

# THE PREVENTION BULLETIN

The Official Newsletter of The Northwest Hills Prevention Connection



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## WELCOME

Welcome to our second NHPC Prevention Bulletin! We hope this newsletter will better educate our community on substances and substance misuse. Our goal is help guide youth, young adults, and parents to make healthy choices.

This edition we focus on vaping- what is true about e-cigs, Juuls and vape juice. We challenge you to question your preconceived notions on vapes - maybe you think they are safe, or that they are an approved way to stop smoking cigarettes. However, most of what the general public knows about vaping comes from strategic marketing of vape companies themselves! This newsletter does not contain everything there is to know about the dangers and effects of vaping, and we encourage you to continue reading and learning. Armed with the truth of what vapes truly are, we can build a healthier community.

# VAPING

Vapes are battery-powered devices that heat a liquid — usually containing nicotine mixed with the chemicals propylene glycol and glycerin, and often flavorings ranging from bubble gum to watermelon — into a vapor that users can inhale. They deliver nicotine, a highly addictive drug, to the body without producing any smoke. Because vapes are relatively new nicotine-delivery products, there are many unanswered questions about their safety and health impacts, including questions about their long-term use and effectiveness in helping traditional smokers to quit. These devices don't always represent a safer step down from cigarettes. In fact, one of the most dangerous things about e-cigarettes is that they may keep people smoking conventional cigarettes longer, rather than encourage them to attempt to quit. Most smoking-cessation programs — such as patches and gums — are meant to be used for short stints as smokers wean themselves off tobacco. Vaping companies, however, want its users to transition from combustible tobacco to vapes and then sustain the addiction - to increase sale and revenue. In addition to the nicotine, the flavor juices have chemicals that may also affect health - there are now studies that show that certain flavors contain chemicals that are known carcinogens that

## How e-cigarettes work

cause cancer.

### Light

Simulates cigarette glow, indicates when device is ready for use and works as battery indicator.

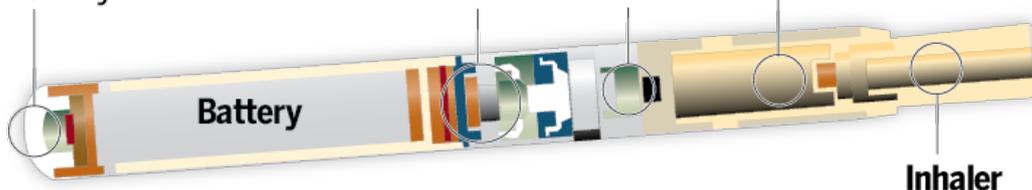
### Electronic components

Include control circuits, pneumatic airflow sensor.

### Vaporizer

Atomizes the nicotine smoking liquid in the liquid container.

### Flavor cartridge



## NICOTINE AS AN ADDICTION PRIMER IN YOUTH

Almost a third of the middle and high school students who used e-cigarettes in 2016 said the availability of flavors is a main reason they used the products\*

- Brain development happens through physical and chemical changes - the brain is not fully developed until the age of 25
- DNA is 'open' to changes during development
- Exposure to nicotine changes DNA, neural pathways, and chemicals
- These changes make the brain more responsive to the effects of drugs in the future
- Delaying the age of first use gives the brain more time to develop and become less changeable

Cigarettes came in flavors like berry, vanilla, margarita and many others until 2009, when federal lawmakers banned them — with the exception of menthol — due to overwhelming evidence that flavored cigarettes entice youth to start smoking. Fast forward a decade: all those flavors, and more, are available for e-cigarettes, now the most popular product among youth.

Many youth e-cigarette users incorrectly believe they aren't consuming nicotine when they vape. The majority of youth e-cigarette users think they vaped only flavoring, not nicotine, the last time they used a product, according to an annual national survey of more than 40,000 students from the University of Michigan 2016 Monitoring the Future study. Ninety-nine percent of e-cigarettes sold in U.S. convenience stores, supermarkets and similar outlets in 2015 contained nicotine, according to a CDC report. Due to the fact that there are no regulations yet on vaping products, companies can claim that there is no nicotine in a product, when in reality there is.

## JUUL

Juul has become the most popular new way to smoke, claiming more than half of the booming market for electronic cigarettes.

Where early e-cigs tended to mimic cigarettes — which generate the 'smoke' you see people exhale — the Juul is as far removed from a cigarette as you can get. A sleek little brick that looks like a USB flash drive, it flickers with colored light, puffs discreetly and smells like almost nothing at all.

It is important to remember that one cannot control how much nicotine is in the vape. All pods have nicotine in them - as much as a pack of cigarettes.

They are charged by plugging into a USB charger, which lead to many adults believing them to be a flash drives.

Thirty-one percent of the students cited the availability of flavors, such as mint, candy, fruit or chocolate, as a reason for e-cigarette use. Youth also attributed their e-cigarette use to a friend or family member who used them (39 percent) and the belief that e-cigarettes are less harmful than other forms of tobacco, such as cigarettes (17.1 percent).\*



A Juul with it's flavor pods  
c. Truth Initiative

## HOW TO TALK TO YOUR KIDS ABOUT VAPING



Find time to talk - the sooner the better. Bring up the subject when you see it on TV, in movies, or in magazines



Get their perspective. Before leading with facts, consider starting with genuine curiosity. Setting judgment to the side, ask, "What's your take on e-cigarettes?" or "Do you know kids who are vaping?"



Know, and talk about the real facts. Just saying "Vaping is bad for you!" isn't enough. Young people are more likely to listen if you give them facts. Avoid criticism and encourage an open dialogue. Remember, your goal is to have a conversation, not to deliver a lecture.



Teach them to say no. Help them to think of what to say if they are offered vaping products.

# REMINDERS

## CHECK OUT OUR WEBSITE

- Updates on coalition meetings
- Events in the community regarding substance use prevention, or where we will have a table!
- News articles regarding substances
- Updated resources

## SAFE PARTY PARENT COMMUNITY

Sign the Safe Party pledge on our website! Make a commitment to provide a safe place for gatherings that do not have drugs and alcohol accessible for anyone under the age of 21



## STUDENT CLUBS

If you are a high school student at Northweater Regional or The Gilbert School, get involved with our student clubs which focus on Wellness, Mental Health, and Substance Abuse prevention. Talk to Ellie Oakes-Rodgers at The Gilbert School to learn about WAMH, or Jill Keegan at Regional to learn about RISE



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\*according to an analysis from the Centers for Disease Control and Prevention and the Food and Drug Administration.

Information for this newsletter provided by:  
The Truth Initiative  
[www.truthinitiative.org](http://www.truthinitiative.org)

For more information, visit:  
[e-cigarettes.surgeongeneral.gov/](http://e-cigarettes.surgeongeneral.gov/)