

# Dangers of Vaping: What we know in 2024

[www.ParentsAgainstVaping.org](http://www.ParentsAgainstVaping.org)



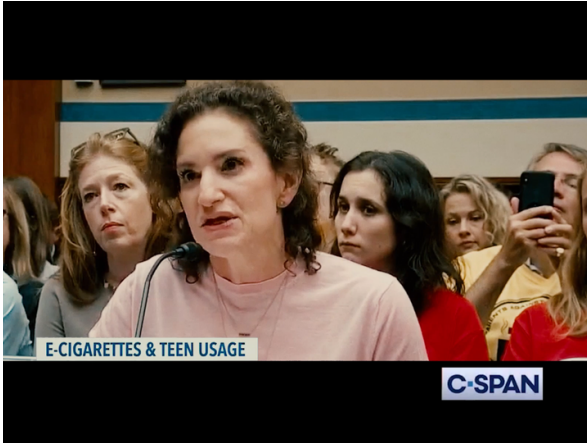
# LEARNING OBJECTIVES

At the end of this presentation, participants will be able to:

1. Understand and recognize tobacco industry tactics targeting youth
2. Explain the dangers of nicotine e-cigarettes/vapes, non-nicotine vapes, and other new tobacco products.
3. Know the steps to take to protect the youth and how to advise other parents to get involved
4. Be empowered to take action



# Parents Against Vaping



PAVe is a national advocacy and education nonprofit powered by parent volunteers fighting youth vaping and nicotine use and the predatory practices of the industries. PAVe helped sound the alarm about JUUL and the youth vaping epidemic and our parent voices continue to have an important impact in public health.

We advocate at the local, state, and federal levels for ending sales of all flavored tobacco products to protect kids.

Origin story: Big Tobacco (and Juul) Messed With The Wrong Moms.



# WE'RE HELPING PASS LAWS ACROSS THE COUNTRY



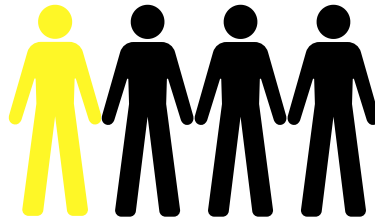
# YOUTH VAPING EPIDEMIC 2023

Over **2.1M** teens vaping in middle school and high school

Increase in use among  
middle school youth



More than **1 in 4**



use e-cigarettes daily

Almost

**90%**

use flavored  
e-cigarettes



# YOUTH VAPING EPIDEMIC 2023

Among current youth e-cigarette users:

More than

**10%**

of young adults, ages  
18-24, are vaping<sup>2</sup>

The most commonly  
used device type is<sup>1</sup>

**disposables**



Almost

**35%**

of users vape 20  
out of 30 days<sup>1</sup>



# A GENERATION OF TEENS WHO WOULD OTHERWISE NOT HAVE USED NICOTINE.

"% of high schoolers currently using"...

Cigarettes in 1991: 27.5%

Cigarettes in 2019: ↓ 5.8%

E-cigarettes in 2013: 4.5%

E-cigarettes in 2019: 27.5%



# YOUTH MARKETING

## THE PERFECT MIX

Drop in and shop our top flavors today. You won't be disappointed. There's a reason that we've been one of the top, highest growing e-cig brands in the world. Our earth-friendly, independently sourced, unique flavor combinations are guaranteed to please. Puff puff, buy (don't pass) before we sell out for the 4th time this year again.



**ELF BAR**  
MAKE IT ELF, ENJOY YOURSELF.

**JUUL**

**VAPORIZED**

**VAPORIZED**

Images courtesy of Stanford University Research into the Impact of Tobacco Advertising







# MARKETING: STORE DISPLAYS

- Windows, cash registers, eye-level displays (gas stations, convenience stores, smoke shops)
- Higher density of tobacco retailers near schools = more ad exposure for children, more tobacco use
- Higher density near schools in low-income neighborhoods and those with more people of color



# PREDATORY TOBACCO INDUSTRY TARGETING

Largely through the exposure of internal tobacco industry documents, we know the tobacco and vaping industries have specifically targeted:

- LGBTQ populations<sup>1</sup>
- Former military veterans<sup>2</sup>
- Low-income neighborhoods<sup>1</sup>
- Rural populations<sup>1</sup>
- Racial and ethnic minorities<sup>1</sup>
- Native Americans<sup>3</sup>
- People with mental illness<sup>4</sup>



# MENTHOL: HISTORIC INDUSTRY TARGETING OF BLACK AMERICANS



- 81% of Black Smokers use menthol cigarettes (including 89% of those ages 12-17)
- Menthol amplifies nicotine's addictive properties; makes it easier to initiate tobacco use, harder to quit
- FDA banned all flavored cigarettes in 2009—with the exception of menthol
- Black Lives/Black Lungs & Black Lives/Black Lungs: The Journey of a Stolen Leaf
- [SavingBlackLives.org](https://www.savingblacklives.org)

Images courtesy of Stanford University Research into the Impact of Tobacco Advertising

# WHY ARE THESE STILL AVAILABLE TO OUR KIDS?

- FDA has delayed regulation and enforcement for years
- Flavor policies have exempted most popular products: disposables, e-liquids, menthol products
- State and local laws and enforcement vital, even with regulation



Elf Bar BC5000, one of the most popular disposables on the market



# CHINESE IMPORTS: FLOODING OUR PORTS

- Chinese single-use disposable vapes pouring into our ports
  - Teen favorite Elf Bar among these
- **CHINA BANS** flavored disposable vapes "to protect Chinese children"
- Chinese factories can change packaging and names of products seemingly overnight to avoid regulations at borders
- FDA seized 1.4M units of illegal e-cigs at LAX in Dec. 2023
- FDA must continue to act



# DEVICES - TEEN FAVORITES

DISPOSABLES EX. ELF BAR - LOST MARY - MYLÉ - FUME INFINITY - SUORIN AIRBAR

Among most popular brand with teens: Elf Bar



# STEP UP TO THE "BAR"

SOME OF THE HOTTEST ITEMS ON TODAY'S MARKET



ELF BAR



AIR BAR



PUFF BAR





# DEVICES

EX. JUUL - SMOK - SUORIN - UWELL

## POD-BASED, REFILLABLES AND E-LIQUIDS



Suorin Drop:  
"mini" vape  
popular among  
teens



UWELL: known  
for their many  
designs and  
colors



JUUL: where it  
all began



# OTHER FLAVORED NICOTINE PRODUCTS



Lucy gum and lozenges



Other flavored pouches and lozenges



# NON-NICOTINE VAPES

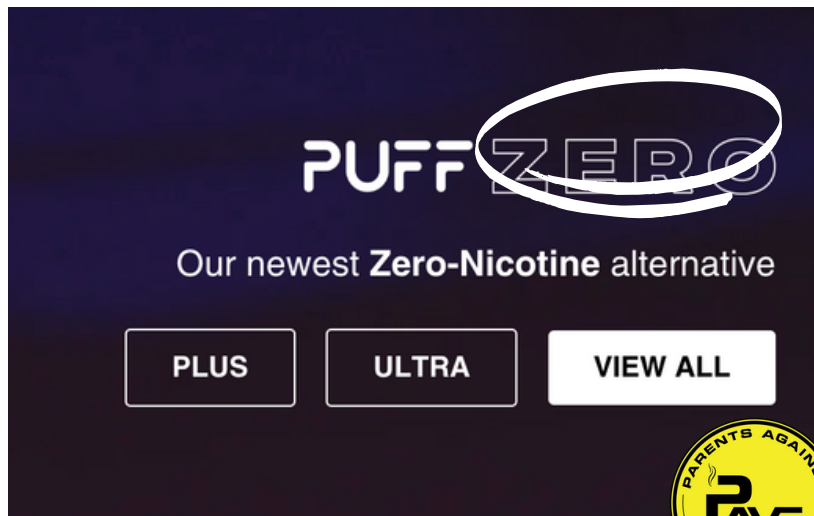
- Contain glycerol and other toxic chemicals
- Highly accessible; largely unregulated; unsubstantiated health and safety claims.



Youthful marketing, health marketing; **no age restrictions**

# COMPLIANCE THROUGH AVOIDANCE

- "Clear" and no-nic disposable vapes are being marketed in order to avoid actual regulatory compliance
- Puff Bar Ultra Zero, Elfbar BC5000, and more
- THC sales for Puff Bar continue to grow



# CANNABIS AND NICOTINE

## THE CO-USE CONUNDRUM

- Rates of cannabis vaping in youth rapidly emerged and continues to rise <sup>1</sup>
- Vaping nicotine acts as gateway to other drugs, notably marijuana <sup>1</sup>
  - **Bad stuff goes with bad stuff**
- “Chasing” behavior
  - Using nicotine as a “chaser” to cannabis <sup>2</sup>
- EVALI



# MORE ADDICTIVE THAN CIGARETTES



VS



- High levels of **nicotine salts** designed to hit bloodstream and brain more quickly
- Can be used discreetly and continuously
- Average nicotine in one device = 1-2 packs of cigarettes
- Designed for smoother inhale (which can mean deeper draw)



- Nicotine from burning tobacco leaves
- Typically must go outside to smoke
- Single, contained portion
- Harsher to inhale



# WHAT'S IN THAT VAPE?

RED: FDA'S KNOWN HARMFUL & POTENTIALLY HARMFUL SUBSTANCES

Formaldehyde. Toluene Polycyclic aromatic hydrocarbons  
Rubidium  
Cadmium. Silver  
Strontium Crotonaldehyde Barium  
Propylene glycol. Benzo(b)fluoranthene Diacetyl  
Acetaldehyde Selenium Acetone. Copper  
Tin Iron Zirconium  
Cobalt. Xylene Nicotine. Sulfur  
Aluminum Manganese Silicon Vanadium Chrysene  
NNN + NNK Lead. Valeric acid Naphthalene.  
Nickel. Potassium Nitrosamines Chromium  
Benzo(a)pyrene Propionaldehyde Hexanal Arsenic.  
Styrene Glycerin. Titanium Acrolein  
Boron Chlorobenzene Ethylbenzene Indeno(1,2,3-cd)pyrene



# HOW DOES VAPING AFFECT THE ADOLESCENT BRAIN?

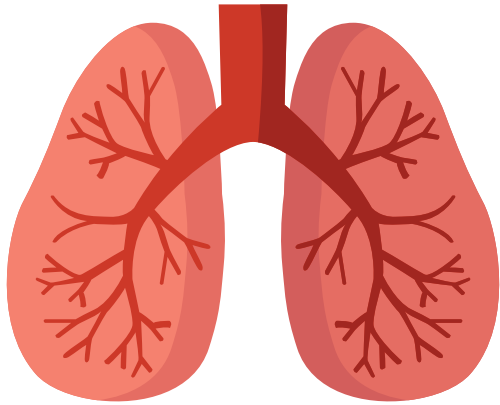


- Highly susceptible to addiction
- Mood disorders: can cause or worsen anxiety, depression
- Sensitive dopamine reward pathway means rewiring for further addiction
- Nicotine causes permanent cognitive changes: worsened memory, processing speed, impulse control
- Can serve as a “gateway” to other drugs





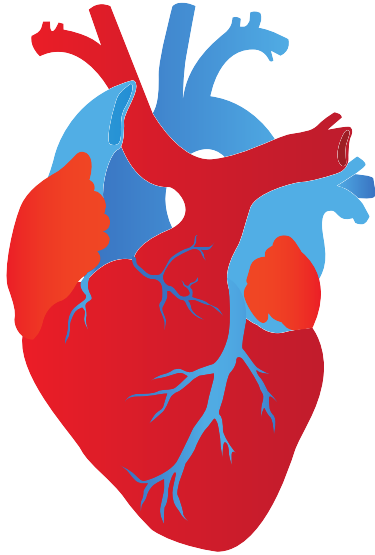
# HOW DOES VAPING AFFECT THE LUNGS?



- Vape aerosol contains heavy metals, ultrafine particulates, myriad chemicals<sup>1</sup>
- Reaches very deep in the lungs, causing irritation, inflammation<sup>2</sup>
- Potential for allergies to hidden ingredients<sup>3</sup>
- Asthma<sup>4</sup>
- Chronic lung disease<sup>4</sup>



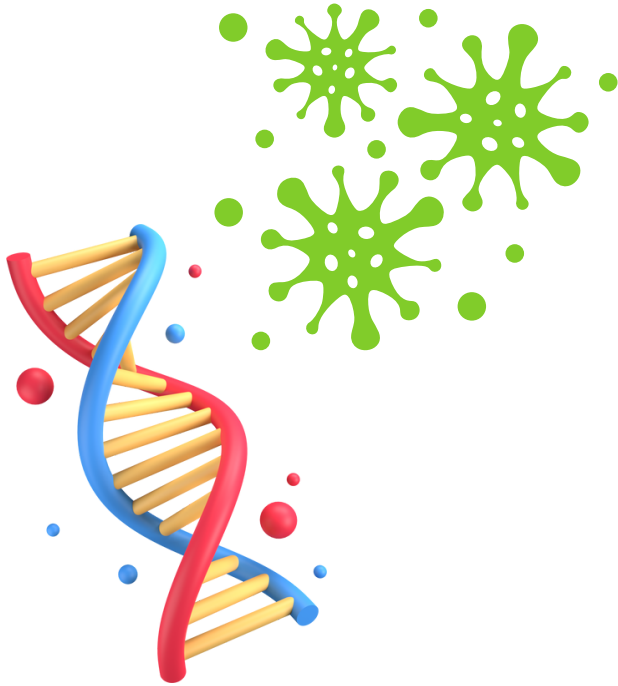
# HOW DOES VAPING AFFECT THE HEART?



- Nicotine is a stimulant
  - Restricts blood flow
  - Increases blood pressure, adrenaline, heart rate
- Cardiovascular disease <sup>1</sup>
- Flavor chemicals toxic to heart cells <sup>1</sup>
- Research shows flavored e-cigs have led to cardiac arrest and arrhythmia in mice <sup>2</sup>



# ADDITIONAL RISKS



- DNA damage to oral epithelial cells<sup>1</sup>
- Weakened immune system<sup>2</sup>
- Seizures from nicotine poisoning<sup>2</sup>
- Gastrointestinal issues and weight loss<sup>2</sup>
- Negative impact on mouth microbiome<sup>2</sup>
- Prediabetes/high blood sugar<sup>3</sup>
- Youth who vape more likely to get Covid-19 and have more severe symptoms<sup>4</sup>



# REASONS TEENS VAPE



- Flavors
  - Among high schooler users, **90% use flavored products**
  - 18% of those using flavored products use menthol
- Youth-targeted marketing
- Accessibility: affordable, discreetly shared, shipped, delivered



# REASONS TEENS VAPE



- Social norms, social pressure
- Heightened stress, anxiety, depression
  - Substance use & mental health connection, self-medication
- Head rush from nicotine kick
- Extremely high addictiveness
- Perceived "lower" risk



# WHAT WE'RE HEARING

## Youth:

There was one period where I quit for 8 months but one day I was around my friends and I smelled their vapes and I did an immediate 360. It feels like an endless loop because it has such a strong grip on my life. I wish I never started it. - Jackie

When I first started I was dealing with a lot of anxiety in my life. Vaping was a way to help take away my stress and ease my growing anxiety and other things that were stressing me out at school. - Alex

# HIDDEN IN PLAIN SIGHT



Image courtesy of Stanford Medicine Tobacco Prevention Toolkit

# HIDDEN IN PLAIN SIGHT



Image courtesy of Stanford Medicine Tobacco Prevention Toolkit



# 10 SIGNS OF TEEN VAPING



1. Secretive attitude, closed door, frequent excuses to use the restroom or go outside
2. A sweet smell. Use of candles or room freshener to disguise the smell
3. Dry mucous membranes from propylene glycol (nose, throat, mouth):
4. Unusual items like colorful plastic caps, USB drives, small highlighters or pens



# 10 SIGNS OF TEEN VAPING



5. Changes in sleeping patterns
6. Raspy cough, lung infections, chest pain, shortness of breath, pneumonia
7. Heightened caffeine sensitivity, jitteriness
8. Anxiety, irritability, mood swings, anger
9. Changes in eating habits, nausea, gastrointestinal issues, weight loss ("nic sick")
10. Unknown or increased spending or deliveries



# WHAT WE'RE HEARING

## Parents:

I don't recognize this kid who was a good athlete and soccer player...he's a stranger in my house. He started disappearing more and became a different person. It was hard to watch -  
Faiza Anjum, PAVe volunteer

I saw it change who he was. The vape wall went up and I couldn't tear it down. You feel defeated. You do everything as a parent to keep your child safe. But we're not with them 24/7 and they're able to get these products very easily and that's on the vape companies.  
- Kelly Michaud, PAVe volunteer

# HOW DO I TALK TO MY CHILD ABOUT VAPING?

## Prep for the conversation

- Come from a place of understanding and support.

## Approach

- Talk "with," not "at" kids. Don't lecture. Ask questions and listen.

## Find the right time

- Be clear that you disapprove of vaping, but avoid accusations. Shame and blame can create distance.



# WHAT ELSE CAN PARENTS DO?

- Talk with and listen; be an advocate.
- Model behavior: do not smoke or vape.
- Practice role-play resistance skills
- Encourage conversations with other trusted adults
- Talk with your family pediatrician or local addiction specialists; use quit resources.
- Go easy on yourself. Our kids were targeted by an industry: it is not your fault or theirs.

**Find PAVE's private online support group on Facebook:**

**"Parent support group - Parents Against Vaping e-cigarettes, PAVE"**



# SUPPORTING YOUR TEEN TO QUIT

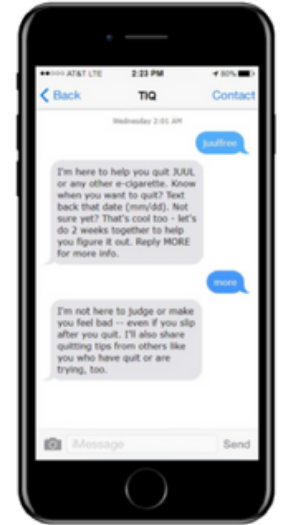
- Get help: talk with your pediatrician or local smoking or substance-use-prevention specialists
- Many tools to help with dependence and cravings: NRT (as advised by doctor); medication; counseling; support to change habits
- Relapse is normal. Be patient: it takes most people many attempts to quit nicotine

## **Truth Initiative: This is Quitting app and text support**

[truthinitiative.org/thisisquitting](http://truthinitiative.org/thisisquitting), 1-800-DITCH-VAPE

## **Smokefree.gov: quitSTART app**

[teen.smokefree.gov](http://teen.smokefree.gov)



# EDUCATION FOR SCHOOL ADMIN

## RESTORATIVE APPROACH TO SCHOOL POLICY

- Removes punitive practices to responding to student behavior
  - Not advocating for no consequences
- Applies empathy while still helping kids understand the consequences of their actions and how it affects themselves, their peers and community
- Engages students in how to repair harm
- No one clear approach
- A more holistic approach
  - Meet people where they are



# RESOURCES FOR SCHOOLS

- Need to explore and find best one for your school/district
- Visit our website at [parentsagainstvaping.org/ATS](https://parentsagainstvaping.org/ATS) for a full list of resources
  - Supportive programs
  - School-based tobacco education programs
  - Alternative to suspension programs
  - Model tobacco-free school/district policies
  - Youth tobacco cessation programs





# POISON:

## *Parents Opposing Illegal Sales of Nicotine*

- Has been piloted in several communities—most recently New York City where almost 200 stores were reported
- Program empowers parents to call attention to renegade retailers and highlight, for the authorities, the lack of enforcement of local and federal tobacco laws.
  - Many retailers do not follow local laws and/or federal regulations and some are even selling illegal vapes from China.



# EDUCATOR TOOLKIT

- Digital toolkit
- Virtual orientation
- Templates, handouts, marketing materials
- For parents, clinicians, school nurses/social workers, prevention specialists



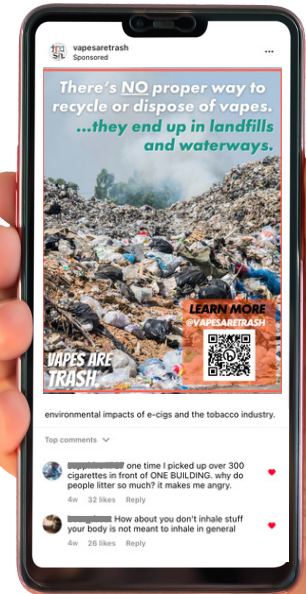
# Vapes Are Trash (VAT)

- Exposes the human and environmental impacts of e-cigs and the tobacco industry
- Youth-focused campaign that strives to change attitudes and perceived social norms among young people about vapes and the tobacco industry
- Recently expanded to a nationally focused education awareness effort that covers the environmental harms of vapes
- Hope to is encourage youth to become advocates



**VAPES ARE TRASH.**

[www.VapesAreTrash.org](http://www.VapesAreTrash.org)



# FEEDBACK SURVEY & VOLUNTEER SIGNUP

SCAN ME



**PAVe is made up  
of volunteers  
across the  
country.**

**Join us to help  
educate and  
advocate in your  
community.**



[www.ParentsAgainstVaping.org](http://www.ParentsAgainstVaping.org)



@parents\_against\_vaping



@ParentsVsVape



Parents Against Vaping e-cigs

