

# Into Thin Air

## *E-cigarettes, vaping and schools*

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November 11, 2022



# Session Objectives

**WHY?**

Describe the increase in youth vaping and the health consequences of use

**WHAT?**

Differentiate between the prevention, cessation and alternative-to-suspension resources available

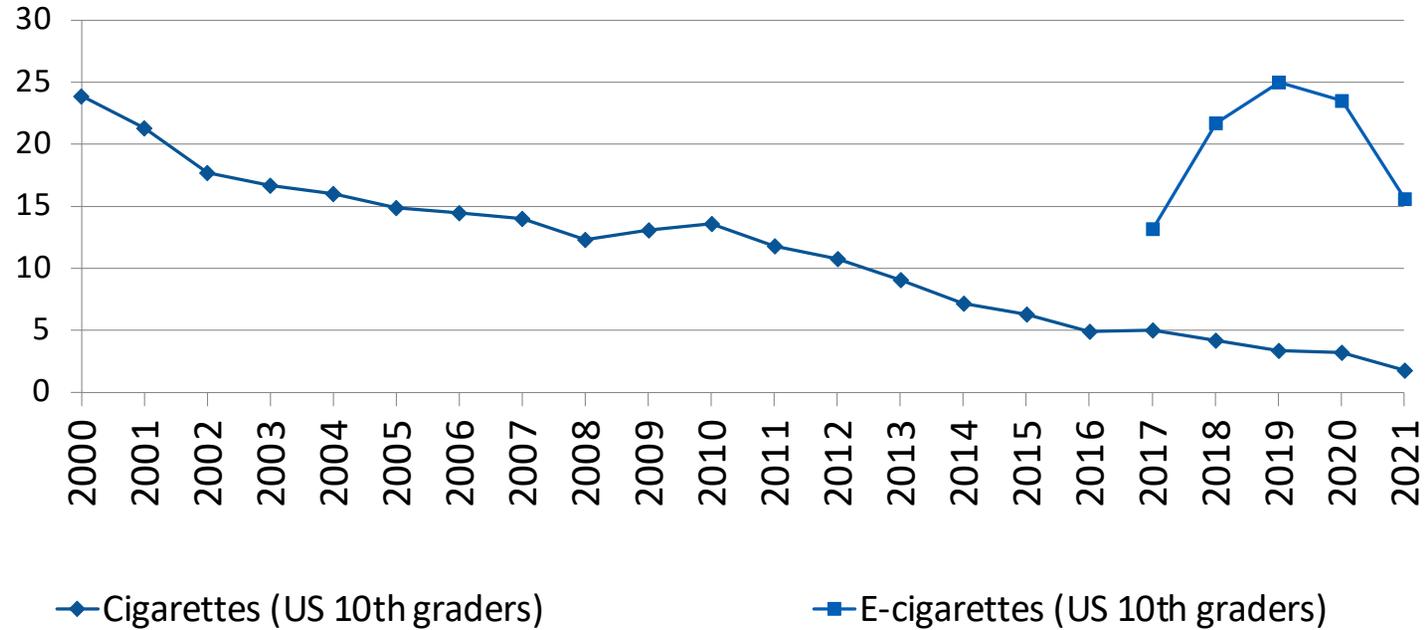
**HOW?**

Demonstrate how to effectively engage in prevention and intervention of youth tobacco use

# Trends in Youth Tobacco Use

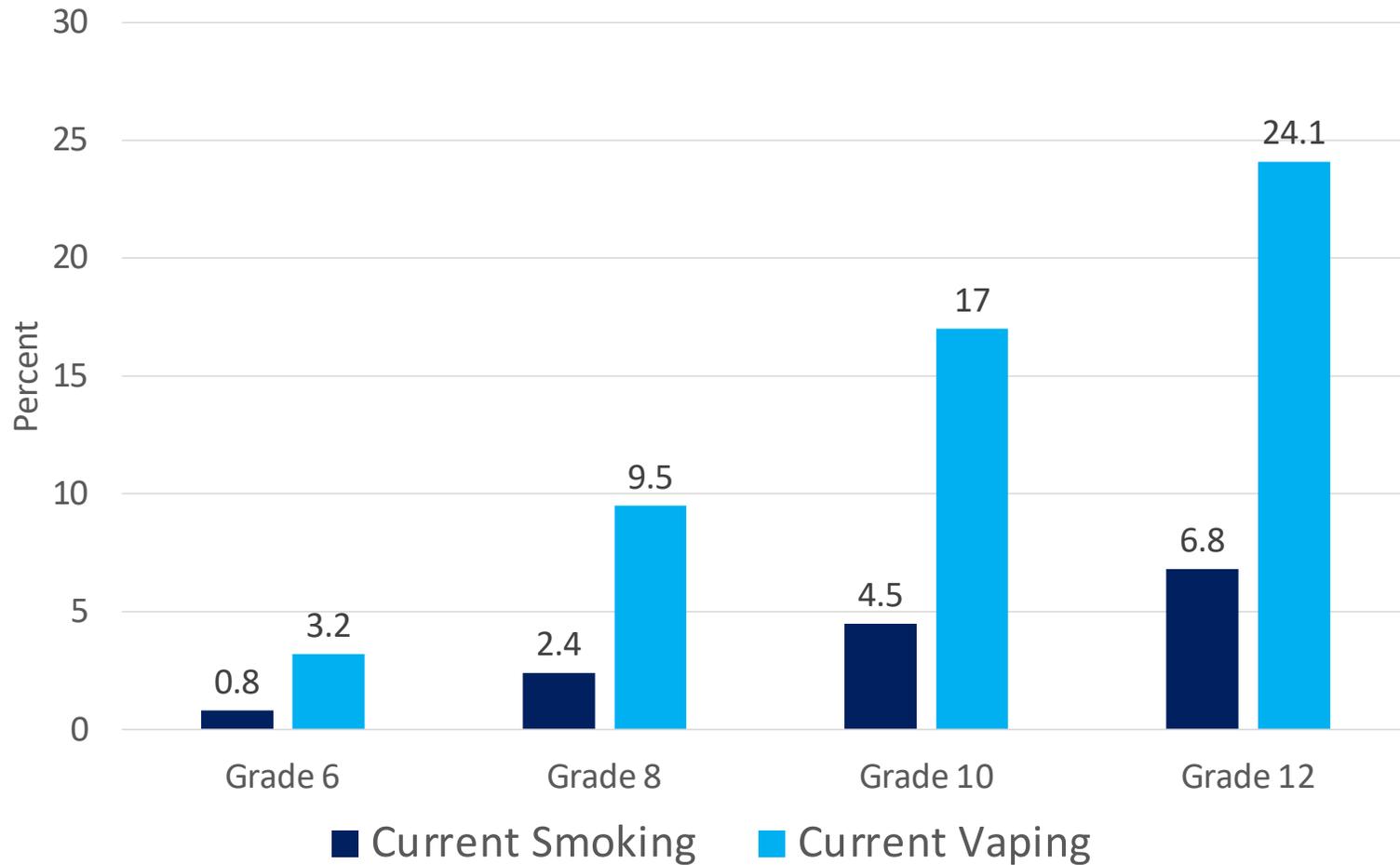
*Monitoring the Future Survey, 2021*

Percent of youth using tobacco in the past 30 days (US)



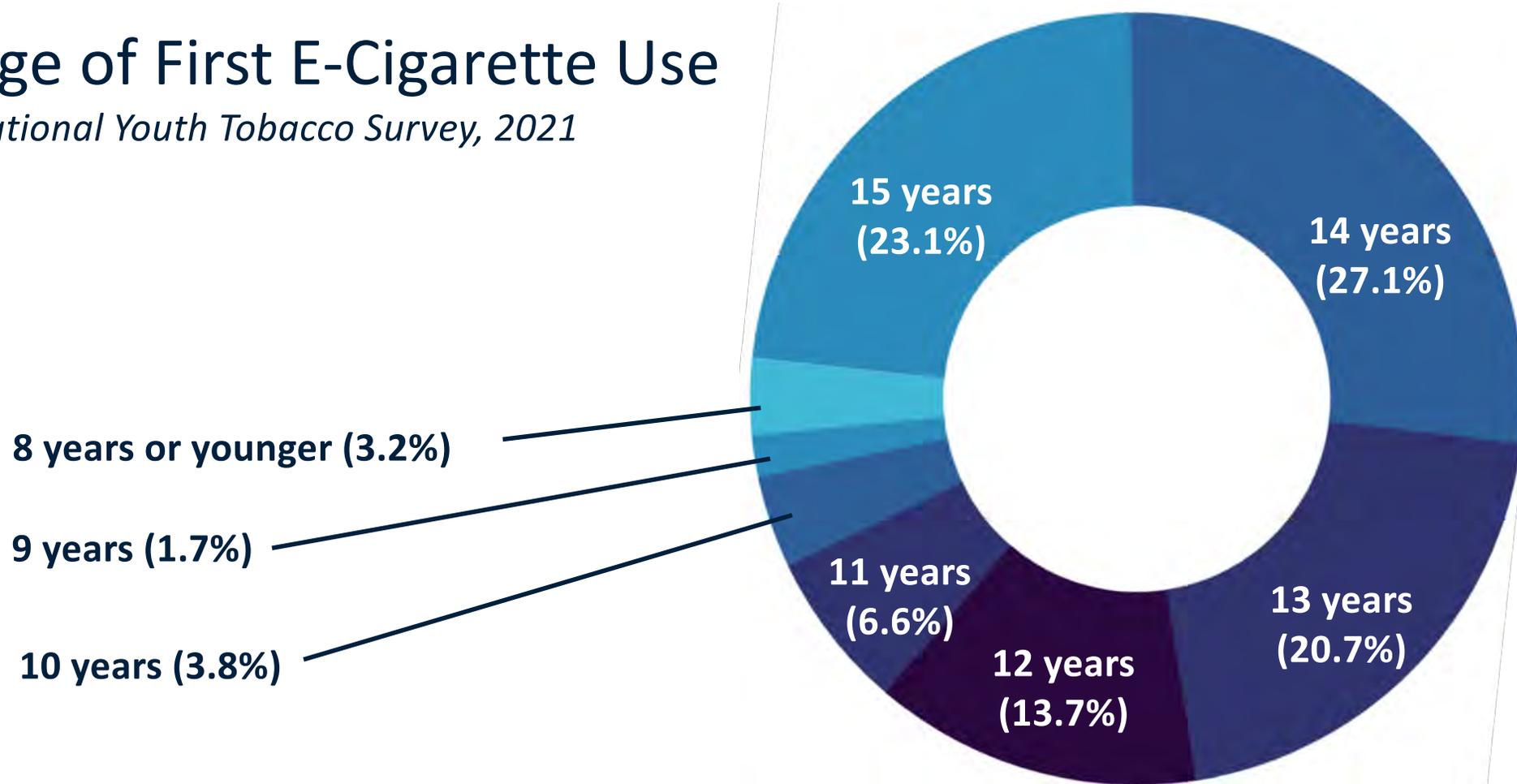
**2.55 million**

## 2021 Kentucky Incentives for Prevention Survey



# Age of First E-Cigarette Use

*National Youth Tobacco Survey, 2021*



# Age of First E-Cigarette Use

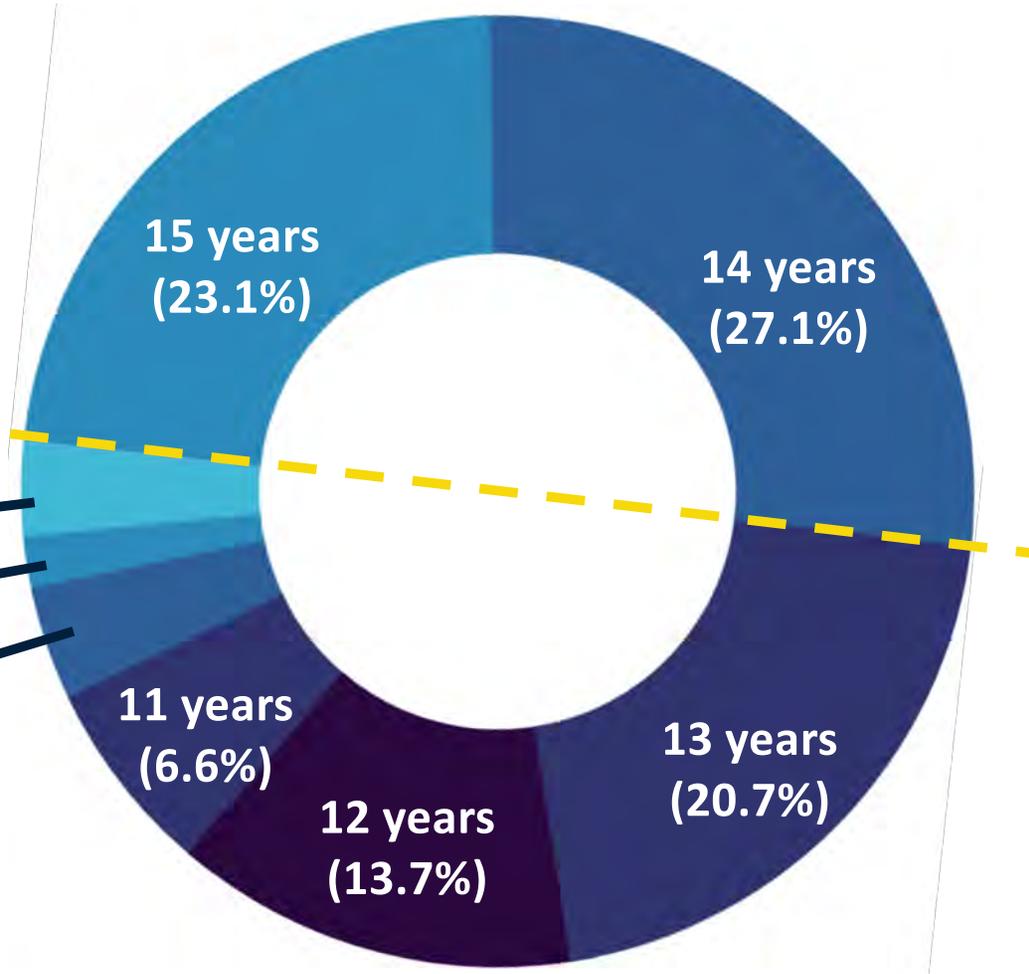
National Youth Tobacco Survey, 2021

**Half are 13 or younger**

8 years or younger (3.2%)

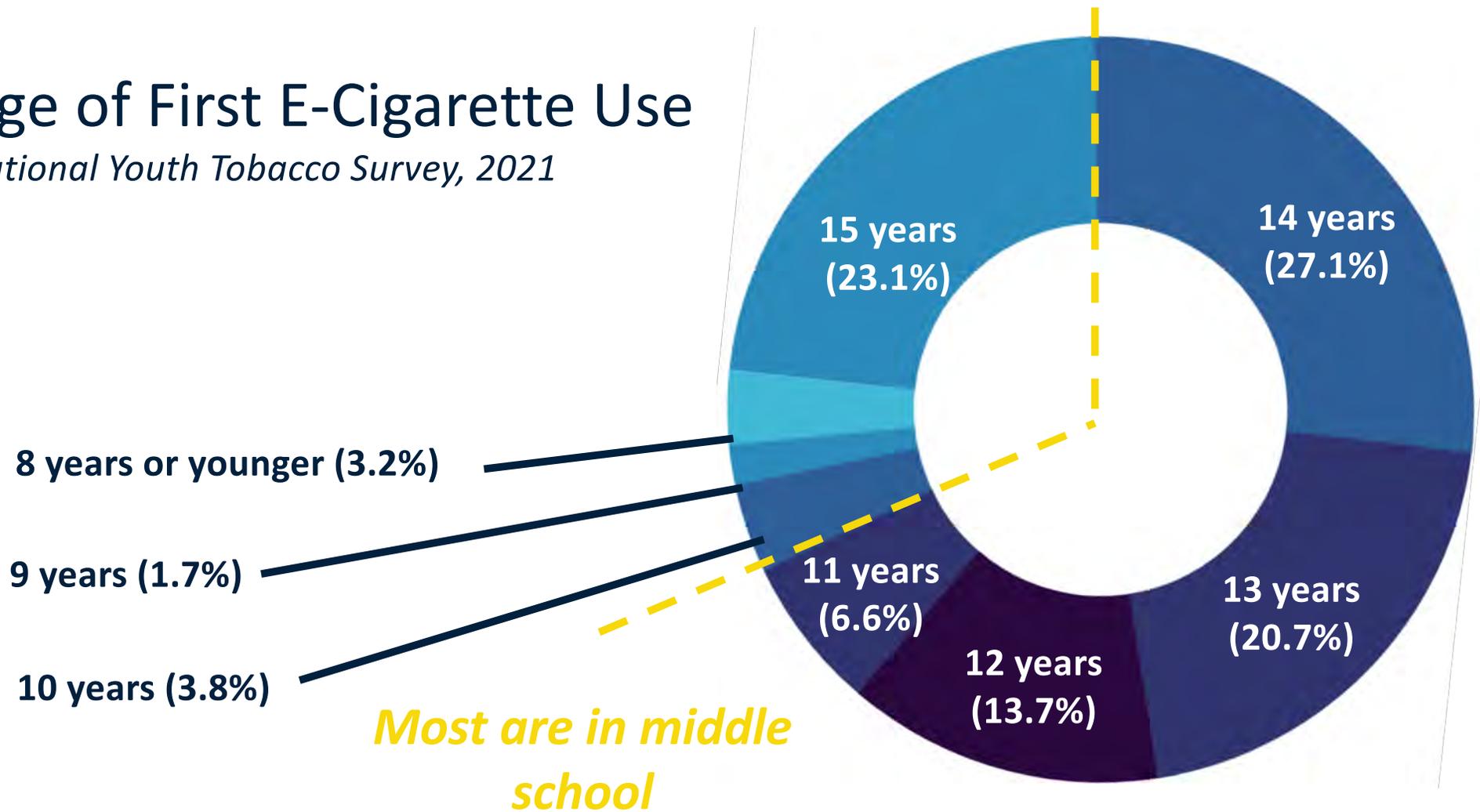
9 years (1.7%)

10 years (3.8%)

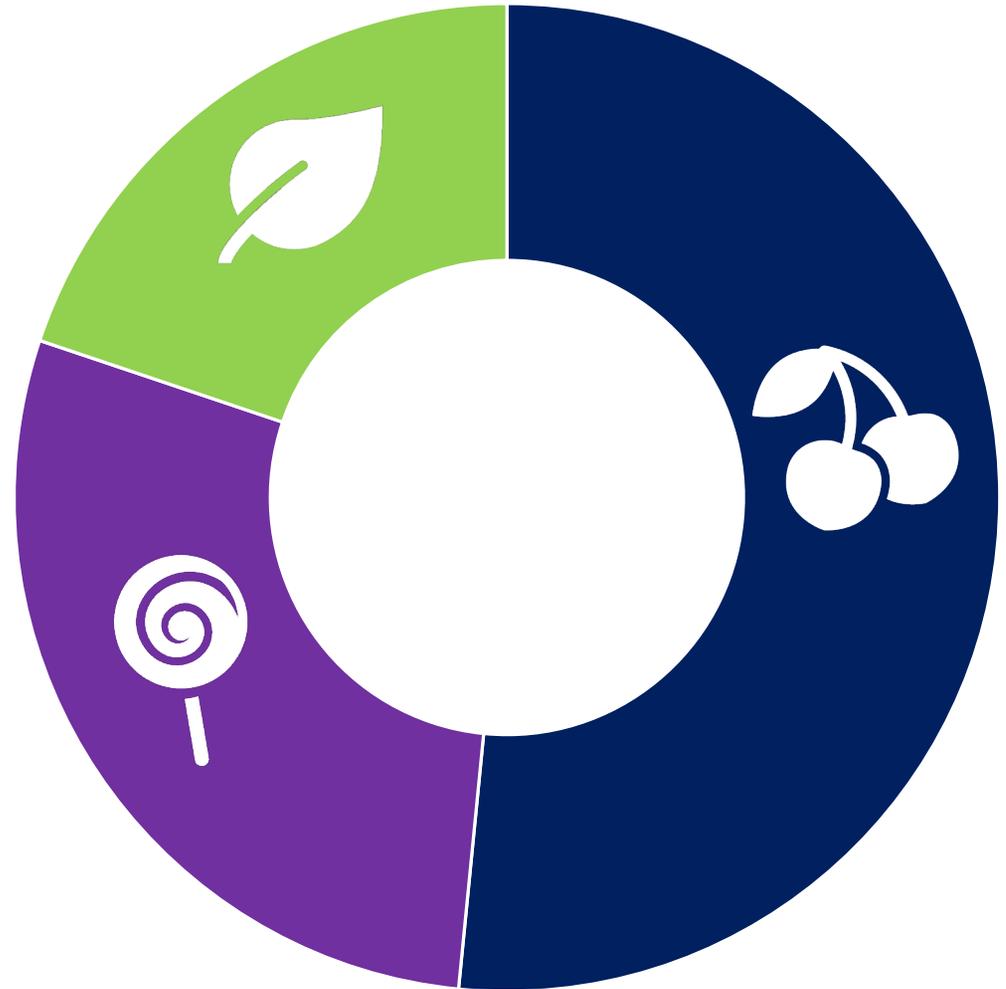


# Age of First E-Cigarette Use

National Youth Tobacco Survey, 2021

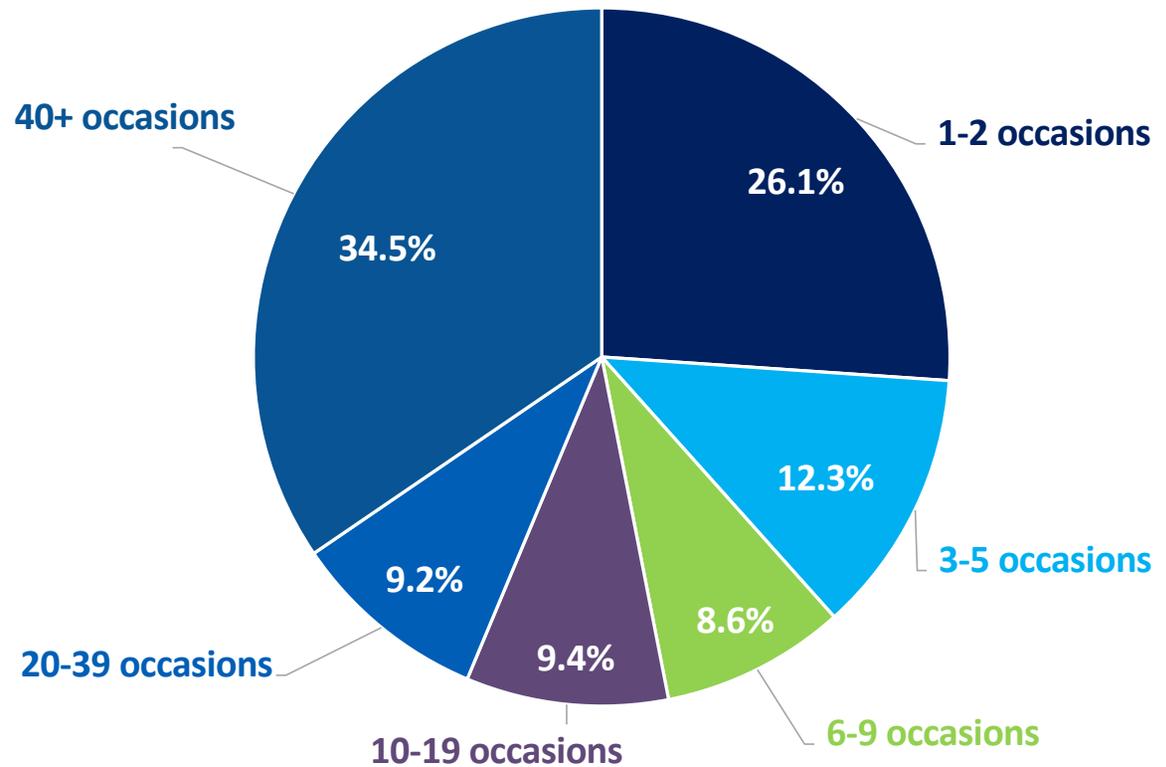


# 85% of Youth Use Flavored Vaping Products



# Frequency of Vaping Among KY Youth (2021)

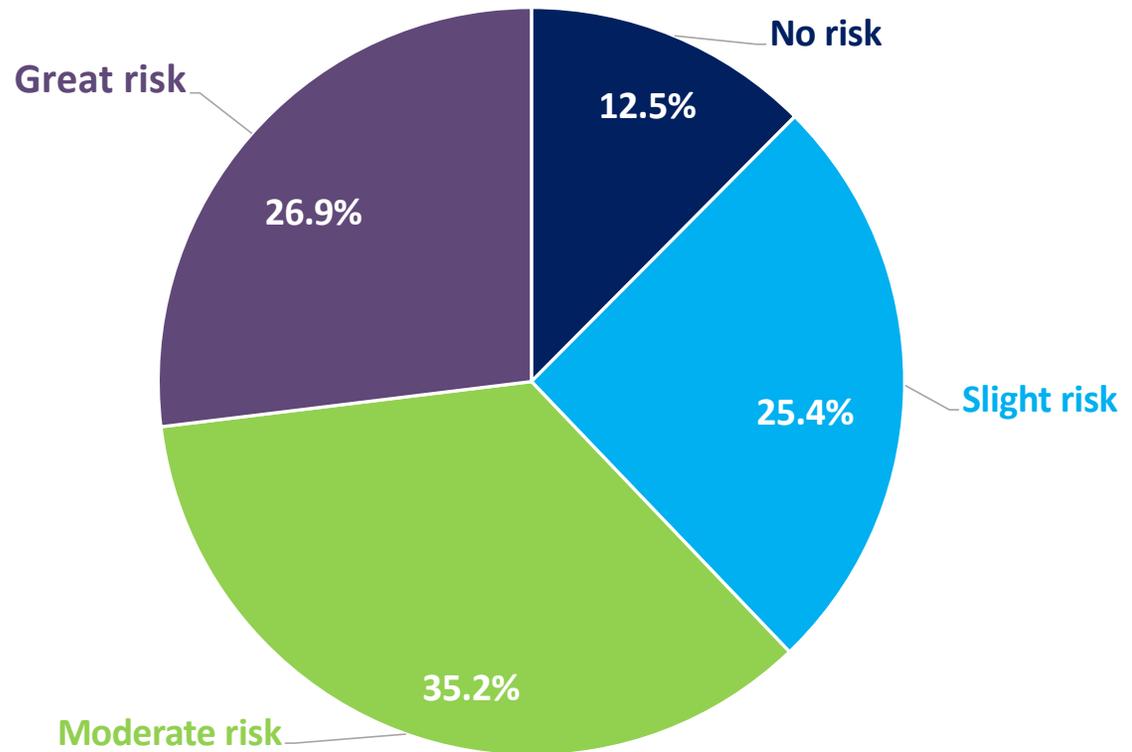
“On how many occasions (if any) have you vaped/used an electronic vapor product in the past 30 days?”  
(Responses ≥ 0)



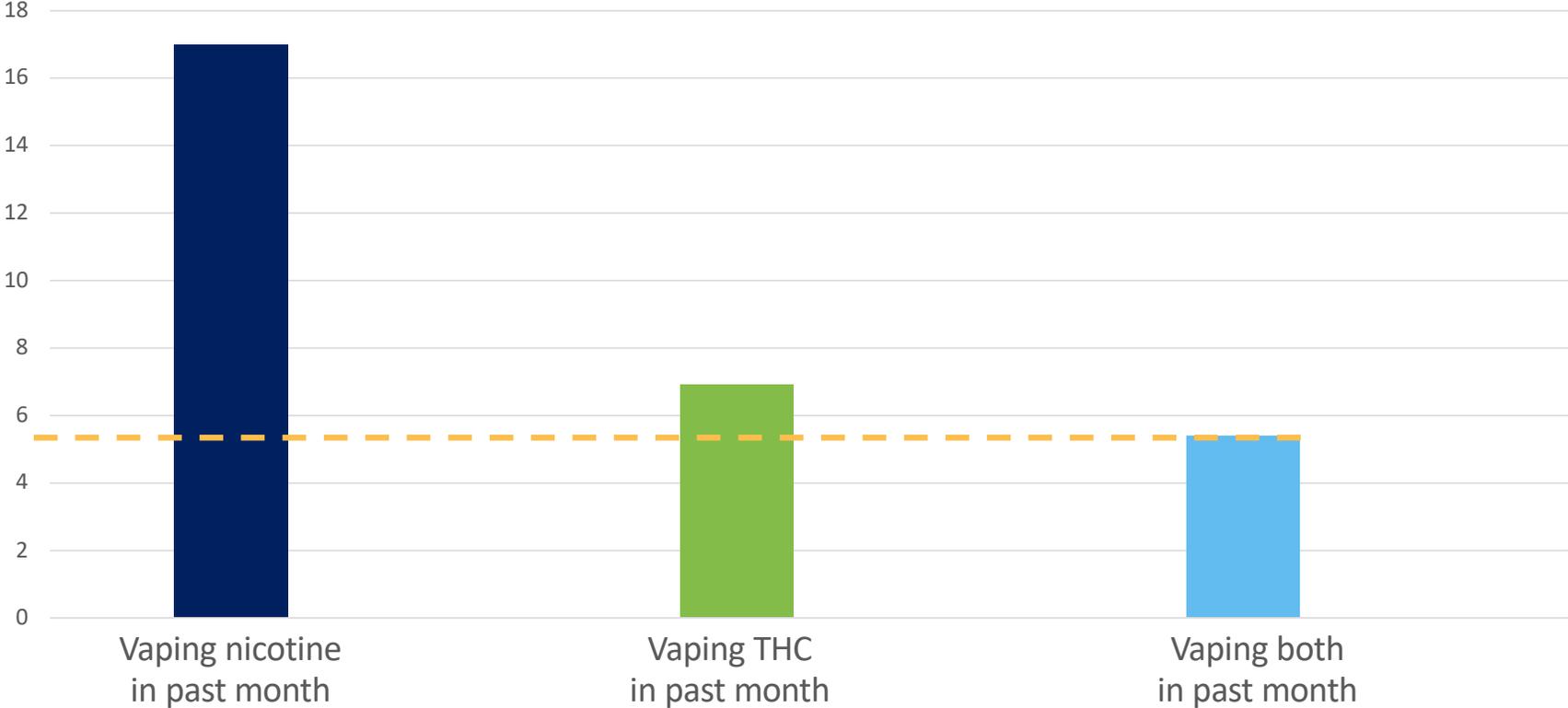
# Perceived Risk of Harm Among KY Youth

“How much do you think people risk harming themselves (physically or in other ways) if they vape/use e-cigarettes some days but not every day?”

(10<sup>th</sup> Grade)



# Percent of KY 10<sup>th</sup> Graders Vaping Nicotine and/or THC

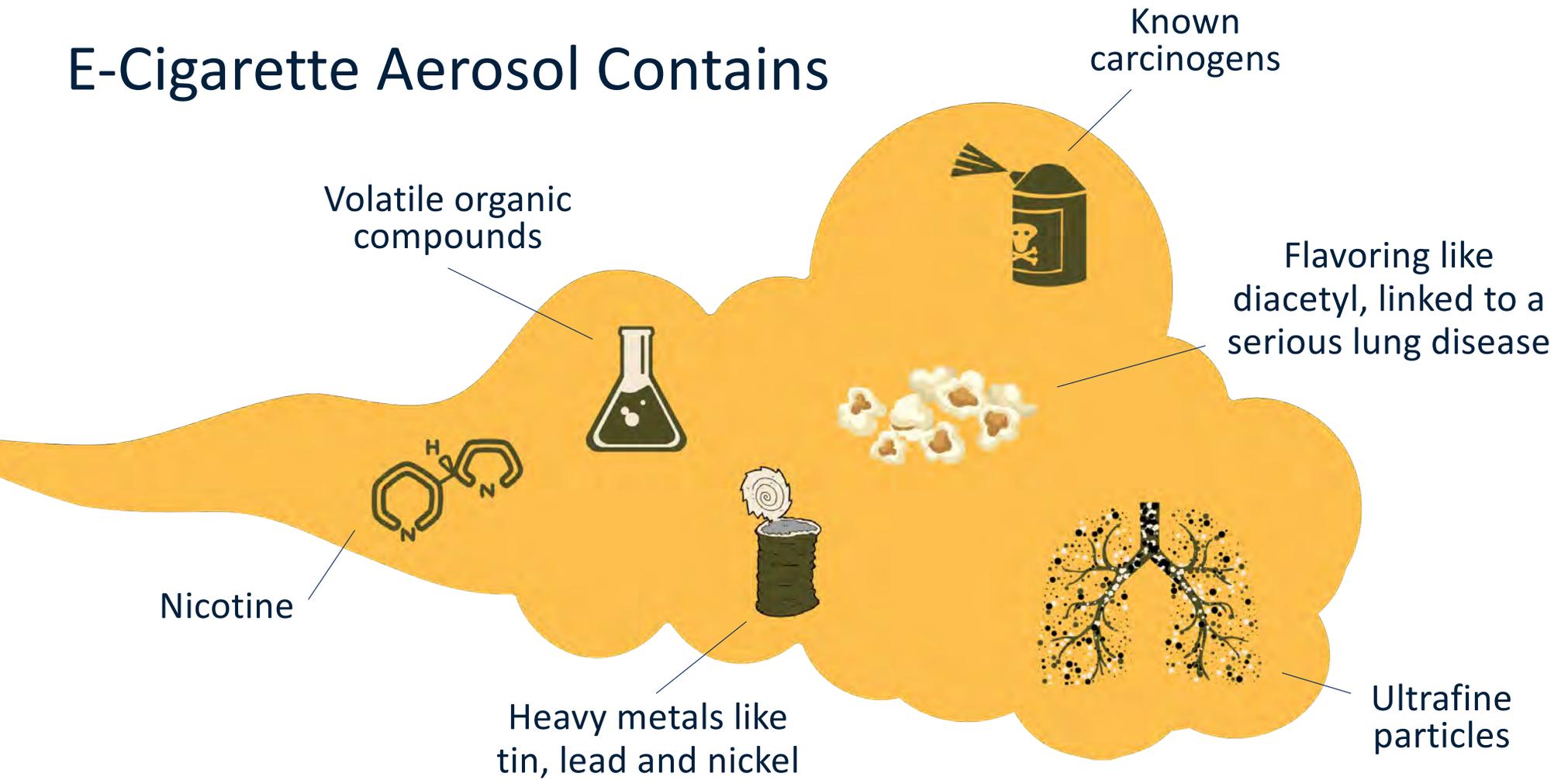


# Products on the Market

- March 2019, FDA restricted flavored e-cigarettes, excluding popular mint and menthol flavors.
- April 2022, synthetic nicotine products were moved under the authority of the FDA and are now considered tobacco products.
- April 2022, FDA proposed a ban on menthol in cigarettes and all flavors in cigars.

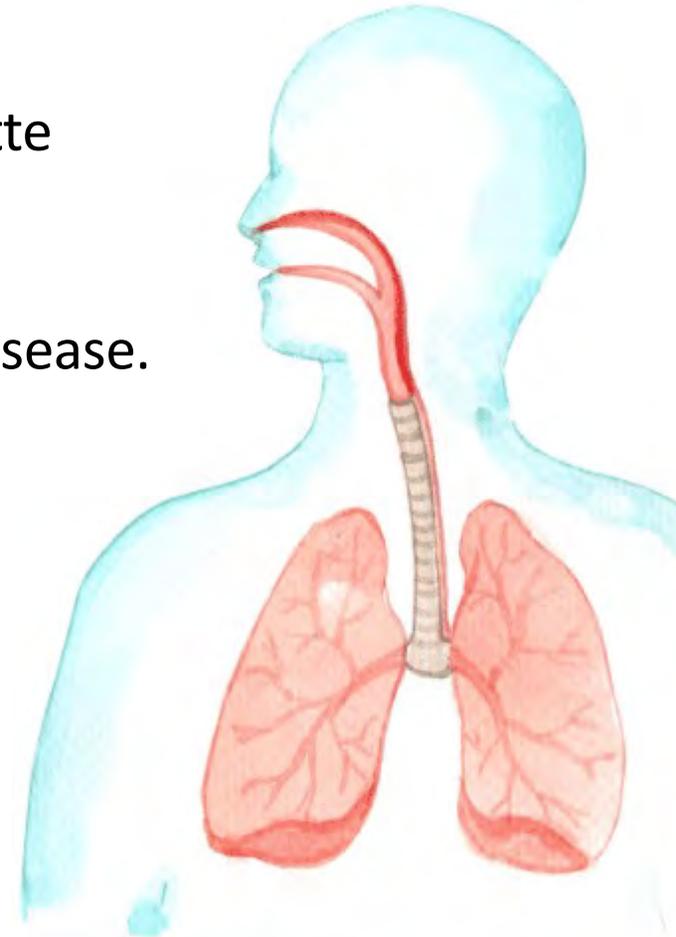


# E-Cigarette Aerosol Contains



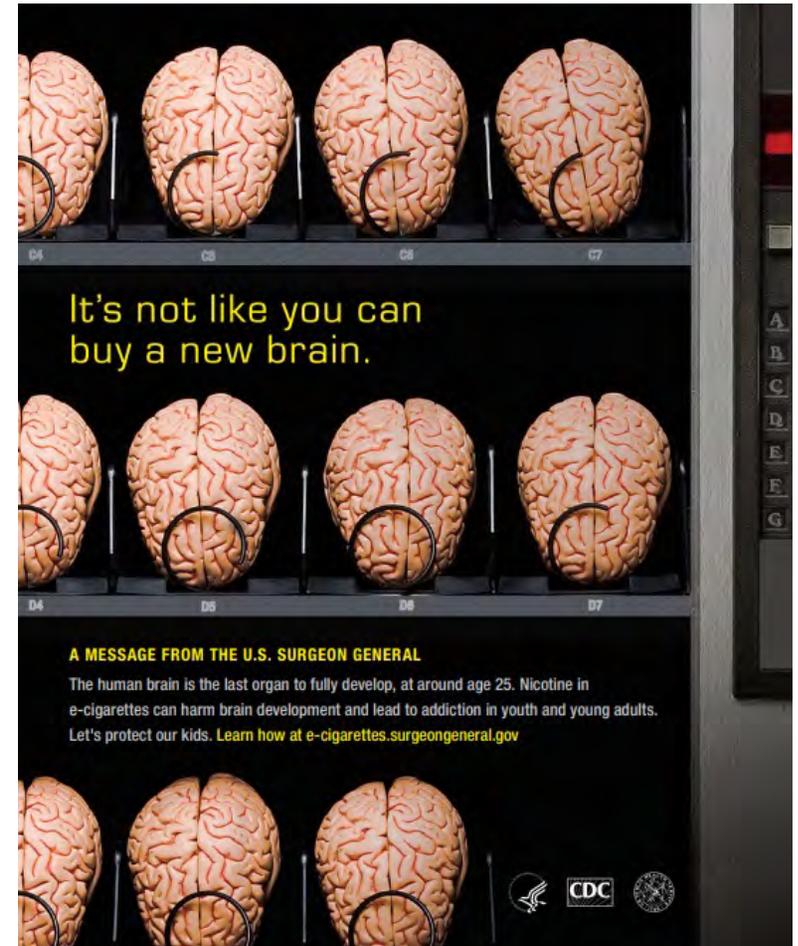
# Health Effects of Vaping

- Ear, eye, and throat irritation is common in e-cigarette users, as is shortness of breath.
- Nicotine and e-cigarette aerosols can lead to gum disease.
- E-cigarette aerosols enter users' lungs unfiltered and leave chemical residue behind, as seen in cases of EVALI and 'popcorn lung.'
- Nicotine raises blood pressure and can contribute to the hardening of arteries.



# The Younger You Start, The Harder It Can Be to Quit

- Youth nicotine use leads to changes in brain development related to attention, learning, and memory.
- Nicotine "can also prime the adolescent brain for addiction..." - U.S. Surgeon General



# From Vaping to Smoking

- Using e-cigarettes increases the likelihood of smoking cigarettes among young people.
- According to one study, young people in the U.S. who had ever used e-cigarettes had 7x higher odds of becoming smokers one year later.
- E-cigarettes may be responsible for 22% of new people ever trying a cigarette—totaling nearly 200,000 new smokers.

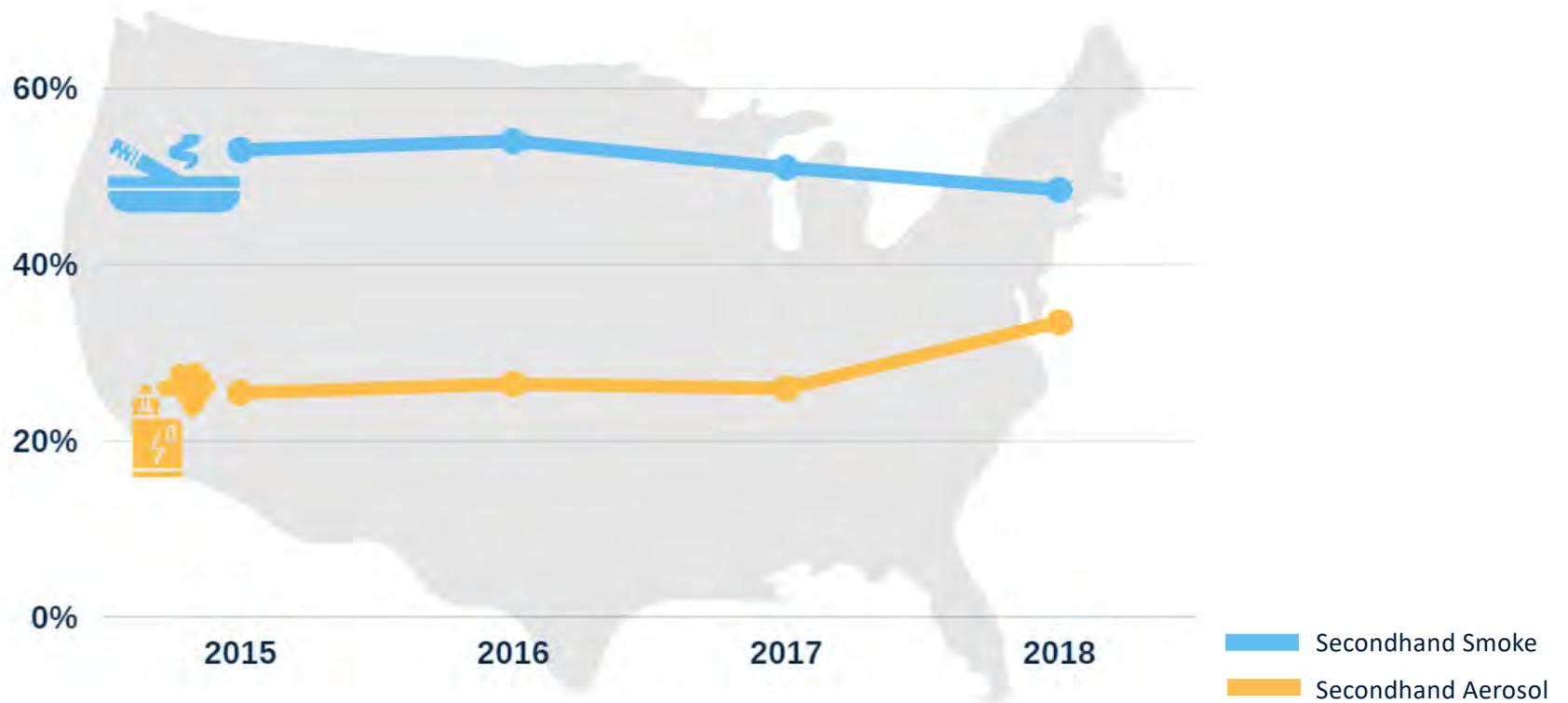


**VAPING IS  
STILL TOBACCO.**

Text "Start My Quit" to 36072  
or call 855-891-9989.  
Free, confidential help. Just for teens.

[WWW.MYLIFEMYQUIT.COM](http://WWW.MYLIFEMYQUIT.COM) **MY LIFE MY QUIT.**

# Self-Reported Exposure Among U.S. Youth



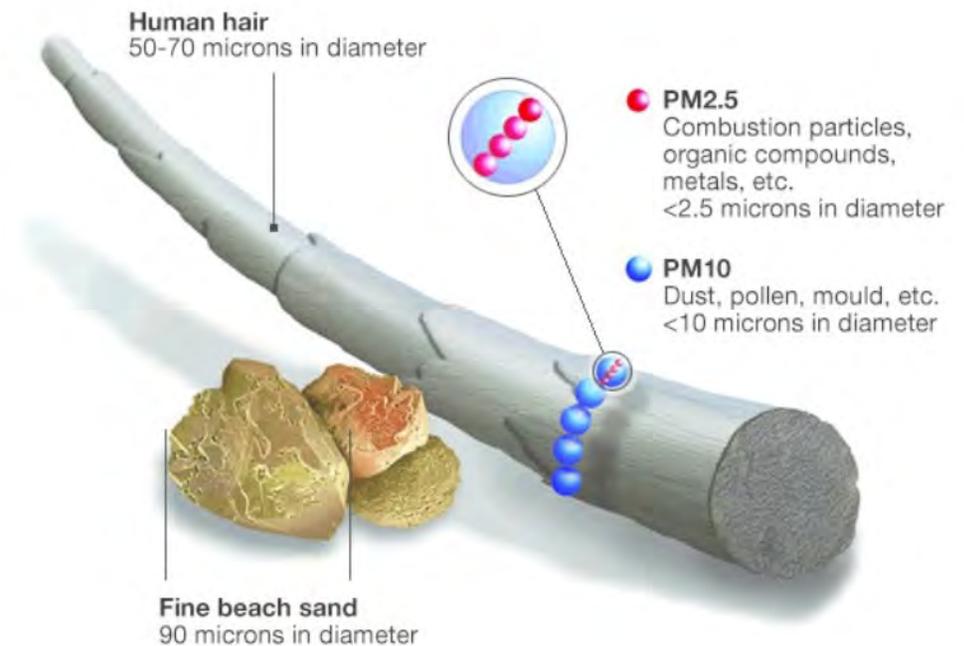


## Secondhand aerosol

- The aerosol released into the air when an e-cigarette (vape) is used.
- Incorrectly called vapor by the tobacco industry.
- The Surgeon General has recommended prohibiting vaping in enclosed areas to avoid probable harm because of secondhand exposure.

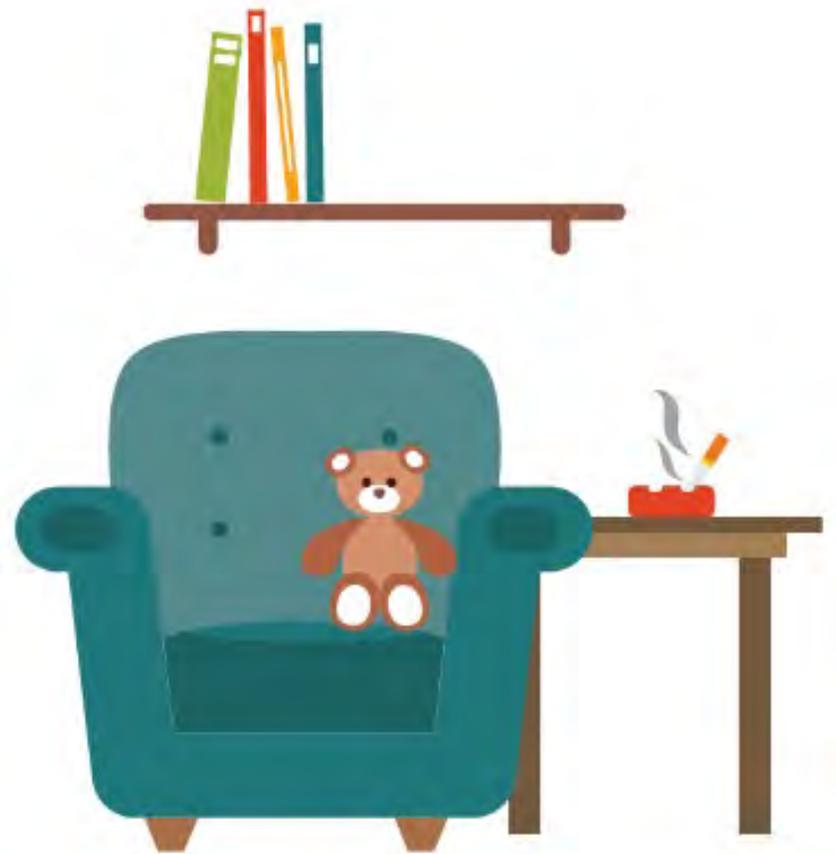
# Fine Particles

- E-cigarette use increases the number of fine particles in the surrounding room.
- Exposure to fine particles, or microscopic particles capable of reaching deep into the lungs, can worsen heart and lung disease, and even lead to premature death.



## Thirdhand Smoke & Thirdhand Aerosol

- The residual contamination from tobacco smoke or e-cigarette aerosol, which settle on walls, furniture, clothes, hair, and other surfaces where someone has smoked or vaped.



## Asking for Help

Does anyone know of a good program for high school students that talks about vaping?

...any example of a school policy for students who have an infraction for vaping on school campus and/or possession of pods/e-cigs?

Hi 😊 what programs are most effective with teens to stop smoking/vaping... My Life, My Quit?

# Obstacles to Effective Enforcement



**Difficult-to-Detect  
Infractions**



**Myths &  
Misinformation**



**Outdated  
Policies**

# Prevention Resources



## Enforcement Resources: Scripts & Signage

"For the safety of our students, [name of school district] is proud to have a 100% tobacco-free policy. At this time, we would like to remind our home fans and visitors that the use of tobacco products and e-cigarettes during tonight's event is strictly prohibited. We appreciate your support and would like to thank you for keeping our school and stadium tobacco-free. Enjoy the game."



# Enforcement Resources: Alternatives to Suspension



**Intervention for Nicotine Dependence:**  
Education, Prevention, Tobacco and Health

- Session 1: Getting the Facts
- Session 2: Nicotine Dependence
- Session 3: Alternatives to Vaping/Tobacco Use
- Session 4: Past, Present, Future

Although INDEPTH is not a cessation program, 60% of student participants reported that they were willing to quit using tobacco products after completing the program.

## Cessation Resources



**smokefree**teen

**YOU CAN QUIT.**  
FOR FREE HELP, CALL  
**1-800-QUIT-NOW**



Brought to you by the U.S. Department of Health and Human Services  
**#CDCTips**

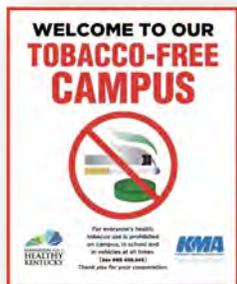


**NOT**

# Resources for Families

## Key Messages:

1. E-cigarettes are not safe
2. Many young people use e-cigarettes
3. We have free resources to help your student stay e-cigarette-free.



### Sample Letter to Families

Dear families,

The health and safety of our students is [school name]'s top priority. That is why we are working with the Kentucky Department for Public Health to give your student a tobacco-free future.

You may know that e-cigarettes (also known as "vapes") have quickly become the most common tobacco product among young people. Here's what we want every family to know:

1. **E-cigarettes are not safe.** E-cigarettes are dangerous, highly addictive, and harmful to a young person's health and brain development.<sup>1</sup> Almost all e-cigarettes contain nicotine, a highly addictive chemical. Because kids' and young adults' brains are still developing, they can get addicted to nicotine much faster than adults. U.S. Surgeon General said exposing a young brain to nicotine can cause long-term problems like "nicotine addiction, mood disorders, and permanent lowering of impulse control... [and] can also prime the adolescent brain for addiction to other drugs such as cocaine."<sup>2</sup> Vaping can also weaken the lungs, making it harder to fight viruses like COVID-19.
2. **Many young people use e-cigarettes.** Nearly 8,000 kids start vaping every day.<sup>3</sup> In 2019, about one in four Kentucky 10th graders said they had recently vaped,<sup>4</sup> and some research shows the COVID-19 pandemic may have made students more likely to use e-cigarettes and other tobacco products.<sup>5</sup> Vaping is common among all peer crowds and groups of kids. Unfortunately, many parents don't know their kids are vaping because e-cigarettes can be easy to hide. E-cigarettes often look like pens, USB drives, or other non-tobacco products.
3. **We have free resources to help your student stay e-cigarette-free.**
  - **My Life, My Quit** is a free, confidential service that can help teens quit vaping or using other tobacco products. My Life, My Quit offers virtual, one-on-one advice from "quit coaches" – professionals who are trained to work with young people. Teens can visit [MyLifeMyQuit.com](http://MyLifeMyQuit.com), text "START MY QUIT" to 36072, or call 855-891-9989 for free help. (Adults can get free help quitting at [QuitNowKentucky.org](http://QuitNowKentucky.org) or 1-800-QUIT-NOW.)
  - **The Vape Talk** is a free website that gives families the tools they need to talk to kids about vaping. Visit [TheVapeTalk.org](http://TheVapeTalk.org) to learn why vaping is dangerous, some common signs of nicotine addiction, and how to have a conversation with your child about tobacco.
  - Our school is 100% tobacco-free, including e-cigarettes. We don't allow students, staff, or visitors to use e-cigarettes or other tobacco products in our school buildings or on our grounds. This policy protects everyone from secondhand smoke and secondhand aerosol from e-cigarettes. It also allows adults to be role models for a tobacco-free life. [View our 100% Tobacco-Free Policy](#)

Thank you for helping us keep your student healthy and safe.

Sincerely,

[Name, Title]

1. American Lung Association. 2021. [Get The Facts About Vaping](#). Accessed from: [www.lung.org/stop-tobacco/prevention/teen-vaping](http://www.lung.org/stop-tobacco/prevention/teen-vaping).  
2. Office of the Surgeon General. 2021. [KIDS AND E-CIGARETTES: A Young Healthier America](#). Accessed from: [e-cigarettes.surgeongeneral.gov/kidsandvaping.html](http://e-cigarettes.surgeongeneral.gov/kidsandvaping.html).  
3. Centers for Disease Control & Prevention. 2019. [The Surgeon General's Call to Action to Prevent Youth Tobacco Use](#). Accessed from: [www.cdc.gov/tobacco/secondhand/10thgrade.html](http://www.cdc.gov/tobacco/secondhand/10thgrade.html).  
4. Kentucky Department for Public Health. 2019. [KIP Survey Data & Report](#). Accessed from: [kdp.hhs.gov/2019/](http://kdp.hhs.gov/2019/).  
5. Kentucky Youth Tobacco Use. 2021. [Youth Prevalence Report on Tobacco Use](#). Accessed from: [kdp.hhs.gov/2021/](http://kdp.hhs.gov/2021/).

# Thank you!

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