E-Cigarette and Vapor Toolkit
An educational guide for prevention
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Know the facts
E-cigarettes are battery operated devices used to inhale a vaporized liquid and simulate smoking. This liquid often contains nicotine. E-cigarettes also contain many different harmful chemicals as well as various flavors that appeal to youth.¹ They are also known as electronic nicotine delivery systems (ENDS), vaporizers, vape pens, e-hookahs, e-cigars, tank systems and mods.

Youth use
Youth e-cigarette use is on the rise and is a serious public health concern parents should know about. Adolescence is a critical time for brain development. Nicotine exposure at a young age may cause lasting harm to brain development, promote addiction and lead to sustained tobacco use.¹,²,³

Products are heavily marketed to kids and teens. The e-juice has many kid-friendly flavors like gummy bear, vanilla, cotton candy, etc. E-cigarettes are available in more than 15,500 unique flavors and come in a variety of “cool looking” techy gadgets that appeal to youth.

Health effects
E-cigarettes are not safe despite claims that they are an alternative to quit cigarettes. Even some e-liquid claiming zero nicotine has shown to have varying levels of nicotine. Reports show there are adverse health outcomes from these products.

Marijuana and vapor use
E-cigarette devices can be modified to vape marijuana in the form of highly concentrated liquid hash oil and waxy forms of THC. By vaping the oil, it eliminates the odor and makes it difficult to detect. Marijuana use in any form can cause several health problems for youth.

Local, state and federal regulations
In July 2016, Tacoma-Pierce County Board of Health revised regulations restricting the use of vapor products (e-cigarettes) within Pierce County to align with state and federal laws.

Use at school
Know the facts! Students use these devices on school grounds. Some products look like pens, highlighters, asthma inhalers or flash drives. Students can easily hide devices in their clothing and in classrooms and bathrooms. Many teachers may not recognize these devices or detect an odor— making it easy for students to use.

Cessation resources
Tobacco use remains a leading cause of preventable death and chronic disease. E-cigarettes are not an approved FDA cessation device. Want to quit? We have resources to help.

References
3. Nicotine exposure at a young age “may cause lasting harm to brain development,” warns Dr. Tom Frieden, chief of the Centers for Disease Control and Prevention.
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The facts

• Electronic nicotine delivery devices come in a variety of styles and names including e-cigarettes, e-hookah, vape pens, mods, tank systems and personal vaporizers.

• E-cigarettes look like cigarettes, cigars, pipes or other everyday items such as pens, lighters, asthma inhalers or flash drives.

• E-cigarette vapor isn’t harmless water vapor. The vapor contains many cancer-causing chemicals, metals and nicotine.\(^1\)

• The Food and Drug Administration (FDA) is only beginning to regulate e-cigarettes.\(^2\)

• Nicotine content varies among products and may not deliver the content advertised on the label.

• Companies **market** e-cigarettes and vapes directly to youth. The e-liquid comes in many colors and candy-like flavors, such as, bubble-gum, gummy bear, blueberry, etc. that appeal to youth. \(^2\)

• More than 20 million (8 in 10) U.S. middle and high school youth were exposed to vape ads in 2016. The higher the exposure, the higher the chance youth will vape. \(^3\)

• Companies spent an estimated $125 million advertising e-cigarettes in 2014.\(^3\)

• Companies heavily market e-cigarettes to youth in retail stores. 68% of middle and high school students were exposed to e-cigarette advertisements in 2016.\(^3\)

• E-cigarette devices are used to vape marijuana and other drugs.

• Students may be suspended from their sports team, other activities or school if they vape.

• E-cigarettes aren’t an approved cessation method to quit cigarettes.\(^3\)

See our resources section for these facts in poster form.

References

2. FDA [www.fda.gov/ForConsumers/ConsumerUpdates/ucm198176.htm](http://www.fda.gov/ForConsumers/ConsumerUpdates/ucm198176.htm)
3. [Tobaccofreekids.org](http://Tobaccofreekids.org)
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Youth e-cigarettes use

The U.S. Surgeon General stated "e-cigarette use among U.S. youth and young adults is now a major public health concern."

E-cigarettes:
- Are the most commonly used tobacco product by youth since 2014.\(^1\)
- Pose a threat to an increasing number of Washington youth.\(^2\)
- Can lead to an increase in youth smoking conventional cigarettes.\(^2\)
- Are marketed to youth. Exposure to advertisements increases use. The more ads youth see, the greater chance they will try e-cigarettes.\(^2,3\)

According to 2016 Healthy Youth Survey:
- One in five high school seniors in Washington state reported e-cigarette use in 2016, as compared to 1 in 14 in 2012.
- In Pierce County, 14% of all 10th graders and 18% of 12th graders reported using e-cigarettes or vape pens in the past 30 days.

Youth use by U.S. students:
- More than 1.7 million (11.7%) high students and 390,000 (3.3%) middle school students were current users of e-cigarettes in 2017.\(^4\)

JUUL—A popular device

A juul is a sleek device used among youth. It looks like a USB flash drive and is easy to hide.
- The JUUL is the top-selling e-cigarette brand in the U.S.\(^4\)
- A single JUUL pod contains as much nicotine as a pack of 20 regular cigarettes.\(^4\)
- More than 53% of youth used a rechargeable or refillable e-cigarette in 2015.\(^4\)
- They come in a variety of flavors and have interchangeable cartridges.
- Other companies sell e-cigarettes that look like USB flash drives.

References
4. [Tobacofreekids.org](http://Tobacofreekids.org)
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Health effects

E-cigarette aerosol is NOT harmless water vapor.

- E-cigarettes pollute the air. Some aerosols contain propylene glycol which can cause respiratory irritation and bronchial constriction. This is a concern for people with chronic obstructive pulmonary disease or asthma.

- E-cigarette vapor contains diacetyl (an ingredient found in the butter flavor used in microwave popcorn). This chemical can cause a serious and irreversible lung disease known as “popcorn lung”.

- Secondhand exposure to the vapor can cause harm.

E-cigarettes often contain nicotine—a highly toxic and addictive substance.1 2

- Nicotine negatively affects brain development in youth. Nicotine use during adolescence has been associated with lasting cognitive and behavioral impairments, including effects on working memory and attention.

- Nicotine content varies among products and may not deliver the content advertised on the label.

- Some e-cigarettes marketed as containing zero percent nicotine actually contain nicotine.

E-cigarettes and vapor products are not safe.

- E-cigarettes contain many harmful chemicals such as formaldehyde, benzene, lead and nickel (all cancer causing agents).4

- E-liquid is poisonous and toxic to nerves.

- Just a few drops of e-liquid can cause nicotine poisoning in children.

- Nicotine poisoning can happen either by swallowing the e-juice, inhaling the vapor or absorbing the juice through skin contact. For more information from Washington State Poison Center visit www.wapc.org.

- Refilling the e-cigarette cartridges may increase the risk of nicotine poisoning.

- The electronic devices have been known to combust causing serious facial injuries.6

Additional resources:

- American Heart Association: E-Cigarettes and Public Health.
- American Lung Association: E-Cigarettes and Lung Health.

References

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Marijuana and vapor use

Washington state law

- The legal age for people to use marijuana in Washington state is 21 years of age.
- Any person under 21 years of age can't buy or possess marijuana. RCW 69.50.401(3)
  - People under 21 can't visit a marijuana retail store unless they have a medical card. RCW 69.50.357(2)
  - Teens can be convicted of a felony, face jail time and be fined for selling marijuana.
  - It's illegal for anyone to provide marijuana to minors. RCW 69.50.401

Marijuana use:

- Can lead to addiction.
- May affect brain development, especially if used before your mid 20's.
- Is linked to school failure.
- May affect mood and motivation. It can change brain chemicals, make you feel anxious, paranoid or even depressed.
- May cause some individuals to lose interest in activities.
- Affects coordination and reaction time. No matter how you ingest it, it can impair driving, playing sports, or activity performance.
- Is similar to any drug. It can affect driving, judgment and increase your chance of becoming involved in risk taking behaviors.
- Is associated with higher risk of anxiety disorders and psychosis, and increased risk of occurring suicidal thoughts.

Parents, talk to your kids

Research shows if your teen knows you think it’s wrong for them to use marijuana, they are less likely to use.

To learn more about vaporizing marijuana view the following resources:

1. www.tpchd.org/keepalking.
3. listen2yourselfie.org/ Washington State Department of Health.

References

1. www.drugabuse.gov/publications/research-reports/marijuana/marijuana-addictive
2. DOH- Marijuana www.doh.wa.gov/YouandYourFamily/Marijuana
3. kingcounty.gov/depts/health/smoking/marijuana.aspx
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Local, state and federal regulations

Local overview
In July 2016, Tacoma-Pierce County Board of Health revised regulations restricting the use of vapor products (e-cigarettes) within Pierce County to align with new state and federal laws.

The regulations:
- Prohibit use of vapor products in indoor public places, places of employment, outdoor places where children are present and within 25 feet of entrances, exits, windows and ventilation intakes.
- Authorize the Health Department to issue penalties for code violations and impose fees for re-inspections.

State overview
Washington State regulates e-cigarette and vapor products. The law:
- Includes protections to reduce youth access.
- Includes child-resistance packaging requirements.
- Requires vapor product retailers to have a license.
- Prohibits use of vapor products in schools and within 500 feet of schools, school buses, child care centers and any outdoor areas where children congregate.
- Penalizes anyone who doesn’t comply with new requirements.
- Regulates internet and distribution markets.
- Provides common-sense consumer protections, such as warnings and nicotine content disclosure.
- Establishes fines and fees to pay for enforcement and prevention and education.

Visit Liquor and Cannabis Board for more information.

Federal overview
The Federal Drug Administration (FDA) also passed regulations in Aug. 2016 that affect the manufacturer, distribution and sales of vapor products and electronic nicotine delivery systems.

The FDA will:
- Review new vapor products not yet on the market.
- Help prevent misleading claims by vapor product manufacturers.
- Evaluate the ingredients of vapor products and how they are made.
- Communicate the potential risks of vapor products.

The FDA prohibits:
- Sales to children under 18 and requires retailers to verify age for over-the-counter sales.
- Free samples.
- Manufacturers from claiming a tobacco product is less harmful without first providing the FDA with scientific evidence.
- The introduction of new or changed products without prior FDA review and scientific evidence.

The FDA will also:
- Set standards to govern the content of tobacco products.
- Restrict vending machine sales to adult-only facilities.
- Require all tobacco products containing nicotine to have warning labels.
- Require disclosure of ingredients.
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School policies and resources

School tobacco and e-cigarette policies must be consistent with state and local laws. Developing and enforcing strong school policies can send a message to users that they will not be tolerated on school grounds regardless if it is a student, teacher, other staff or visitor.

Clearly articulated school policies can help students decide not to use tobacco or e-cigarettes. Policies that prohibit tobacco and e-cigarette use on school property require education and access to cessation programs. Using discipline alone is not effective to reduce tobacco and e-cigarette use among students.

Schools can implement or strengthen policies to detect use, create a course of discipline and enforce tobacco and e-cigarette products. Policies should:

1. Educate everyone about the policy.
2. Post signs on school grounds indicating no tolerance.
3. Create and implement an alternative to suspension strategy.
4. Implement e-cigarette curriculum in the classroom.

Resources for schools
Sample policies
- California's [tobacco-free policies and regulations](#).
- Colorado's [tobacco-free schools checklist](#).
- Public Health Law Center Kansas schools [tobacco-free model policy](#).
- Public Health Law Center Minnesota schools [tobacco-free environment model policy](#).
- Tacoma-Pierce County Health Department recommended [alternatives to suspension](#).
- Seattle Public Schools [marijuana initiative and tobacco policy](#).
- [10 reasons](#) to include e-cigarettes in your tobacco-free campus policy.

Classroom materials
- Curriculum – [Catch e-cigarette](#).
- Virginia Foundation for Healthy Youth [curriculum/powerpoint](#).
- No Resets campaign posters [Dragon, Magic, Robots](#).
- E-cigarette [fact sheet](#) for parents, educators and healthcare providers (CDC).
- Electronic cigarettes: Whats the bottom line [Fact sheet](#) (CDC).
- Electronic nicotine delivery systems [key facts](#) (CDC).
- Washington Poison Center (WAPC) electronic cigarettes [facts & your health](#).
- Printable [handout](#) from WAPC.
- E-cigarette use among youth and young adults: [A report of the Surgeon General](#).
- Surgeon general e-cigarettes [site](#).
E-CIGARETTES
THE FACTS

- They come in a variety of styles and names like e-hookah and vape pens.

- They look like cigarettes, cigars, pipes or other everyday items like pens, lighters, or flash drives.

- The vapor isn’t harmless water vapor. There are many cancer causing chemicals, metals and nicotine in the vapor.

- Nicotine content varies and may not deliver the content advertised on the label.

- They are marketed directly towards youth. The E-liquid comes in many flavors, such as, bubble-gum, gummy bear, and blueberry.

- The higher the exposure to e-cigs, the higher the chance youth will vape.

- E-cigarette devices can be used to vape marijuana and other drugs.

- Students may be suspended from their sports team, other activity or school for vaping.

- No scientific evidence has established the safety of e-cigarettes.