



#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.



2017 20%



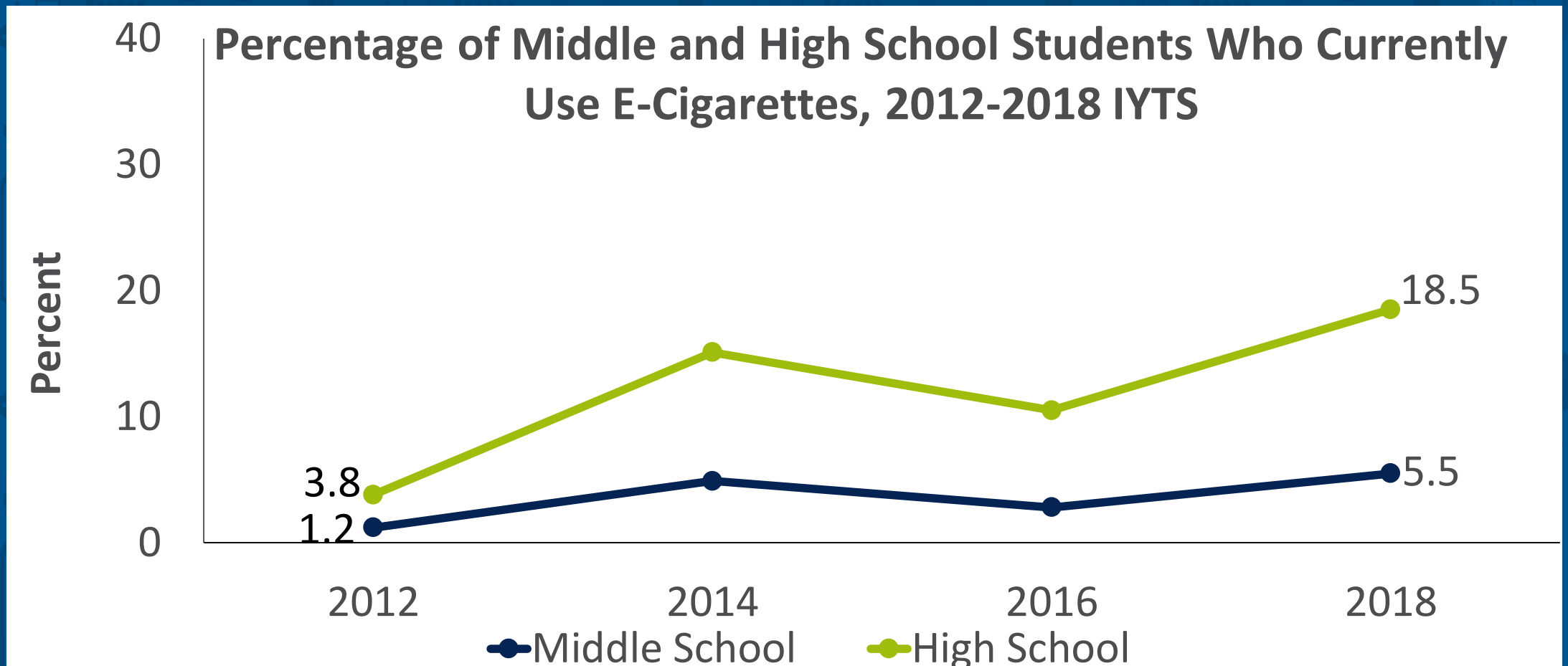
2018 28%

Use more than 20 days in the past 30 days

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2017 20% 2018 28%

# E-cigarette Trends among Indiana Youth



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](#)

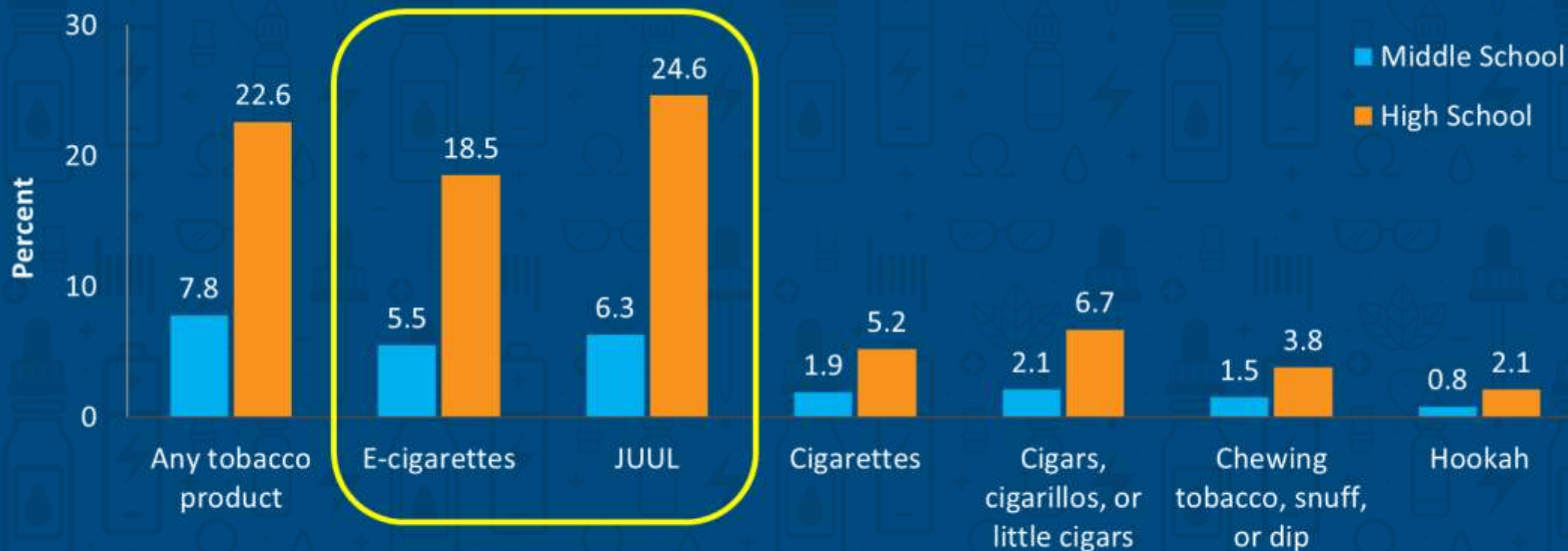
April 29, 2019, 12:01 PM EDT *Updated on April 29, 2019, 1:03 PM EDT*



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# 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



59

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...))



Vee



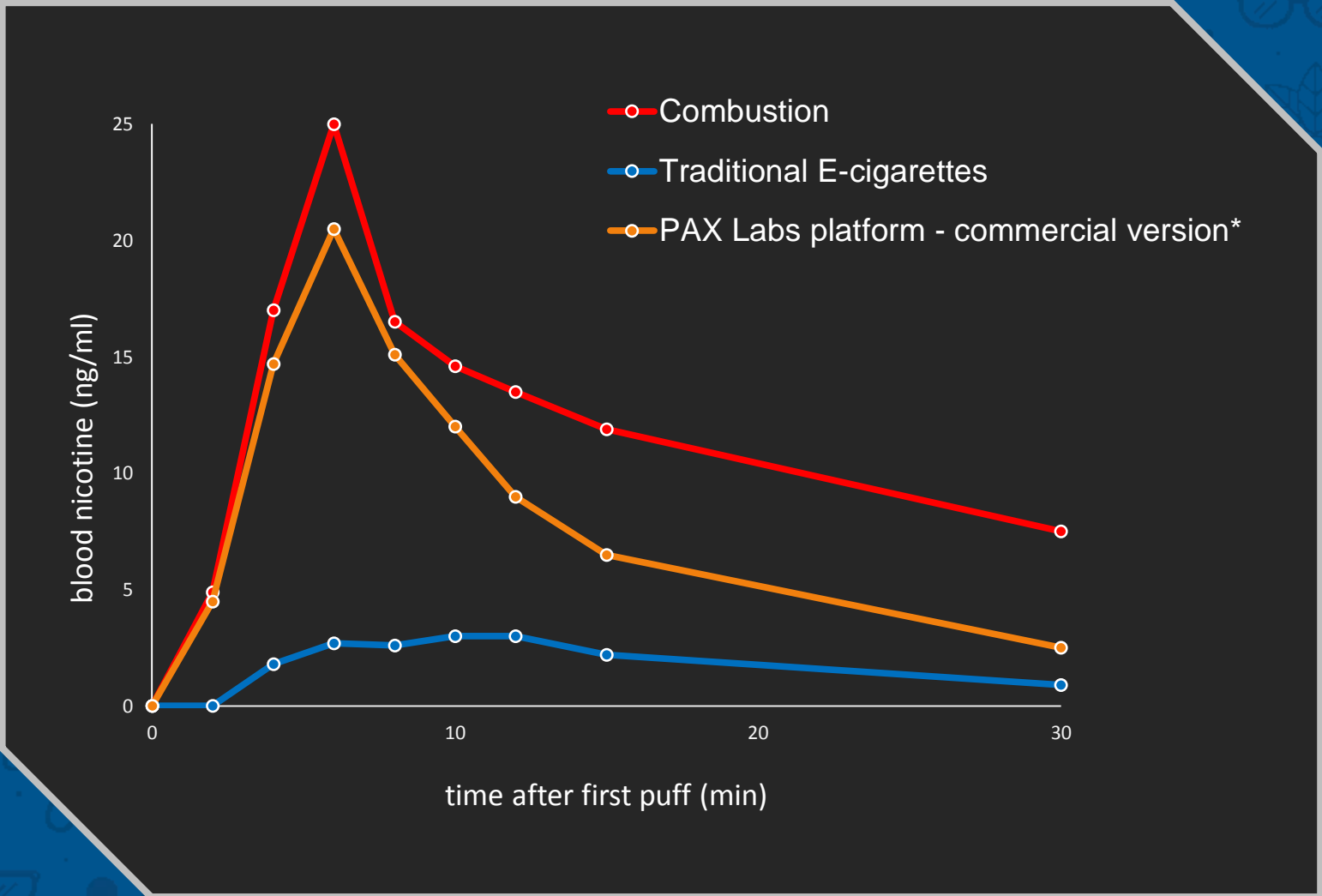
# Main Messages

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2. Health risks are connected to e-cigarettes.
3. E-cigarettes contain nicotine.  
Nicotine harms a developing brain.

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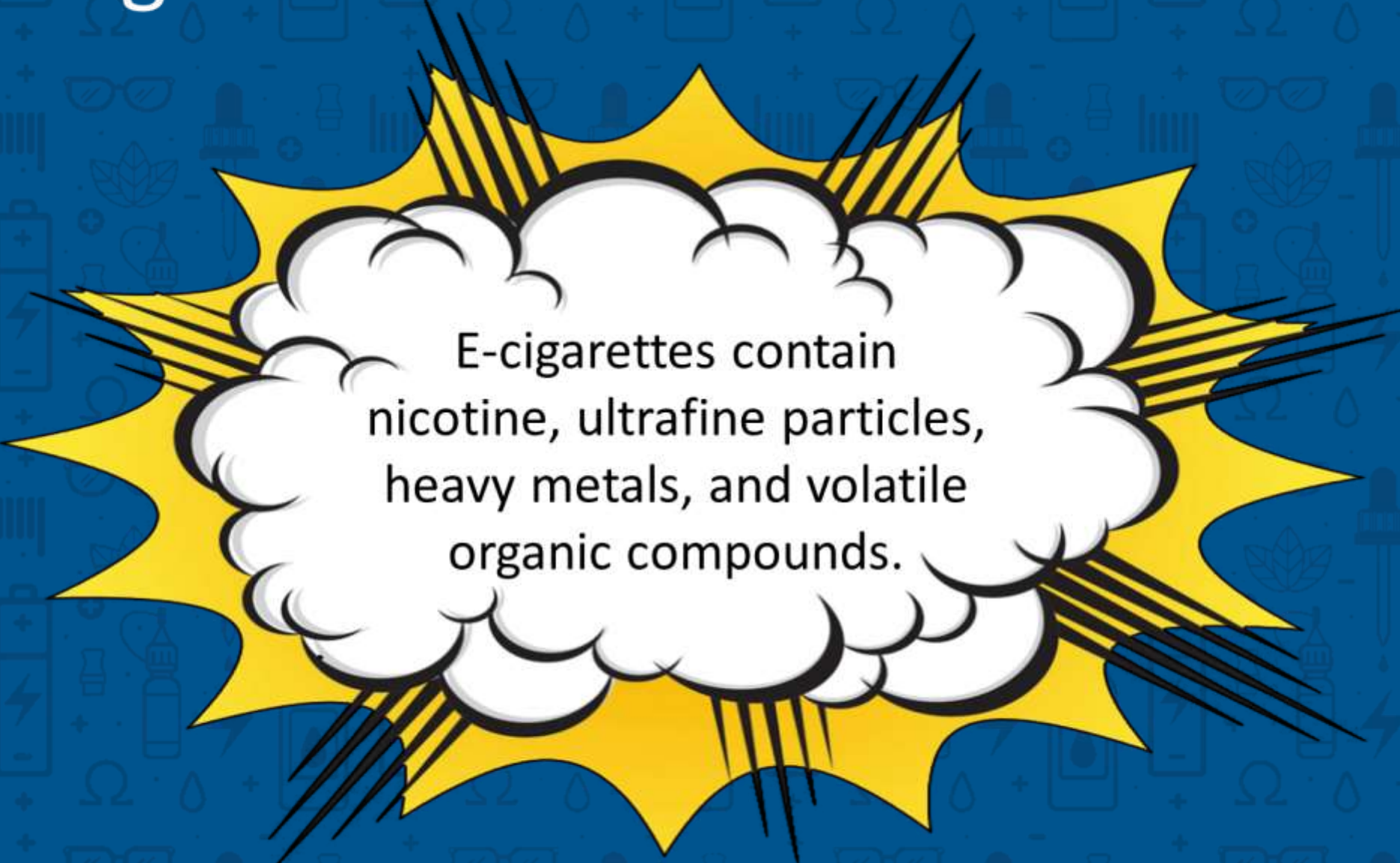
# JUUL Imitates Combustible Cigarettes



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# E-cigarette Aerosol is **NOT** Harmless

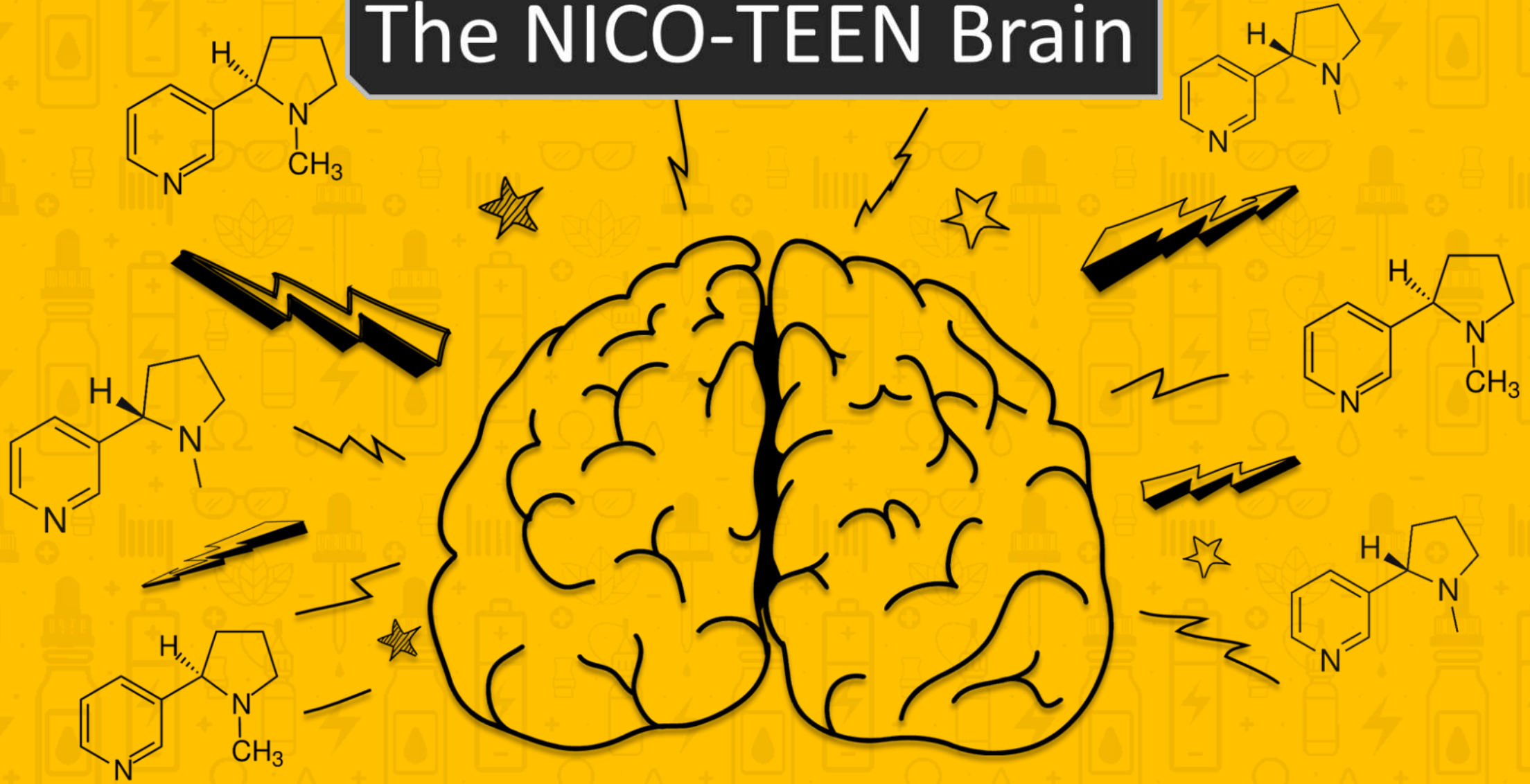


E-cigarettes contain nicotine, ultrafine particles, heavy metals, and volatile organic compounds.

# Main Messages

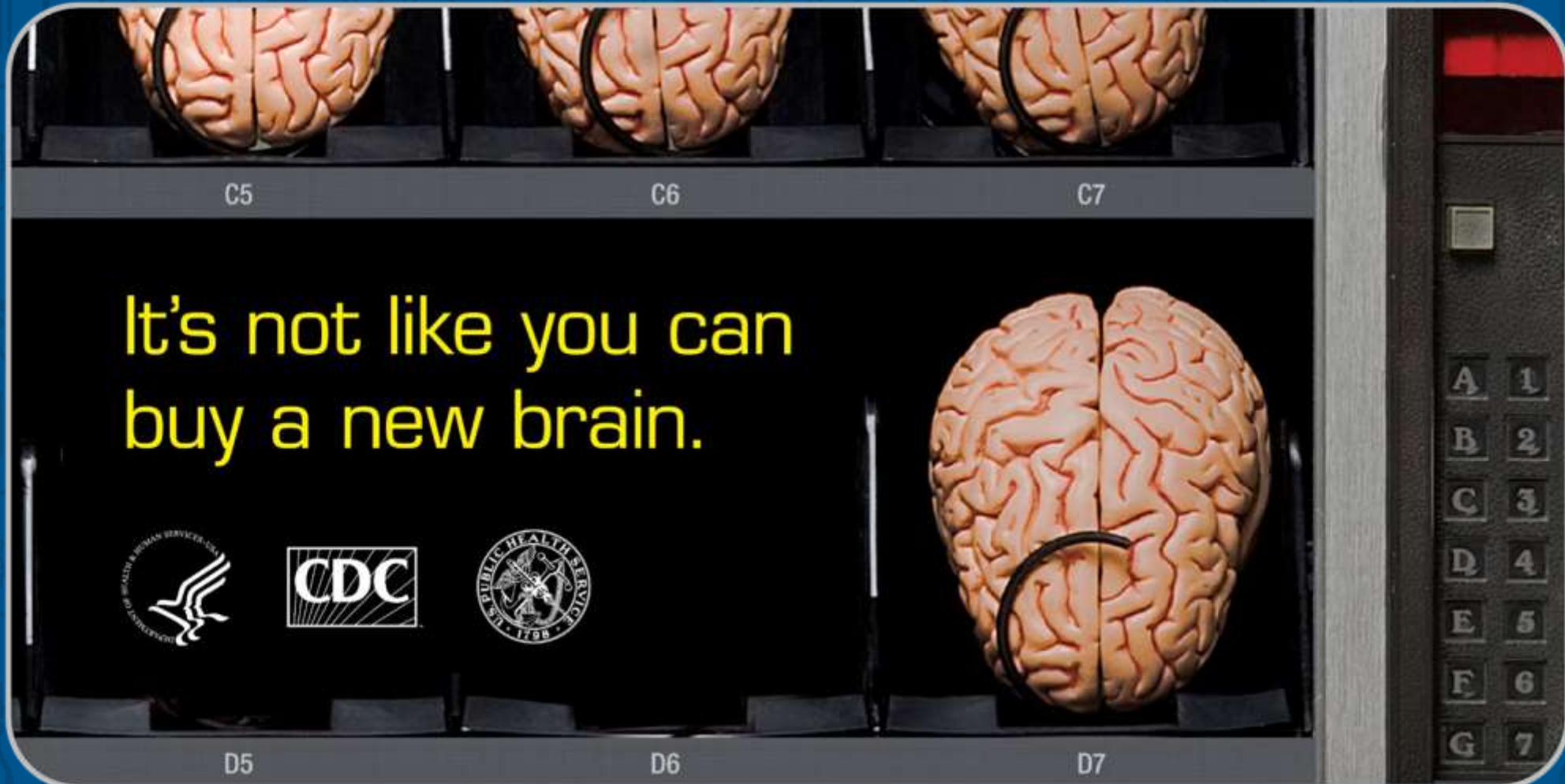
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# The NICO-TEEN Brain



**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.**



**truth initiative**  
INSPIRING TOBACCO-FREE LIVES

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

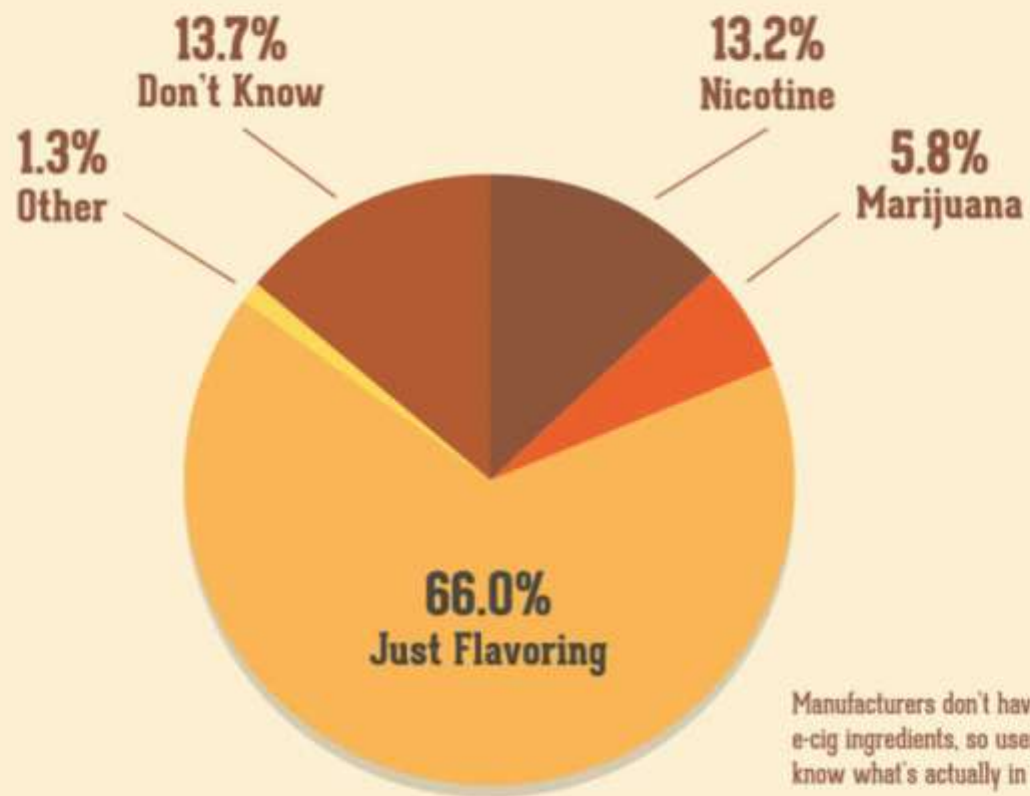


“ Moreover, nicotine is addictive.  
We are, then, in the business of selling  
nicotine, an addictive drug... ”

-Brown and Williamson, July 17, 1963



## WHAT DO TEENS SAY IS IN THEIR E-CIG?<sup>3</sup>



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.

## *Retail Stores*



## *Internet*



## *Newspapers or Magazines*



## *Tobacco Use in Movies or on TV*



# Main Messages

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# Recommendations for Parents



Know the Facts



Talk With Your Teen  
Be Patient and Ready To Listen



Set a positive example  
by being tobacco-free.

**KNOW THE RISKS** > 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.



[vapefreeindiana.isdh.in.gov](http://vapefreeindiana.isdh.in.gov)

# How to Help Youth



Talk with your child's doctor



Check out these online quit resources

[ThisIsQuitting.com](http://ThisIsQuitting.com) - [BecameAnEX.org](http://BecameAnEX.org) - [SmokeFreeTeen.in.gov](http://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](mailto:spetty@isdh.in.gov)

317-509-9680