

The Truth About Electronic Cigarettes (a.k.a. Vape Products)

Presented by:

Tobacco Section, MI Department of Health and Human Services

WHAT IS AN E-CIG?



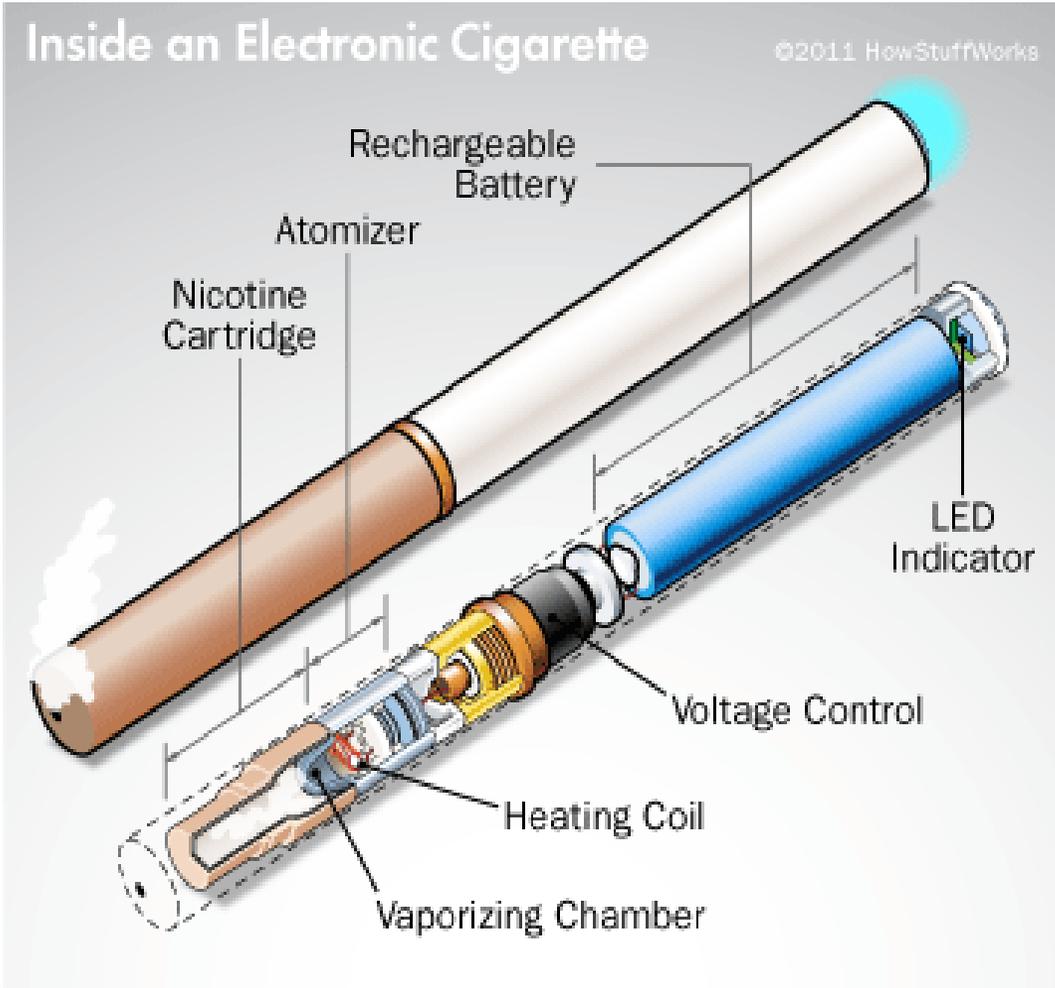
Highlights of today's presentation

- ▶ Describe how electronic cigarettes operate and be able to visually identify them
- ▶ List 3-4 public health consequences, safety and health concerns of e-cigarettes
- ▶ Explain why youth are using these products
- ▶ Describe the “E-cigarette climate” in Michigan
- ▶ List 2-3 e-cigarette related resources

Electronic Cigarettes (vape products)



Electronic Cigarettes



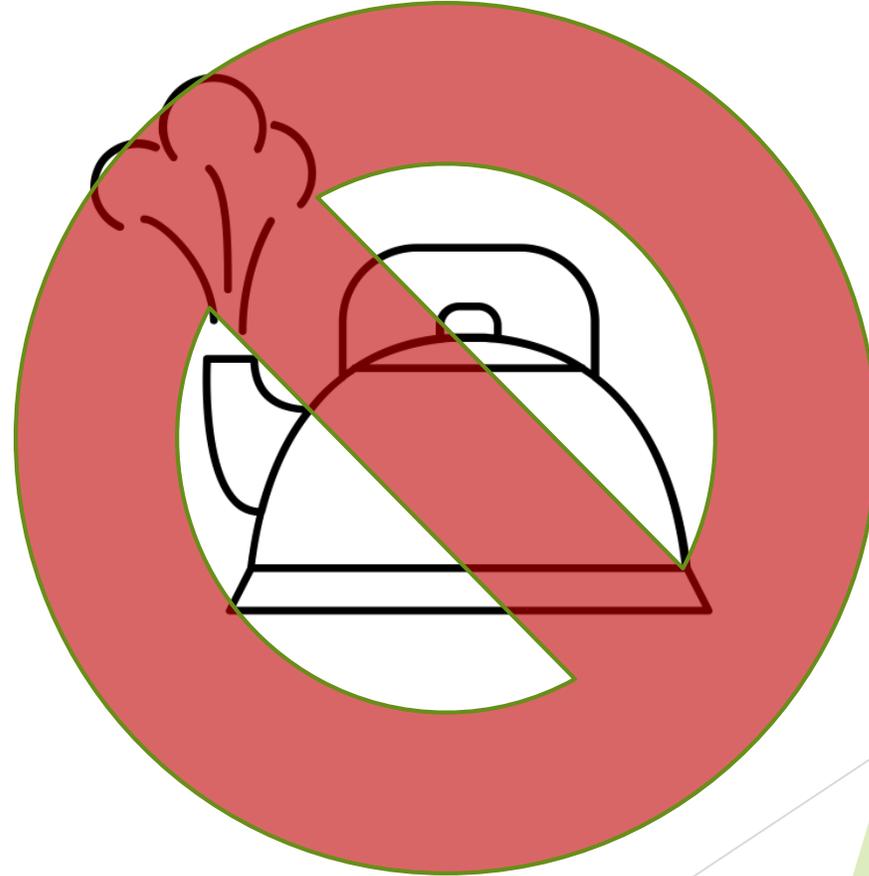
- Allows user to inhale aerosol containing nicotine and/or other substances.
- Disposable or rechargeable and/or refillable.
- Contain a cartridge filled with liquid nicotine, flavorings and glycerin or propylene glycol.
- When coil heats, it converts the contents of the cartridge into aerosol.

Electronic cigarettes can be used for more than e-juice...

- One-third of US middle and high school students reported using e-cigarettes with non-nicotine substances.
- 1 in 3 youth have used marijuana with the JUUL device.
- Hash oils can reach 95% pure THC, the psychoactive component in marijuana. High concentrations could cause side effects like temporary psychosis.

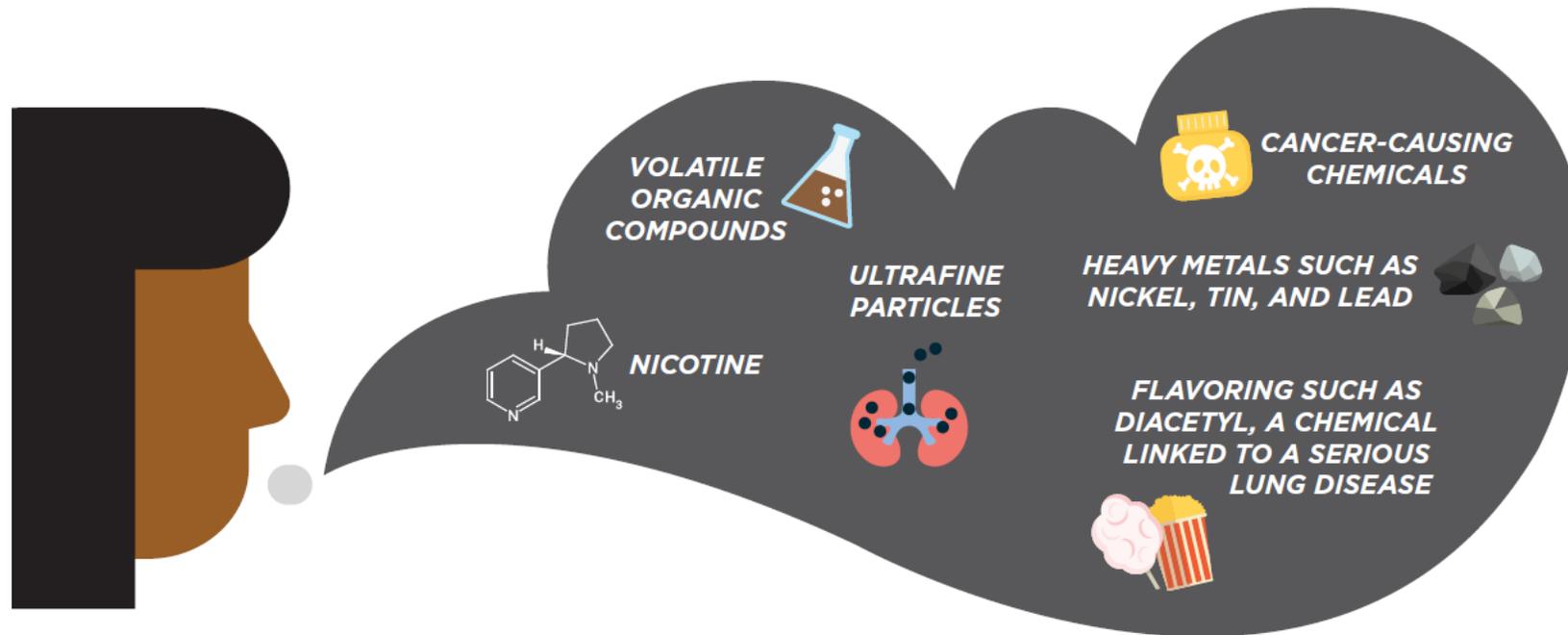


It's an Aerosol, Not a Vapor



WHAT IS IN E-CIGARETTE AEROSOL?

THE E-CIGARETTE AEROSOL THAT USERS BREATHE FROM THE DEVICE AND EXHALE CAN CONTAIN HARMFUL AND POTENTIALLY HARMFUL SUBSTANCES:



It is difficult for consumers to know what e-cigarette products contain. For example, some e-cigarettes marketed as containing zero percent nicotine have been found to contain nicotine.



Nickel



Phenol



Benzene



Formaldehyde



Toluene



Isoprene

Propylene Glycol



Acetone

Cadmium



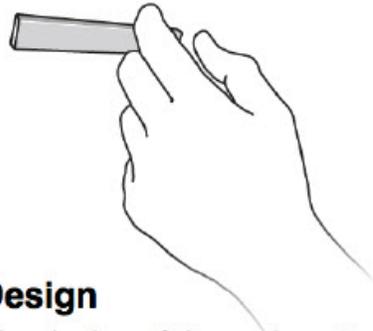
What are E-cigarettes NOT?

- E-cigarettes are **NOT** an approved U.S. Food and Drug Administration (FDA) quit tobacco device and should **NOT** be marketed as such.



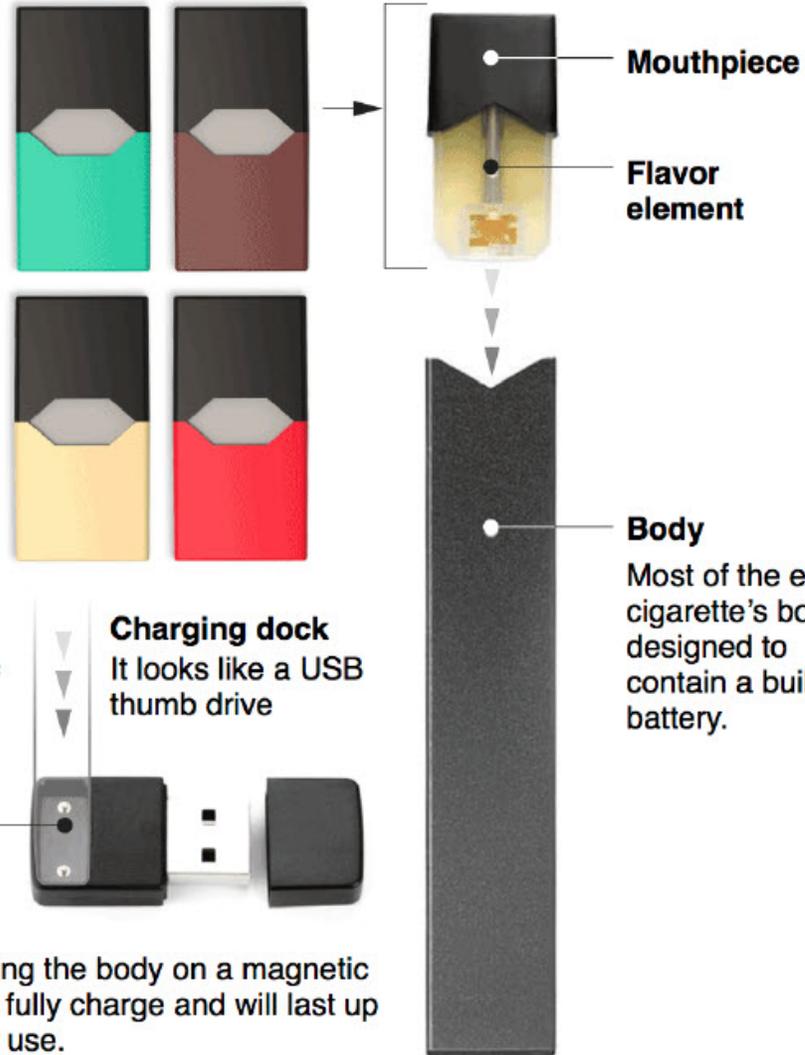
JUUL flavor pods

The juice-flavored pods contain 50 milligrams of nicotine, roughly equivalent to a pack of cigarettes.



Design

The design of the e-cigarette is about the same size as a cigarette and weighs a couple of grams.



Body

Charging dock

It looks like a USB thumb drive

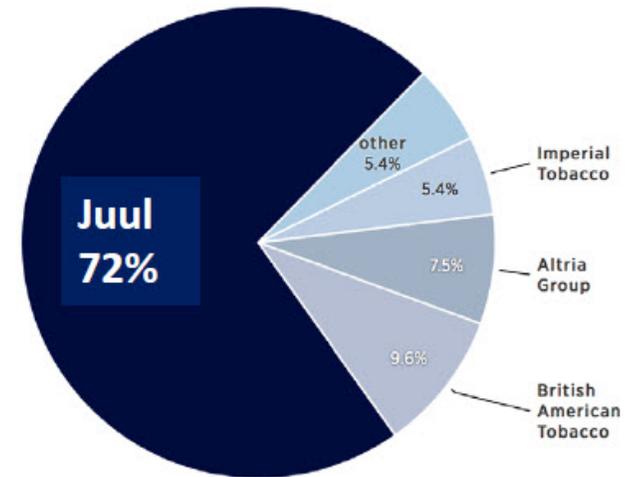
USB charging dock

The battery is charged by dropping the body on a magnetic USB adapter. It takes an hour to fully charge and will last up to 200 puffs, a full day of regular use.

JUUL

Juul dominates the U.S. e-cigarette market

Juul Labs represented 72.2 percent of dollar market share in the four-week period ended Aug. 11 2018, according to Nielsen data.



Source: [Wells Fargo](#)

J&L CNBC

SOURCE: [juulvapor.com](#)

JAMES ABUNDIS / GLOBE STAFF

“Recognition, use and perceptions of JUUL among youth and young adults”

- Nearly 1-in-5 youth have seen JUUL used at their school.
- Youth reported relative ease obtaining JUUL devices.
- Most were not aware that JUUL pods always contain nicotine.
- Nearly half of those who are aware of JUUL believe it is “a lot” or “a little” LESS harmful than cigarettes.



Tank:

This product was very popular when e-cigarettes first hit the market.

E-juice required

Very heavy compared to the new generation products





New: 35 mL per bottle and more attractive flavors and packaging

Suorin ishare:

This device is very similar to the JUUL and has the capability to hold JUUL pods.

Price:\$17.99



The “counterfeit” pods which fit in both the JUUL and the Suorin iShare

There is 1 additional pod and pack of 5 costs less than the JUUL pods

Price: \$14





Suorin Drop



Khree UFO



Suorin Air



SMOK Rolo Badge

Nord Kit

- Button triggered device
 - To start/allow user to use
 - Provides information about battery life
 - E-juice window
 - When button is held for more than 8 seconds the battery will shut off (“protection”)

- Price: \$23.95



Suorin Edge

- Sleek design
- Comes with 2 batteries (removable)
- “Childproof Lock” - click lock key 5 times to unlock
- If in use for more than 5 seconds, battery will turn off

Price:\$29.95

Edge cartridge sold separately \$3.99



MICO kit

- Can fit in the palm of your hand
- Sleek design, multicolored fluid lines look like an abstract oil painting
- Comes with a lanyard for “both decorative and portability purposes”

Price: \$24.95





Dripping



PUFFiT

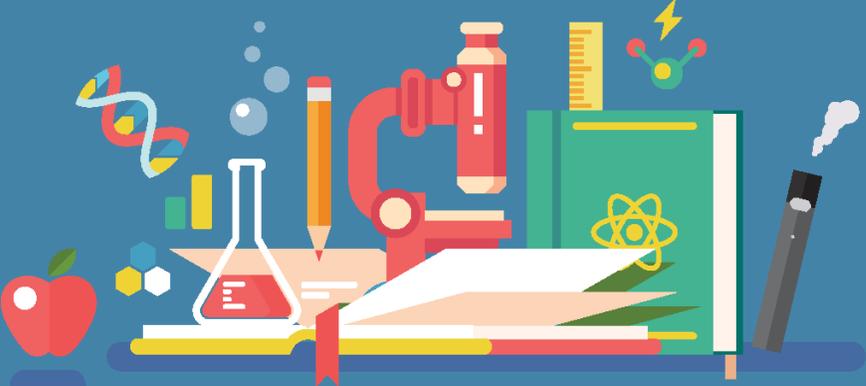


Zig Zag 335

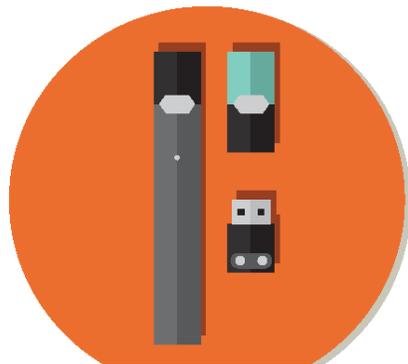


IQOS - I Quit Ordinary Smoking HEAT-NOT-BURN CIGARETTES





TEACHERS AND PARENTS: That USB Stick Might Be an *E-cigarette*



An increasingly popular e-cigarette, called JUUL, is shaped like a USB flash drive.



JUUL delivers a high dose of nicotine. Nicotine is highly addictive and can harm adolescent brain development.



E-cigarettes are the most commonly used tobacco product among U.S. middle and high school students.



Some e-cigarettes don't look like tobacco products, so some kids use



TOBACCO PRODUCT USE IN ANY FORM, INCLUDING E-CIGARETTES, IS UNSAFE FOR YOUTH.

2017 E-cigarette Data - Adults

	<u>USA</u>	<u>MICHIGAN</u>
Current e-cigarette user	4.6%	4.9%
Former e-cigarette user	16.3%	17.4%
Never e-cigarette user	79.3%	77.7%

E-CIGARETTES AND PREGNANCY

E-CIGARETTE USE DURING PREGNANCY IS UNSAFE

- **E-cigarettes contain nicotine**
- **Nicotine can damage a baby's developing brain & lungs**

WOMEN REPORTED USING E-CIGARETTES

7.0%
at any point
around the time
of pregnancy¹

1.4%
during the
last 3 months
of pregnancy



TAKE ACTION

- **Know the risks**
- **Talk to your healthcare provider about quitting**
- **Be tobacco-free**



¹ Questions asked about use in the 3 months before pregnancy, the last 3 months of pregnancy, or 2–6 months after delivery. Data from the 2015 Oklahoma and Texas Pregnancy Risk Assessment Monitoring System (PRAMS). Kapaya et. al. *MMWR* 2019 bit.ly/CDCVA_23



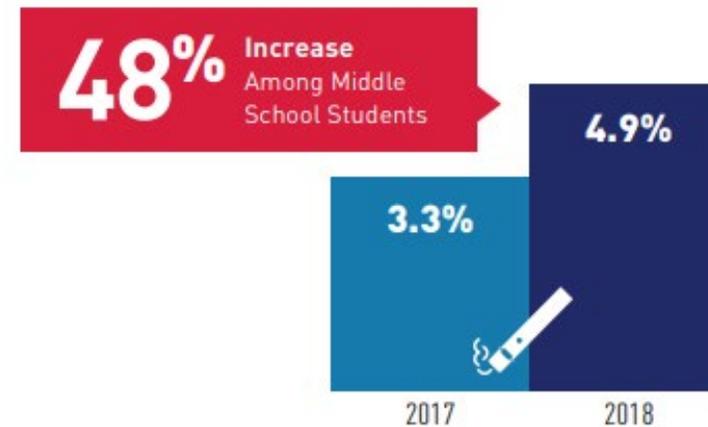
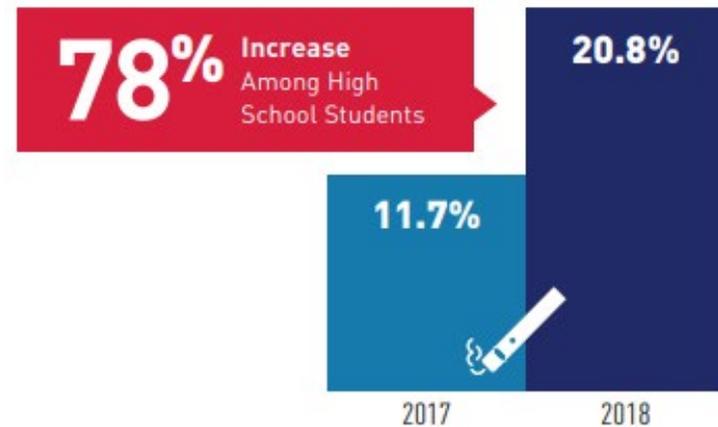
- Using e-cigarettes while breastfeeding can allow harmful chemicals to pass from mother to infant through: breast milk, second hand, and third hand aerosol exposure.
- Nicotine (developmental toxicant) can be passed from mother via breast milk to infant
- Decreases maternal milk supply (effect of nicotine which lowers serum prolactin levels).
- Blood lead levels can result in high blood pressure, spontaneous abortion, premature (LBW) babies, brain damage.

2018 NATIONAL YOUTH TOBACCO SURVEY FINDS CAUSE FOR CONCERN

Current e-cigarette use among middle and high school students **increased alarmingly** between 2017 and 2018.

Here is a breakdown of the recent findings:

SURGE IN YOUTH CURRENT E-CIGARETTE USE — 1.5 Million More Students Used E-Cigarettes in 2018 vs 2017



Percentage of high school students who used an electronic cigarette product
during the past 30 days

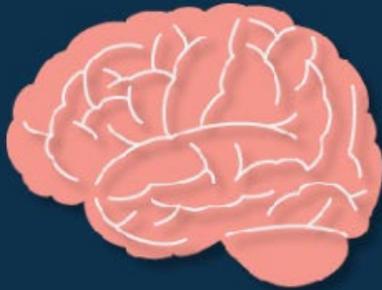
in 18 Counties in Michigan- MiPHY 2015-16 compared to 2017-18

	County	2015-2016	2017-2018	Rate of increase
1	Allegan	16.8	25.9	54%
2	Muskegon	17.5	24.9	42%
3	Berrien	19	24.5	29%
4	Ingham	11.5	20.3	77%
5	Jackson	16.7	23.8	43%
6	Branch	14.4	30.2	109%
7	Genesee	18.8	24.4	30%
8	St. Clair	20.6	31.9	55%
9	Wayne	15.1	24.2	60%
10	Macomb	14.8	29	96%
11	Oakland	16	28.4	78%
12	Manistee	16.2	31.1	92%
13	Chip/Luce/Mackinac	15.3	20.7	35%
14	Charlevoix	17.3	35.2	103%
15	Livingston	21.6	28	30%
16	Saginaw	14.4	19.9	38%
17	Kent	15.4	22.2	44%
18	Huron	18.3	30.9	69%

YOUTH E-CIGARETTE USE IS RISING

E-CIGARETTES TYPICALLY DELIVER NICOTINE

YOUTH NICOTINE EXPOSURE CAN:



- CAUSE ADDICTION
- HARM THE DEVELOPING BRAIN

E-CIGARETTE USE SURGED DURING 2017-2018

IN 2018:

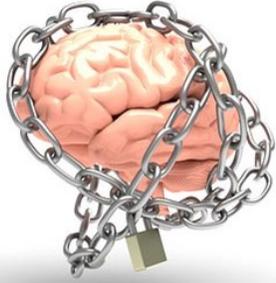


1 IN 5 HIGH SCHOOL KIDS
1 IN 20 MIDDLE SCHOOL KIDS
CURRENTLY USE E-CIGARETTES

HELP PREVENT YOUTH E-CIGARETTE USE

- **KNOW** THE RISKS OF E-CIGARETTES
- **TALK** TO YOUTH ABOUT THESE DANGERS
- **BE TOBACCO FREE**





The Adolescent Brain

- ▶ Human brain matures at about age 25
- ▶ Nicotine addiction more likely the earlier one initiates
- ▶ Mood disorders, lower impulse control, attention and learning problems



Most e-cigarettes contain **NICOTINE**, which causes **ADDICTION**, may harm brain development, and could lead to continued tobacco product use among youth.



Common myths

believed about vaping, along with the facts.

“It’s just flavoring.”

Vapes get their flavors from chemicals. While these flavorings are safe to eat in food, they’re not safe to inhale. Inhaling flavor chemicals can harm your lungs.¹¹

Want an example?

Some buttery-flavored vapes like caramel contain diacetyl and acetoin. Inhaling diacetyl has been linked to popcorn lung, a lung disease that doesn’t have a cure.¹¹

Some vapes that claim they are nicotine-free are not.^{8, 17-22}

“My vape says it’s nicotine-free. There’s no way I’ll become addicted.”

Vaping delivers nicotine to the brain in as little as 10 seconds.^{14, 15}

A teen’s brain is still developing, making it more vulnerable to nicotine addiction.¹⁶

“Nicotine isn’t that bad for me.”

Nicotine exposure during the teen years can disrupt normal brain development. It can have long-lasting effects, like increased impulsivity and mood disorders.²³⁻²⁵

“Just because I vape doesn’t mean I’m going to smoke cigarettes.”

Research shows teens who vape are more likely to try smoking cigarettes.²⁶

“It’s just water vapor.”

But it’s not.

Vaping can expose the user’s lungs to harmful chemicals like formaldehyde, diacetyl and acrolein, as well as toxic metal particles like nickel, tin and lead.^{4, 8-10, 11-13}

“I don’t have an addictive personality —I won’t get hooked on vapes.”

Why the Rise in E-cigarette Use?

- ▶ Targeted tobacco industry marketing
- ▶ Flavors
- ▶ Lack of regulation



BOOM BOOM POP



VAPORTRIM

MILK CHOCOLATE

Inhale Flavor
Curb Cravings
Lose Weight

MILK CHOCOLATE

~ 0 Calories ~

0 Calories | 50 Servings

LOVELY BUBBLY

#1 Flavor Selection with 19 Flavors!



Crave

GOURMET FLAVORS

ecidlife

VAPORTRIM

Inhale Flavor
Curb Cravings
Lose Weight

Apple Pie

~ 0 Calories ~

VAPORTRIM

Inhale Flavor
Curb Cravings
Lose Weight

Blueberry Muffin

~ 0 Calories ~

VAPORTRIM

Inhale Flavor
Curb Cravings
Lose Weight

Caramel Froyo

~ 0 Calories ~

VAPORTRIM

Inhale Flavor
Curb Cravings
Lose Weight

Chocolate Strawberry

~ 0 Calories ~

VAPORTRIM

Inhale Flavor
Curb Cravings
Lose Weight

MILK CHOCOLATE

~ 0 Calories ~

What's Your Taste?

Choose E-cigarette Cartridge From 7 Delicious Flavors by XEO E-cigarettes !!

World's Most Powerful E-cigarette Available in 7 Flavors!!

Tastes your Mouth Crave For, Which Flavor you Smoke?

XEO

FDA proposes a step to curb youth use of flavored electronic cigarettes, but it's not enough...

- ▶ November 15, 2018: the FDA proposes to restrict the sale of some flavored electronic cigarettes in stores - EXCEPT MINT AND MENTHOL (and tobacco) flavors - and with heightened age verification for online sales
- ▶ New data shows that **51%** of high school e-cigarette users use mint or menthol products
- ▶ An effective strategy would be to ban ALL FLAVORED PRODUCTS



“Trendy” Products



Social Media Marketing



JUUL juulvapor • Following

juulvapor The freedom of a #JUULmoment.
by @devinwhetstone .

WARNING: This product contains nicotine. Nicotine is an addictive chemical. #juul #juulvapor

spencerhcaln @Chelsea.grieco-cash me in the office bathroom

sleepyboy369 @chrimoulto freedom hell yea

ohmcityvapes Beautiful

katemorganmcleod @doresandre you look amaz! You a star +

scootsadam i just lost mine in my own



640 likes

JANUARY 25

Add a comment...

JUUL @JUULvapor - 4 Jun 2015
Having way too much fun at the #JUUL launch party #LightsCameraVapor #NYC





iqos.iran.ir • Follow
Tehran, Iran

iqos.iran.ir @ucupcake X IQOS 3
#iqoslovers#iqos#iqos3#tehran#tehran
nfashion#tehran_luxury#tehranluxury
10h

melika_f73 Gheyamat?
9h Reply

187 likes
10 HOURS AGO

Add a comment... Post



Targeted Marketing

blu ELECTRONIC CIGARETTES PRESENTS

electric lounge

MARCH 14-16, 2013 • 418 E. 6th St. • AUSTIN, TX

Thursday	Friday	Saturday
DAY 12:00 - 7:00 DIM MAK KITS N GRAYS WILL BUSHMAN THE DICKINSON NEW PONY BOBBI B BEEB	DAY 12:00 - 6:00 FUTURE CLASSIC/ BOND MUSIC BLUME ZAC OLIVERSON MOTO WOODS KIMBERLY KIMBERLY	DAY 12:00 - 1:00PM OM RECORDS/ LAVISH HABITS BOB LANGRISH WANDA BURGARD FRENCH BOB KOSHELICH MONTY BOGGS CHORUSOMA COUSINACE HANSHAM BERTHATTE
NIGHT 8PM - 1AM FIREPOWER DAVIK GLENN WORTH BARRY BROWN MANTON OCTET BOB BOTS	NIGHT 8PM - 1AM STYLIE & COMPANY TOM BAYNE/BOB THE FITTING BOBBY BAYNE/ALLEN BOND	NIGHT 8PM - 1AM HEAVY BOB/CLUB 24 SET COOP ELIMINATED "MERCIAL CHURCH"

More than 100 acts & bands. All listed acts are subject to change.
 MEDIA AND REPORTING INVITED



PHILLY WEEKLY

SMOKIN' PHILADELPHIA Summer CONCERT CALENDAR

blu PLUS+ RECHARGEABLE KIT

blu ELECTRONIC CIGARETTES

MAY

WOLF (MAY 1)
GALLAGHER (MAY 2)
THE SCRIP (MAY 3)
PURITY KING (MAY 4)
NOVEMBER (MAY 5)
ROOTS PICK (MAY 6)
MASON PORTER (MAY 7)
ALVIN RELEASE (MAY 8)
THEE IDEA MEN (MAY 9)

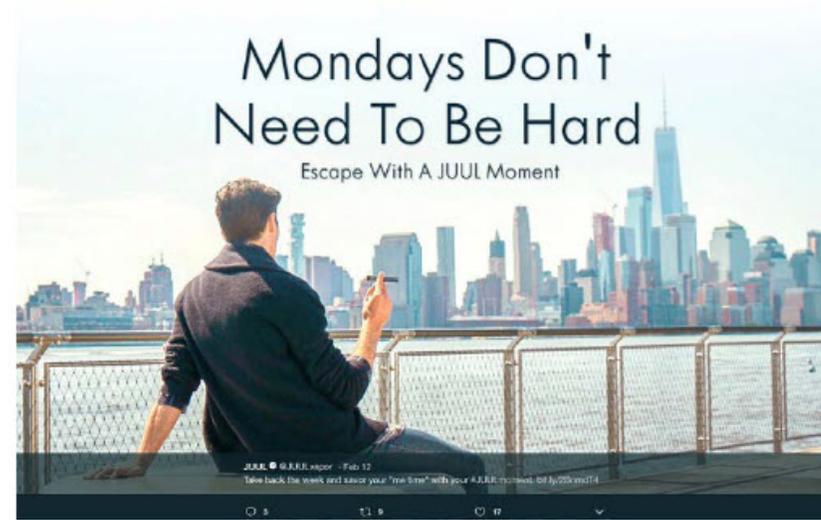
SMOKIN' PHILADELPHIA Summer CONCERT CALENDAR

blu ELECTRONIC CIGARETTES

JUNE

BEANIE SIGEL (JUNE 1)
LANA DEL REY (JUNE 2)
HOLLY MIRANDA (JUNE 3)
MELISSA ETHERIDGE (JUNE 4)
MOEL (JUNE 5)
GALLAGHER (JUNE 6)
THE SCRIP (JUNE 7)
PURITY KING (JUNE 8)
NOVEMBER (JUNE 9)
ROOTS PICK (JUNE 10)
MASON PORTER (JUNE 11)
ALVIN RELEASE (JUNE 12)
THEE IDEA MEN (JUNE 13)

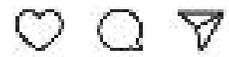
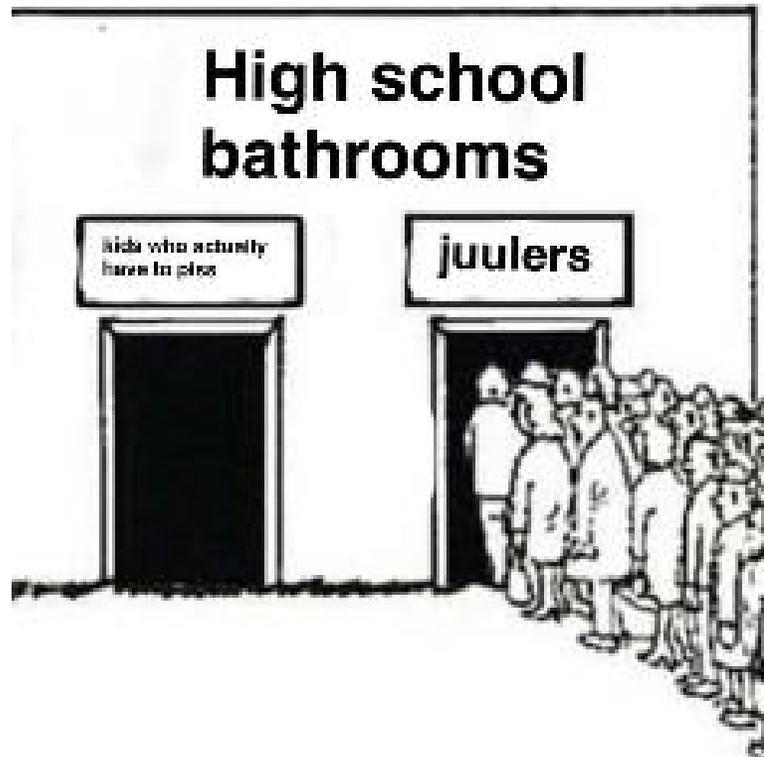




LIMITED EDITION FLAVOR
COOL CUCUMBER



WARNING: This product contains nicotine. Nicotine is an addictive chemical. © 2017 JUUL Labs, Inc. ALL RIGHTS RESERVED.



12,066 likes

doit4juul Which one are you 🤔 #D14J

View all 153 comments

2 DAYS AGO

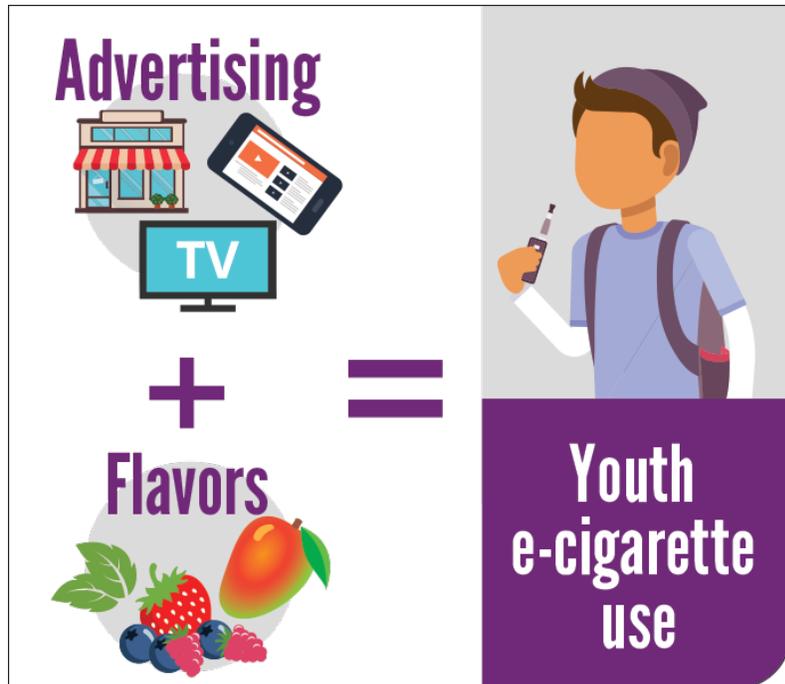
Instagram



Snapchat

LACK OF REGULATION

- ▶ TV, radio, billboard
- ▶ Point of Sale



Health Concerns

- ▶ Dual Use
- ▶ Flavorings
- ▶ Primary, Secondhand, Thirdhand Aerosol Exposure



A TIP FROM A
FORMER
SMOKER

I started using e-cigarettes but kept smoking. Right up until my lung collapsed.

Kristy, age 35, Tennessee

Kristy had smoker's cough and severe shortness of breath. She tried using e-cigarettes to cut down on her smoking. She thought cutting down would make her feel better, but it didn't. She kept smoking cigarettes until her lung collapsed.

Even smoking a few cigarettes a day is dangerous.

You can quit smoking.

CALL 1-800-QUIT-NOW.

 U.S. Department of Health and Human Services
Centers for Disease Control and Prevention
[CDC.gov/tips](https://www.cdc.gov/tips)

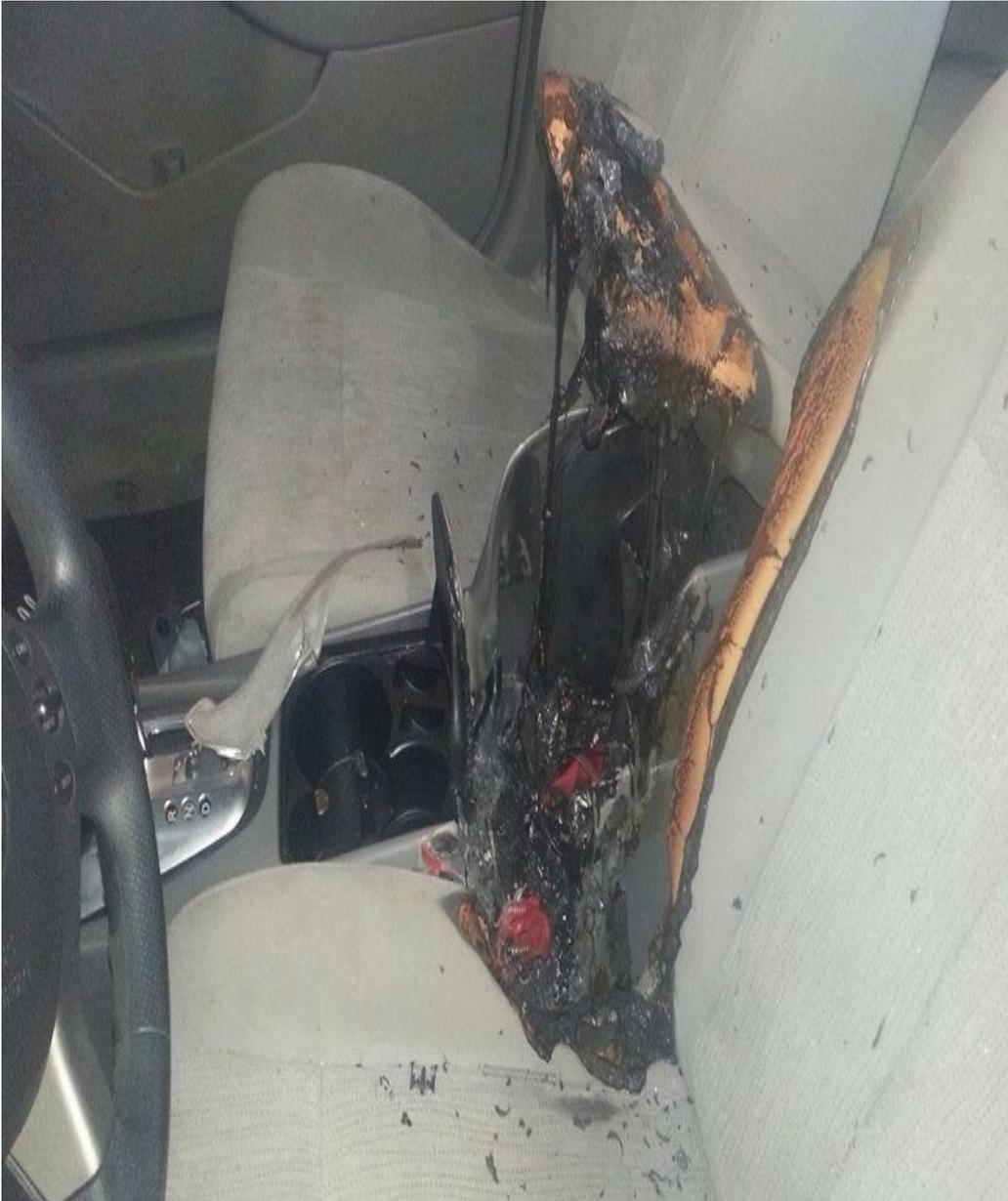
#CDCTips



Health Concerns: Reported Impacts to FDA

- Pneumonia
- Asthma
- Cardiovascular Disease
- Skin Disorders(contact dermatitis)
- Oral Health(mucosal lesions)
- Disorientation
- Seizure
- Hypotension, and others

Safety Concerns



- Explosions
- Charger danger
- Fires
- Poisoning
- Hazardous Waste & Litter
- <https://no-smoke.org/wp-content/uploads/pdf/E-Cigarette-Explosions-and-Fires.pdf>



Just a few drops of liquid nicotine could result in a **trip to the ER**



Lethality depends on the **weight** of the child and the **concentration** of the liquid nicotine



Ingesting less than **1/4 of a teaspoon** of 1.8% concentrated liquid nicotine can be fatal to a 50 pound child



Nicotine is an **acute toxin**



Liquid nicotine can be harmful if **swallowed** or **absorbed through the skin**

Symptoms include:

Nausea
Vomiting
Increased heart rate
Increased blood pressure
Seizures
Death

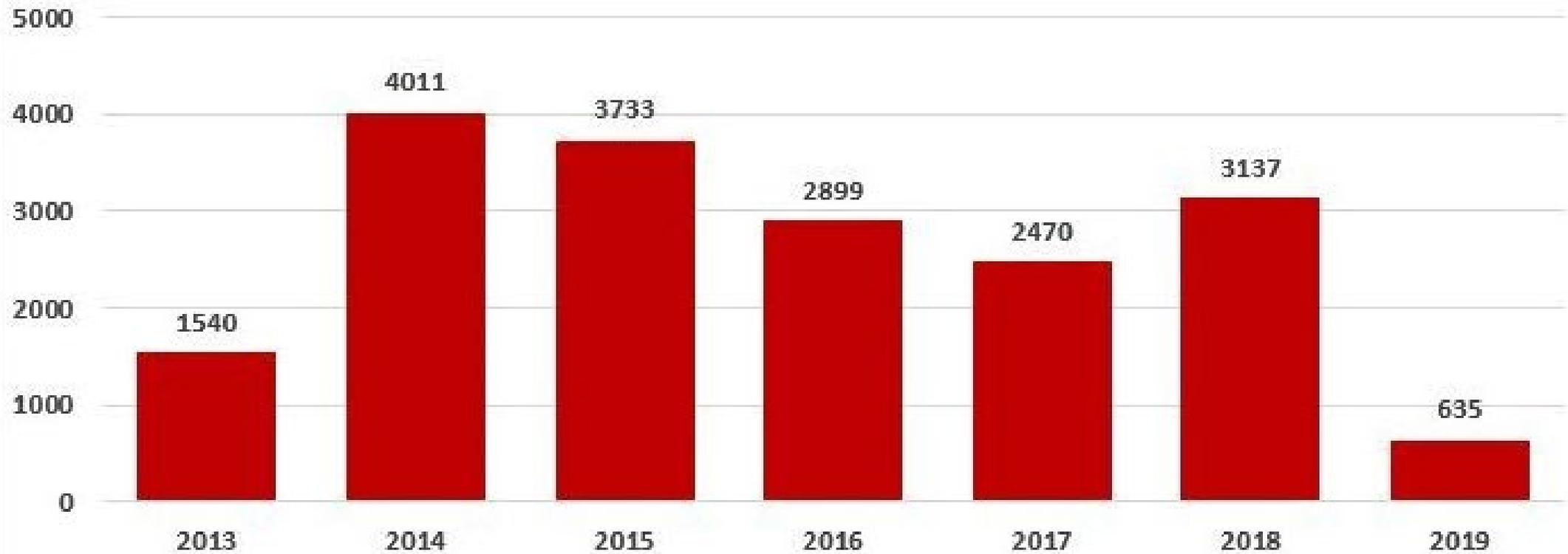


POISON
Heip
1-800-222-1222



Electronic Cigarette and Liquid Nicotine Cases

All Ages



American Association of Poison Control

7/12/2015 11:22:09

Acc# 000CT20150039484

SENA, FRANCIS, M
DOB 11/9/1987
Age 114Y
Sex F
MRN 5651013
000CT20150039484
3.00 mm
SOMATOM Definition
HFS

Institution: UNMH-BBRP-DEFINITION
Study Date 7/12/2015
Study Time 11:37:16
Series Date 7/12/2015
Series Time 11:22:09
7/12/2015
11:21:22

R

A

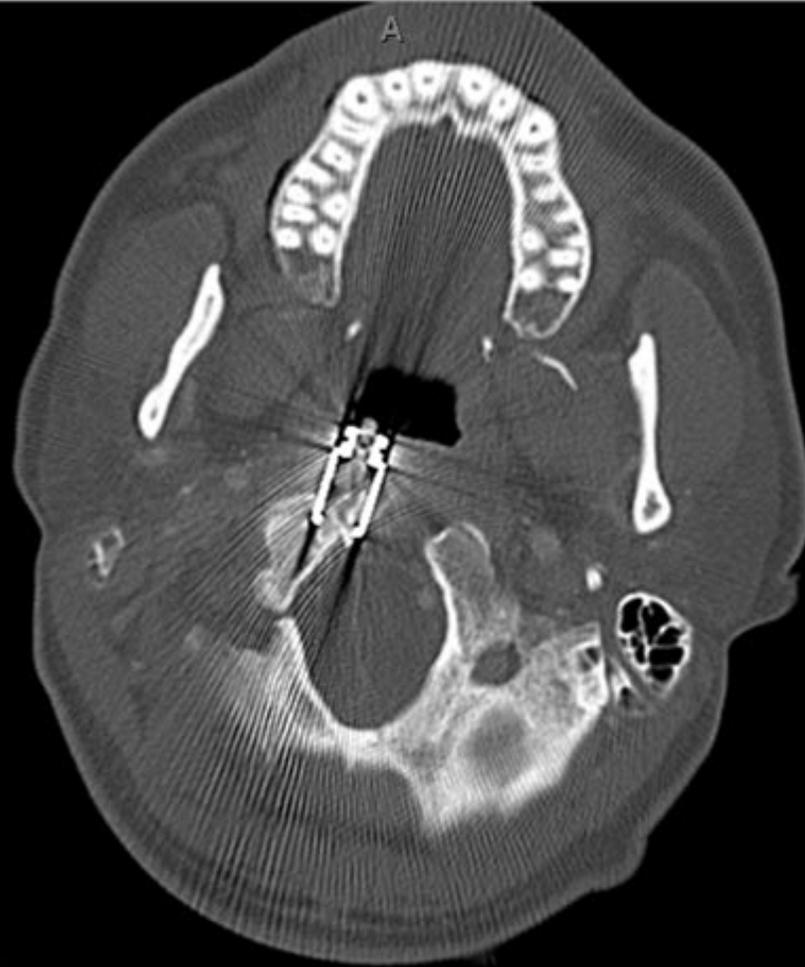
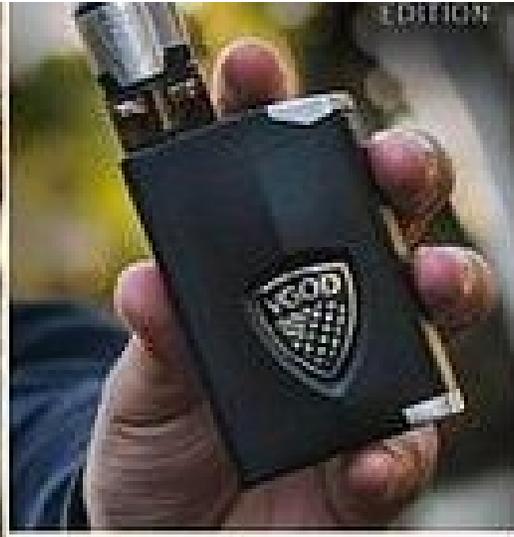


Image #66/93
KVP 120
Exp. Time 330
Tube Current 663
Slice Location 208.3
www/ni 2000/400
CTDIvol 27.79319429843478

None
Series BCNE
Tech:BJG
Zoom:139.8%



DEAR SMOKING BAN,

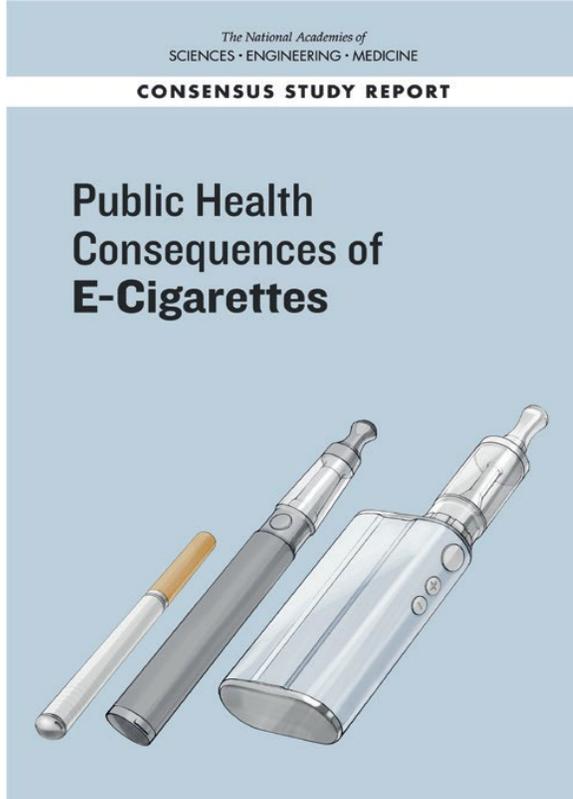


Social Concerns

- Social norm reversal
- Marketed to maintain addiction.
- Playing out of Big Tobacco's playbook:
 - Back on TV.
 - In the workplace.
 - In schools.
 - False health claims.
 - Aimed at youth.



What's the bottom line?



- ▶ E-cigarettes are not safe for youth, young adults, pregnant women or adults who do not currently use tobacco products.
- ▶ If you've never smoked or used other tobacco products or e-cigarettes, don't start.
- ▶ Scientists still have a lot to learn about whether e-cigarettes are effective for quitting smoking.

Food & Drug Administration (FDA) Deeming Rule

- FDA had not been regulating the manufacture of e-cigarette components and parts, until the Deeming Rule - August 8, 2016
- With deeming, FDA regulates ALL tobacco products. This includes e-cigarettes, hookah, cigars, pipe tobacco (and pipes), dissolvable, nicotine gels, e-liquid which ARE DEFINED AS TOBACCO PRODUCTS
- Gives the FDA authority to regulate the manufacture, distribution and marketing of ALL products that are defined as tobacco products

Food & Drug Administration Deeming Rule

Restricts youth access to tobacco products:

- ▶ No sale to persons under the age of 18 years (both in-person and online)
- ▶ Requires age verification by photo ID
- ▶ No sale of tobacco products in vending machines (unless in an adult-only facility)
- ▶ No distribution of free samples



Electronic Cigarettes in Michigan

- Federal Law (FDA Deeming Rule) prohibits retailers from selling e-cigarettes, e-hookah, and other electronic nicotine device products, their components and parts to minors.

Since August 8, 2016, this rule has applied in Michigan: no sales of electronic cigarettes, their components and parts to minors.

Electronic Cigarettes in Michigan

Senate Bill 106 and Senate Bill 155, signed into law on 6/4/19:

- ▶ Both bills amend the Youth Tobacco Act
- ▶ SB 106 defines e-cigarettes, alternative nicotine products, vapor products and other emerging tobacco products
SEPARATELY FROM TOBACCO PRODUCTS
- ▶ SB 155 defines ‘liquid nicotine’ and ‘liquid nicotine container’ and requires containers to meet a minimum safety standard and storage of vapor products in a locked case or behind the counter

Problems Caused by Defining E-cigarettes Separately from Tobacco Products

- ▶ Appeal to youth
- ▶ Confusion with the Federal Deeming Rule
- ▶ Not subject to the same evidence-based measures that govern tobacco products:
 - ▶ Not taxed
 - ▶ Not covered by the state's Smokefree Air Law
 - ▶ Lack of advertising restrictions -still marketed on TV, radio, social media, etc.

To report a violation: Call 1-877-CTP-1373



FDA RULES FOR **ELECTRONIC NICOTINE DELIVERY SYSTEM (ENDS) SALES**

(Including e-cigarettes, vape pens, e-hookahs, e-cigars, personal vaporizers, and electronic pipes.)

Are you taking the necessary steps to prevent underage tobacco use?



Check photo ID of everyone under age 27 who attempts to purchase ENDS.



Only sell ENDS to customers age 18 and older.*



Do NOT give away free samples of ENDS, including their components and parts.



Do NOT sell e-cigarettes in a vending machine unless in an adult-only facility.**

Provided by the
FDA Center for
Tobacco Products

Electronic Cigarettes in Michigan

- ▶ Local Action! E-Cig bans do exist in many places...
 - ▶ Parks, beaches, other outdoor locations
 - ▶ Indoors - bars, restaurants, government owned and operated buildings, housing
 - ▶ Tobacco free schools policies



What else can be done?

- ▶ Tell the FDA about faulty tobacco products!
www.safetyreporting.hhs.gov
- ▶ Ensure that ALL schools have comprehensive tobacco free policies including electronic cigarettes
- ▶ Include electronic cigarette products in indoor smokefree air laws and outdoor clean air policies
- ▶ Support increasing tobacco taxes and using \$ to assist with tobacco prevention and quit programs
- ▶ Support Tobacco 21 as a state law (increasing the age of sale of tobacco products to 21 years). Ask your organization to sign the Resolution of Support offered by Tobacco Free Michigan tfm@tobaccofreemichigan.org

What else can be done?

- ▶ Educate your communities and circles of influence about e-cigarette products
- ▶ Use Youth to spread the message
- ▶ Talk to retailers in your community about placing all e-cigarette products behind the counter to restrict youth access
- ▶ If you're a health professional, make sure to ask all your patients, at every visit, about their tobacco use including electronic products. Document this.
- ▶ Keep the Tobacco Section informed of local and county wide e-cigarette policy and interest. We're here to help!

My Life, My Quit - A Quit Tobacco and Vaping Program for Teens

- First comprehensive program designed just for teens
- Teen focused messages
- Five real time coaching sessions via live text messaging, online chat or phone
- Specially trained coaches
- Certificate of completion

TOLL FREE: **1-855-891-9989**

mylifemyquit.com



Youth Quit Tobacco Resources

Tobacco Free Kids

Contains fact sheets and advocacy information. Site for information for Kick Butts Day held annually in March. “Taking Down Tobacco” program.
<http://www.tobaccofreekids.org>

Smoking Stinks

A youth quit smoking website containing free downloads, quizzes, quit tips and more <http://smokingstinks.org/>

Smokefree Teen

Free text message quit tobacco service. 24/7 encouragement, advice and tips. Teens can sign up at www.teen.smokefree.gov or text QUIT to iQuit(47848)

The Truth and Finish It

Educates youth about the dangers of tobacco, media and tobacco industry awareness and quitting smoking <http://www.thetruth.com>

The Truth Initiative: Safer ≠ Safe

The screenshot displays the Truth Initiative website with a dark background. At the top left is the 'truth' logo. The main headline reads: 'VAPING MIGHT BE **SAFER** THAN SMOKING, BUT THAT DOESN'T MAKE IT **SAFE**.' To the right of the headline are three social media icons and the text '#VAPING' above an orange 'ARTICLE' button. Below the headline is a box labeled 'RELATED: VAPING'. The main content area features four interactive elements: 1) An 'ARTICLE' button above a video thumbnail of a woman, with an orange 'SAFER ≠ SAFE' button below it. 2) A 'QUIZ' button above a video thumbnail of a puppet wearing sunglasses, with an orange 'SAFER ≠ SAFE' button below it. 3) An 'ACTIVITY' button above a video thumbnail showing several puppets, with an orange 'WHICH PUPPET ARE YOU?' button below it. 4) An 'ARTICLE' button above a video thumbnail of two puppets on a porch, with an orange 'AM I A PUPPET?' button below it. A 'Select Language' dropdown menu is visible in the bottom right corner.

truth

VAPING MIGHT BE **SAFER** THAN SMOKING, BUT THAT DOESN'T MAKE IT **SAFE**.

#VAPING

ARTICLE

RELATED: VAPING

ARTICLE

QUIZ

ACTIVITY

ARTICLE

SAFER ≠ SAFE

WHICH PUPPET ARE YOU?

AM I A PUPPET?

INFINITY

Select Language

The Truth Initiative - This is Quitting



This is Quitting:

You can access the program by:
texting

“QUIT” to (202) 804-9884

or

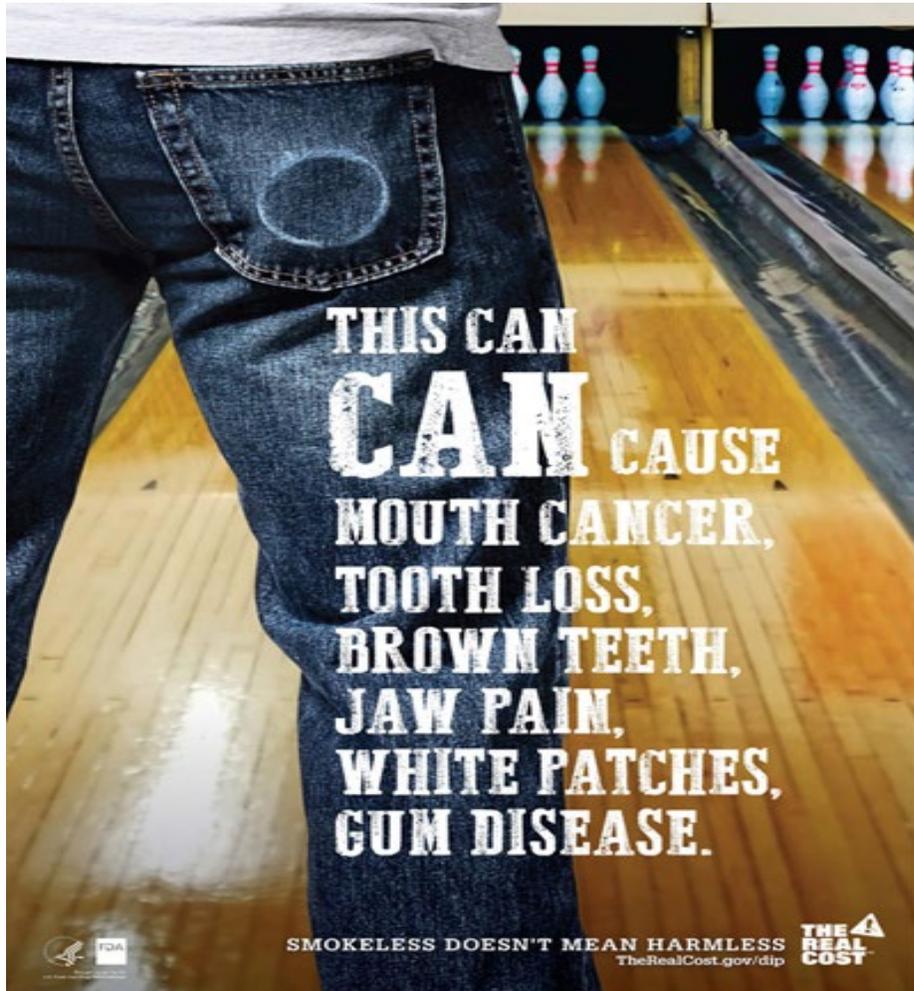
Enrolling in the free digital quit
programs:

This is Quitting or BecomeAnEX,
which integrate the text program.
<http://www.thisisquitting.com/>

Youth Quit Tobacco Resources

► The Real Cost

<https://therealcost.betobaccofree.hhs.gov/?g=t>



“The Real Cost” Youth E-Cigarette Prevention Campaign



<https://www.youtube.com/user/KnowTheRealCost>

<http://www.scholastic.com/youthvapingrisks/>

FDA and Scholastic have joined efforts on ENDS prevention curriculum
“The Real Cost of Vaping” for grades 9-12

Tobacco Prevention Toolkit for educators, administrators, parents/guardians and anyone who works with youth



<http://tobaccopreventiontoolkit.stanford.edu>

<https://med.stanford.edu/tobaccopreventiontoolkit/E-Cigs.html>

Electronic Cigarette Resources

- ▶ Know the Risks: Surgeon General Advisory: <https://e-cigarettes.surgeongeneral.gov>
- ▶ JUUL and the Guinea Pig Generation factsheet
<http://www.publichealthlawcenter.org/sites/default/files/resources/JUUL-and-the-Guinea-Pig-Generation-2018.pdf>
- ▶ Healthy Children.org: Health Issues - Tobacco:
<https://www.healthychildren.org/English/health-issues/conditions/tobacco/Pages/default.aspx>
- ▶ Know the Risks: Talk with your Teen about e-cigarettes- A tip sheet for Parents
https://e-cigarettes.surgeongeneral.gov/documents/SGR_ECig_ParentTipsheet_508.pdf
- ▶ Tobacco Free Kids JUUL and Youth: Rising E-cigarette Popularity:
<https://www.tobaccofreekids.org/assets/factsheets/0394.pdf>

Quit Tobacco Resources

- ▶ www.Michigan.gov/tobacco

MI Department of Health and Human Services Tobacco Section website offers resources, fact sheets and information on quitting.

- ▶ <https://Michigan.quitlogix.org>

The Michigan Tobacco Quitline site offers information on how to quit, a smoking calculator and more. Works with people of all ages, including youth. 1-800-QUIT-NOW

Questions?

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