

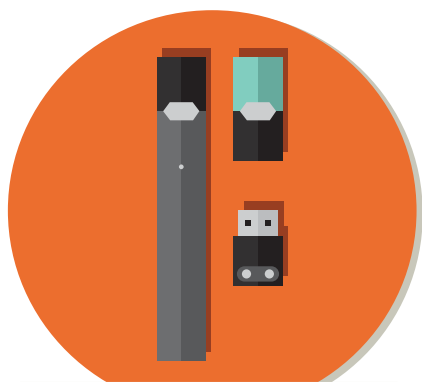
## TEACHERS AND PARENTS: That USB Stick Might Be an *E-cigarette*



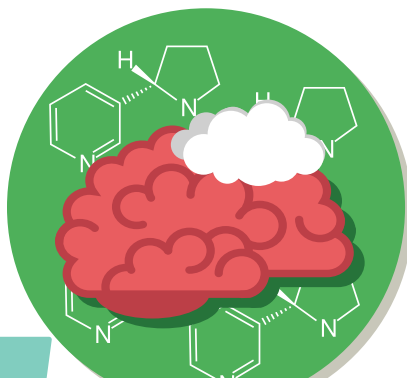
E-cigarettes are the most commonly used tobacco product among U.S. middle and high school students.



Some e-cigarettes don't look like tobacco products, so some kids use them unnoticed in schools, including in classrooms and bathrooms.



An increasingly popular e-cigarette, called JUUL, is shaped like a USB flash drive.



JUUL delivers a high dose of nicotine. Nicotine is highly addictive and can harm adolescent brain development.



**TOBACCO PRODUCT  
USE IN ANY FORM,  
INCLUDING  
E-CIGARETTES, IS  
UNSAFE FOR YOUTH.**

**LEARN MORE** about the risks of e-cigarettes for youth and access tips for talking to youth at:  
<https://e-cigarettes.surgeongeneral.gov/resources.html>



U.S. Department of  
Health and Human Services  
Centers for Disease  
Control and Prevention

Print Only

# E-cigarettes and Youth: What Parents Need to Know



## WHAT ARE E-CIGARETTES?

Electronic cigarettes (e-cigarettes) are battery-powered devices that deliver nicotine, flavorings, and other ingredients to the user. Using e-cigarettes is sometimes called “vaping.” E-cigarettes do not create harmless “water vapor” – they create an aerosol that can contain harmful chemicals.

## HOW MANY YOUTH ARE USING E-CIGARETTES?

- E-cigarettes have been the most commonly used tobacco product among U.S. youth since 2014.
- In 2018, CDC and FDA data showed that more than 3.6 million U.S. youth, including 1 in 5 high school students and 1 in 20 middle school students, were past-month e-cigarette users.
- During 2017 and 2018, e-cigarette use skyrocketed among youth, leading the U.S. Surgeon General to call the use of these products among youth an epidemic in the United States.

## WHAT ARE THE RISKS FOR YOUTH?

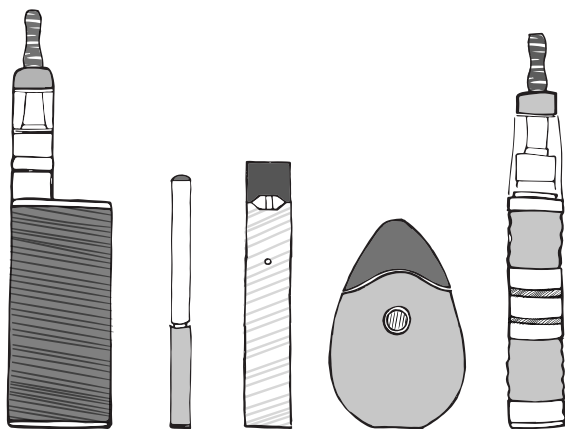
- Most e-cigarettes contain nicotine, which is highly addictive. Nicotine exposure during adolescence can:
  - » Harm brain development, which continues until about age 25.
  - » Impact learning, memory, and attention.
  - » Increase risk for future addiction to other drugs.
- Young people who use e-cigarettes may be more likely to go on to use regular cigarettes.
- Many e-cigarettes come in kid-friendly flavors – including mango, fruit, and crème – which make e-cigarettes more appealing to young people.
- E-cigarette aerosol is not harmless. It can contain harmful substances, including:
  - » Nicotine
  - » Cancer-causing chemicals
  - » Volatile organic compounds
  - » Ultrafine particles
  - » Flavorings that have been linked to lung disease
  - » Heavy metals such as nickel, tin, and lead





## WHAT DO E-CIGARETTES LOOK LIKE?

- E-cigarettes come in many shapes and sizes. Some look like regular cigarettes, cigars, or pipes. Larger e-cigarettes such as tank systems – or “mods” – do not look like other tobacco products.
- Some e-cigarettes look like other items commonly used by youth, such as pens and other everyday items. New e-cigarettes shaped like USB flash drives are popular among youth, including JUUL and the PAX Era, which looks like JUUL and delivers marijuana.



## WHAT CAN YOU DO AS A PARENT OR CAREGIVER?

As a parent or caregiver, you have an important role in protecting children from e-cigarettes.

- » Talk to your child or teen about why e-cigarettes are harmful for them. It’s never too late.
- » Set a good example by being tobacco-free.
- » Learn about the different shapes and types of e-cigarettes and the risks of e-cigarette use for young people at [www.CDC.gov/e-cigarettes](http://www.CDC.gov/e-cigarettes).

## ABOUT USB FLASH DRIVE-SHAPED E-CIGARETTES

As a parent or caregiver, you may have heard about the use of USB flash drive-shaped e-cigarettes, including JUUL (pronounced “jewel”). JUUL is the top-selling e-cigarette brand in the United States.

JUUL is being used by students in schools, including in classrooms and bathrooms. JUUL’s nicotine liquid refills are called “pods.” According to the manufacturer, a single JUUL pod can contain as much nicotine as a pack of 20 regular cigarettes.

JUUL delivers nicotine in a new form called “nicotine salts,” which can make it less harsh on the throat and easier to use by youth. JUUL also comes in flavors that can appeal to youth.



# 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.



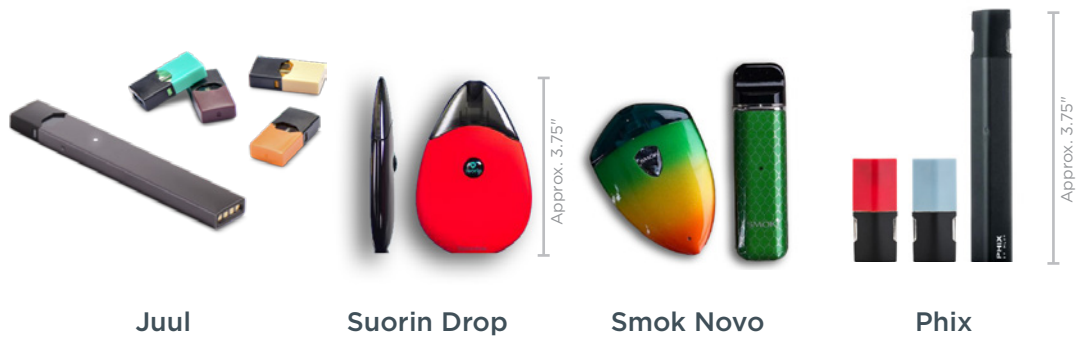
## MODS & TANKS

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.



# JUULS y Suorins

## ¿Qué son los JUULS y Suorins?

Los JUULS y Suorins son aparatos electrónicos.

- Cuando se usan, una pila se enciende y calienta un líquido (“e-liquid”) que a menudo contiene nicotina.
- Este líquido se convierte en un aerosol (no solo vapor) que parece humo.

## JUULS<sup>1</sup>

- El aparato **JUUL** es parecido a una memoria USB.
- Unas capsulas (pods) que contienen el “e-liquid” se conectan al aparato
  - » El líquido contiene sal de nicotina, la cual provee más nicotina al usuario que el líquido sin sal.
  - » El líquido también contiene propilenglicol y saborizantes.
  - » Algunos sabores incluyen tabaco y fruta.
  - » Las capsulas se tiran a la basura cuando el líquido se termina
- Un **JUUL** cuesta \$34.99 y un paquete de cuatro capsulas cuesta \$15.99.

## Suorins<sup>2</sup>

- **Suorins** son un grupo de aparatos electrónicos:
  - » **Suorin Air** - es del tamaño de una tarjeta de crédito gruesa
  - » **Suorin Drop** - viene en forma de lagrima plana
  - » **Suorin iShare** - parece una memoria USB y viene con cargador portátil
  - » **Suorin Vagon** - tiene forma de curva y un clip para colgarse
  - » **Suorin Edge** - parece una memoria USB y viene con una pila extra.
- Todos estos productos usan “pods” con “e-liquid”
  - » Se pueden rellenar con cualquier “e-liquid”, incluso los basados en sal.
  - » Hay muchos sabores disponibles, como uva y manzana.
- Los aparatos **Suorin** cuestan entre \$19.99-59.99.

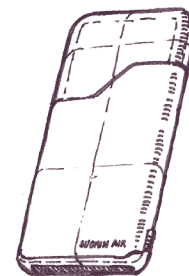
## El Uso de JUULS y Suorins en los Jóvenes

Muchos jóvenes usan JUULS y Suorins. Los jóvenes se encienden fácilmente de estos productos.<sup>1,2,3,4</sup>

- Un “pod” del aparato JUUL tiene el mismo nivel de nicotina que 200 bocanadas (un paquete de cigarrillos).
  - » Muchos jóvenes toman bocanadas grandes e inhalan profundamente.
  - » Se pueden terminar los “pods” en menos de 200 bocanadas.
- Los jóvenes obtienen mucha nicotina de estos productos.
  - » Los líquidos basados en sal dan dosis fuertes de nicotina con cada bocanada.
- La nicotina puede causar:<sup>5</sup>
  - » Que el ritmo cardíaco y la presión aumenten
  - » Que los vasos sanguíneos se estrechen

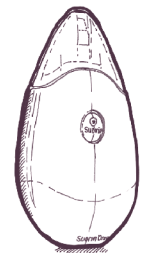
¡Si tu o alguien que conoces desea dejar estos productos, revisa los consejos en la parte de atrás!

JUUL



Suorin Air

Suorin Drop



¡Recibe ayuda GRATUITA para dejarlos!

1-800-45-NO-FUME

# Dejando de Usar JUULS y Suorins

## 5 Consejos para Poderlos Dejar

### 1. Encuentra tu motivo: ¿Por qué los quieres dejar?

- Escribe tus razones principales
- Recuerda con frecuencia por que los quieres dejar

### 2. Conoce tus detonantes: ¿Qué te hace sentir ganas de usar JUULS o Suorins?

- Escribe las ocasiones cuando te gusta usarlos
- Algunos detonantes incluyen beber alcohol, sentir estrés, convivir con personas que “vapean” y el aburrimiento

### 3. Haz un plan para enfrentar el antojo: ¿Qué puedes hacer en vez de “vapear”?

- Cambia tus hábitos-haz algo diferente como respirar profundo, morder un popote, beber agua y evitar los lugares donde se “vapea”
- Cambia tus pensamientos- piensa por qué quieres dejar de “vapear”, recuérdate a ti mismo(a) que “vapear” no es una opción y date crédito por haberlo dejado

### 4. Fija una fecha para dejar de fumar : ¿Qué día te gustaría intentar?

- Escoge un día sin mucho estrés
- Escribe el día y comprométete a dejar de “vapear”
- Inténtalo

### 5. SIGUE INTENTADO: ¿Qué pasa si no lo logras en esta ocasión?

- Puede tomar muchos intentos para dejar de “vapear”
- Nunca se sabe cuál intento será el bueno—¡Si sigues intentando lo lograras!

## Ayuda Gratuita

¡Llama al **1-800-45-NO-FUME** para recibir ayuda GRATUITA!

<sup>1</sup> JUUL Website (2018).

<sup>2</sup> Suorin Website (2018).

<sup>3</sup> Campaign for Tobacco Free Kids. (2018). JUUL and Youth: Rising E-cigarette Popularity.

<sup>4</sup> Stanford Medicine. (2018). Why Should I be worried about JUULs?

<sup>5</sup> Livestrong.Com. (2017). The Effects of Nicotine on the Body.

# JUUL and Suorin

## What are JUUL and Suorin?

JUUL and Suorin are electronic devices.

- When you puff on them, a battery turns on and heats e-liquid that often has nicotine.
- This turns into an aerosol (not just a vapor) that looks like smoke.

## JUUL<sup>1</sup>

- **JUUL** looks like a USB drive
- Pods that attach to the device and hold e-liquid.
  - » This liquid has nicotine salts that give stronger hits than e-liquid without salts.
  - » It also has things like propylene glycol and flavorings.
  - » Some flavors are tobacco, mint, and fruit
  - » The pods are thrown away when empty.
- **JUUL** costs \$34.99 and a pack of four pods costs \$15.99.

## Suorin<sup>2</sup>

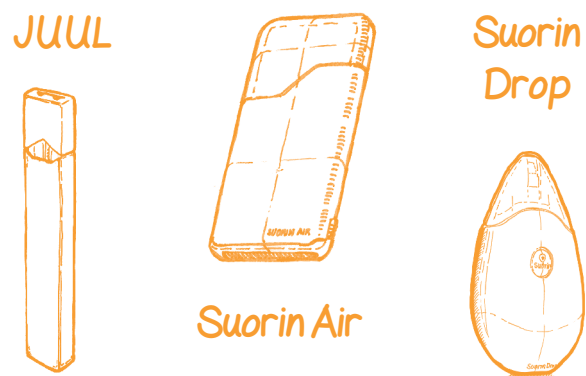
- **Suorin** is a family of devices:
  - » **Suorin Air** - size of a thick credit card
  - » **Suorin Drop** - flat teardrop shape
  - » **Suorin iShare** - looks like a USB drive with an on-the-go charger
  - » **Suorin Vagon** - curved body with a holster clip
  - » **Suorin Edge** - looks like a USB drive and comes with extra battery
- All devices use pods that hold e-liquid.
  - » They can be refilled with any e-liquid, even the salt-based ones.
  - » There are many flavors, like grape and apple.
- **Suorin** devices cost \$19.99-59.99.

## Youth Use

Many youth use JUUL or Suorin. It is easy for them to get hooked.<sup>1,2,3,4</sup>

- One JUUL pod has the same level of nicotine as 200 cigarette puffs (a pack of cigarettes) but:
  - » Many youth take big puffs and breathe in deep.
  - » They finish pods faster than 200 puffs.
- Youth get a lot of nicotine from these devices.
  - » The salt e-liquids give a strong dose of nicotine with each puff.
- Nicotine can cause:<sup>5</sup>
  - » Heart rate and blood pressure to go up
  - » Blood vessels to get narrow

If you or someone you know wants to quit, check out the tips on the back!



**Call for FREE help to quit vaping!  
1-800-NO-BUTTS**

# Quitting JUUL or Suorin

## 5 Tips to Help You Quit

### 1. Find your reason: Why do you want to quit?

- Write down your main reasons
- Remind yourself often why you want to quit

### 2. Know your triggers: What makes you want to use JUUL or Suorin?

- Write down the times when you like to use
- Some common triggers are when you drink alcohol, feel stressed, hang out with others who are vaping, or feel bored

### 3. Make a plan to deal with triggers: What can you do instead?

- Change your ways – do other things like take deep breaths, chew on a straw, drink water, and avoid places where you use
- Change your thoughts – think about why you want to quit, tell yourself that vaping is not an option, and give yourself credit for quitting

### 4. Set a quit date: What day might work best for you?

- Choose a day that is more or less stress-free
- Mark the date and commit to quit
- Give it a try

### 5. Keep trying: What if you don't make it this time?

- It can take many tries to quit for good
- You never know which time will stick – if you keep trying you WILL do it!

## FREE Help

Call **1-800-NO-BUTTS** for FREE help to quit!

<sup>1</sup> JUUL Website (2018).

<sup>2</sup> Suorin Website (2018).

<sup>3</sup> Campaign for Tobacco Free Kids. (2018). JUUL and Youth: Rising E-cigarette Popularity.

<sup>4</sup> Stanford Medicine. (2018). Why Should I be worried about JUULs?

<sup>5</sup> Livestrong.Com. (2017). The Effects of Nicotine on the Body.



# Health Benefits of Quitting Smoking

## WITHIN THREE DAYS...

### Within 20 minutes:<sup>1</sup>

- Heart rate and blood pressure drop
- Temperature of hands and feet goes up

### Within 8- 24 hours:<sup>1</sup>

- Carbon monoxide level in blood goes down
- Oxygen level in blood rises to normal
- Chance of heart attack goes down

### Within 48 - 72 hours:<sup>1</sup>

- Damaged nerve endings start to re-grow
- Sense of smell and taste begin to improve
- Nicotine is out of the body in about 3 days<sup>2</sup>

## WITHIN A YEAR...

### 2 weeks to 3 months:<sup>1</sup>

- Blood flows better in the body
- Exercise is easier
- Lungs work better
- Wounds heal faster

### 1 to 9 months:<sup>1</sup>

- Coughing and shortness of breath get better
- Sinus issues go down
- Body has more energy
- Tiny hairs in the lungs (cilia) start to work again.<sup>3</sup>
  - » This helps the lungs stay clean and make it easier to breathe.
  - » The risk of getting sick also goes down.

## FOR THE REST OF YOUR LIFE...

### 1 year:<sup>1</sup>

- Risk of heart disease is cut by half

### 2-5 years:<sup>3</sup>

- Risk of stroke goes down to that of non-smoker

### 5 years:<sup>3</sup>

- Risk of cancer of the mouth, throat, esophagus and bladder are cut in half
- Cervical cancer risk falls to that of a non-smoker

### 10 years:<sup>1</sup>

- Lung cancer risk is cut in half
- Risk of voice box (larynx) and pancreatic cancer goes down

### 15 years:<sup>3</sup>

- Risk of heart disease is that of a non-smoker.



**Call for FREE help to quit smoking!  
1-800-NO-BUTTS**

<sup>1</sup> U.S. National Library of Medicine. (2018). *Benefits of Quitting Tobacco*.

<sup>2</sup> American Cancer Society. (2015). *Why People Start Smoking and Why It's Hard to Stop*.

<sup>3</sup> American Cancer Society. (2016). *Benefits of Quitting Smoking Over Time*.

# Los Beneficios Para la Salud al Dejar de Fumar

## DENTRO DE 3 DIAS...

### Dentro de 20 minutos:<sup>1</sup>

- El pulso y la presión arterial bajan
- La temperatura de las manos y los pies aumenta

### Dentro de 8-24 horas:<sup>1</sup>

- El monóxido de carbono en la sangre disminuye
- El oxígeno en la sangre se eleva a un estado normal
- La posibilidad de un ataque cardiaco disminuye

### Dentro de 48-72 horas:<sup>1,2</sup>

- Vuelven a crecer las terminaciones nerviosas
- Mejora el sentido del olfato y el sentido del gusto
- El cuerpo se libera de la nicotina en aproximadamente 3 días

## DURANTE EL PRIMER AÑO...

### 2 semanas a 3 meses:<sup>1</sup>

- Mejora la circulación de la sangre en el cuerpo
- Es más fácil hacer ejercicio
- Los pulmones funcionan mejor
- Las heridas sanan más rápido

### 1 a 9 meses:<sup>1,3</sup>

- Disminuye la tos y la falta de aliento mejora
- Los problemas de sinusitis reducen
- Aumenta la energía del cuerpo
- Los cilios (estructuras pequeñas, similares a cabellos en los pulmones) empiezan a funcionar de nuevo.
  - » Esto ayuda a que los pulmones se mantengan limpios y mejora la respiración.
  - » También disminuye el riesgo de enfermarse.

## POR EL RESTO DE SU VIDA...

### 1 año:<sup>1</sup>

- El riesgo de sufrir enfermedades del corazón se reduce a la mitad.

### 2-5 años:<sup>3</sup>

- El riesgo de una embolia disminuye al nivel de una persona que nunca ha fumado.

### 5años:<sup>3</sup>

- El riesgo de cáncer de boca, garganta, esófago y vejiga disminuye a la mitad.
- El riesgo de cáncer de cuello uterino se reduce al de una persona que nunca ha fumado.

### 10 años:<sup>1</sup>

- El riesgo de cáncer pulmonar disminuye a la mitad.
- El riesgo de cáncer de la laringe y de páncreas disminuye.

### 15 años:<sup>3</sup>

- El riesgo de desarrollar enfermedades del corazón reduce al nivel de una persona que nunca ha fumado.



**¡Reciba ayuda GRATUITA para dejar de fumar!**

**1-800-45-NO-FUME**

<sup>1</sup> U.S. National Library of Medicine. (2018). *Benefits of Quitting Tobacco*.

<sup>2</sup> American Cancer Society. (2015). *Why People Start Smoking and Why It's Hard to Stop*.

<sup>3</sup> American Cancer Society. (2016). *Benefits of Quitting Smoking Over Time*.

# TOP 10 TIPS TO QUIT SMOKING

Counselors from the California Smokers' Helpline provide their top 10 tips to quit for good.



**CALIFORNIA  
SMOKERS' HELPLINE  
1-800-NO-BUTTS**

Enroll online at  
[www.nobutts.org](http://www.nobutts.org)

This material made possible by the California Department of Public Health and First 5 California.

- 1. FIND A REASON TO QUIT**  
Do you want to breathe easier? Be around longer for your family? Save money? Whatever gets you fired up, write it down. A strong reason can get you started. And it will help you stay quit when you're tempted to smoke.
- 2. MAKE A PLAN**  
Think about what triggers you to smoke. Is it stress? Being around smokers? Alcohol? Or something else? Plan to get through those times without smoking. Keep your hands busy and your mind off cigarettes. Examples: drink water, wash the dishes, talk to a nonsmoker.
- 3. CALL 1-800-NO-BUTTS**  
People who call the Helpline are twice as likely to quit for good. A trained counselor will help you make a personal plan and offer support along the way. It's free, and it works!
- 4. GET SUPPORT**  
Research shows that support while quitting can really help. Talk with your family and friends about your plan to quit. Let them know what they can do to help you.
- 5. USE A QUITTING AID**  
Quitting aids, like nicotine patches and gum, and other FDA-approved medications are helpful. They can cut withdrawal symptoms and increase your chance of quitting for good. Your health plan or Medi-Cal benefits may cover these products. Talk with your doctor about which quitting aids are right for you.
- 6. MAKE YOUR HOME & CAR SMOKE-FREE**  
Having smoke-free areas can help you stop smoking. And your friends and family will enjoy cleaner air and a longer, happier life - with you still in it!
- 7. SET A QUIT DATE**  
Choose a date when you will quit. This shows you're serious. And you're more likely to give it a try.
- 8. QUIT ON YOUR QUIT DATE**  
Sounds obvious, right? But what good is a quit date unless you actually try to stop smoking? Planning is good, doing is even better.
- 9. PICTURE BEING A NONSMOKER**  
After you quit, you have a choice to make. Are you a smoker who's just not smoking for now? Or are you a nonsmoker? For nonsmokers, smoking is not an option in any situation. Choose to see yourself as a nonsmoker.
- 10. KEEP TRYING**  
Most people try several times before they quit for good. Slips don't have to turn into relapses - but if they do, remember each time brings you closer to your goal.

***If you keep trying, you will succeed!***

# LOS 10 MEJORES CONSEJOS PARA DEJAR DE FUMAR

Los asesores de la Línea de Ayuda Para Fumadores de California comparten consejos para dejar de fumar con éxito.



LINEA DE AYUDA  
PARA FUMADORES  
DE CALIFORNIA  
1-800-45-NO-FUME

Inscríbese en línea en  
[www.nofume.org](http://www.nofume.org)

- 1. DECIDA PORQUE QUIERE DEJAR DE FUMAR**  
¿Quiere respirar mejor? ¿Vivir más años por su familia? ¿Ahorrar dinero? Anote lo que le motiva. Una razón importante puede ayudarle a empezar el proceso y a mantenerse sin fumar en los momentos difíciles.
- 2. HAGA UN PLAN**  
Piense en sus razones para fumar: ¿El estrés? ¿Estar cerca de otros fumadores? ¿El alcohol? ¿Algo más? Planee mantenerse sin fumar en esos momentos. Mantenga las manos ocupadas y la mente distraída de los cigarrillos. Alternativas: tome agua, lave los trastes, platique con personas que no fuman.
- 3. LLAME AL 1-800-45-NO-FUME**  
Las personas que llaman a la Línea de Ayuda duplican sus probabilidades de dejar de fumar con éxito. Un asesor capacitado le ayudará a crear un plan personalizado para dejar de fumar y le brindará apoyo camino a su meta. ¡Es gratis y funciona!
- 4. BUSQUE APOYO**  
Los estudios científicos han demostrado que el apoyo funciona. Platique con su familia y amistades sobre su plan para dejar de fumar. Déjeles saber cómo ellos le pueden ayudar.
- 5. USE UN PRODUCTO DE AYUDA PARA DEJAR DE FUMAR**  
Los productos para dejar de fumar, como los chicles y parches de nicotina y otros medicamentos aprobados por el FDA (Departamento de Control de Alimentos y Medicamentos) le pueden ayudar. Estos productos pueden reducir los síntomas de abstinencia y aumentan la probabilidad de dejar de fumar con éxito. Su plan de salud o Medi-Cal pudieran cubrir estos productos. Pregunte a su médico cuál es el producto adecuado para usted.
- 6. HAGA SU CASA Y AUTOMOVIL UN ESPACIO LIBRE DEL CIGARRO**  
Los espacios libres del cigarro le pueden ayudar a dejar de fumar. Su familia y amigos también disfrutarán de un aire más limpio y una vida más larga y feliz - ¡con su presencia!
- 7. FIJE UNA FECHA PARA DEJAR DE FUMAR**  
Elija una fecha para dejar de fumar. Esto le hará sentir que su decisión es seria y lo (la) comprometerá a intentarlo.
- 8. DEJE DE FUMAR EN LA FECHA QUE ELIGIO**  
Aunque suena obvio, fijar una fecha solo ayuda si hace el intento. Es bueno planear, pero hacer es aún mejor.
- 9. IMAGINESE COMO UNA PERSONA LIBRE DEL CIGARRO**  
Después de dejar de fumar, decida: ¿Es usted un(a) fumador(a) que simplemente no fuma por ahora? O ¿Es usted una persona libre del cigarro? Para las personas libres del cigarro, fumar no es una opción en ninguna circunstancia. Visualícese como una persona libre del cigarro.
- 10. SIGA INTENTANDO**  
La mayoría de las personas intentan dejar de fumar varias veces antes de tener éxito. Los tropiezos no se tienen que convertir en recaídas - pero si esto sucede, recuerde que cada intento le acerca más a su meta.

*¡Si sigue intentando, lo va a lograr!*



# Talk with Your Teen About E-cigarettes: A Tip Sheet for Parents



## BEFORE THE TALK

*Know the facts.*

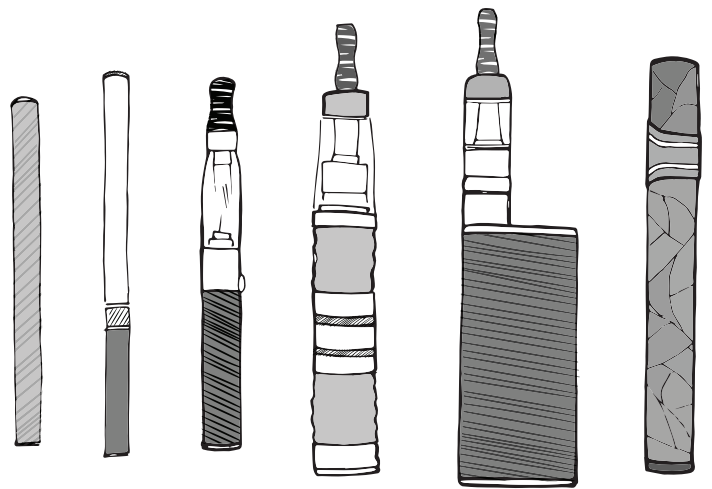
- Get credible information about e-cigarettes and young people at [E-cigarettes.SurgeonGeneral.gov](http://E-cigarettes.SurgeonGeneral.gov).

*Be patient and ready to listen.*

- Avoid criticism and encourage an open dialogue.
- Remember, your goal is to have a conversation, not to deliver a lecture.
- It's OK for your conversation to take place over time, in bits and pieces.

*Set a positive example by being tobacco-free.*

- If you use tobacco, it's never too late to quit. For free help, visit [smokefree.gov](http://smokefree.gov) or call **1-800-QUIT-NOW**.



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## START THE CONVERSATION

### *Find the right moment.*

- A more natural discussion will increase the likelihood that your teen will listen. Rather than saying “we need to talk,” you might ask your teen what he or she thinks about a situation you witness together, such as:
  - » Seeing someone use an e-cigarette in person or in a video.
  - » Passing an e-cigarette shop when you are walking or driving.
  - » Seeing an e-cigarette advertisement in a store or magazine or on the internet.



### *Ask for support.*

- Not sure where to begin? Ask your health care provider to talk to your teen about the risks of e-cigarettes.
- You might also suggest that your teen talk with other trusted adults, such as relatives, teachers, faith leaders, coaches, or counselors whom you know are aware of the risks of e-cigarettes.
- These supportive adults can help reinforce your message as a parent.

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## ANSWER THEIR QUESTIONS

Here are some questions and comments you might get from your teen about e-cigarettes and some ideas about how you can answer them.

### *Why don't you want me to use e-cigarettes?*

- Science shows that e-cigarettes contain ingredients that are addictive and could harm different parts of your body.
- Right now, your brain is still developing, which means you are more vulnerable to addiction. Many e-cigarettes contain nicotine, and using nicotine can change your brain to make you crave more nicotine. It can also affect your memory and concentration. I don't want that for you!
- E-cigarettes contain chemicals that are harmful. When people use e-cigarettes, they breathe in tiny particles that can harm their lungs.

- The cloud that people exhale from e-cigarettes can expose you to chemicals that are not safe to breathe.

### *What's the big deal about nicotine?*

- Your brain is still developing until about age 25. The Surgeon General reported that nicotine is addictive and can harm your brain development.
- Using nicotine at your age may make it harder for you to concentrate, learn, or control your impulses.
- Nicotine can even train your brain to be more easily addicted to other drugs like meth and cocaine.

- I don't say this to scare you, but I want you to have the facts because nothing is more important to me than your health and safety.

### *Aren't e-cigarettes safer than conventional cigarettes?*

- Because your brain is still developing, scientific studies show that it isn't safe for you to use any tobacco product that contains nicotine, including e-cigarettes.
- Whether you get nicotine from an e-cigarette or a cigarette, it's still risky.
- Some e-cigarette batteries have even exploded and hurt people.

### *I thought e-cigarettes didn't have nicotine—just water and flavoring?*

- I used to think that too. But many e-cigarettes have nicotine. There are also other chemicals in them that can be harmful.
- Let's look at the Surgeon General's website on e-cigarettes ([E-cigarettes.SurgeonGeneral.gov](http://E-cigarettes.SurgeonGeneral.gov)) together so you can see for yourself.

### *I (or my friends) have tried e-cigarettes and it was no big deal.*

- I appreciate your honesty. In the future, I hope you (or your friends) will stay away from e-cigarettes and other tobacco products, including cigarettes. Science shows that e-cigarettes contain ingredients that are addictive and could harm different parts of your body.
- Next time we go to the doctor, let's ask about the risks of nicotine, e-cigarettes, and other tobacco products.

### *You used tobacco, so why shouldn't I?*

- If I could live my life over again, I never would have started smoking. I learned that people who smoke cigarettes are much more likely to develop, and die from, certain diseases than people who don't smoke. This was really scary, so I quit smoking.
- Quitting was really hard, and I don't want you to go through that. The best thing is to not start at all.



## KEEP THE CONVERSATION GOING

Many parents find that texting is a great way to reach their teens. Here are some suggestions for text messages that might catch your teen's attention. And, you can easily share pages of the website ([E-cigarettes.SurgeonGeneral.gov](http://E-cigarettes.SurgeonGeneral.gov)) with your teen.



Share this page

Look for this symbol, click it, type in the message you want or use the message provided, and share with your teen via Facebook, Twitter, or email.

### *Connect and encourage.*

- You always liked science. Check out the science about e-cigarettes and young people: **E-cigarettes.SurgeonGeneral.gov**
- Getting off nicotine is hard but I'm so happy I quit. Don't make that mistake and get addicted. Smoking and tobacco use, including using e-cigarettes, are unsafe for young people.

### *Remind and repeat.*

- Most teenagers don't use e-cigarettes. E-cigarettes with nicotine can mess with your brain, and your brain is still developing until you are at least 25.
- You might be tempted by e-cigarette flavors, but inhaling certain flavorings that have been found in some e-cigarettes can be harmful.

### *Share facts and resources.*

- Just learned that many e-cigarettes have nicotine in them. That's the drug that makes cigarettes so addictive. Nicotine can also mess with your brain development.
- Just saw a report from the Surgeon General that e-cigarettes can mess with how your brain develops and might even affect your mood and focus. Please don't use any products that contain nicotine.
- Hope none of your friends use e-cigarettes around you. Even breathing the cloud they exhale can expose you to nicotine and chemicals that can be dangerous to your health.



Centers for Disease  
Control and Prevention  
Office on Smoking  
and Health







# NICOTINE = BRAIN POISON

[FlavorsHookKids.org](http://FlavorsHookKids.org)

# THE RUNDOWN

Flavored e-liquids have been effective in luring kids to vaping. In fact, high school usage jumped nearly 80% in a single year. The threat to kids' health got the attention of the U.S. Surgeon General, who declared vaping a youth epidemic. Now the threat is even worse. Lung illness has caused a growing number of people to seek emergency medical care, including life support.

How did we get here?

**The flavors make it easy to hit.**

**The devices make it easy to hide.**

**The nicotine makes it hard to quit.**

Use this guide to help navigate the vaping health crisis, and keep kids healthy.

CLICK TO JUMP

- **HOW TO TALK TO KIDS ABOUT VAPING**
  - **WHAT KIDS SAY**
  - **KNOW THE SIGNS**
  - **HEALTH OUTBREAK**
- **WHAT IF YOUR TEEN IS ADDICTED?**
- **HOW TO GET SCHOOLS ON BOARD**
  - **TEN FOR TEENS**
  - **ACTIVITIES WITH TEENS**
- **POISON LOOKS LIKE THIS**
- **ADDITIONAL RESOURCES**
  - \* **SOURCES**

# HOW TO TALK TO KIDS ABOUT VAPING

## LISTEN

Whether or not your kids or students have tried vaping, they'll benefit from a good talk. And a good talk starts with listening. Let the kids tell you about their world. These starter questions are a simple way in:

**Do you have friends who vape?**

**Are you curious about it?**

**Have you been offered?**

**Have you tried it?**

**If so, what made you say yes?**

**If not, what made you say no?**

Before you tell kids what you think, find out from them what it's like to be a kid in a culture where underage vaping surrounds them. A conversation will work harder than a lecture.

## MANY TALKS VS ONE BIG ONE

Have an ongoing dialog rather than a single talk. The temptation to vape is not a one-time occurrence, so the conversation shouldn't be either. Help kids understand that as they age through middle and high school, they'll face new challenges, and through it all, you'll be there to talk through smart, healthy life choices.

## TALK SCIENCE

Mostly what kids (and adults) know about nicotine is that it's addictive. But addiction is only the beginning. Kids should know that nicotine also alters their brains in the area responsible for attention and learning, making it harder for them to carry out tasks and stay focused on their work. It makes it easier for them to get addicted to other drugs down the road. And, as if teen years weren't hard enough, nicotine can also increase anxiety, mood swings, and irritability.

## BLAME FLAVORS

How has vaping grown so fast? Blame flavors. In California, almost 90% of all high school students who vape report using flavors. And flavors have been found to lower teens' perception of harm. Help your kids understand there's nicotine, aerosol, and toxic chemicals in these fun sounding flavors. And the nicotine content on the package is not necessarily accurate. The flavored tobacco industry is still mostly unregulated, so there's no way to be sure their claims are true.

# WHAT KIDS SAY

Here's how to respond to things kids might say.

## **KID:**

Vaping is a safe alternative to smoking.

## **ADULT:**

There's actually nothing safe about vaping. It's not water vapor like some people think. The vapor is actually aerosol found to contain metals, particulates, and toxic chemicals. And the nicotine content of that aerosol can be very high.

## **KID:**

Nicotine's just a little buzz, that's all.

## **ADULT:**

Nicotine does release dopamine in the brain, which might make you feel good temporarily, but don't be tricked. Nicotine is a neurotoxin, meaning, it's a poison affecting the brain, especially developing brains of kids.

## **KID:**

I thought I was vaping just flavoring.

## **ADULT:**

You're not alone. It's not obvious to kids, or even grownups, that something so sweet and fruity is actually an addictive drug that can have long-term effects on kids' developing brains.

## **KID:**

You used to smoke.

## **ADULT:**

Yeah, and I wish I'd had conversations like these before I got hooked. Most tobacco users have tried to quit at least once. Some have tried many times. Breaking free of nicotine can be a long, frustrating road. I don't wish that on anyone, least of all you.

# KNOW THE SIGNS

— Do you notice artificial smells from behind closed doors like candy, popcorn, vanilla, or fruit flavoring?

— Are there school supplies or tech products you don't recognize in kids' backpacks or rooms? How about small vials or eye dropper bottles?

— Have you come across unfamiliar chargers, coils, or batteries?

— Are there any unfamiliar charges on credit card statements?

— Have there been changes in your kids' behavior such as increased mood swings, irritability, anxiety, or impulsivity?

— Are your kids suffering from more frequent headaches or nausea?

# HEALTH OUTBREAK

**Vaping-related lung illness symptoms:**

**COUGHING**

**CHEST PAIN**

**SHORTNESS OF BREATH**

**NAUSEA**

**VOMITING**

**DIARRHEA**

**ABDOMINAL PAIN**

**FATIGUE**

**FEVER**

**WEIGHT LOSS**

A growing number of people across the US have been hospitalized with sudden lung illness after vaping. Chemicals in vape devices include nicotine, THC, and CBD. Many people report vaping a combination of nicotine and cannabis. In many cases, patients have required respirators to keep them alive. Sadly, for some, the lung illness has been fatal.

This crisis is especially concerning for parents. According to national usage rates, teens are nearly 7x more likely to vape nicotine than adults. Why? Blame flavors. Mango, OG Crush, Candy Land, and over 15,000 others have attracted kids. In California, almost 90% of the kids who vape use flavors.

In the face of this youth epidemic, and more recently, this public health outbreak, let's remember that tobacco companies lied to the

American public for decades about their products' life-threatening harms. Our hope is that Californians get health information from health agencies, not from industry spokespeople, or industry-funded research.

For more information —

[\*\*CDPH Health Advisory\*\*](#)

[\*\*Statement from the CDC Director, Robet R. Redfield, M.D. and FDA commissioner, Ned Sharpless\*\*](#)

[\*\*CDC Health Advisory\*\*](#)

[\*\*CDC Investigation Notice\*\*](#)

[\*\*CDPH Tobacco Free California Website\*\*](#)

The California Smokers' Helpline offers vaping cessation services including telephone counseling, text messaging, web chat, and a mobile app to help all tobacco users quit. For more information and resources for youth, young adults and parents, call 1-800-NO BUTTS or visit their [\*\*website\*\*](#).

If you suspect your child is vaping, visit [\*\*FlavorsHookKids.org\*\*](#) for more information on the health effects and actions you can take.

For help on how to quit vaping marijuana, consult a doctor or contact the Substance Abuse and Mental Health Services Administration helpline at 1-800-662-4357.

For additional information, please review the CDC's [\*\*recommendations\*\*](#) about the vaping-related lung injuries.

# WHAT IF YOUR TEEN IS ADDICTED?

## CALL THE HELPLINE

The California Smokers' Helpline provides professional counseling in six languages. Counselors are trained to talk to either kids or parents about youth tobacco use, and effective strategies for quitting. Call to better prepare yourself to help your teen quit. And have your kids call, too. They can talk to a counselor on their own for personalized attention. Help is available by phone 1-800-NO-BUTTS; or by live chat at [nobutts.org](http://nobutts.org)

## DOWNLOAD THE APP

Encourage kids to download the first of its kind e-cig quitting app, [thisisquitting.com](http://thisisquitting.com). It puts teens in a community of their peers who are also trying to quit. Text messages tailored to age groups are sent to their phones at crucial moments. Parents and teachers can also use the app to see what kids are seeing and better support them offline. Visit [thisisquitting.com](http://thisisquitting.com) for more.

## IDENTIFY SIDE EFFECTS

Help motivate kids by pointing out the negatives of nicotine use. They may not realize that emotional challenges and difficulty with attention and learning could be nicotine-related. Let kids know nicotine can increase the following:

- Irritability**
- Mood swings**
- Anxiety**
- Impulsivity**
- Learning difficulties**

## ENLIST THE PEDIATRICIAN

Ask your healthcare provider to talk to your teen. Hearing about the harm of e-cigs from a health professional can make an impact.

## BE SUPPORTIVE

Quitting is hard. And as many nicotine addicts and recovering addicts will tell you, it usually takes more than one try. Stay positive with your teens. Reward the incremental progress and accept the setbacks as part of the process.

# HOW TO GET SCHOOLS ON BOARD

## CONTACT THE ADMINISTRATION

Email or visit schools and ask about their tobacco-free policy and their approach to teen vaping. How to start the conversation? Here's a list of questions from tobacco use prevention experts in the California Department of Education:

**Has the school adopted a tobacco-free policy? Most schools have them, but not all. Among other things, a tobacco-free policy defines the meaning of "tobacco product" to include e-cigarettes, and lays out enforcement and other implementation procedures.**

**What is your school doing to help educate students and inform parents about these products? For example, is the school hosting educational sessions or activities on e-cigarettes/vaping for parents and students?**

**Do teachers and school staff know what the different e-cigarette/vaping products look like? These devices are changing all the time!**

**Do school nurses and school counselors know where to refer teens for quitting help? Share information about the Helpline 1-800-NO-BUTTS and the quitting app for teens at [thisisquitting.com](http://thisisquitting.com).**

**Ask your Parent Teacher Student Association (PTSA) to address the teen vaping epidemic in their communications to the school community.**

**Have schools share [FlavorsHookKids.org](http://FlavorsHookKids.org) and other resources on their Facebook pages, websites or email announcements to parents.**

## SHARE WIDELY

Pass along this guide to other parents wanting to protect kids from this widespread youth epidemic. Print out this PDF and circulate, send the PDF in an email, or link people to [FlavorsHookKids.org](http://FlavorsHookKids.org)

## ATTEND MEETINGS

Get a group together and attend PTSA or school board meetings to voice your concerns. Have the following ten facts in your back pocket.



# TEN FOR TEENS

Going to meetings? Writing to the school board? Reference these ten facts to ground your audience in the reality of teen vaping, and to make perfectly clear what's at stake.

**U.S. Surgeon General named vaping a youth epidemic.**

**E-cig usage by high school students rose 78% between 2017 and 2018. That's close to double the kids exposed to nicotine in a single year.**

**Nicotine is one of the most toxic of all poisons.**

**Nicotine rewires teens' developing brains.**

**Nicotine can escalate anxiety, mood swings and learning difficulties.**

**Teens are at a higher risk of addiction than adults.**

**Nicotine in adolescence makes it easier to develop addiction to other drugs.**

**None of Juul's pods are without nicotine, but 5 out of 8 young Juulers were not aware of that.**

**A single Juul pod can contain the nicotine of a pack of cigarettes and may deliver nicotine to the brain 2.7 times faster than other e-cigs.**

**Changes to the brain from nicotine can be permanent.**

# ACTIVITIES WITH TEENS

## GOOGLE IT

Naturally, we want to help teens find their own motivation for giving up vaping, or to not start in the first place. Lucky for us, teens are natural skeptics – and digital natives. So googling Juul’s early marketing efforts, paired with Juul’s claim they never meant to market kids, might help your teens see themselves as targets, and refuse to play along.

Before you sit down with your teen to google Juul’s initial marketing, take a second and familiarize yourself. Knowing the facts ahead of time will help you lead the exercise. The good news is that Stanford researchers did all the digging and saved you the time.

[Download the PDF](#) and see what Juul was up to from the very beginning.

What to point out to kids?

**Youthful models**

**Their body language**

**Their outfits**

**Sex appeal**

**The styled out backgrounds**

**Hashtags all over social media**

**Juul’s presence at music fests**

**Juul’s free sampling events**

Ask teens to decide for themselves who they think Juul was trying to reach. Can they sniff out the hypocrisy? Do the same for Suorin, Bo, Phix, Kandypens, or any tobacco company your teen wants to stress test.

## HISTORY REPEATING

Did you know that tobacco companies have long been regulated by the federal government for targeting kids? In the 70s, cigarette commercials were taken off the air. In the 90s, the cartoon “Joe Camel” was abolished. And in 2009, flavored cigarettes (except menthol) were federally banned. [Visit the Smithsonian site](#) to give teens a glimpse of the past and to show them how the e-cig industry is using Big Tobacco’s playbook.

## BIG KIDS UNITE

Maybe teens want a shot at impacting the epidemic themselves. The need to address vaping at the middle school level is getting more dire. Who better to inspire middle schoolers than high schoolers? Connect with California’s [Friday Night Live](#) for inspiration on how teens can tackle this health topic. Or have the teens reach out to their school administrators or counselors for other ways to get involved. It could be a science or health project, or could be applied to community service hours. Ask your teens if they’d be up for putting those leadership skills to work for California’s greater good.

# POISON LOOKS LIKE THIS

A visual guide for some modern  
vaping devices.



**JUUL**



**JUUL  
PODS**



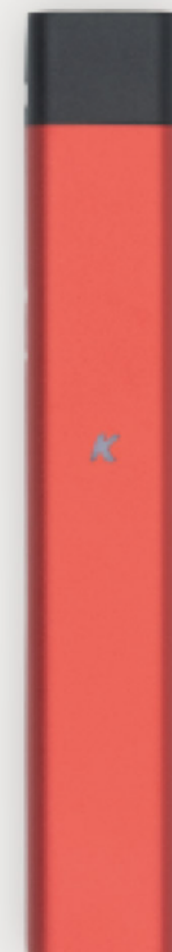
**SUORIN  
DROP**



**BO  
ONE**



**PHIX**



**KANDYPEN**

# ADDITIONAL RESOURCES

## [Talk with Your Teen About E-cigarettes: A Tip Sheet for Parents](#)

Source: Office of the U.S Surgeon General and the U.S. Centers for Disease Control and Prevention, Office on Smoking and Health.

## [What You Need to Know And How to Talk With Your Kids About Vaping](#)

Source: Partnership for Drug-Free Kids

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