

# Easy to get

- Vaping products are everywhere—corner stores, gas stations, vape shops, online
- Availability sends the message that these products are normal and fine
- The more youth see them, the more likely they are to buy and use



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# VAPING 101

What do they look like? Is it just water vapor?

# What is vaping?

- Inhaling/exhaling the aerosol (often called vapor) produced by an e-cigarette or similar battery-powered device
- Called e-cigs, vape pens, e-hookahs, e-pipes, tanks, mods, vapes, electronic nicotine delivery systems, or ENDS, and more
- **Sometimes referred to by brand names such as JUUL (Juuling), BO, Blue, and others**



# Vapor vs. Aerosol

- Produces an aerosol, **NOT** water vapor
- Aerosol can contain harmful substances:
  - Nicotine
  - Ultrafine particles that can be inhaled deep into the lungs
  - Flavoring such as diacetyl, a chemical linked to a serious lung disease
  - Volatile organic compounds
  - Cancer-causing chemicals
  - Heavy metals such as nickel, tin, and lead

# Can e-cigarettes be used to vape other substances?

- Yes!
- Open systems require the user to add the e-juice, which can be a substance other than nicotine.
- Closed systems (those that use pre-filled pods) can also be altered to vape substances other than nicotine.

# Are e-cigarettes safe?

- E-cigarettes are not safe for youth, young adults, pregnant women, or adults who do not currently use tobacco products (CDC)
  - Contains nicotine and other chemicals
- More research is needed to understand the long-term health effects
- Secondhand vape is also unsafe

# How do we know if our students are vaping?

- **Unexplained Sweet Scent** – might be a flavored e-juice for a vaping device
- **Unfamiliar Products** – If you come across unusual pens or USB drives or an unfamiliar battery or battery charging device, they could be associated with vaping

# State laws

- The Massachusetts Smoke-Free Workplace Law
- The “Education Reform Act”



# T21 Movement

- The State of Massachusetts legal age to purchase tobacco products including e-cigarettes is 21 years old effective January 1, 2019.
- Some cities and towns in Massachusetts have been doing T21 for some time without the state mandate. This initiative is an effort to stop early initiation to tobacco for youth.

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# FDA Update

In November the FDA announced plans for stricter regulations on e-cigarettes and flavored products typically marketed towards youth. New regulations look to have the following:

- Flavor products sold exclusively in adult only establishments, including e-liquids and cartridge systems excluding mint and menthol
- Heighten the measures for verification of age for online sales.
- Working towards eliminating the sales of flavored cigars.

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# JUUL News

- In November 2018, JUUL deleted its Instagram and Facebook accounts and stopped selling flavored pods (other than Menthol). The company did this right before the FDA was set to come out with stricter regulations around flavored products to curb youth use. JUUL dominated the market and accounted for more than 75% of the e-cigarette market sales.



*What are we finding in  
our buildings?*





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# ***“Juulers Against Juul ”***

Students Against Nicotine  
2018 Youtube



# The District Attorney's Youth Advisory Board Panel

Gina Anselmo, D.A.'s Office Community Safety and Outreach Specialist



Devin Svec- West Springfield HS  
Alleyna Pitaso- West Springfield HS  
Haley Riddles- West Springfield HS  
Kevin Malloy- Chicopee Comp.  
Meghan Kalbaugh- Chicopee Comp.  
Dorina Kodreanu- Agawam HS  
Jada Leak- Putnam HS  
Thomas Coulouras from Longmeadow HS  
Jerry Moore from Hampden Charter School of Science  
Madison Sparks from Central HS  
Anthonia Fisher from John J. Duggan Academy  
Joseph Caproni from Pope Francis Catholic HS