

## Talking Points – E-Cigarettes and Vaping

### **Slide 1: Title/Introduction – The Real Deal on Vaping and E-cigarettes**

### **Slide 2: What Is An E-Cigarette?**

- *An e-cigarette is a battery-powered device that heats liquid into vapor or aerosol form.*
- *A person vapes or inhales the aerosol. The liquid, or e-juice, usually contains nicotine, propylene glycol and other harmful chemicals.*
- *Freebase nicotine (typically e-juice/vape juice) is nicotine in its purest form. It is more potent when heated and can be absorbed much faster in to your lungs and brain. The e-juice in manufactured or produced ENDS products includes varying amounts of nicotine, in general, levels up to 36 mg/ml.*
- *Flavored nicotine salts are used to increase nicotine amount without feeling the burning throat sensation that often comes along with high levels of nicotine. Nicotine salts contain varying levels of up to 59 mg/ml. That is double the amount of freebase nicotine!*

### **Slide 3: 1<sup>st</sup> and 2<sup>nd</sup> Generations**

*E-cigarettes have been around for about 10 years, and for simplicity there are 2 generations of e-cigarettes. **Starting with the old generation:***

- *Cig a Likes: They get their name because they look much like traditional cigarettes. Most delivered nicotine and were disposable.*
- *Mid-Size, Variation E-cigarettes and/or Vape Pens: These usually look like pens or laser pointers, and they are larger than cig-a-likes. Variations also include e-hookah. Users manually press the 'fire' button upon inhaling with these products, and the batteries used with them can heat the units to higher temperatures. This variation of e-cigarette has a*

refillable e-liquid cartridge, and users are given the freedom to regulate the frequency of inhalations.

- *Advanced Personal Vapors (APVs) and other MODs: They come in many different sizes and shapes, from the shape of a screwdriver to a large, bulky cellphone. In most cases, they are larger than cig-a-likes or other mid-sized variations. They allow for more aerosol, nicotine, and other chemicals to be breathed into the lungs at a faster rate.*
- ***And then there are the new generation of e-cigarettes, pod-based:*** *These e-cigarette products are shaped like USBs and contain pods with higher amounts of nicotine than other e-cigarettes. Instead of using e-juice in these components, flavored nicotine salts are used to increase the amount of nicotine. Popular brands include JUUL, Smok Novo and SUORIN.*

#### **Slide 4: Hookah**

- *Hookah is not safer than smoking cigarettes; hookah is just as harmful and addictive.*
- *It is possible for a person to inhale more nicotine during one hookah session rather than smoking two packs of cigarettes.*
- *Any form of hookah like water pipes or hookah sticks will cause the same harm to health as smoking cigarettes.*
- *Hookah smoking is typically done in groups, with the same mouthpiece passed from person to person. This can increase the chances of spreading harmful bacteria and germs.*

### **Slide 5: Is Vaping Less Harmful Than Combustible Tobacco?**

- *Some people have tried using e-cigarettes in attempt to quit smoking cigarettes, but they are not safe for young people and can harm brain development.*
- *The vapor from e-cigs and hookah **may** contain fewer chemicals than tobacco smoke, but the vapor is not water vapor. E-cigarette vapor contains many chemicals, some of which are the same as those found in cigarette smoke.*
- *Vaping can cause permanent lesions in the lungs; resulting in shortness of breath, coughing, and can lead to the same health consequences as tobacco smoke.*

### **Slide 6: Nicotine Can Rewire Your Brain**

- *When you are regularly using an addictive drug like nicotine, you don't know your brain chemistry is changing until it has been changed.*
- *Your brain continues to grow into your mid-20s.*
- *To continue to feel 'good', your body will crave more nicotine.*
- *Once your brain chemistry changes, you are more likely to become addicted. There is evidence that e-cigarette use increases the risk for youth use of cigarettes.*

### **Slide 7: Real Deal Vaping Commercials**

### **Slide 8: What are the Laws and Policies about E-cigarettes?**

- *It is federal and state law that a person must be over 18 years of age (21 in some cities, counties, states) to purchase vaping products in the United States.*
- *It is also against the law in Arizona for youth under the age of 18 to buy, own, use, carry or hold a vaping product.*

- *13 states and 753 municipalities have expanded their smoke-free air laws to prohibit e-cigarette use where cigarette use is prohibited*
- *In Pima County, there are no policies restricting indoor use of e-cigarettes other than policies in privately owned buildings, properties, businesses or schools.*
- *It is important to think about the consequences of using vaping products. Consequences regarding youth use of vaping products may differ from school to school and at home.*
- *What is your school policy regarding the use of vaping products?*

### **Slide 9: The Real Deal**

- *Many vape products contain nicotine, chemicals and other additives. Keep in mind that anything you light up or heat such as the e-juice in vape products can change in chemical composition. If you vape you can absorb many harmful chemicals.*
- *We still don't know about all the harmful health effects smoking e-cigs. Keep in mind that cigarettes have been around for a very long time, and it has taken many years of research to get the results that link tobacco use to cancer, disease and premature death.*
- *It is very common for young people to be exposed to vaping products within social circles. Be mindful of your surroundings. **It is easier to say no before taking a hit than to say no once you're addicted.***
- *Youth are targeted by big tobacco companies! They market tobacco products with candy-like flavors, colors, and fancy packaging. Youth are encouraged by celebrities to use certain devices. Vape devices are promoted through social media, and are advertised on large, eye-catching posters in convenience stores. Avoid the hook!*

### **Slide 10: Thank you!**

