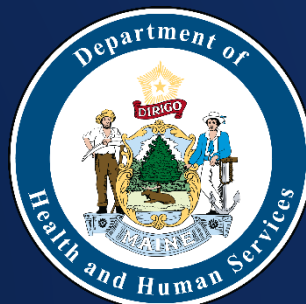


# E-CIGARETTE PREVENTION TOOLKIT

A Guide of Educational Resources

Tobacco and Substance Use Prevention and Control Program  
Maine Center for Disease Control and Prevention



# About the E-Cigarette Prevention Toolkit

The Maine Center for Disease Control and Prevention's Tobacco and Substance Use Prevention and Control Program used a collaborative process to develop this toolkit with statewide partners.

**The goal of this toolkit is to provide a resource with essential evidence-based information on e-cigarettes to educate the general public and support statewide tobacco\* prevention efforts.**

Information about e-cigarettes is constantly emerging and we will work to update this toolkit as additional information is published. While this document can be printed, the optimal utility of this toolkit will be digital, found [here](#). Hyperlinks to further information and helpful resources have been embedded throughout the document and can be identified as the [blue, underlined words](#).

## How We Talk About E-Cigarettes

Many terms are used to describe e-cigarettes including vapes (vaping), vaporizers, vape pens, hookah pens, electronic cigarettes, electronic smoking devices, tank systems, mods, electronic vapor products, electronic nicotine delivery systems (ENDS), and e-pipes. Some people refer to e-cigarettes by a brand name such as JUUL, Puff Bar, Stig, Smok, Blu, Suorin or Njoy. **This document will use “e-cigarettes” to refer to all of these products.**

**It's important to note these products do not contain or create vapor, so the term “vaping” is misleading and is intentionally avoided where possible throughout this toolkit.** The emission from e-cigarettes is an aerosol, which is a suspension of fine particles in a gas, compared to a vapor which is a substance in its gaseous phase.

\*References to tobacco in this toolkit refer solely to commercial tobacco use, not the sacred and traditional tobacco used by American Indian communities.

# Toolkit Contents

*Click on the section titles below to jump to the correct page*

*Page Number*

[Frequently Asked Questions About E-Cigarettes](#)

1

[Youth Use](#)

3

[Adult Use](#)

5

[Health Effects](#)

6

[E-Cigarettes and Pregnancy](#)

8

[State Laws](#)

9

[Tobacco Retail Sales in Maine](#)

10

[Federal Regulations](#)

11

[School Policies and Resources](#)

12

[Nicotine Addiction Treatment Options](#)

14

[Marijuana and E-Cigarette Use](#)

15

[E-Cigarettes and the Environment](#)

16

[Take Action](#)

17

[Acknowledgements](#)

18

[References](#)

19

# Frequently Asked Questions About E-Cigarettes

## What are e-cigarettes?

Many terms are used when referencing e-cigarettes, such as: e-cigs, vapes, vaporizers, vape pens, e-hookahs, dab pens, dab rigs, tanks, mods, and pod mods.<sup>1,2</sup> Other slang terms and brand names may also be used to describe these products. Some brand names include: JUUL, Puff Bar, Stig, Smok, Blu, Suorin, and NJOY.

## What do they look like?

E-cigarettes can vary widely in how they look. They may look like cigarettes, cigars, pipes, or other everyday items such as pens, asthma inhalers, or USB flash drives.<sup>1,2</sup> See the pictures found [here](#) or later in the toolkit to get a better idea.<sup>3</sup>

## How do they work?

Every e-cigarette contains a battery, a coil, and a pre-filled or refillable cartridge or tank with e-liquid. The battery heats the coil (also known as an atomizer) to very high temperatures which converts the e-liquid into an aerosol that is inhaled by the user through a mouthpiece.<sup>2,3</sup> They can be disposable or reusable; the reusable products have a rechargeable battery.

## What is e-liquid?

E-liquid, sometimes called nic juice, salt nic juice, nic salts, or e-juice, fills the pod/tank and usually contains four common ingredients: propylene glycol, vegetable glycerin, nicotine, and flavoring.<sup>3</sup> Currently there are thousands of available flavors. E-liquids may also contain marijuana (THC and/or CBD), essential oils, and other substances.<sup>3</sup>

## How much nicotine is typically in e-cigarette products?

The amount of nicotine in e-cigarettes can vary greatly. For some brands, one pod or cartridge has the same amount of nicotine as a pack of cigarettes, while others may contain more or less nicotine depending on cartridge size and nicotine concentration. Products are labeled with nicotine content, but the actual amount delivered may differ. Newer e-cigarettes use a salt-based nicotine e-liquid, which allows the user to inhale higher levels of nicotine more easily and with less irritation.<sup>2,3</sup>

## What are health concerns associated with e-cigarette use?

Long term studies are not currently available because these products are relatively new, but we do know that e-cigarette aerosol is **not** a harmless water vapor. The aerosol contains many cancer-causing chemicals, heavy metals, and nicotine, which is highly addictive and harms youth brain development.<sup>1,2</sup> E-cigarettes may have fewer overall chemicals compared to combustible cigarettes (which have 7000), but the safety of these products has not been evaluated and they are not approved by the Food and Drug Administration (FDA) as a tobacco treatment product.<sup>4</sup>

## Who regulates e-cigarettes and how are they regulated?

The FDA oversees the regulation of all tobacco products, including e-cigarettes. Specific regulations on e-cigarettes include a required nicotine addictiveness warning label, minimum sales age of 21, and a partial flavor ban on certain cartridge-based products that appeal to kids, although this left many flavored products on the market. Nicotine content and ingredient lists for products are currently not regulated.<sup>4,5</sup>

# Frequently Asked Questions About E-Cigarettes

## How are these products marketed?

The FDA does not currently regulate how e-cigarettes are marketed. These products are promoted on social media and other streaming platforms with bright colored packaging and kid-friendly flavors such as gummy bear, mint, watermelon, and other fruit or candy flavors. These flavored products are reversing efforts to prevent initiation and use of tobacco and tobacco products by putting young people at risk of nicotine addiction and serious health harms.<sup>6,7</sup> Research shows that 82.9% of current youth e-cigarette users report using flavored products, while 77.9% state that they use e-cigarettes “because they come in flavors I like.”<sup>8,9</sup> Companies also heavily market e-cigarette to youth in retail stores; In 2016, 68% of middle and high school students were exposed to e-cigarette retail advertisements.<sup>10</sup>

## How are youth getting e-cigarettes?

According the [2019 Maine Integrated Youth Health Survey \(MIYHS\)](#), many youth (42%) borrow e-cigarette products from someone else, which aligns with the social nature of these products. Additional sources of access include giving money to someone else to buy them (22%), getting them from someone who bought them legally (10%), purchasing them in a store (5%) or online (5%), or some other way (16%).<sup>11</sup>

## Where should they be stored?

E-cigarettes should be stored up high, out of the reach of children and pets because nicotine is toxic when consumed. The [Northern New England Poison Center](#) handles calls every year regarding accidental nicotine poisonings.

## How should they be disposed of?

The nicotine (even small amounts) left in containers is considered to be acute hazardous waste by the EPA, while the lithium ion batteries are an e-waste and a potential fire hazard.<sup>12,13</sup> Schools and other locations where these devices may be confiscated and disposed of need to follow [special regulations for disposal](#) and should check with state and local environmental agencies for assistance in directing this waste to a hazardous waste treatment, storage, or disposal facility.<sup>13</sup> The FDA has a [helpful infographic](#) outlining safe e-cigarette disposal practices.

## Where can I get support for quitting/treatment?

Maine has free resources for Maine residents seeking tobacco treatment support through the [MaineQuitLink.com](#), 1-800-QUIT-NOW, or a youth-focused treatment option accessible by texting Start My Quit to 36072, calling 855-891-9989, or visiting [me.mylifemyquit.org](#).

# Youth Use

[The U.S. Surgeon General](#) stated, “e-cigarette use among U.S. youth and young adults is now a major public health concern.”<sup>14</sup> The Surgeon General has emphasized the importance of protecting our children from a lifetime of nicotine addiction and associated health risks by addressing the youth e-cigarette use crisis through an [advisory](#).<sup>15</sup>

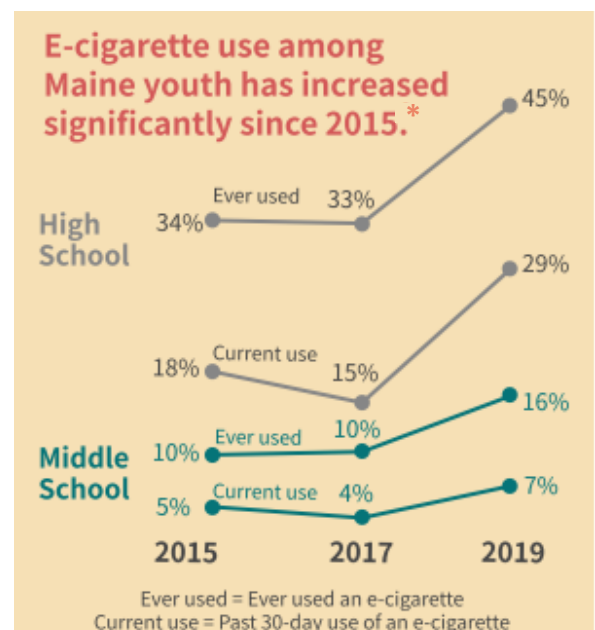
## E-Cigarettes

- Are the most commonly used tobacco product by youth each year since 2014.<sup>14</sup>
- Pose a threat to an increasing number of Maine youth using these products.<sup>14</sup>
- Can lead to an increase in youth smoking conventional cigarettes.<sup>14</sup>
- Are marketed to youth. The more [exposure](#) youth have to ads, the greater chance they will try e-cigarettes.<sup>10</sup>

## Maine Data

- The [Maine Integrated Youth Health Survey \(MIYHS\)](#), conducted every other year, has been providing data on middle and high school student use of e-cigarettes since 2015. The [graph](#) to the right shows the increasing trend in current and ever e-cigarette use by Maine middle and high school students since 2015.<sup>11</sup>
- The next MIYHS survey will be administered in fall 2021 with data anticipated in 2022. This will allow for further assessment of *current* youth e-cigarettes use prevalence compared to national trends.

\*Note: 2017 MIYHS data on e-cigarette use may be underestimated as JUUL was not specifically mentioned in the e-cigarette use questions. JUUL was not on the market at the time of the survey in 2015. The 2019 survey did specifically include JUUL as an e-cigarette brand.



## National Data

National data from [Monitoring the Future](#) and the [National Youth Tobacco Survey](#) (NYTS) show a similar rise in youth use of e-cigarette products as the MIYHS with significant increases since 2017, although 2020 NYTS data show decreases from 2019.<sup>8,16</sup>

- In 2020, 19.6% of U.S. high school students reported current e-cigarette use vs. 27.5% in 2019.<sup>8</sup>
- Although positive, this decrease does not offset the huge increases in use since 2011. There are still approximately 3.6 million U.S. middle and high school students who report current use of e-cigarettes.<sup>8</sup>

# Youth Use

National data suggest many young people have a strong dependence on nicotine.

- Of the high school students who reported past 30-day use of e-cigarettes in 2020, about 1 in 5 (22.5%) said they use e-cigarettes every day and 38.9% reported frequent use of e-cigarettes (use on 20 or more of the past 30 days).<sup>8</sup>

This data also highlights a notable shift in the types of e-cigarette products used by U.S youth.

- In 2019 only 2.4% of high school students used disposable e-cigarettes, while in 2020, 26.5% reported use of disposables. **This is more than a 10x increase in a one-year period.**<sup>8</sup>

## Youth Use Trends and Access

- By early 2014, there were more than 460 brands of e-cigarettes (each with its own website) and this number has likely continued to increase given the rising popularity of these products.<sup>17</sup> These different brands vary in price, quality, and design. The image below highlights some popular products used by young people including JUUL, Suorin, Smok, and others, although popularity varies depending on current trends, marketing, and regulations.<sup>3</sup>
  - For example, JUUL was the top selling e-cigarette brand in the U.S. from 2016-2019, but many young people have since [transitioned to menthol and disposable products](#) after federal regulations eliminated access to flavored pod-based products, which included most JUUL pods. The new federal regulations incentivized young people to switch because disposable products still come in thousands of flavors and menthol pre-filled cartridges were exempt.<sup>18,19</sup>
  - Because these products are constantly evolving, it can be difficult to keep up with identifying these devices as tobacco products. Many look like USB flash drives and other common household items, making them easy to conceal.<sup>1,2</sup>
- Regardless of what the product is called or how it looks, these devices deliver nicotine, which is addictive. For example, a single JUUL pod contains as much nicotine as a pack of 20 regular cigarettes.<sup>2,3</sup>
- E-cigarettes come in a variety of flavors which are appealing and familiar to youth.<sup>6,7</sup>
- Youth can gain access to these devices by borrowing them, giving money to someone to buy them, purchasing them illegally in a store or online ([internet sales are not legal for anyone in Maine](#)), or some other way.<sup>11,20</sup>



## Quick Facts

- E-cigarettes are not safe for youth, young adults, pregnant people, or adults who do not currently use tobacco products.<sup>1</sup>
  - If you've never smoked or used other tobacco products or e-cigarettes, don't start.<sup>1</sup>

**E-cigarettes are not approved by the FDA for smoking cessation.<sup>1</sup>**

- E-cigarettes have the potential to benefit adult smokers who are not pregnant if used as a complete substitute for regular cigarettes and other smoked tobacco products.<sup>1</sup>
- Additional research can help understand the long-term health effects of e-cigarette use.<sup>1</sup>

## Maine Data

The Maine Behavioral Risk Surveillance System (BRFSS) began asking Maine adults about current e-cigarette usage in 2012, but statewide data were not available until 2015.

- 4.1% of adults in Maine reported current e-cigarette use in 2017, compared to 4.6% nationally.<sup>21</sup>
  - In 2017, 18-24 year-olds were the adult age-group with the highest rate of e-cigarette use in Maine (9.7%), compared to 15.3% of Maine High School students reporting current use.<sup>11,21</sup>
  - The rate of use among Maine High school students increased to 28.7% in 2019, although there is not yet a Maine adult use data point for comparison.<sup>11</sup>

## National Data

The 2019 National Health Interview Survey (NHIS) found that:

- 4.5% (10.9 million) U.S adults aged 18 or older reported current e-cigarette use. "Current use" is reported use of e-cigarettes "every day" or "some days" at the time of survey.<sup>22</sup>
- Adults 18-24 reported the highest levels of current e-cigarette use (9.3%).<sup>22</sup>
  - Over half (56.0%) of these young adults reported they had never smoked cigarettes.<sup>22</sup>



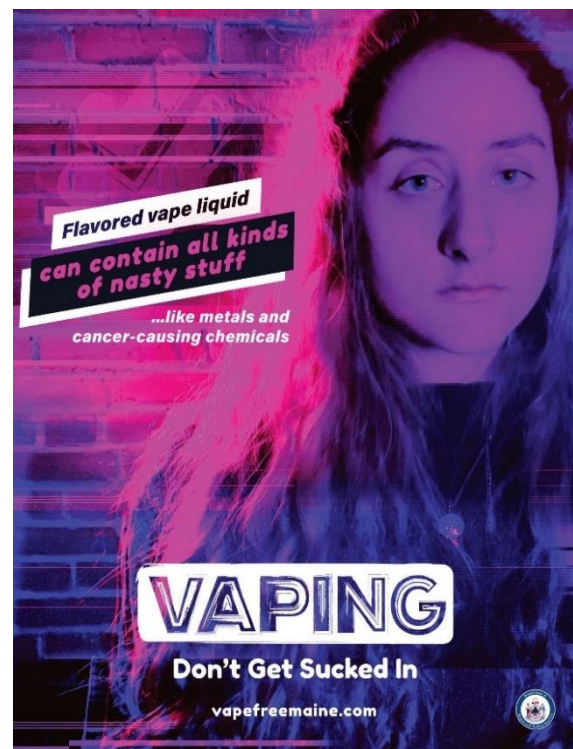
Research on the long-term health risks of e-cigarettes and related products is still ongoing. However, current evidence documents the presence of several harmful or potentially harmful chemicals in the aerosols produced by e-cigarettes.<sup>1,2</sup>

## E-cigarette aerosol is NOT harmless water vapor.

- Studies show that some of the toxic chemicals and other substances contained in e-cigarette aerosols have the potential to go deep into the lungs and may pose risk for diseases not usually seen in smokers.<sup>1,2,14</sup>
  - For example, e-cigarette aerosol can contain diacetyl (an ingredient in microwave popcorn butter flavor). This chemical can cause serious and irreversible lung disease known as bronchiolitis obliterans, commonly referred to as [“Popcorn Lung.”](#)<sup>14,23</sup>
- Some [aerosols](#) contain propylene glycol which can cause respiratory irritation and bronchial constriction. This is a concern for people with chronic obstructive pulmonary disease or asthma.<sup>1,14</sup>
- [Secondhand](#) exposure to aerosolized e-liquid may cause harm to non-users by exposing them to ultrafine particles and low levels of toxins that are known to cause cancer such as formaldehyde, benzene, and toluene.<sup>24</sup> This is especially of concern for people with asthma or other respiratory disease, as exposure may aggravate the lungs.

## E-liquid often contains nicotine – a highly toxic and addictive substance.<sup>1,14</sup>

- Nicotine negatively affects brain development in youth.<sup>2,14</sup>
- Nicotine use during adolescence has been associated with lasting cognitive and behavioral impairments, including effects on working memory and attention.<sup>14</sup>
- Nicotine may also impact mood and can lead to anger, irritability, anxiety, depression, and disturbed sleep.<sup>14</sup>
- Nicotine content varies among products and may not deliver the content advertised on the label.<sup>2,14</sup>
- Some e-cigarettes marketed as containing zero percent nicotine may contain nicotine.<sup>1</sup>
- Regardless of what the product is called or how it looks, the vast majority of these devices deliver nicotine, which is addictive. For example, a single JUUL pod contains as much nicotine as a pack of 20 cigarettes.<sup>1,2</sup>



- E-cigarettes may contain either “salt-base” or “free-base” nicotine depending on their chemical makeup.<sup>3,25</sup>
  - Evidence shows that e-cigarettes containing salt-based nicotine are more appealing and easier to inhale than those with free-base nicotine, especially among those who have never smoked, which may make them more appealing to youth.<sup>25</sup>
  - Since they are easier to inhale and provide a better sensory experience, salt-based nicotine products may also contain more nicotine and may be more addictive.<sup>25</sup>

## There are risks associated with e-cigarette use.

- E-cigarette aerosol can affect lung development, breathing, and may induce inflammatory reactions.<sup>14</sup> E-cigarettes may also impact the body’s ability to fight off bacteria and viruses, which means those who use these products may be at a higher risk of developing serious illness from diseases like COVID-19.
- From 2019-2020, there was an outbreak of serious lung injury associated with e-cigarette use, which is now known as e-cigarette, or vaping, product use-associated lung injury (EVALI). Most EVALI cases were associated with use of THC-containing e-cigarette products, particularly those from informal sources like friends, family, and in person or online dealers. The existing cases have been strongly linked to vitamin E acetate, although evidence is not sufficient to rule out the contribution of other chemicals.<sup>26</sup>
- E-cigarettes can cause nicotine poisoning. This may occur if someone, like pets or kids, swallows the e-juice or absorbs it through skin contact.<sup>27</sup> Other issues may result from inhaling more nicotine than the body can tolerate, which is sometimes referred to as being, “Nic-sick,” and may cause headaches, dizziness, or nausea among other symptoms.<sup>28</sup>
- The batteries in e-cigarettes can explode and seriously injure people.<sup>29</sup>

## Additional Resources

American Heart Association: [E-Cigarettes and Public Health](#)

American Lung Association: [E-Cigarettes and Lung Health](#)

Food and Drug Administration: [Understanding the Health Impact and Dangers of Smoke and 'Vapor'](#)



# E-Cigarettes and Pregnancy

The use of e-cigarettes during pregnancy is not a safe alternative to smoking cigarettes. Aerosols produced by heated e-cigarettes contain nicotine, and other harmful additives. Nicotine is a known health danger for pregnant people and can cause damage to a developing fetus' brain and lungs. Some of the flavorings found in e-liquids have been shown to be toxic to human embryonic stem cells.<sup>14,30</sup>

## Potential health risks for the pregnant person include:<sup>14,31,32</sup>

- Ectopic pregnancy (a pregnancy outside of the uterus)
- Early placenta separation
- Early water breaking and preterm labor

## Potential health risks for the baby include:<sup>14,31,32,33</sup>

- Delayed growth and low, unhealthy birth weight
- Higher chance of being born too early
- Higher risk of stillbirth
- Damage to the baby's brain, lung, and immune system development



## Looking to quit?

Expecting a baby is an exciting time and may give you a new reason to think about quitting tobacco and nicotine. You may also want to quit smoking or using e-cigarettes for a number of other reasons. We know that quitting is a very tough thing to do in any season of life.

You are not alone. The Maine QuitLink offers free, confidential, supportive help over the phone or online. You'll work with a nationally certified and trained quit coach to make a personal plan for you and help you reach your quit goals.

If you are thinking about quitting, learn more about how the Maine QuitLink can support you in your quit attempt and take the first step to a healthier future with your baby. You can find more information here: [www.MaineQuitLink.com/pregnant](http://www.MaineQuitLink.com/pregnant). We encourage you to follow up with your doctor about any questions you may have about quitting or cutting back your tobacco use.



## Definition

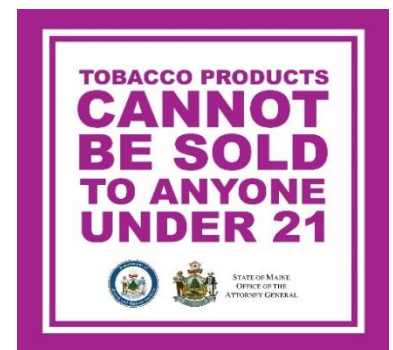
- [Maine's Retail Tobacco Sales Act](#) defines e-cigarettes as a tobacco product whether or not they contain nicotine.<sup>20</sup>
- [Maine's Public Smoking Act](#) defines e-cigarette use as smoking, whether or not they contain nicotine.<sup>35</sup>

## Use

- Smoking, which includes e-cigarette use, is prohibited in all enclosed public areas, outdoor eating areas, and all rest rooms made available to the public, [22 M.R.S. §1542](#).<sup>35</sup>
- E-cigarette use is not allowed in public spaces including center-based or home-based day care/babysitting facilities, [22 M.R.S. §1542](#).<sup>35</sup>
- At a private residence that is used as a daycare or baby-sitting service, e-cigarette use is prohibited<sup>35</sup>:
  - Within the residence during their hours of operation
  - In outdoor areas on the property, wherever a child under care may be present
  - In a motor vehicle owned or operated by the facility whenever a child under care is in the vehicle, during the facility's hours of operation
- E-cigarette use is not allowed in, on or within 20 feet of a state-owned beach, playground, snack bar, group picnic shelter, business facility, enclosed area, public place or restroom in a state park or state historic site, [22 M.R.S. §1580-E](#).<sup>36</sup>

## Sales

- A tobacco retail sales license is required to sell [e-cigarettes](#).<sup>20</sup>
- E-cigarettes cannot be sold/distributed to persons under age 21.<sup>20</sup>
- Display of this prohibition of sales to juveniles required.<sup>20</sup>
  - A dealer or distributor of tobacco products shall post notice of prohibiting all tobacco product sales to persons who have not attained 21 years of age. See page 10 for further details. **For free signage, [click here](#).**
- Tobacco products may only be sold in a direct, face-to-face exchange.<sup>20</sup>
  - No internet sales on all tobacco products, which includes e-cigarettes (except premium cigars.) [22 M.R.S. §1555-F](#).<sup>20</sup>
- Nicotine liquid containers cannot be sold/distributed unless in child-resistant packaging. [22 M.R.S. § 1560-B\(2\)](#)<sup>20</sup>



# Tobacco Retail Sales in Maine

Maine [retail tobacco sales law](#) states that a person may not sell, furnish, or give away a tobacco product to anyone under the age of 21.

**Providing tobacco products (including e-cigarettes) to a person under the age of 21 is illegal.**

## Definition of Tobacco Retailer

- Tobacco retailer or “[retailer](#)” means a person located within or outside the State who sells tobacco products (includes e-cigarettes) to a person in the State for personal consumption. This definition includes marijuana businesses if they sell electronic smoking devices, rolling papers, or other tobacco products.<sup>20</sup>
- A tobacco retailer must have a license in order to sell tobacco products including tobacco accessories in Maine.<sup>20</sup>

## Tobacco Product and Accessory Definition

- “[Tobacco product](#)” means any product that is made or derived from tobacco, or that contains nicotine that is intended for human consumption or is likely to be consumed whether smoked, heated, chewed, absorbed, dissolved, inhaled, or ingested.<sup>20</sup>
- Tobacco products and accessories includes **electronic smoking devices**, cigarettes, cigars, hookah, pipe tobacco, chewing tobacco, snuff or snus, rolling papers, filters, pipes, and liquids used in electronic smoking devices [whether or not they contain nicotine](#).<sup>20</sup>

## Retailers must verify buyers age before selling

- Tobacco products may not be sold at retail to any person who has not attained 30 years of age, unless the seller first verifies the person’s age by means of reliable photographic identification containing the person’s date of birth.<sup>20</sup>

## Tobacco Retail Employees

- Employees must be at least 17 years of age to sell tobacco products.<sup>20</sup>
- If an employee’s age is between 17 and 21, he or she may only sell tobacco products (including e-cigarettes) in presence of supervisor at least 21 years old. [22 M.R.S. §1555-B \(1\)](#).<sup>20</sup>

## Support is Available for Tobacco Retailers in Maine

- The [NO BUTS! annual online training](#) for new and existing clerks was recently updated. Earn State Compliance Credit for completion.



- Order free retailer materials and signage at [MainePreventionStore.com](#).
- Tobacco Products must be purchased through a distributor licensed by Maine Revenue Services. The Maine Licensed Tobacco Distributor List can be found here: [Maine.gov/revenue](#).
- District Tobacco Prevention Partners (DTPPs) cover each community in Maine and can provide free local support including education and technical assistance. Find Your Local Partner: [CTIMaine.org/DTPP](#).



# Federal Regulations

## Federal Overview

In August 2016, the [U.S. Food & Drug Administration](#) (FDA) passed regulations that affect the manufacturing, distribution, and sales of e-cigarettes.<sup>37</sup>

### The FDA will:

- Review new e-cigarette products not yet on the market.
- Help prevent misleading claims by e-cigarette product manufacturers.
- Evaluate the ingredients of e-cigarette products and how they are made.
- Communicate the potential risk of e-cigarette products.
- Set standards to govern the content of tobacco products.
- Restrict vending machine sales to adult-only facilities.
- Require all tobacco products containing nicotine to have warning labels.
- Require disclosure of ingredients.

### The FDA prohibits:

- Underage sales and requires retailers to verify customers are at least 21 before selling.
- Manufacturers from claiming a tobacco product is less harmful. Manufacturers must provide the FDA with scientific evidence before being allowed to make these claims.
- The introduction of new or changed tobacco products without FDA review.

## The FDA and Nicotine Replacement Therapy (NRT)

- Examples of NRT are nicotine gum, patches, and lozenges.
- E-cigarettes are **not** approved by the FDA as a form of NRT, although there may be benefits to adult smokers who are not pregnant if they switch completely to e-cigarettes. More research is needed to better understand potential risks and benefits.<sup>38</sup>
- [NRT are not currently approved for use by people under 18 years of age.](#)<sup>38</sup>
- [The FDA advises](#) that if a person is under the age 18 and want to quit smoking, talk to a health care professional about whether you should use nicotine replacement therapies.<sup>39</sup>

For further information on FDA regulations and actions, visit this [page](#).



# School Policies and Resources

School tobacco and e-cigarette policies must be consistent with state and local laws. Maine School Management Association (MSMA), maintains a policy template that meets State law, and includes a prohibition of electronic products. School policies can send a message that the use of e-cigarettes will not be tolerated on school grounds regardless if it is a student, teacher, other staff, or visitor.

Schools must adopt and enforce policies to prohibit tobacco and e-cigarette use and possession on school property, school buses, and at school-sponsored events at all times by all people. These policies may exceed state law by including additional enforcement, education, communication, and quit support, all of which strengthen policy effectiveness.

## ***Comprehensive policies should:***

- Educate everyone (students, visitors, and staff) about the policy.
- Post signs on school grounds indicating that tobacco use is prohibited.
- Create and implement alternatives to suspension and utilize restorative practices.
- Incorporate information on e-cigarettes in health education classes and curriculum.

## **Resources for Schools**

### ***Policy Resources***

- Maine [Sample School Tobacco Policy](#)
  - Additional resources, such as signs, are available when utilizing Maine templates.
  - Other services are available at the community level, including youth peer training, e-cigarette presentations (for adults or youth), and tailored policy development and implementation support, including help with implementing alternatives to suspension.
  - Connect with your local [District Tobacco Prevention Partner \(DTPP\)](#) for access.
- California's [tobacco-free policies and regulations](#)
- Public Health Law Center's [tobacco-free schools model policy](#)
- [10 reasons](#) to include e-cigarettes in your tobacco-free campus policy

### ***Prevention and Alternatives to Suspension Curriculums***

- [Catch My Breath](#) – a vaping prevention program from the University of Texas Health Science Center at Houston
- [INDEPTH](#) – an alternative to suspension program from the American Lung Association
- [Sidekicks](#) – a skills-based tobacco prevention program administered by the MaineHealth Center for Tobacco Independence (CTI)
- [The Stanford Tobacco Prevention Toolkit](#) – a collection of tobacco prevention resources and curriculums for educators from Stanford Medicine
- [Vaping: Know the Truth](#) – a vaping prevention program from the Truth Initiative and Kaiser Permanente in collaboration with the American Heart Association and EVERFI

# School Policies and Resources

## Digital and Print Materials

The following are Maine-specific e-cigarette infographics for schools and community organizations:

- [Electronic Nicotine Delivery Systems \(ENDS\) Overview](#)
- [Law Information for Schools](#)
- [Nicotine](#)
- [Maine Integrated Youth Health Survey E-Cigarette Data](#)

This [page](#) has additional e-cigarette related resources, including some translated materials.

Hard copies of these and other youth-focused tobacco prevention materials, including posters, signs, and quit support resources, can be ordered through the [Maine Prevention Store](#).



## Youth and Parents facing materials

- E-cigarette use among youth and young adults: [A 2016 Report of the Surgeon General](#)
- E-cigarette [U.S. CDC Fact Sheet](#) for parents, educators, and healthcare providers
- Electronic cigarettes: “What is the bottom line” [U.S. CDC Fact Sheet](#)
- Northern New England Poison Control Center (NNEPC), [Nicotine](#)
- Partnership to End Addiction’s [Vaping Guide for Families](#)
- SAMHSA’s [Tips for Teens: The Truth About E-Cigarettes](#)

## Take Action

- Learn about the [different types of e-cigarettes](#) so you can recognize them, you can even schedule an e-cigarette presentation with your local [DTPP](#).
- Develop, implement, and enforce tobacco-free school policies and prevention programs that are free from tobacco industry influence, and address all types of tobacco products.
- Engage students in discussions about the dangers of e-cigarette use.
- For any youth groups or programs looking for assistance in addressing youth e-cigarette use prevention locally, contact the [Maine Youth Action Network \(MYAN\)](#) to connect with a District Youth Coordinator.



# Nicotine Addiction Treatment Options

The **Maine QuitLink** offers a variety of programs to meet the needs of all Maine residents who are looking to quit vaping or tobacco use. Maine residents can choose from a variety of digital and phone-based programs to meet them where they are in their quitting process. Mainers can choose from the robust **integrated phone coaching program, online web coaching,** or from one of several **standalone individual services.** Individuals can access services by calling **1-800-QUIT-NOW**, visiting [MaineQuitLink.com](https://MaineQuitLink.com) or through provider referral.

## ***Nicotine Replacement Therapy (NRT)***

Free NRT, including patch, gum, or lozenge, is available through the Maine QuitLink to participants who are 18 and older. Someone under 18 years of age, who is seeking tobacco treatment support with the aid of NRT, should **talk to their health care provider to discuss the best options to quit.**

## ***Maine Vaping Quit Support Line***

[Vaping support](#) presented by the Maine QuitLink is here to support any Maine adult or youth resident by providing services to assist those who vape and want to quit. You may also call if you need assistance to support a loved one who vapes or have general questions about vaping. Call **1-844-9NO-VAPE** to speak with a coach or email [NoVAPE@MaineQuitLink.com](mailto:NoVAPE@MaineQuitLink.com) for support.

The services provided by the Maine QuitLink are free, confidential, and trusted. When you're ready to quit smoking, vaping, or other tobacco use, choose the option that's right for you.

## **For Youth**

### ***By Text, Web, or Phone***

[My Life, My Quit \(MLMQ\)](#), a program of the Maine QuitLink, provides free and confidential evidence-based tobacco treatment services tailored for a youth (13-17) audience. MLMQ offers quit coaching through phone, chat, and text-based sessions with a tobacco treatment specialist. It supports youth who want to quit combustible, smokeless, and electronic tobacco products.

Even if you're not feeling 100% ready, reach out. The program is here to help wherever you are in your quitting journey. Text **"Start My Quit"** to **36072**, call 855-891-9989, or visit [me.mylifemyquit.org](https://me.mylifemyquit.org) to try My Life, My Quit.

## **For Adults**

### ***By Web***

[Become an Ex](#) provides web-based support including quit plan development, texts, advice, and a supportive community of tobacco users who have quit.

The [Vaping Conversation Guide for Parents](#) is free to download from the Maine QuitLink and provides tips, tools, and strategies to set you up for successful vaping conversations.



# Marijuana and E-Cigarette Use

In 2016, Maine voted to legalize marijuana for adult use and retail sales. Residents of and visitors to the state of Maine over the age of 21 may now legally possess, purchase, and consume marijuana, even without a medical card. E-cigarettes, rolling papers, pipes, and other products that some marijuana businesses sell in Maine are considered tobacco products under the law, meaning these businesses need a retail tobacco license.

According to 2019 MIYHS data, vaping was the second most common way youth consumed marijuana.<sup>11</sup> E-cigarette, or vaping, devices may be filled with either nicotine or marijuana-based products. Marijuana cartridges may have varying levels of Delta 9 Tetrahydrocannabinol (THC) or Cannabidiol (CBD), with THC levels as high as 40-80%. THC is the psychoactive component in cannabis, resulting in changes to mood, cognition, or behavior. CBD is non psychoactive and may come from hemp plants or plants containing THC.<sup>40</sup> CBD may be sold over the counter, while marijuana/marijuana products containing THC can only be sold through licensed retailers, dispensaries, or medical caregivers.

It may be difficult to detect if someone is using a nicotine or marijuana-based product. One risk of consuming marijuana through vape products has been e-cigarette, or vaping, product use-associated lung injury ([EVALI](#)), which was an outbreak of serious lung injury strongly linked to vitamin E acetate.<sup>26</sup>



## Impacts of Marijuana Use<sup>40,41,42,43</sup>

### On the Brain and Body

- Lung and respiratory issues
- Decreases in motivation
- Mental health issues
- Increased blood pressure
- Paranoia
- Impairment of balance/coordination

### On Youth

- Impaired social functioning
- Lower IQ and attention
- Lower grades and school retention
- Impaired learning, memory, and math

## How to Talk with Young People

Research shows that adolescent marijuana use can create permanent changes in the developing brain. [Talking with young people](#) about the harms of marijuana use can reduce youth use. [These tips can help you get started.](#)

## Additional Resources

- [Maine Prevention Store](#)
- [Good to Know Maine](#)
- [National Institute on Drug Abuse](#)

Curious about other marijuana topics? View the [Maine Marijuana Education Toolkit](#) to get answers to your questions on laws, health effects, youth prevention, employment, immigration, pregnancy, and many more.

# *E-Cigarettes and the Environment*

In recent years, rates of e-cigarette use have risen, especially among youth, and in 2020, the number of e-cigarette devices sold in the U.S. topped 200 million.<sup>44</sup> Given these numbers, increasing attention is being paid to the environmental impacts of e-cigarette waste, which has been designated as acute hazardous waste by the EPA.<sup>12</sup> Nicotine is toxic and is linked to calls to the Northern New England Poison Center because even in small amounts, it may poison humans and animals. The batteries in e-cigarette products also pose a fire risk and are considered e-waste.<sup>13</sup>

Beyond the concern of hazardous waste, e-cigarette products generate a significant amount of plastic waste. Disposable cartridges and e-cigarettes introduce new plastics into the environment, especially when not disposed of properly. Unlike cigarette butts, which will eventually start to biodegrade, these products will not biodegrade even under severe conditions.<sup>45</sup> Proper e-cigarette disposal is critical to protect health and the environment and to prevent nicotine and other toxins in e-cigarettes from infiltrating waterways, soil, and wildlife.

## **Data**

Although proper disposal is necessary, according to a 2020 Truth Initiative survey of young people<sup>45</sup>:

- 49% say they do not know what to do with used e-cigarette pods and disposable devices
- 51% throw these products in the trash
- 17% use a regular recycling bin not specific to e-cigarette waste
- 10% throw them on the ground

This research highlights a need for easily accessible e-cigarette disposal information and availability.

## **Safe Disposal Best Practices and [Tips](#)**<sup>45,46</sup>

- Generally, waste should be directed to a local hazardous waste facility
  - Check with your local household hazardous waste program to see if they accept e-cigarettes
  - If this is not an option, [DEA take-back days](#) accept e-cigarettes if their battery has been removed
- Turn off the device and remove the battery before disposal
- Store all components, especially rechargeable batteries, separately in a cool, temperature-controlled environment and in a container that is sealed and clearly labeled as hazardous waste
- Avoid rinsing e-cigarette cartridges or containers as this water then becomes hazardous waste
- Handle products containing liquid nicotine carefully as it can be absorbed through the skin and may cause accidental poisoning
- Do not throw batteries, spent cartridges, or other e-cigarette components in the trash

Schools and other locations where these devices may be collected for disposal face [special regulations](#) and should contact their state or local environmental agencies to learn about relevant guidelines.<sup>13</sup>

# Take Action

## Here's What You Can Do!

- **Increase your knowledge about e-cigarettes** using this resource and the many others linked in this toolkit, including the [Times Have Changed](#) and [Surgeon General's](#) websites.
  - Try the vaping support line at 1-844-9NO-VAPE.
- **Talk to your youth about e-cigarettes. It's never too late.**
  - Here's a helpful [guide](#) from the Partnership for Drug-Free Kids.
  - The Maine QuitLink has [tips for talking to teens](#) and a free [discussion guide](#).
  - Utilize this parent [tips sheet](#) from the Surgeon General for support. ([Spanish](#) Version)
  - Direct youth to [vapefreemaine.com](#) for youth-specific messaging.
  - If they need help, connect them with quit resources like [My Life, My Quit](#) by having them text START MY QUIT to 36072 or referring them [online](#).
- **Take the [Smoke-Free Home Pledge](#).** Be an example for youth, and create smoke/e-cigarette-free environments that protect youth from exposure to harmful chemicals and nicotine.
- **Consider becoming tobacco-free.** If you use tobacco products, it's never too late to quit.
  - Talk to a healthcare professional about quitting all forms of tobacco products.
  - Visit [mainequitlink.com](#) or call 1-800-QUIT-NOW for free, confidential help.

- **Follow e-cigarette safe disposal best practices and [tips](#).**
- **Institute and enforce school [policies](#).** Work to ensure schools have tobacco and smoke-free policies that include e-cigarettes, and that the policies are enforced.
- **Institute and enforce community [policies](#).** Work to ensure communities have tobacco and smoke-free policies that include e-cigarettes, and that the policies are enforced.

**Everyone can play an important role in protecting our state's young people from the risks of e-cigarettes.**

## Support from a Leader in Your Community

District Tobacco Prevention Partners (DTPPs) can help prevent tobacco use, exposure, and promote quitting across all Maine communities. For help with your comprehensive approach to addressing e-cigarettes, including **education, policy adoption, and implementation**, contact your local [DTPP](#).

Reach out to your local [Maine Youth Action Network \(MYAN\)](#) District Youth Coordinator for youth engagement support, including opportunities for young people to address e-cigarette use at the local level.

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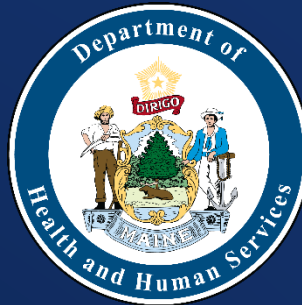
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