

The REAL DEAL on Vaping Tobacco Prevention Resource Toolkit



ADDRESSING YOUTH USE OF E-CIGARETTES AND OTHER VAPING PRODUCTS

For the first time since 2000, overall youth tobacco use has increased in Pima County. The rapid uptake of e-cigarette and other vaping devices has suddenly reversed a trend of declining youth tobacco use in the county. Recent data show roughly one in two teens have tried an e-cigarette device before they finish their senior year of high school.

This toolkit provides resources for Pima County parents, healthcare providers, and school staff – including administrators, educators, teachers, and health services staff – who are working to address the use of e-cigarettes and other vaping products among youth. This toolkit outlines opportunities for action along with tools to help.

E-cigarettes and other vaping products

E-cigarettes are battery-powered devices that allow users to inhale, or vape, aerosolized liquid (e-juice). E-cigarettes, “vapes”, vape or hookah pens, e-pipes, and other vaping products recently surpassed conventional cigarettes as the most commonly used tobacco product among youth; it is critical that youth, their teachers, physicians, school nurses, and parents understand the potential risks of using them.

Nearly all e-cigarettes contain nicotine.¹ Nicotine is highly addictive and can harm the developing adolescent brain.^{2,3,4} Because the brain is still developing until about age 26, youth and young adult

¹ Marynak, K.L., et al., *Sales of Nicotine-Containing Electronic Cigarette Products: United States, 2015*. Am J Public Health, 2017. 107(5): p. 702-705.

² U.S. Department of Health and Human Services, *E-Cigarette Use Among Youth and Young Adults. A Report of the Surgeon General*. 2016, 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: Atlanta, GA.

³ England, L.J. et al., *Developmental toxicity of nicotine: A transdisciplinary synthesis and implications for emerging tobacco products*. Neurosci Biobehav Rev, 2017. 72: p. 146-189.

⁴ Goriounova, N.A. and H.D. Mansvelder, *Short- and long-term consequences of nicotine exposure during adolescence for prefrontal cortex neuronal network function*. Cold Spring Harb Perspect Med, 2012. 2(12): p. a012120.

exposure to nicotine can lead to addiction and disrupt attention and learning. No amount of nicotine is safe for youth.

E-cigarette aerosol, aka e-juice, which users breathe from the device can contain harmful and potentially harmful substances, including:

- 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

It is difficult for consumers to know what e-cigarette products contain.

Learn more about e-cigarettes and nicotine

- [Pima County Health Department REAL DEAL on Vaping](#)
- [Vape and E-Cig Use by Arizona Kids](#) (Arizona Department of Health Services)
- [ADHS Provides Education to Arizona Youth About the Dangers of E-cigarettes](#) (Arizona Department of Health Services)
- [Health Risks of Nicotine for Youth](#) (Minnesota Department of Health)
- [CDC Report: Tobacco Use By Youth is Rising](#) (CDC)
- [E-cigarettes, “Vapes”, and JUULs: What Schools Should Know \(PDF\)](#) (American Lung Association)
- [The Impact of E-cigarettes on the Lung \(PDF\)](#) (American Lung Association)
- [Know the Risks: E-Cigarettes & Young People](#) (U.S. Surgeon General)
- [JUUL and Youth: Rising E-Cigarette Popularity \(PDF\)](#) (Campaign for Tobacco Free Kids)

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Parents

Children, teens, and young adults whose parents or guardians communicate their clear expectation that their child will remain tobacco free are significantly less likely to use tobacco products.

Here's what you can do:

Educate yourself – learn to recognize e-cigarette devices

- [Recognize Vape and E-cigarette Devices](#)
- [That USB Stick Might Be an E-cigarette \(poster\)](#) (CDC)
- [E-cigarettes, “Vapes”, and JUULs: What Parents Should Know \(PDF\)](#) (American Lung Association)

Talk with your child

- [Tips for Parents: How to Talk to Your Kids about Vape](#)
- [Vaping: What You Need to Know and How to Talk with your Kids \(PDF\)](#) (Partnership for Drug-Free Kids)

Engage with your child's doctor

- [Take Action: Know the Risks of E-Cigarettes and Young People](#) (U.S. Surgeon General)

Engage with your child's school administration

Seek help right away if your child is using vaping products

- [Is your kid using JUUL or e-cigarettes? How you can help them quit](#) (Truth Initiative)

Model tobacco-free behavior for your child

- [Take Action: Know the Risks of E-Cigarettes and Young People](#) (U.S. Surgeon General)

Schools – District and School Administrators

Tobacco-free spaces are a proven way to prevent youth tobacco use and protect students, faculty, and visitors from secondhand exposure. Tobacco-free schools is one way to address the increasing popularity of e-cigarettes and other vapid devices among youth.

Here's what you can do:

Develop a Youth Tobacco Prevention Task Force in partnership with the Health Department for each school district

- Contact the Pima County Health Department: (520) 724-8619 or the Pima County School Superintendent's Office: (520) 724-8451 for help with task force development
- [Addressing Student Tobacco Use in Schools: Alternative Measures \(PDF\)](#) (Public Health Law Center)
- [Tobacco-Free Schools: A Guide for Adopting and Implementing a Policy \(PDF\)](#) (Association for Nonsmokers – Minnesota)

Work with the Youth Tobacco Prevention Task Force to review and strengthen your current tobacco policy.

Issue an advisory to parents.

Promote health messaging throughout the school district.

- [Pima County Health Department's tobacco prevention presentations](#)
- [CTP's Exchange Lab](#) – Free print and digital materials (U.S. Food and Drug Administration)
- Free images about vaping and youth available at the [Pima County Health Department website](#)
- [Tobacco Use Prevention Through Schools: Guidelines & Strategies](#) (CDC)

Schools – School Health Services

School health and wellness offices are often the first point of contact for teens when it comes to their health. Champion a comprehensive tobacco- and nicotine-free message through your school.

Here's what you can do:

Help coordinate a plan within your school to educate students on the harms of nicotine and e-cigarette use.

- [Health care professionals: educate your young patients about the risks of e-cigarettes](#) (CDC)

Provide resources to parents about talking to their teens.

- [Tips for Parents: How to Talk to Your Kids about Vape](#)
- [Vaping: What You Need to Know and How to Talk with your Kids \(PDF\)](#) (Partnership for Drug-Free Kids)

Share resources for quitting tobacco.

- [Arizona Smokers' Helpline \(ASHLine\)](#) or call 1-800-55-66-222
- [Smokefree.gov](#) for teens

Schools – Curriculum Coordinators, Health Educators, Teachers

Teachers across the country report that student vaping has dramatically impacted classroom time, creating distractions and disruptions.

Here's what you can do:

Partner with the Health Department to ensure cohesive prevention messaging regarding vaping products and tobacco.

- [Pima County Health Department – The REAL DEAL on Vaping](#)

Update curriculum that addresses the harms of nicotine and e-cigarette use.

- [Know the Risks: E-Cigarettes & Young People](#) (U.S. Surgeon General)

Use relevant, youth friendly lesson plans.

- [Taking Down Tobacco](#) (Campaign for Tobacco-Free Kids) – for youth groups, middle or high school students
- [The Real Cost of Vaping](#) (Scholastic and the FDA) – for grades 9-12
- [The Tobacco Prevention Toolkit](#) (Stanford Medicine) – for middle or high school students
- [Get Smart about Tobacco: Health and Science Education Program](#) (Scholastic) – for grades 3-7

Pediatricians and primary care physicians

Primary care physicians, specifically pediatricians, are typically the first health experts whom parents turn to for advice on their child's health. However, many pediatricians are not familiar with symptoms of nicotine addiction, a problem typically seen in older patients. Informed doctors can educate their patients about the dangerous realities of e-cigarettes, how to resist peer pressure, and how to stop vaping if they've started.

Here's what you can do:

Learn about how nicotine addiction affects the teen brain.

- [Short- and Long-Term Consequences of Nicotine Exposure during Adolescence for Prefrontal Cortex Neuronal Network Functions](#) (NCBI, U.S. NLM, NIH)

Talk with young patients about the effects of nicotine on the developing brain.

- [JUULing: What Pediatricians and Families Need to Know](#) (American Association of Pediatrics)
- [E-cigarettes and Future Cigarette Use](#) (American Association of Pediatrics)

Review what is in e-cigarettes with young patients and their parents/guardians.

- [Health care professionals: educate your young patients about the risks of e-cigarettes](#) (CDC)

Provide resources to parents about talking to their teens.

- [Tips for Parents: How to Talk to Your Kids about Vape](#)
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