



# EXPECT SUCCESS

## VAPING AND JUULING WHAT IS IT AND WHY YOU NEED TO KNOW



Just when we have reached an all-time low in teenage smoking, the tobacco industry has found a way to lure young kids back into the smoking scene. The new “cool” thing to do is called vaping or juuling which is a form of e-cigarettes.

We have been hearing about e-cigarettes the past few years, and unfortunately, the phenomena has arrived in our schools. In the past week, we have had five incidents of vaping/juuling brought to the attention of administrators. It is here, and we need the help of parents and trusted adults to talk with kids about what it is, how it is done, and the risks of becoming addicted to nicotine. The school district has a policy in place that includes the prohibition of e-cigarettes and all nicotine related materials for students on school grounds. The policy also includes adult consumption of these same devices while on school grounds.

As quickly as the reports are coming in, we are addressing them, talking with parents and trying to educate our kids. I strongly encourage you to read the information below to learn more about this as well as visit the links included. Make sure to look up pictures of the various devices so you are familiar with how easy this is for kids to disguise. It takes time and repeated conversations with children, but they will listen.

### **What are electronic cigarettes?\***

They are commonly referred to as e-cigs, e-hookah pens, vapes, vape pens, mods and Juuls. They are battery-operated, electronic nicotine delivery systems used in an aerosol, which contains e-juice also known as e-liquid. **Parents should become familiar with the names of the devices and what they look like.**

### **How does an e-cigarette work?\***

There are more than 450 e-cigarette brands on the market. They have four components: a cartridge (which holds the e-juice), heating element (known as an atomizer), a battery power source, and a mouthpiece. When a person puffs on the e-cigarette it activates the battery-powered heating device which vaporizes the liquid allowing the user to inhale the aerosol or “vaper.” **Many devices are as small as a flash-drive and can be hidden in the palm of a hand.**

### **Why the fascination with teens?\***

Besides the cool factor, a big draw for teens is the large variety of e-juice flavors available on the market. The levels of nicotine in the e-juice varies and often teens don't know the amount. Vaping is fairly affordable and despite regulations that state you must be 18 years old to purchase the devices, adolescents are finding others to buy them.

*\*Information adapted from <https://raisingteenstoday.com/vape101-what-parents-need-to-know/>*

### **Stats at a Glance (from the links below)**

- Over 30% of teen e-cig users are smoking cigarettes within six months after first time vaping
- Two times as many boys use e-cigs as girls
- Juul, started by Pax Labs in 2015, increased its revenue by nearly 700 percent in 2017

<https://www.nytimes.com/2018/04/24/health/fda-e-cigarettes-minors-juul.html>

<http://newcastleunitedforyouth.org/parent-toolkit/vaping-juuling-e-cigarettes/>

<https://vapingdaily.com/what-is-vaping/>

[https://e-cigarettes.surgeongeneral.gov/documents/SGR\\_ECig\\_ParentTipSheet\\_508.pdf](https://e-cigarettes.surgeongeneral.gov/documents/SGR_ECig_ParentTipSheet_508.pdf)

<https://www.drugabuse.gov/related-topics/trends-statistics/infographics/teens-e-cigarettes>