Electronic Cigarettes and Vaping

FCD Prevention Works

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FCD Prevention Works

Prevention is a climate, not a program

- Private nonprofit organization
- 40 years of school-based substance abuse prevention
- Over 2 million students, over 60 countries
FCD’s Prevention Approach

- A collaborative process promoting healthy young people by:
  - Reducing risks
  - Intervening on unhealthy behaviors
  - Nurturing protections
An Introduction to “ENDS”

► What are they?
► Where did they come from?
► How do they work?
Parts of An Electronic Cigarette

- **Mouthpiece**
- **Heating element/Atomizer** heats the “juice” to make vapor.
- **Cartridge (tank)** holds the liquid “juice.”
- **Microprocessor**
- **Battery**
- **Some devices** have a light-emitting diode on the end to simulate the glow of a burning cigarette.

*U.S. Fire Administration*
Of the Samsung Galaxy Note7, the U.S. Consumer Product Safety Commission says:

- Lithium-ion batteries in certain Note7 devices...have resulted in fires. These incidents have occurred while charging and during normal use, which has led us to call for consumers to power down their Note7s...

- We advise all consumers to report product safety incidents involving lithium-ion batteries in smartphones to us via www.SaferProducts.gov.
Local and Global Teen Use Trends

Use for teens greater than any other tobacco product, and any other drug but alcohol

Monitoring the Future, 2015
Mass Exposure to Targeted Advertising

- 7 in 10 middle and high school students – more than 18 million youth – see e-cigarette ads in stores, online, in print, or on television and in movies

Centers for Disease Control and Prevention
Familiar and Similar Marketing Tactics

E-Cigarettes

Up Your Cool Factor
Mixing your own e-juice just got a lot Cooler!
Check out our sensational new concentrate.

CHECK IT OUT
Familiar and Similar Marketing Tactics

E-Cig, Alcohol and Cannabis Products
Familiar and Similar Marketing Tactics

Tobacco Products
Familiar and Similar Marketing Tactics

Gender Targeting

Chesterfield
Liggett & Myers Tobacco Company

South Beach Smoke
International Vapor Group

Stanford School of Medicine
Consequences of Marketing

Use **twice** as great for **boys** as for girls

Some youth use **before** alcohol

*Monitoring the Future, 2015*
*FCD Database, 2015-2016*
Earlier Use, Highly Vulnerable Pathways

- Nicotine connects with the neurotransmitter acetylcholine, increasing nicotine receptor sites
- 90% of current smokers started before they were 18

*U.S. DHHS Office of Adolescent Health*
Low Perceptions of Risk
Risks of Access and Use

Many teenagers who consider cigarettes to be dangerous and unhealthy are vaping.

A new generation using nicotine at rates not seen since the 1990s.

Monitoring the Future, 2015
Promotes Addiction, Does Not Reduce It

Students who vape more than three times as likely as students who do not to then start using combustible tobacco products (cigarettes, cigars, hookahs, etc.)
Unknown and Harmful Ingredients

What do students think is in the e-cigarettes they have used?

- 65% "just flavoring"
- 20% nicotine
- 6% marijuana
- 6% do not know

Monitoring the Future, 2015

- U.S. regulation announced May 2016
- Regulation began August 2016
- It will take at least 3 years to implement all safety measures and warnings
- Current product claims cannot be substantiated
Addiction, Plus Unknown Health Risks
More Increase in E-cigarettes than Decreases in Other Products

Centers for Disease Control and Prevention, 2015
NY Times article, interviewing teens about their perceptions of vaping:

- “exciting”
- “edgy”
- “healthy alternative”
- “taking over my school”
- “cheaper”
- “you can just go online and click ‘yes’”
What Can You Do?
Educate Early

Accurate, health-based information for students and adults
Use the Social Norms Approach

The social norms approach is a way to prevent unhealthy behavior.

- Students can learn about what’s really true
- Students can make healthy choices based on reality
- The large majority don’t use
A Clear Working Model

Social Norms Preventative Interventions

Baseline
Identify actual and misperceived norms

Intervention
Intensive exposure to actual norm messages

Results
- Less exaggerated misperceptions of norm
- Reduction in harmful behavior
- Increase in healthy behavior
Avoid Hype, Debunk False Dilemmas, and Set Boundaries

- It’s not healthy
- It’s not safe
- It’s not needed
Promote and Reward Protections

Healthy highs, stress-relief, cessation programs, school-life balance, time management, substance-free recreation
Q&A TIME

Preventing Use, Protecting Health
Further Resources

- Hazelden Betty Ford Foundation
  - www.hazeldenbettyford.org

- FCD Prevention Works
  - Find us on Facebook
  - www.fcd.org
  - schools@fcd.org

- National Institute on Drug Abuse

- Tobacco Free California
  - http://stillblowingsmoke.org/