

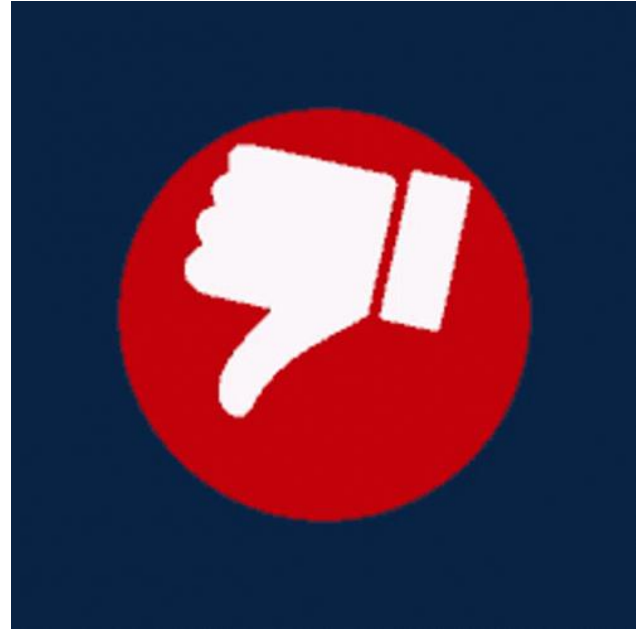
# A Breath of Fresh Air

**The Truth About Vaping**

# Objectives

- ❑ Identify health risks associated with vaping to the developing brain and body, especially as the risks contrast with the use of cigarettes or blunts/joints
- ❑ Identify marketing strategies used to target teens and young adults specifically
- ❑ Explore strategies to educate youth and families regarding the risks associated with vaping/carts
- ❑ Harm reduction strategies to teach parents
- ❑ What withdrawal looks like from nicotine and THC and how to support teens experiencing these effects.

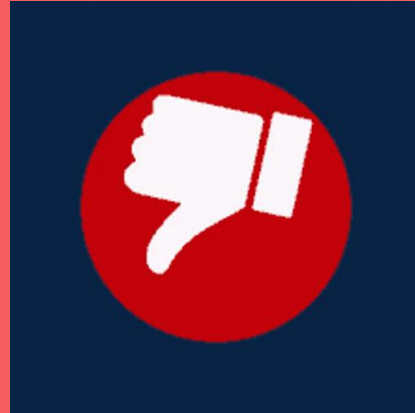
# Fact or Myth?



# Vaping reduces stress.

Fact or Myth?

# Myth



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**Nicotine reaches the brain in 6-  
8 seconds**

Fact or Myth?

# Fact



**The adolescent brain  
continues to develop until  
about 25 years of age.**

Fact or Myth?



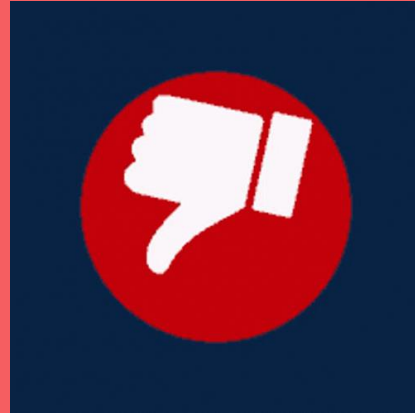
# Fact



Exposure to nicotine during adolescence does not impact the teen's mood, sleep, learning, and attention.

Fact or Myth?

# Myth

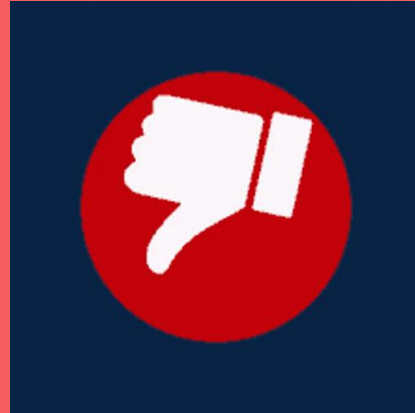


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**Vaping is healthier than  
smoking because it is just  
water vapor.**

Fact or Myth?

# Myth

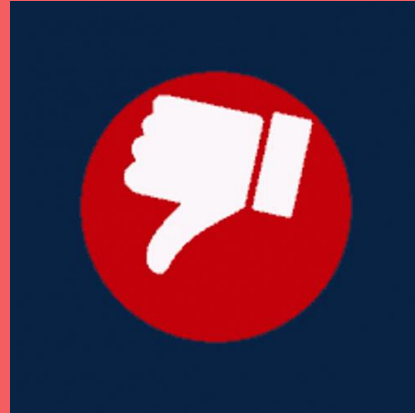


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**It's easy to quit vaping because  
there is no risk for withdrawal  
symptoms.**

Fact or Myth?

# Myth



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# Fact or Myth?

Vaping reduces stress. **Myth**

Nicotine reaches the brain in 8 seconds. **Fact**

The adolescent brain continues to develop until about 25 years of age. **Fact**

Exposure to nicotine during adolescence does not impact the teen's mood, learning, and attention. **Myth**

Vaping is healthier than smoking because it is just water vapor. **Myth**

It's easy to quit vaping because there is no risk for withdrawal symptoms. **Myth**



# Vaping Myths and Misinformation

- ❑ Vaping is a good way to cut back on tobacco use
  - ❑ Fact: Vaping, though initially marketed as a way to resolve tobacco dependence, perpetuates nicotine addiction and can result in multiple adverse health effects
- ❑ More and more adolescents are using e-cigarettes each year
  - ❑ Fact: Data suggest that the number of teens vaping each year is either leveling off or decreasing
  - ❑ HOWEVER, data also suggest that a larger percentage of teens who use nicotine products are using flavored products than was previously true; so while overall use of tobacco and e-cigarette products are decreasing overall, a higher percentage of those who do use tobacco products are specifically drawn to flavored products
- ❑ There is conclusive evidence showing that vaping is more harmless than smoking
  - ❑ Fact: There is a lot of research still to be done; while some data suggest that vapes are less harmful due to the absence of several harmful chemicals that are in cigarettes, there is other data that suggest that vaping can be as harmful; other variables also could impact the health of vaping long term (i.e., ease of access could lead to more excessive use making the cumulative effect of vaping worse than cigarettes)

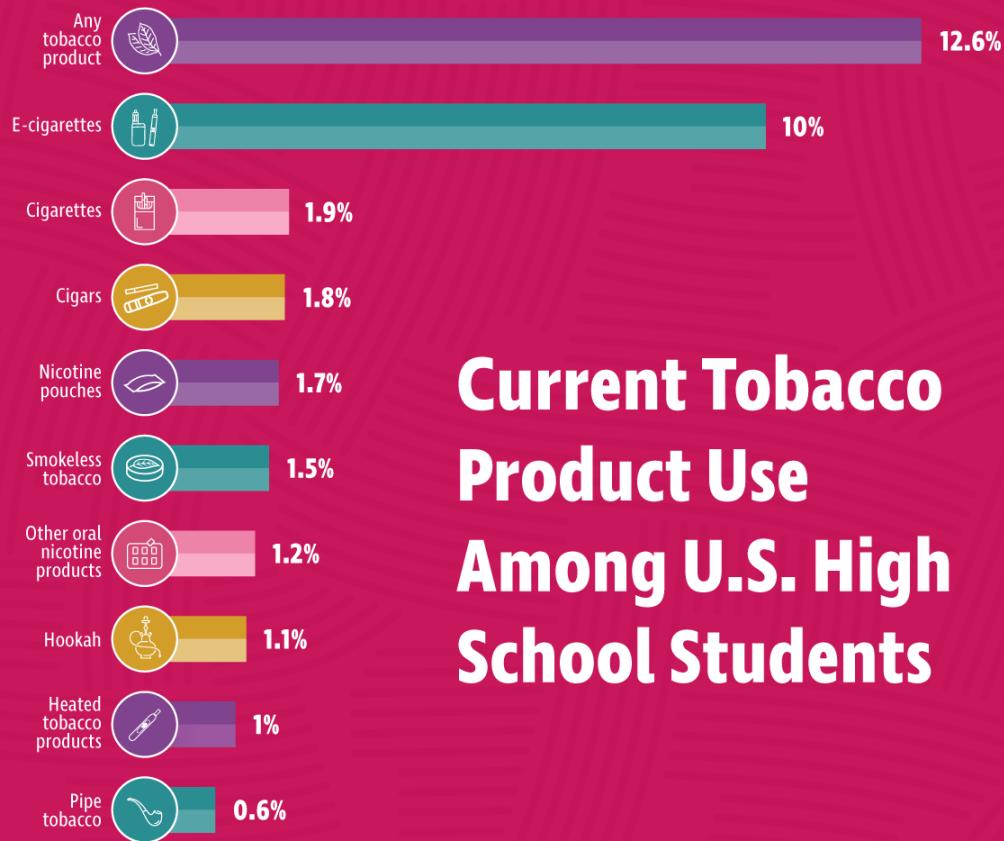
# What is Vaping?

- ❑ Language: vapes, dispos, e-cigs, carts, pens, etc.
- ❑ Electronic devices that heat liquid that can be inhaled as an aerosol
- ❑ Usually flavored, more difficult to smell and detect, more easily hidden
- ❑ Typically used to deliver nicotine or THC through the aerosolized vapor



# Why Teens Vape

- ❑ Most Common Influences for starting vaping:
  - ❑ Mental Health
  - ❑ To Have Fun
  - ❑ Curiosity
  - ❑ Family approval/use within the family (parents, siblings, etc)
  - ❑ Peer use
  - ❑ Social acceptance
  - ❑ Easy to use and to get
- ❑ Often starts with social influence from a family member or friend
- ❑ Continues after the first experiment through similar social channels, especially when there is easy access/availability,
- ❑ Becomes a habit when the teen enjoys the feeling and/or is trying to decrease feelings of stress, anxiety, depression, and other mental health concerns, so begins to use independently
- ❑ Addiction develops over time and with ongoing habit; the higher the mental health concerns and the more readily available, the more difficult to address the addiction



## Current Tobacco Product Use Among U.S. High School Students

Learn more: [bit.ly/47cfN4M](https://bit.ly/47cfN4M)  
Source: National Youth Tobacco Survey, 2023



## Teen Vaping Statistics

- According to the CDC, in 2023:
  - 1 out of 22 middle schoolers reported e-cig use in past 30 days
  - 1 out of 10 high school students reported e-cig use in past 30 days
- In 2022, more than one in four youth who used tobacco products used them daily and more than four in ten used them on 20 of the past 30 days

# Advertising Messages about Vaping

- ❑ Marketing usually targets all of the influencing factors for teen vaping:
  - ❑ Emphasizes the social aspects
  - ❑ Drives curiosity by emphasizing the sensory experience
  - ❑ Markets the relief of stress
  - ❑ Highlights the good flavors and the ease of use without detection
  - ❑ Combines these messages with appealing visuals and use of social media/influencers to drive the point home
- ❑ Messages in marketing emphasize that vaping has little/no harm, which is not accurate



PURE TASTE AND  
SATISFYING THROAT HIT

Specialised heating system with 10%, 21% or 30% Salt Nic. ELPBAR  
recreates the purest flavor in every vape.



LOOKS SMALL  
**HITS BIG**

MAY BE HARMFUL TO HEALTH AND CONTAINS NICOTINE WHICH IS ADDICTIVE. NICOTINE FREE VERSIONS AVAILABLE.  
ONLY ADULTS 18/21+ BASED ON PROHIBITION. READ LEAFLET IN PACK.



# Impact of Vaping

- ❑ Lungs
- ❑ Brain
  - ❑ Dopamine and motivation
  - ❑ Memory
- ❑ THC Concentrates
  - ❑ Much more potent to vape THC, meaning stronger impact on the brain
  - ❑ Cannabis Hyperemesis Syndrome
- ❑ Academic Progress
- ❑ Increased susceptibility to future mental health disorders and addiction
- ❑ Daily routines
  - ❑ Sleep habits
  - ❑ Eating habits

# Impact of Vaping: Withdrawal

- ☐ Irritability
- ☐ Mood swings
- ☐ Difficulty sleeping and eating
- ☐ Cravings
- ☐ Mental fog
- ☐ Duration of withdrawal
  - ☐ A few weeks of acute withdrawal
  - ☐ PAWS



# Strategies to Use with Teens

- ☐ Focus on progress over perfection
- ☐ Harm Reduction
  - ☐ Nicotine gum
  - ☐ Nicotine-free vapes\*
  - ☐ Nicotine Patches
  - ☐ THC gummies
  - ☐ CBD
- ☐ Set SMART goals with your teens
  - ☐ Don't expect too much progress too quickly
  - ☐ Set specific goals
  - ☐ Set clear accountability expectations

# Strategies to Use with Teens

- ❑ If they want it, they will find a way- trust building and safety are important
- ❑ In conversations, use open-ended questions
- ❑ Practice non-judgmental curiosity
- ❑ Accountability
- ❑ Clear Expectations
  - ❑ School policies
  - ❑ Rules at home
- ❑ Focus on behaviors other than substance use
  - ❑ I.e., if vaping is impacting grades in school, set expectations around improving those. If vaping is impacting chores getting done, set expectations around chores

# Practical things to incorporate

Healthy routines:

- Meaningful, regular, consistent and balanced time to eat, sleep, be active, engage in school/productive work, fun/leisure pursuits and social experiences.
- Spending intentional quality time together—mealtimes, car rides to/from places, shared interests, etc.

Look for open communication opportunities

- Be curious
- Ask questions for clarification and understanding
- Don't judge

Coregulation and modeling of healthy stress coping daily.

- Check yourself: if you are nervous your teen will be too.
- How stressed are you? What are you doing to relieve this? Teens see everything, they watch you, invite them into the process of healthy coping you have discovered.

# When to seek professional help

- ☐ If substance use is negatively impacting physical health
- ☐ If substance use is negatively impacting mental health
- ☐ If substance use is a teen's primary method of coping
- ☐ If trust has been broken and/or there is relational conflict
- ☐ If you need support for yourself as you support your teen
- ☐ Sooner is better than later

# Website Resources

- ❑ Smokefree.gov
  - ❑ Resources for teens who want to quit, have just quit, or are trying to stay quit
  - ❑ <https://smokefree.gov/>
- ❑ Tobacco Education Resource Library
  - ❑ Resources for teachers, parents, and students
  - ❑ [https://digitalmedia.hhs.gov/tobacco/educator\\_hub](https://digitalmedia.hhs.gov/tobacco/educator_hub)
- ❑ American Lung Association- Helping Teens Quit
  - ❑ Programs and educational resources
  - ❑ <https://www.lung.org/quit-smoking/helping-teens-quit>
- ❑ This is Quitting by the Truth Initiative
  - ❑ Free texting-based program that gives teens advice and encouragement as they quit
  - ❑ <https://truthinitiative.org/thisisquitting>

# Summary & Conclusion



# Questions

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