#juul
#juulnation
#doitforjuul

search your social media
Kids and Vaping
What parents and teachers need to know
1.5 Million
In 2018, there were 1.5 million more youth e-cigarette users than in 2017.

High school e-cigarette users are using them more often.

<table>
<thead>
<tr>
<th>Year</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>2017</td>
<td>20%</td>
</tr>
<tr>
<td>2018</td>
<td>28%</td>
</tr>
</tbody>
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Use more than 20 days in the past 30 days
E-cigarette Trends among Indiana Youth

Percentage of Middle and High School Students Who Currently Use E-Cigarettes, 2012-2018 IYTS

Source: Indiana Youth Tobacco Surveys, 2012-2018
Prognosis

Teens Say They Don't Vape, They Juul, Making E-Cigarette Use Hard to Track

For the first time, public health officials will ask about Juul by name in an annual youth tobacco survey.

By Anna Edney
April 29, 2019, 12:01 PM EDT  Updated on April 29, 2019, 1:03 PM EDT
E-cigarettes are the most commonly used tobacco product among Indiana youth.

Percentage of Hoosier Middle and High School Students Who Currently Use Tobacco, 2018 IYTS

Source: Indiana Youth Tobacco Survey, 2018
Each JUUL pod has 59 mg/ml of nicotine which is equivalent to the amount in one pack of cigarettes.
All JUUL Pods contain nicotine.

JUUL Pods have a higher concentration of nicotine than many other e-cigarettes.

The pods provide approximately 200 puffs each.

A 4-pack of JUUL Pods (approx. $15.99) is cheaper than 4 packs of cigarettes.
E-cigarettes come in all shapes and sizes.
The JUUL is a perfectly developed combination of the two most addictive things in our society: nicotine and technology.

JUUL’s brand awareness is such that it’s now both a proper noun and a verb—like Google...}
Main Messages

1. E-cigarettes are not safe.
2. Health risks are connected to e-cigarettes.
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JUUL Imitates Combustible Cigarettes

![Graph showing blood nicotine levels after different types of puffs.](image-url)

- **Combustion**
- **Traditional E-cigarettes**
- **PAX Labs platform - commercial version**

**Y-axis:** Blood nicotine (ng/ml)

**X-axis:** Time after first puff (min)
Main Messages

1. E-cigarettes are not safe.

2. Health risks are connected to e-cigarettes.

E-cigarette Aerosol is **NOT** Harmless

E-cigarettes contain nicotine, ultrafine particles, heavy metals, and volatile organic compounds.
Main Messages

1. E-cigarettes are not safe.
2. Health risks are connected to e-cigarettes.
Youth nicotine exposure affects learning, memory, and attention span.
It’s not like you can buy a new brain.
63% of Juul users don’t know that the product always contains nicotine.
“Moreover, nicotine is addictive. We are, then, in the business of selling nicotine, an addictive drug...”

-Brown and Williamson, July 17, 1963
WHAT DO TEENS SAY IS IN THEIR E-CIG?

- 66.0% Just Flavoring
- 13.2% Nicotine
- 5.8% Marijuana
- 13.7% Don't Know
- 1.3% Other

Manufacturers don't have to report e-cig ingredients, so users don't know what's actually in them.
Why the Concern About Flavors?
BIG TOBACCO’s “SWEET” DECEPTION

“It's a well known fact that teenagers like SWEET products. HONEY might be considered.” — Brown & Williamson, 1972
Youth Exposure to Tobacco Marketing

- 7 in 10 youth were exposed to tobacco ads in convenience stores, supermarkets, or gas stations.
- 4 in 10 youth were exposed to tobacco ads on the internet.
- 2 in 10 youth were exposed to tobacco ads in newspapers or magazines.
- 6 in 10 youth saw actors using tobacco on TV or in movies.
Main Messages

1. E-cigarettes are not safe.
2. Health risks are connected to e-cigarettes.
Recommendations for Parents

- Know the Facts
- Talk With Your Teen
  Be Patient and Ready To Listen
- Set a positive example by being tobacco-free.
How to Help Youth

- Talk with your child’s doctor
- Check out these online quit resources: ThisIsQuitting.com - BecameAnEX.org - SmokeFreeTeen.in.gov
- Call Indiana Tobacco Quitline (1-800-QUIT-NOW)
Sally Petty, Regional Program Director
Indiana Tobacco Prevention and Cessation Commission
spetty@isdh.in.gov
317-509-9680