

Myth: Vapes produce a harmless water vapor.

Reality: Vapes produce an aerosol that has nicotine and toxins known to cause cancer. These toxic chemicals include things like benzene, lead, and nickel, some of the same chemicals found in tobacco products. The chemical diacetyl, found in many vape flavors, is linked to serious lung disease.¹

Myth: Vapes are safe.

Reality: Vapes are NOT a risk-free product. They contain nicotine and low levels of toxins and chemicals. Vapes are especially dangerous for teens, whose brains are still developing. Teens who vape are at risk for nicotine addiction, mood disorders, difficulty paying attention, reduced impulse control, and learning problems.¹

**QUIT TODAY: 1-800-NO-BUTTS (1-800-662-8887)
OR VISIT WWW.NOBTTS.ORG.**

Myth: Vaping isn't addictive.

Reality: Nicotine is a highly addictive drug. Nicotine is one of the main ingredients in most vape e-liquids.¹

Myth: Vapes can help people quit tobacco.

Reality: Vapes are not approved by the FDA to help people quit tobacco.

Some people switch from cigarettes to vapes. But switching isn't quitting. In fact, vape use among youth and young adults is strongly linked to the use of other tobacco products, such as traditional cigarettes, cigars, and smokeless tobacco.¹

Myth: Big Tobacco doesn't make vape products.

Reality: All major tobacco companies now make vapes. By 2020 the vape market is expected to reach \$15 billion.²

Sources:

1. U.S. Department of Health and Human Services, in partnership with the Office of the U.S. Surgeon General and the U.S. Centers for Disease Control and Prevention, Office on Smoking and Health. Know the Risks: E-cigarettes & Young People. 2018. <https://e-cigarettes.surgeongeneral.gov/knowtherisks.html> [Accessed 8/2018]
2. California Department of Public Health. Flavors Hook Kids. 2018. www.flavorshookkids.org [Accessed 8/2018]

Note: The term "vapes" is used here to refer to a range of electronic smoking devices including e-cigarettes, e-hookahs, vape pens, electronic nicotine delivery systems (ENDS), and mods.

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J941 - 10/18

Preventing the Under-Age Sale of Tobacco and Electronic Cigarettes:

Fining and Penalizing Youth Doesn't Work

Talking and Message Points

1. Almost 95 percent of adults with a daily smoking habit started using in their teens and early twenties. Laws that raise the minimum age for the sale of tobacco products to twenty-one years and do not penalize youth can be an effective prevention strategy—especially when combined with active enforcement of retailers.
2. Youth under age twenty-one who buy tobacco products often struggle with nicotine addiction. Fines and punishment can discourage this vulnerable population from getting help.
3. Smoking and vaping are addictive and quitting is hard. Effective, evidence-based prevention and cessation programs are more likely to stop youth from using tobacco than fines and suspension from school.
4. Cessation resources such as “Quit-Lines,” educating communities about the dangers of using tobacco, and strict enforcement of store licensing requirements are more beneficial than laws that penalize youth.
5. Laws that fine or penalize under-age youth who buy electronic cigarettes (e-cigarettes) and other tobacco products have not proven to be effective. Prevention experts with the American Cancer Society Cancer Action Network support regulating the sale—not the purchase—of tobacco.
6. The burden of complying with laws that ban the sale of e-cigarettes and tobacco to people under age twenty-one lies with retailers and not with youth.
7. Penalizing students who PUP tobacco takes the focus off of retailers who illegally sell tobacco products to youth under age twenty-one.

Purchase, Use, and Possess Ordinances

In 2016, California raised the minimum age for the sale of tobacco from eighteen to twenty-one. It is now illegal to sell, give, or furnish tobacco products or paraphernalia, including electronic smoking devices, to anyone under the age of twenty-one.

To enforce this new law, some communities are adopting local ordinances that penalize youth who “Purchase, Use, or Possess” (PUP) tobacco.

Instead of preventing tobacco use and addiction, PUP ordinances are more likely to divert resources away from retailers who sell tobacco products illegally and predatory marketing practices that target children and young people.

Tobacco-Use Prevention Education (TUPE) Office

Phone: 916-323-1540

Email: tupe@cde.ca.gov

Visit our TUPE Program web page at

<https://www.cde.ca.gov/ls/he/at/tupe.asp>

8. According to the Truth Initiative (a nonprofit organization dedicated to preventing young people from becoming smokers), enforcement that penalizes the PUP of tobacco products disproportionately harms African-American and Latino students—even after accounting for differences in smoking rates.
9. Tobacco companies support laws that penalize young people for buying and possessing tobacco because this type of enforcement shifts blame away from predatory marketing practices that target youth.
10. To prevent young people from becoming addicted to tobacco, the American Cancer Society Cancer Action Network encourages local enforcement agencies to focus on licensing requirements such as conducting annual unannounced compliance checks at stores and suspending the licenses of retailers who sell to under-age youth.

For more information, please refer to the following resources:

- ✓ Richmond Times Dispatch Brian Donohue Column. 2019. [Tobacco 21: Addressing the Right Problem the Wrong Way.](https://www.richmond.com/opinion/their-opinion/guest-columnists/brian-donohue-column-tobacco-addressing-the-right-problem-the-wrong/article_79f3191e-0b24-5244-9b60-dd8a43d5f752.html) (https://www.richmond.com/opinion/their-opinion/guest-columnists/brian-donohue-column-tobacco-addressing-the-right-problem-the-wrong/article_79f3191e-0b24-5244-9b60-dd8a43d5f752.html).
- ✓ The Truth Initiative, 2019. [Where We Stand: Raising the Tobacco Age to 21.](https://truthinitiative.org/news/where-we-stand-raising-tobacco-age-21) (<https://truthinitiative.org/news/where-we-stand-raising-tobacco-age-21>).
- ✓ American Cancer Society Cancer Action Network. 2019. [Raising Federal Purchase Age of Tobacco Products to 21 Holds Promise If Done Correctly.](https://www.fightcancer.org/releases/raising-federal-purchase-age-tobacco-products-21-holds-promise-if-done-correctly) (<https://www.fightcancer.org/releases/raising-federal-purchase-age-tobacco-products-21-holds-promise-if-done-correctly>).
- ✓ Wakefield, G Giovino. 2003. “Teen Penalties for Tobacco Possession, Use, and Purchase: Evidence and Issues.” *BMJ*, 12 (Suppl L): 16–i13.
- ✓ California Legislative Information. 2015–16. [SB-7 Tobacco Products: Minimum Legal Age.](http://leginfo.legislature.ca.gov/faces/billCompareClient.xhtml?bill_id=201520162SB7) (http://leginfo.legislature.ca.gov/faces/billCompareClient.xhtml?bill_id=201520162SB7).

Tobacco Use Among High School Students in Santa Clara County

Findings from the 2017-18
California Student Tobacco Survey



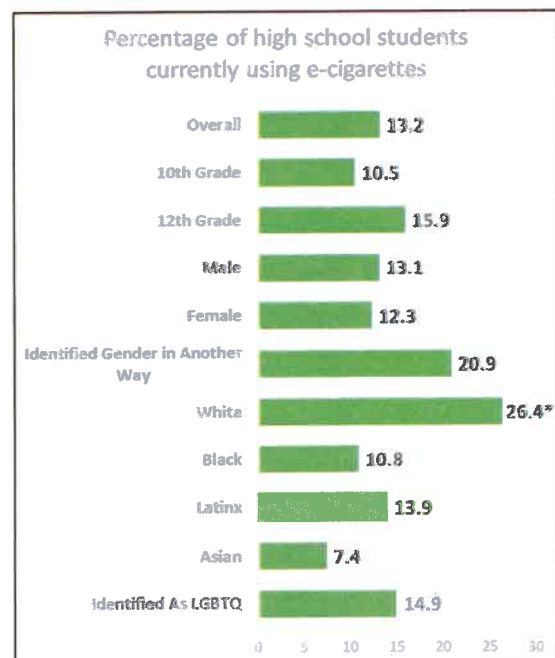
SUMMARY OF KEY FINDINGS

This factsheet summarizes the main findings from the 2017–18 California Student Tobacco Survey (CSTS) for Santa Clara County. The survey was administered to Santa Clara County's 8th, 10th, and 12th grade students from September 2017 to December 2018. The project was conducted by the University of California, San Diego, with funding from the Santa Clara County Public Health Department. Throughout 2017–18, 6,669 students from 9 high schools and 9 middle schools in Santa Clara County participated in the survey. This report focuses on high school students (10th and 12th graders; 4,624 students).

The survey was designed to assess use of, knowledge of, and attitudes towards cigarettes and other tobacco products. The survey included questions that assessed use of each tobacco product, susceptibility to future use, and social and environmental exposure to products.

Tobacco Use Behavior

- The smoking prevalence for high school students in Santa Clara has reached a historic low. In 2017–2018, only 1.4% of high school students in Santa Clara County reported currently using cigarettes. Use of other combustible tobacco products, like little cigars or cigarillos (LCC), big cigars, and hookah, was also very low (1.7%, 0.7%, and 0.8%, respectively).
- E-cigarettes were the most commonly used tobacco product among high school students in Santa Clara County (13.2%).



*Data were statistically unstable due to small sample size.

- Overall tobacco use was still relatively high among students in Santa Clara County (13.9%), driven mainly by the high rate of e-cigarette use.
- Approximately 15.8% of tobacco product users reported using two or more products.
- Most current tobacco users in Santa Clara County reported using a flavored tobacco product (82.3%). Flavored tobacco product use was high across all genders, races/ethnicities, and grades.

Risk Factors for Tobacco Use

- Among high school students in Santa Clara County who had never used a tobacco product, two in five (40.1%) were susceptible to future use if offered by a best friend. Susceptibility was even higher among those who reported having friends who used tobacco products.
- Over one in four (28.0%) high school students in Santa Clara County reported being offered e- cigarettes, cigarettes, LCC, or hookah in the last 30 days. Over one in ten (13.5%) students who had never used these products reported being offered one in the last 30 days.
- Less than half of high school students in Santa Clara County who used tobacco products reported paying for their own e-cigarettes (45.4%) and cigarettes (47.4%). Many high school students perceived that it would be easy to get e-cigarettes (63.2%) or cigarettes (47.5%) if they wanted them.

Exposure to Secondhand Smoke & Aerosol

- Most high school students in Santa Clara County reported having a complete home ban on vaping (78.4%) and smoking (85.2%).
- Despite home bans on vaping and smoking, the rate of exposure to secondhand smoke and aerosol (from vaping devices) was still high: generally, one-third of high school students were exposed to secondhand vapor (37.7%) and smoke (30.3%) in a room in the last 30 days.
- Overall exposure to secondhand vapor and smoke in a room did not differ according to home type; however, students who lived in multi-unit housing (49.9%) and in other housing (54.1%) reported greater exposure to drifting smoke than those who lived in detached houses (31.7%).

Tobacco-Free Communities Program – Santa Clara County Public Health Department

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 San Jose, CA 95122
 Phone: (408) 793-2700
 Email: tobaccoprevention@phd.sccgov.org
 Visit: www.sccphd.org/tobaccofree



Illegal Access to Tobacco in San Jose

Did you know that you must be **21 years** of age to purchase tobacco in California?

That's right—the law changed in 2016 and it also includes the sale of electronic smoking devices.

Despite this, **over 26%** of Santa Clara County youth who report buying their own e-cigarettes, said they **purchased them from a store.**

In 2018, the Santa Clara County Public Health Department's Tobacco Free Community Program conducted a Young Adult Tobacco Purchase Survey (YATPS). Youth decoys between the ages of 18-20 attempted to purchase flavored tobacco products at 109 stores in San Jose.



23% of the retailers surveyed **illegally sold tobacco products** to underage youth



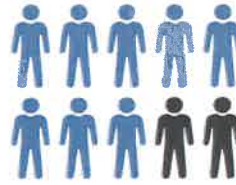
11% of illegal sales came from a **tobacco/vape shop**



Of all the illegally sold tobacco products:

- » 28% were **mint or menthol flavored**
- » 68% were **fruit flavored**

WHY IS THIS IMPORTANT?



82% of high school students who use tobacco are using a **flavored product**



1 in 4 stores that sell tobacco in Santa Clara County are **within 2 blocks of a school**

Although there has been a TRL policy in San Jose (where over half of the retailers in the county are located) since 2011, flavored tobacco and mint/menthol products are not included. The City of San Jose TRL also exempts licensing for tobacco and vape shops from their current TRL ordinance.

WHAT'S THE SOLUTION?

- » Tobacco Retail Licensing (TRL) creates consequences for stores caught selling tobacco to youth and can allow local enforcement of the law.
- » TRL can also restrict sales of flavored products and limit the number of tobacco retailers near schools and other youth zones.
- » A stronger TRL policy that includes restrictions on the sale of flavored tobacco products **will protect our youth and communities** from the negative health impacts of tobacco.

Santa Clara County
PUBLIC HEALTH

For more information or to join the tobacco-free movement, call 408-793-2700 or visit www.scphd.org/tobaccofree

Electronic Cigarettes and Vaping Devices: *Nicotine Addiction Repackaged*

Impact of Tobacco-Free Laws on Students and Local Educational Agencies

How do California tobacco-free laws affect youth and local educational agencies?

- ✓ All local educational agencies (LEAs) are required to prohibit the use of all tobacco products, including vaping, by students, staff, and visitors at all times on all LEA property. The LEAs are required to post signs stating “Tobacco Use is Prohibited” at all entrances to LEA property.
- ✓ In order to protect all California students, school staff, and visitors to schools, a comprehensive approach is necessary. A clearly articulated Tobacco-Free School Policy applied fairly and consistently can help students decide not to start using tobacco or to quit using tobacco products. Tobacco-free school policies that are consistently enforced promote and reflect norms that tobacco use is not an acceptable behavior. More importantly, they are associated with decreased tobacco-use prevalence among adolescents.
- ✓ Use and possession of all tobacco products, including e-cigarettes, by students while on school grounds or participating in any school-sponsored activities off school property, is prohibited.
- ✓ This provision explicitly allows students to use or possess cessation or therapeutic products approved by the U.S. Food and Drug Administration.
- ✓ Local law enforcement and school resource officers may not cite youth for possession and use of tobacco products. However, schools may still discipline students for tobacco use and possession off school grounds under California *Education Code* Section 48901, whether on campus or off campus at a school-sponsored activity.
- ✓ According to the Centers for Disease Control and Prevention, the most effective approaches to helping youth quit tobacco use are through counseling and education. Schools should consider alternatives to harsher disciplinary actions when addressing violations by students of the school tobacco-free policy.^{viii}
- ✓ All school districts, charter schools, and county offices of education receiving Tobacco-Use Prevention Education funds from the California Department of Education (CDE) are required to adopt and enforce a tobacco-free campus policy.

For more information, please visit the CDE Tobacco-Free Law Information web page at <https://www.cde.ca.gov/ls/he/at/tobaccocalawsfags.asp>.

Electronic Cigarettes and Vaping Devices: *Nicotine Addiction Repackaged*

ⁱ National Institute on Drug Abuse. Drug Facts: Electronic Cigarettes.

<https://www.drugabuse.gov/publications/drugfacts/electronic-cigarettes-e-cigarettes>. Accessed June 3, 2019.

ⁱⁱ Picciotto M, Brunzell D, Caldarone B. Effect of Nicotine and Nicotinic Receptors on Anxiety and Depression. *NeuroReport*. 2002 Jul 2;13(9):1097-106.

ⁱⁱⁱ Goriounova N and Mansvelder H. Short- and Long-Term Consequences of Nicotine Exposure During Adolescence for Prefrontal Cortex Neuronal Network Function. *Cold Spring Harbor Perspectives in Medicine*. 2012 Dec; 2(12): a012120.

^{iv} Rossheim ME, Livingston MD, Soule EK, Zeraye HA, Thombs DL. Electronic Cigarette Explosion and Burn Injuries, US Emergency Departments 2015–2017. *Tobacco Control* Published Online First: 15 September 2018. doi: 10.1136/tobaccocontrol-2018-054518.

^v Centers for Disease Control and Prevention Smoking and Tobacco Use Fact Sheets on Youth and Tobacco Use. https://www.cdc.gov/tobacco/data_statistics/fact_sheets/youth_data/tobacco_use/index.htm

^{vi} Zhu S-H, Zhuang YL, Braden K, Cole A, Gamst A, Wolfson T, Lee J, Ruiz CG, Cummins SE (2019). Results of the Statewide 2017-18 California Student Tobacco Survey. San Diego, California: Center for Research and Intervention in Tobacco Control (CRITC), University of California, San Diego.

^{vii} U.S. Department of Health and Human Services. 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.

^{viii} U.S. Department of Health and Human Services. Guidelines for School Health Programs to Prevent Tobacco Use and Addiction. *Morbidity and Mortality Weekly Report (MMWR)*. 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, February 1994.

Emerging Electronic Tobacco Products

A generational look at the evolution of electronic tobacco products.

CIG-A-LIKES

Cig-a-likes first entered the market in 2007. These products mimic the size and shape of a tobacco cigarette and the nicotine solution is sold in pre-filled cartridges. Very often they are also disposable.



E-LIQUID

E-liquid is the flavored liquid that is used in e-cigarettes. Sometimes referred to as e-juice or vape juice, e-liquid is often available in a range of nicotine strengths and flavors.



VAPE PENS

Vape pens are larger than cig-a-likes and often have the appearance of an ink pen. These devices reach higher temperatures, can have batteries or be rechargeable, and have a refillable cartridge that the user fills with a nicotine or THC solution.



MODS & TANKS

Mods and tanks are the largest devices. They have a big battery to create more aerosol which allows the user to inhale greater amounts of nicotine and chemicals at a faster rate. The devices have a refillable tank for a nicotine solution.



POD SYSTEMS

Pod-based systems are typically smaller and can often look like a USB. Pods consist of two parts: a battery and a pod filled with a nicotine solution that connects to it. The pods can be refillable or purchased pre-filled.





Tobacco continues to take a huge toll on our health and the health of our community.

Secondhand smoke exposure and youth access to tobacco products are critical issues to address.

JOIN US

Show your support for policies to protect our community.



For more information:

**Tobacco Free Communities Program
County of Santa Clara**

Public Health Department

www.sccphd.org/tobaccofree

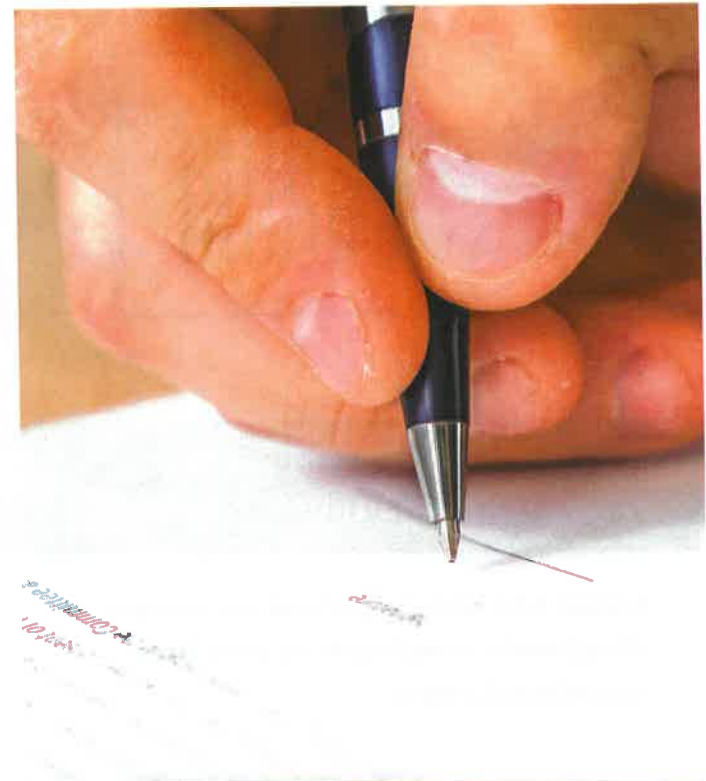
tobaccoprevention@phd.sccgov.org

408-793-2700

Sources

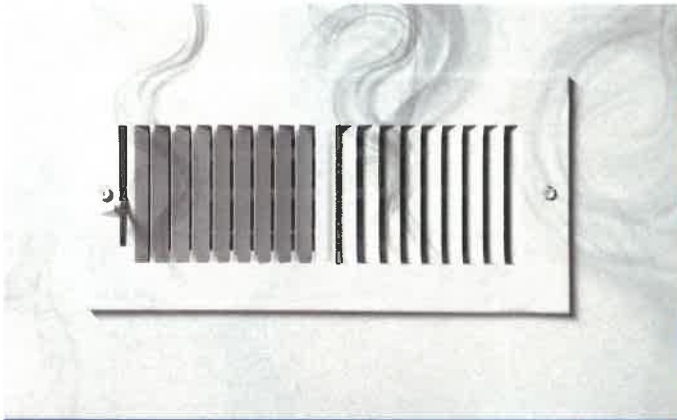
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2. U.S. Department of Health and Human Services. The Health Consequences of Involuntary Exposure to Tobacco Smoke: A Report of the Surgeon General. Atlanta, GA: U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, Coordinating Center for Health Promotion, National Center for Chronic Disease Prevention and Health Promotion, Office of Smoking and Health, 2006.
3. Santa Clara County Public Health Department. 2013-2014 Behavioral Risk Factor Survey.
4. U.S. Census Bureau. 2007-2011 American Community Survey 5-Year Estimates.
5. California Department of Public Health, California Tobacco Control Program. California Student Tobacco Survey 2015-2016. Sacramento, CA.
6. California Department of Education. California Healthy Kids Survey 2008.
7. Ambrose, B.K., et al. Flavored Tobacco Product Use Among U.S. Youth Aged 12-17 Years, 2013-2014. *JAMA*, 314.17 (2015): 1871-1873.
8. California Board of Equalization, 2016.
9. Campaign for Tobacco-Free Kids. Toll of Tobacco in the United States of America, 2011.

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Funded under contract # 17-43.



TOBACCO PREVENTION POLICES CAN SAVE LIVES





Prevent secondhand smoke exposure in multi-unit housing

Smoke-free housing policies can protect all residents in multi-unit housing from secondhand smoke.

EXPOSURE TO SECONDHAND SMOKE CAUSES 41,000 DEATHS ANNUALLY AMONG ADULTS IN THE U.S.¹

- » There is **no risk-free** level of exposure to secondhand smoke.²
- » Secondhand smoke travels through doorways, cracks in walls, electrical outlets, ventilation systems, and plumbing.
- » In Santa Clara County, **nearly one-third of adults** living in multi-unit housing reported smelling tobacco smoke drifting into their homes from nearby apartments or outside **one or more times** in the past seven days.³

1 IN 3 HOUSEHOLDS LIVE IN MULTI-UNIT HOUSING IN SANTA CLARA COUNTY⁴



Prevent youth access and exposure to tobacco products

Tobacco retail licensing policies can decrease the availability of tobacco and can prevent youth from accessing these deadly products.

IN SANTA CLARA COUNTY MORE THAN **1 IN 10** YOUTH USE TOBACCO PRODUCTS⁵

- » Almost **40% of youth** who smoke, stated that they acquired their cigarettes from a store.⁶
- » The tobacco industry purposely markets flavored, including menthol, tobacco products to lure kids. In fact, **80% of kids** who have ever used tobacco started with a flavored product.⁷
- » **More than a quarter of stores** that sell tobacco are located within two blocks of a school, resulting in increased access and exposure to tobacco products.⁸
- » **Kids are 3x more sensitive to tobacco marketing** than adults.⁹

TEAR HERE

I support preventing secondhand smoke exposure in multi-unit housing!

I support preventing youth access and exposure to tobacco products!

Print Name: _____

Signature: _____

Organization/School (if applicable): _____

Email (optional): _____

Date: _____

City of Residence (if signing as an individual): _____

Zip Code (if signing as an individual): _____

District (if you reside in San Jose): _____

There's a reason cigarette ads were banned from TV.

- They lured people into using a dangerous product.
- Vape ads are trying the same tactics.
- Are you going to let a sexy star or a cool car fool you?

**The truth is –
your health
is important!**



Vape pipes, hookah pens and e-cigs may seem cool. Think again. They're just a new way to addict people to nicotine.

Don't get hooked. See through the vapor to the truth about vaping.

This pamphlet is not a substitute for medical care. If you have questions or concerns, please talk with a health care provider.

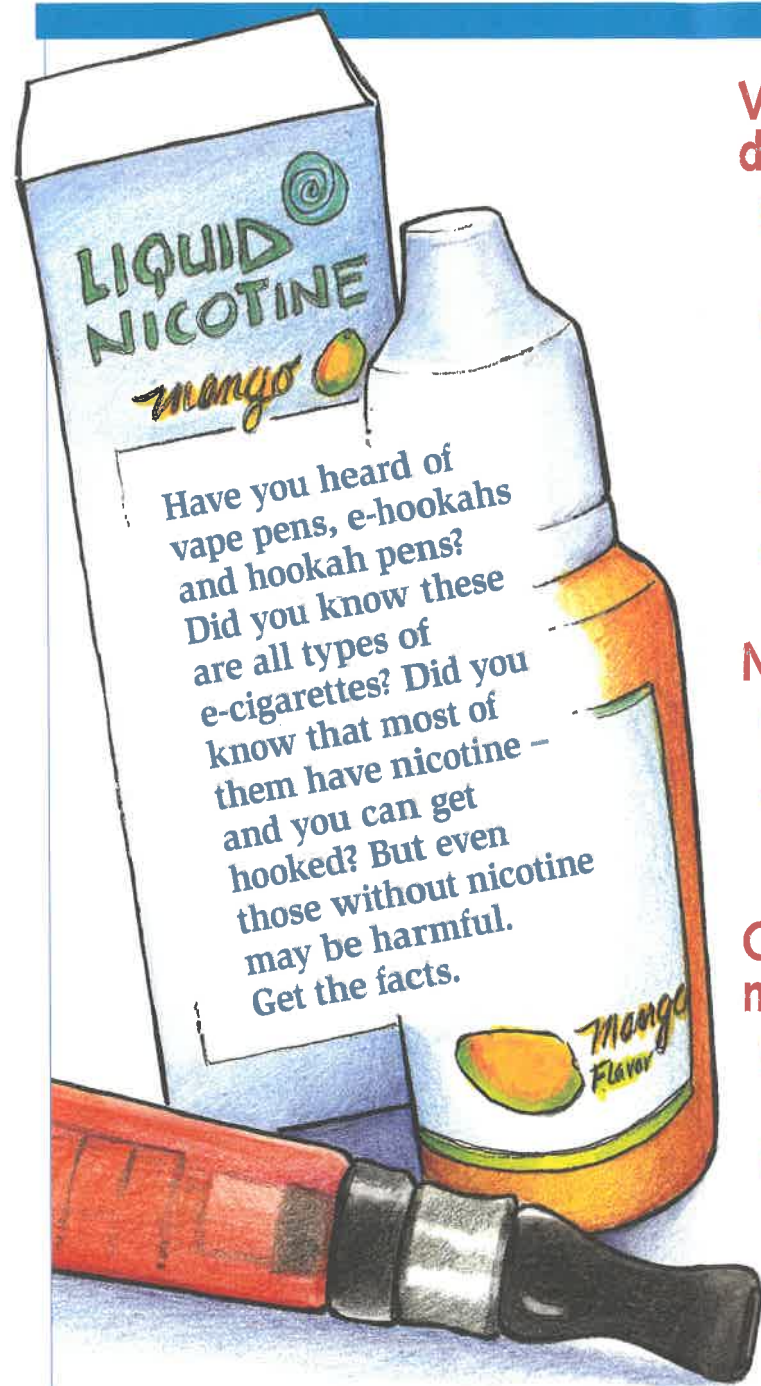
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The Truth About Vaping, E-Cigs and Hookah Pens





Vapes are battery-operated devices that mimic smoking.

- They include vape pens, e-hookahs, e-cigarettes, mods, tanks and personal vaporizers.
- They all create an aerosol (vapor) that usually has nicotine and other chemicals. This aerosol is inhaled and exhaled like smoke.
- Most have nicotine, though some are sold as nicotine-free.
- They are sometimes used to smoke marijuana oil or other drugs.

Nicotine is an addictive drug.

- Once you start using nicotine, it's hard to stop.
- Nicotine can affect your heart rate and blood pressure. It can affect insulin levels too. It may lead to heart disease.

Other chemicals in vapes may harm your health.

- All vapes, even those with no nicotine, have other chemicals in the liquid and flavors.
- These liquids have not been tested enough to know the long- or short-term health risks.



Vaping will cost you money.

- Some vapes are disposable, so you have to keep buying them.
- With others you need to replace the batteries, liquid and chargers.
- Is that really how you want to spend your cash?



Vapes are designed to seem cool.

- Really? There's nothing cool about risking your health.

Sweet flavors make it easy for young people to try.

- Vape juice comes in flavors like bubble gum, chocolate and cherry.
- With tempting flavors like these, young people may try them and soon find themselves hooked on nicotine.



8. Talking with your kids can help.

- Ask them what they know about vaping, e-hookahs and e-cigarettes.
- Let them know that they are not proven safe.
- It's okay to say that you don't want them to smoke or use vaping devices. Talk to them about nicotine and addiction.



If you smoke or use e-cigarettes, the best thing you can do is to quit. But if you cannot stop, talk with your children about what it is like to be addicted.

Have you heard about hookah pens and other types of e-cigarettes? Many young people think they are risk-free.

Look inside to learn more about these devices and to get tips on how to talk with your kids about them.

This pamphlet is not a substitute for medical care. If you have questions or concerns, please talk with a health care provider.

Written by Mardi Richmond.
Designed by Su Gatch. Illustrated by Meg Biddle.
Special thanks to our medical, professional and audience reviewers.

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Vaping and E-Cigarettes

8 Things Every Parent Should Know



More and more, young people have been trying e-cigarettes, vape pens and hookah pens. Here are eight things you should know about these devices and how they may affect your kids.



1. By any name, all e-cigarettes are the same.

- Some of the many types of e-cigarettes are:
 - ▶ Hookah pens
 - ▶ Personal vaporizers (PVs or vapes)
 - ▶ E-hookahs
 - ▶ Vape pens
 - ▶ Mods
 - ▶ Pods
 - ▶ Tanks
 - ▶ E-shishas
- They all use a battery to heat up a liquid, often called e-liquid. The vapor from the heated liquid is then inhaled.
- The e-liquid comes in a variety of flavors and nicotine levels.
- The vapor is not just water. It is an aerosol of tiny particles of many different chemicals.



2. They are drug delivery devices.

- They are sold as a way to get nicotine. Nicotine is an extremely addictive drug.
- Nicotine may affect growing brains. It can affect blood pressure, heart rate and insulin levels.
- Vape pens and other e-cigs are also used to smoke marijuana oil and other drugs.

3. Some do not have nicotine.

- But they are NOT risk-free. Studies suggest that when heated, the flavors and other chemicals in e-liquid may harm the lungs.
- Vaping has not been proven safe.

4. They don't always look like cigarettes.

- Vaping devices often look like colorful or metallic pens or small flashlights. Some look like USB memory drives. Others are larger, hand-held containers called tanks.

5. The sweet flavors attract young people.

- Some of the flavors are apple, cherry, banana, chocolate and coffee.
- The flavors can make them seem harmless.

6. The ads target kids.

- The ads make e-cigs seem safe. Some ads use celebrities to make e-cigs look glamorous.
- Ads are often put where teens will see them – on Facebook, on teen sites, on TV and in magazines.

7. E-cigs could mean trouble at school.

- Many schools now treat vaping devices like tobacco and other drugs. Kids may be suspended or expelled for having them at school.



4. Protect children from secondhand smoke.

- ✓ Secondhand smoke has the same harmful chemicals that a smoker breathes in.
- ✓ Children who breathe secondhand smoke have more colds, ear infections, asthma attacks and other health problems.
- ✓ Opening windows or using fans is not enough to protect kids.
- ✓ Even if you have allowed smoking in your home or car in the past, you can take steps now to protect their health.

What can you do?

- ❑ Make your home smoke-free. Ask people who visit to not smoke inside.
- ❑ Set up a “smoking area” outside and away from children.
- ❑ Don’t allow smoke in the car or other closed areas.



REMEMBER: You can make a difference! Help your children grow up tobacco-free.

Parents and caregivers make a difference! You can help children grow up healthy and tobacco-free! Look inside for tips on talking with kids about tobacco, and protecting them from secondhand smoke. You can get more information by visiting the Centers for Disease Control’s tobacco information website at www.cdc.gov/tobacco

Written by Mardi Richmond.
Designed by Eva Bernstein. Illustrated by Meg Biddle.
Special thanks to all of our reviewers.

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FOR PARENTS AND CAREGIVERS

4 Great Ways to Help Your Child Stay Tobacco-Free



TALKING ABOUT TOBACCO

4 GREAT WAYS TO HELP YOUR CHILD STAY TOBACCO-FREE

Children learn about smoking and tobacco everyday – in school, from friends, from the media, movies and online. But you play a big role in what they learn too. Here are some great ways to help your child be tobacco-free for life.

1. Talk to kids about tobacco.

- ✓ The nicotine in tobacco is very addictive. Once a person starts using any kind of tobacco, it is hard to stop.
- ✓ Smoking or using smokeless tobacco can lead to serious health problems. Cancer, lung disease, heart disease and stroke are real risks.

What can you do?

- ❑ When you see tobacco use in public, or in the media or movies – talk about it.
- ❑ Let kids know you care about their health. Say, “I don’t want you to smoke, chew or use tobacco of any kind.”



2. Teach kids how to say no.

- ✓ Kids may feel pressure to try tobacco.
- ✓ Young people need support to stay tobacco-free.

What can you do?

- ❑ Help them come up with reasons not to use tobacco. Things to include may be, not wanting to hurt their health or smell like smoke. Wanting to keep their smile bright and do well in sports.
- ❑ Say, “Let’s practice saying no. Pretend I offer you tobacco.”
- ❑ Help kids come up with several ways to respond. They can try saying “No thanks,” “Tobacco is not for me,” or just walk away.



3. Be a good role model.

- ✓ Don’t smoke or use any other tobacco products. It is the best way to be a good role model.

If you or another family member uses tobacco:

- ❑ Know that if your child bugs you to quit, it is only because he or she cares about you.
- ❑ Your child may be worried something bad will happen to you. If they are, say, “I know you are worried about my health.”
- ❑ Take steps to quit. This may be the best thing you can do for your own health. It can help your child be tobacco-free too. Talk to your health care provider about how to quit. Get help from a quit program.
- ❑ If you aren’t ready to quit, talk to your child about addiction and how hard it is to quit.
- ❑ Don’t smoke or use other tobacco products around kids. Don’t leave tobacco where a child can get it.



6. Vape companies use which tricks to get young people hooked on vapes?

- A. Flavored nicotine
- B. Ads that make vaping seem cool and safe
- C. Trendy-looking vapes
- D. All of the above

Answer: D. Vaping companies use all of these strategies to make young people want to vape. They care more about getting money than about your health.

*Yummy-Sweet
Vap-O-Treat*

Swagger Puff Vapes

POPULARIT E-CIGS

**SAFE-T-COOL
VAPES** *MAKE YOU
AWESOME*

7. True or false: Vapes and e-cigarettes can explode.

Answer: True. Many people have been injured and burned from e-cigarette explosions caused by issues with the batteries.

What do you know about vaping and e-cigarettes? Take the quiz and find out what's a myth and what's real. You'll learn about explosions, chemicals and a mysterious disease called popcorn lung. That way, you'll have the facts to help you make up your mind about vaping!

This pamphlet is not a substitute for medical care. If you have questions or concerns, please talk with a health care provider.

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The Vaping Quiz



Vapes and e-cigarettes are devices that people use to inhale nicotine. Instead of burning tobacco, vapes heat liquid nicotine to make “vapor.” Vape companies say vaping is safe, but is it really? Take this quiz to test your knowledge and get the facts!

1. True or False? The vapor is just water.

Answer: False. The “vapor” that e-cigarettes make is actually an aerosol (a fine mist of tiny particles). The aerosol can contain nicotine, toxic chemicals and heavy metals. It is way more than just water.

2. Which of the following is true about nicotine?

- A. Nicotine is a drug. It is as addictive as cocaine or heroin.
- B. Nicotine affects your heart rate, blood vessels and brain development.
- C. Nicotine is safe.
- D. Liquid nicotine is poisonous when swallowed or absorbed through the skin.

Answer: A, B and D. Nicotine in any form is addictive and bad news for your health. There are safety issues too! Reports of children and pets poisoned by liquid nicotine are on the rise.



3. The liquid used in vapes can contain which of the following?

- A. Formaldehyde
- B. Nickel
- C. Acetaldehyde (a chemical used in paint stripper)
- D. All of the above

Answer: D. People who vape may be inhaling all of these chemicals as well as others. Some are known to cause cancer.

4. Vaping can lead to which of these health issues?

- A. Asthma attacks
- B. Popcorn lung
- C. Lung and throat irritation
- D. All of the above

Answer: D. Vaping can lead to all these health problems. (Popcorn lung is a lung disease. It was first seen in workers at a popcorn factory who got sick after breathing the dust of a flavoring chemical. That same flavoring is used in many vapes.)

5. True or False? Vaping helps people quit smoking tobacco.

Answer: False. There is no evidence that vaping helps people quit smoking. If it did, vapes would be approved quit-smoking aids. Nicotine is addictive, and many smokers find they just trade one habit for another.

ADDICTIVE
means you feel
like you need
nicotine, and may
feel sick without it.
Not fun!



Keep vapes and liquid nicotine away from children and pets.

- ▶ Liquid nicotine is poisonous when swallowed or absorbed through the skin.
- ▶ Every year, hundreds of children are poisoned by liquid nicotine.
- ▶ Never leave vapes or liquid nicotine where children or pets can get them.

Vapes can explode!

- ▶ People have been seriously injured due to explosions of vaping devices.
- ▶ Explosions may happen when people use the wrong chargers, or leave the vape charging for too long. Or, the device (or spare battery) may explode when it touches keys or metal coins in a pocket or purse.



Vapes don't just affect the person using them! They also affect the people and pets nearby, and can lead to everything from explosions to lung disease. Get the facts about secondhand vapor and other risks of using e-cigarettes.

This pamphlet is not a substitute for medical care. If you have questions or concerns, please talk with a health care provider.

Written by Maya Desai.

Designed by Su Gatch; Illustrated by Karl Edwards.
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Secondhand Vaping

& Other Risks of E-Cigarettes



Electronic smoking products, such as vapes or e-cigarettes, affect more than just the person using them. Like secondhand smoke, secondhand vapor – when you breathe in the vapor that people exhale when vaping – has health risks. There are other dangers of vaping as well. Keep reading to learn more.

Vapes and e-cigs are tools to inhale nicotine.

- ▶ Vapes heat liquid nicotine until it makes an aerosol mist of tiny particles. This aerosol is often called vapor.
- ▶ When someone inhales e-cig vapor, the nicotine enters his or her bloodstream.
- ▶ Nicotine is very addictive.
- ▶ Nicotine increases your heart rate and harms blood vessels. It also affects brain development in teens.



Vapor has other harmful chemicals.

- ▶ Vapor is not just water vapor. It is an aerosol full of nicotine and other chemicals that float in the air together.
- ▶ Studies show that the aerosol from an e-cig often has formaldehyde, heavy metals and other chemicals known to cause cancer.
- ▶ If you vape, or breathe in the vapor that people exhale, you will breathe in nicotine and these other chemicals.
- ▶ Many liquid nicotine flavors use a chemical called diacetyl. When inhaled, diacetyl may cause popcorn lung, a serious lung disease.

Do not vape indoors or in a car.

- ▶ If you vape, do it outside and away from other people and pets.
- ▶ Even if no one else is nearby, particles from the vapor can stick to surfaces like car seats or furniture.
- ▶ This means others may be exposed to the harmful chemicals in vapes, just from sitting on the couch!

Ask friends and family to not vape around you.

- ▶ You can say, “Will you please vape outside? I want to help everyone in our house stay healthy.”
- ▶ Research shows that people who live with e-cig users absorb nicotine from the vapor.
- ▶ Opening a window or going into another room is not enough to protect you.
- ▶ If you can, set up a spot outside where the person can vape.

