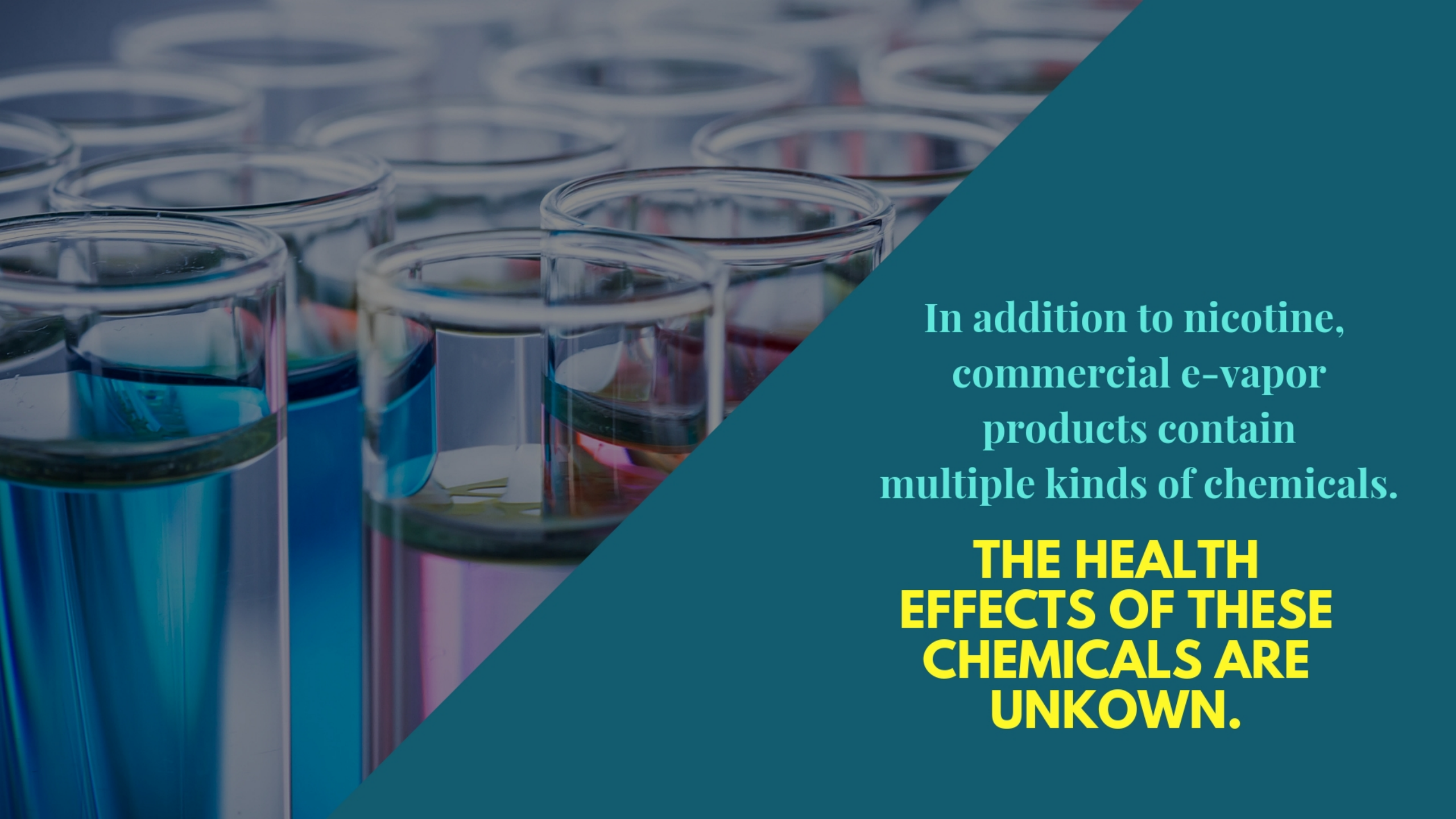




# NOT A HARMLESS WATER VAPOR

The e-cigarette aerosol that users breathe from the device and exhale can contain harmful and potentially harmful substances.





In addition to nicotine,  
commercial e-vapor  
products contain  
multiple kinds of chemicals.

**THE HEALTH  
EFFECTS OF THESE  
CHEMICALS ARE  
UNKNOWN.**



**99.6% OF ALL  
E-CIGARETTE  
PRODUCTS SOLD  
CONTAIN NICOTINE**

National Institutes of Health, 2015



# CHILDREN, PETS & ADULTS

**The things that matter have been poisoned by swallowing breathing or absorbing e-cigarette liquid.**

Defective e-cigarette batteries have caused fires and explosions, some of which have resulted in serious injuries.





# TAKE ACTION



# **THIS AREA**

IS

# **TOBACCO-FREE**



Use of tobacco products, including cigarettes, chewing tobacco, electronic cigarettes and vaporizers, are prohibited on this property.



# **THIS SCHOOL**

IS

# **TOBACCO-FREE**



Use of tobacco products, including cigarettes, chewing tobacco, electronic cigarettes and vaporizers, are prohibited on this property.



**SIGNAGE**







TAKE ACTION

Big Tobacco is watching you. You are the target. Prove them wrong.



YOUARETHETARGET.COM

**1**

**E-cigarettes are devices that heat a liquid into an aerosol the user inhales.**

**2**

**Tobacco companies use flavors and advertising to appeal to youth.**

**3**

**Nicotine is addictive in any form.  
E-cigarettes are not safe for young people to use.**

**4**

**Your voice matters:  
Get informed! Get involved!**

**TAKEAWAYS**



**QUESTIONS?**





MAINE  
PREVENTION  
SERVICES

Maine Center for Disease Control & Prevention  
Department of Health and Human Services