UNDERSTANDING E-CIGARETTES & VAPING
• <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!
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

- E-JUICE POD
- LED POWER INDICATOR
- BATTERY
- LED LIGHT
- ATOMIZER (WITHIN THIS PIECE)
- MOUTHPIECE (E-LIQUID WITHIN THIS PIECE)
How common is use of e-cigarettes among people your age?
CURRENT TOBACCO USE AMONG YOUTH IN MAINE

2017 MAINE INTEGRATED YOUTH HEALTH SURVEY

5.3%  Combustible, non-cigarette products (ex: cigars)

8.5%  Smokeless Tobacco (ex: chew)

8.8%  Cigarettes

15.3% E-Cigarettes
WHAT DOES THIS MEAN?

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 2016, more than 2 MILLION U.S. middle and high school students used e-cigarettes in the past 30 days, including:

- 4.3% MIDDLE SCHOOL STUDENTS
- 11.3% HIGH SCHOOL STUDENTS

In the U.S., youth are more likely than adults to use e-cigarettes.
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 MARKETED BY PROMOTING FLAVORS AND USING A WIDE VARIETY OF 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.

THEN

Your throat can tell
it's PHILIP MORRIS

NOW

No matter what
you're now smoking
greater pleasure
with you in the new PHILIP MORRIS
King-Slim. Millions of
who tried them are buying
them over and over again.
Once you try them, you'll
Because your throat can tell
that here, at last, is a cigarette
not only good to smoke
but also good to the smoker...
Try a carton...
HOW VAPING IS SOLD TO PEOPLE YOUR AGE

CIRCUMVENT SMOKE-FREE POLICIES

INDIVIDUALITY

SMOKING CESSATION

TASTE

IMPORTANT: No ashtrays needed
E-CIGARETTE ADS REACH NEARLY 4 IN 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%
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)
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

RESTRICT E-CIGARETTE USE AROUND PEOPLE YOUR AGE

VISIT TOBACCO-FREE LOCATIONS IN MAINE

ENSURE YOUR SCHOOL IS TOBACCO-FREE

MAKE YOUR HOME TOBACCO-FREE

BE AN EXAMPLE

TAKE A STAND: VISIT YOU ARE THE TARGET
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.
“TODAY'S TEEN IS TOMORROW'S POTENTIAL REGULAR CUSTOMER.”

-Big Tobacco
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!
QUESTIONS?