



E-Cigarettes

For the first time in 17 years tobacco rates have increased among youth due to the use of electronic cigarettes. The Food and Drug Administration (FDA) has labeled this trend an epidemic due to the increased use and high amounts of nicotine in the products.

Electronic Nicotine Delivery Systems (ENDS) go by many names including e-cigarettes, e-cigs, e-hookah, vape sticks, vape pens, and vapes.

Electronic cigarettes (E-cigs) use a battery to heat up liquid nicotine, turning it into an aerosol vapor for the user to inhale and receive an immediate, intense nicotine buzz.

These new e-cig products have gained significant popularity due to their clever marketing, variety of flavors, and discretionary products which are all targeted at youth. They come in a variety of shapes and designs that can be especially easy to hide.

For example: Juul (pronounced Jewel) products are taking the lead in the e-cig market with 70% of its users. Juul products look like a USB drive and can even be charged in a computer. Juul products do not offer any nicotine-free products and the amount of nicotine found in one flavor pod can equal one pack of cigarettes. Nicotine is one of the most addictive substances out there and is particularly dangerous for a developing adolescent brain because it can change the brain's chemistry and prime the brain for future addiction.

There are misconceptions about e-cigarettes being a safe alternative to smoking traditional tobacco cigarettes, but this is simply not true. In addition to nicotine, e-cigarette juices contain harmful chemical such as ultrafine particles that can be inhaled deep into the lungs, flavorants such as diacetyl (a chemical linked to serious lung disease), and heavy metals such as nickel, tin, and lead.

"Vaping" has gained even more popularity through the use of social media such as Snapchat, Youtube, and Instagram. Students report purchasing e-cigarette products and sending videos of themselves doing "vape tricks" through Snapchat.

Studies show that talking with your child about substance use the harms that nicotine can have on developing brains and bodies can have a significant impact in helping prevent future use. Setting mutually agreed upon rules, expectations, and consequences is extremely beneficial. To learn more about e-cigarettes and for help talking with your child visit : <https://drugfree.org/parent-blog/how-to-talk-with-your-kids-about-vaping-guide/>
<https://catch.org/lessons/catch-my-breath-middle-school-parent-resources#E-cigarette%20Background%20Information>

https://e-cigarettes.surgeongeneral.gov/documents/SGR_ECig_ParentTipSheet_508.pdf

If you are interested in more information and resources about substance use, feel free to reach out to ISD 622's Chemical Health Specialist, Ashley Rome at arome@isd622.org.