



WHAT PARENTS NEED TO KNOW VAPE/E-CIGARETTE INFORMATION NIGHT

Dr. Thomas Douglas- Superintendent

Kris Earl- Principal

Mike McCawley- Assistant Principal

Dan Buseck- Assistant Principal

Betsy Scanlon- Dean of Student

Britt Lenhard- Health Teacher

Gina Brenzo- Health Teacher

Theresa Yatsko- Health Teacher

HORSEHEADS HIGH SCHOOL

Sarah Robbins, MPH –Program
Director

Samantha White –Youth
Program Coordinator



**SOUTHERN TIER TOBACCO
AWARENESS COALITION**

Chemung, Schuyler, and Steuben Counties

Agenda

1. SURVEY
2. STTAC
PRESENTATION
3. VIDEO
4. QUESTIONS
5. STUDENT
PRODUCTS
AND ITEMS

HAS YOUR STUDENT EVER TRIED AN E.N.D.S PRODUCT? (JUUL, VAPE, E-CIGARETTE, DAB PEN...)

252 students in 11th and 12th graders surveyed

- YES – 145
- NO- 107
- 58% of students have tried an ENDS product

HAS YOUR STUDENT HAS EVER OWNED JUUL, VAPE, E-CIGARETTE, ETC...?

240 students in 11th and 12th graders answered

- YES – 77
- NO- 163
- 32% of students own an ENDS product

HAS YOUR STUDENT EVER USED AN E.N.D.S PRODUCT AT SCHOOL OR RELATED FUNCTION?

184 students in 11th and 12th graders answered

- YES – 78
- NO- 106
- 42% of students have tired an ENDS product

1.HAS YOUR STUDENT EVER SEEN SOMEONE USE IN SCHOOL OR RELATED EVENT?

185 students in 11th and 12th graders answered

- YES – 173
- NO- 12
- 94% of students have seen someone use at school function

HAS YOUR STUDENT EVER BEEN OFFERED A HIT OFF SOMEONE ELSE'S AT SCHOOL?

242 students in 11th and 12th graders answered

- YES – 154
- NO- 88
- 63% of students have been offered at school

E-CIGARETTES & JUUL: WHAT SCHOOLS & PARENTS SHOULD KNOW



Southern Tier Tobacco Awareness Coalition

REALITY CHECK

Sarah Robbins, MPH – Program Director
Samantha White – Youth Program Coordinator

YOUTH USE RATES:

Current Electronic Cigarette Use Among High School Youth by Grade Level, NYS-YTS 2014-2018



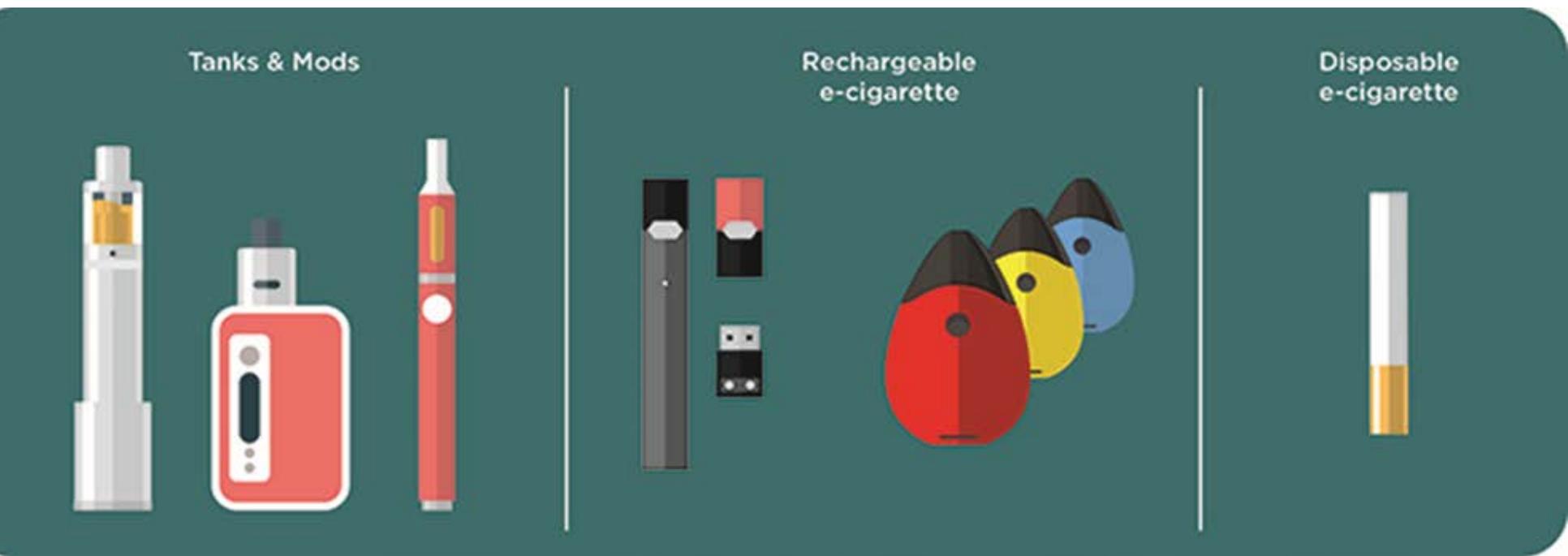
1. U.S. Food and Drug Administration. (2018). FDA takes steps to address epidemic of youth e-cigarette use, including a historic action against more than 1,300 retailers and 5 major manufacturers.
2. New York State Department of Health. (2018). Electronic Cigarette Use by Youth Increased 160% Between 2014 and 2018. StatShot Vol. 12, No. 5 / Oct 2018.
3. Marynak KL; Gammon DG; Roge J. (2015). Sales of Nicotine-Containing Electronic Cigarette Products: United States, 2015. American Journal of Public Health.
4. U.S. Department of Health and Human Services. (2016). E-Cigarette Use Among Youth and Young Adults. A Report of the Surgeon General. Atlanta, GA: U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health, 2016.

Source: New York State Youth Tobacco Survey 2014-2018.
 Suggested Citation: New York State Department of Health (2018). StatShot Vol. 12, No. 4 / Oct 2019
 Contact the Bureau of Chronic Disease Evaluation and Research, New York State Department of Health at (518) 473-0673 or send an e-mail to ten@health.ny.gov

COMPONENTS OF AN E-CIGARETTE

▶ Battery

▶ Heater/Atomizer



Tanks & Mods

Rechargeable e-cigarette

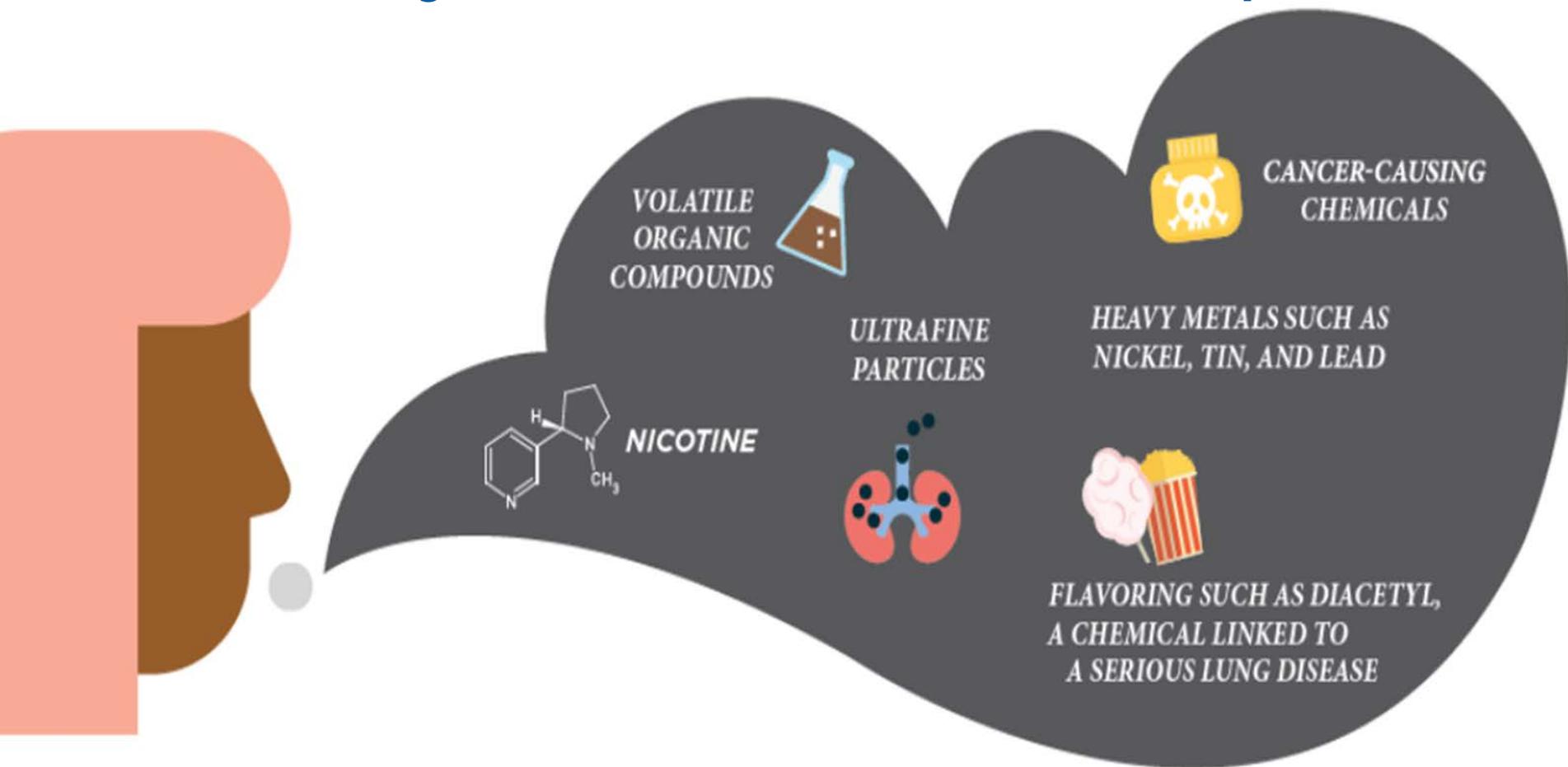
Disposable e-cigarette

Battery powers the cigarette

Cartridge holds the nicotine and other flavors in propylene glycol

E-CIGARETTE USE IS NOT SAFE FOR YOUNG PEOPLE

What do you think is in an e-liquid?



2-butanone 2-furaldehyde Acetaldehyde Acetic acid Acetone Acrolein Aluminum Barium Benzene Boron Butanal Butyl hydroxyl toluene Cadmium Chromium Copper Crotonaldehyde Diethylene Glycol Formaldehyde Glyoxal Iron Isoprene Lead Isoprene Lead Limonene M,p-Xylen Magnesium Manganese Nickel Nicotine N-Nitrosomonicotine O-Methylbenzaldehyde P,m-Xylene Phenol Polycyclic Aromatic Hydrocarbons Potassium Propanal Propylene Glycol Sulfur Tin Toluene Valeraldehyde Zinc Zirconium

SO IS IT A VAPOR?



Since it is not just water in those e-liquid tanks, we cannot call it a vapor. The cloud that comes from an e-cigarette is an aerosol.

- aer-o-sol *noun* An aerosol is a suspension of fine solid particles or liquid droplets, in air or another gas.

THE IMPACT OF FLAVORS



E-liquid



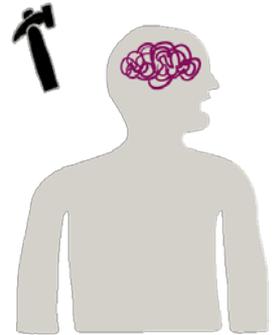
Food product



- ▶ 81% of kids who ever used tobacco products started with a flavored product.¹
- ▶ 99% of E-Cigarettes sold in 2015 contained nicotine.²

What's the impact of nicotine?

- Nicotine harms the brain, which keeps developing until you're about 25 years old.
- Nicotine impacts the parts of the brain that control attention, learning, mood, and impulse control.
- Each time a new memory is created or a new skill is learned, stronger connections – or synapses – are built between brain cells. Young people's brains build connections faster than adult brains. Nicotine changes the way these synapses are formed.
- Using nicotine in adolescence may also increase risk for future addiction to other drug.



NICOTINE CONTENT IN JUUL

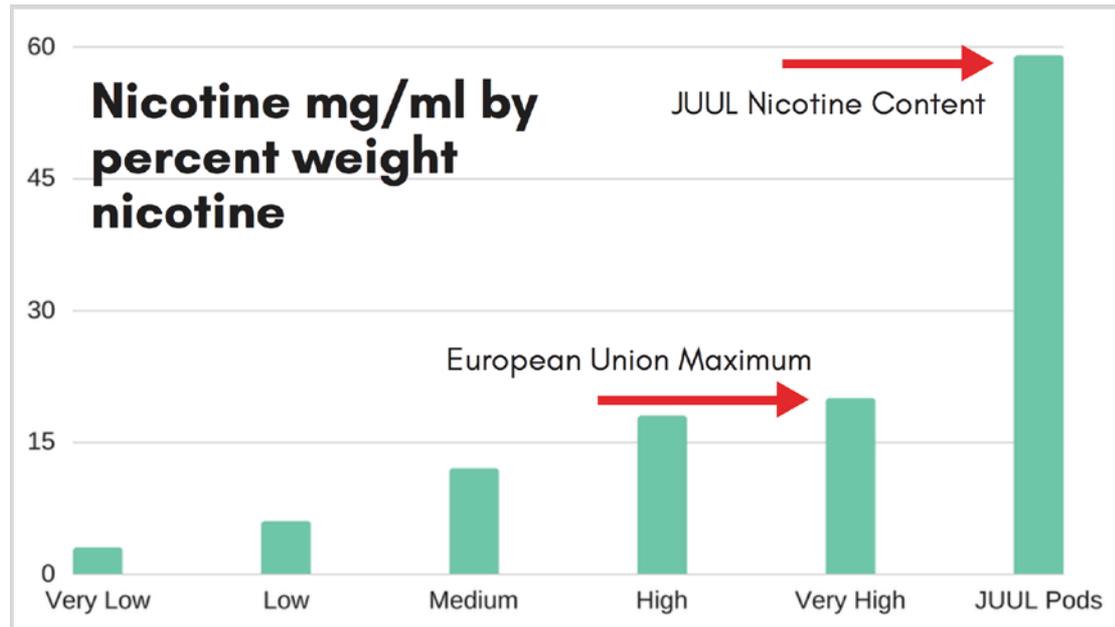


1 JUUL Pod

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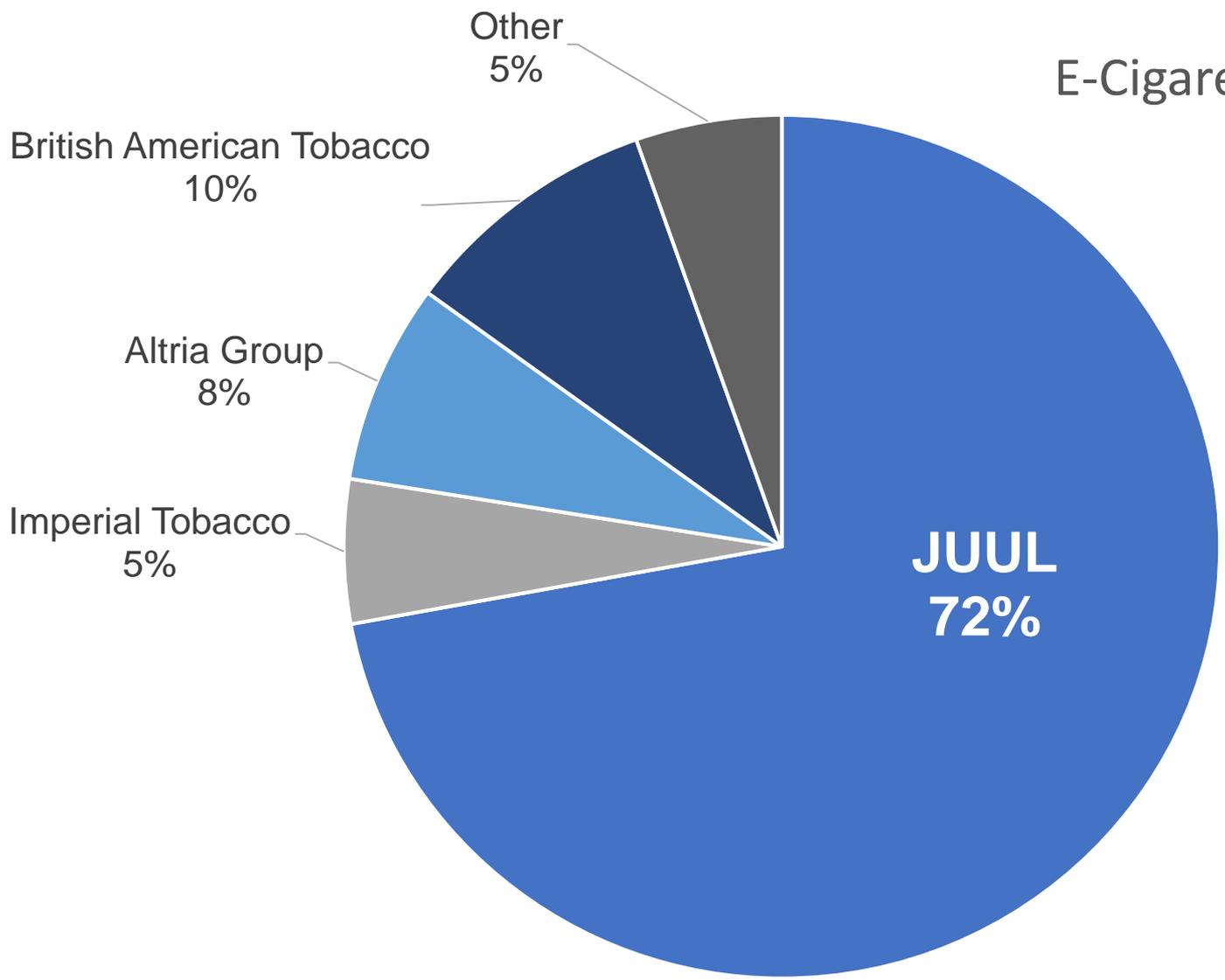


1 Pack of Cigarettes



GROWTH OF JUUL USE

E-Cigarette Market Share



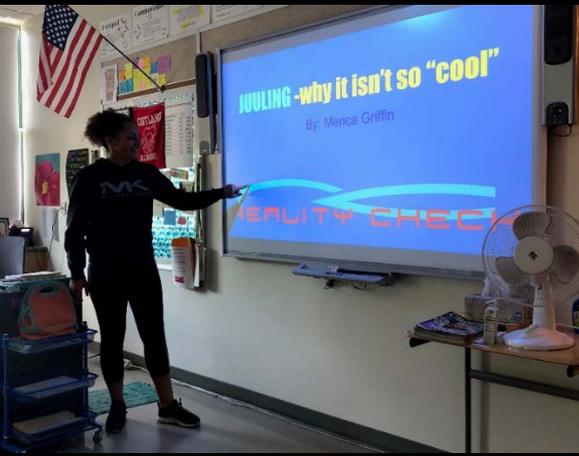
HISTORY REPEATS ITSELF



REALITY CHECK

Reality Check is a state-wide program engaging youth as leaders in the movement against tobacco-use and the tobacco industry.

This is a group for teens 13-18 years old who are passionate about making positive change in their community.



REALITY CHECK

TO EMPOWER YOUTH
ACROSS NEW YORK STATE
TO BECOME LEADERS IN
THEIR COMMUNITIES

TO EMPOWER YOUTH TO
SEE THAT THEY ARE
MORE THAN
REPLACEMENT SMOKERS
FOR THE TOBACCO
INDUSTRY

TO PRODUCE CHANGE IN OUR
COMMUNITIES THROUGH GRASSROOTS
MOBILIZATION AND EDUCATION





CONTACT:

Samantha White

Chemung County Health Dept/STTAC

(607)737.2858

spwhite@chemungcountyny.gov

Youth Cessation Resources

**Go to: Teen.Smokefree.gov
for tips**

OR

Text: DITCHJUUL to 887-09

10 THINGS JUUL DOES NOT WANT YOU TO KNOW

- <https://youtu.be/D6pDwjFCNvc>