



KNOW THE RISKS

A Youth Guide To E-cigarettes

Quiz



Some
e-cigarettes
are safe for youth



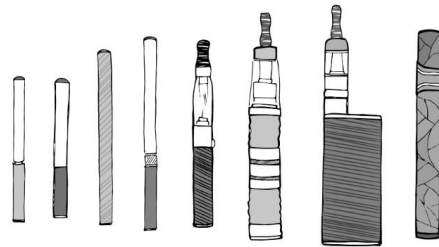
Quiz

Some
e-cigarettes
are safe for youth

✘ FALSE



1



What Are
E-cigarettes?

2



What Are The
Health Risks?

3



What Leads
To E-cigarette
Use?

4



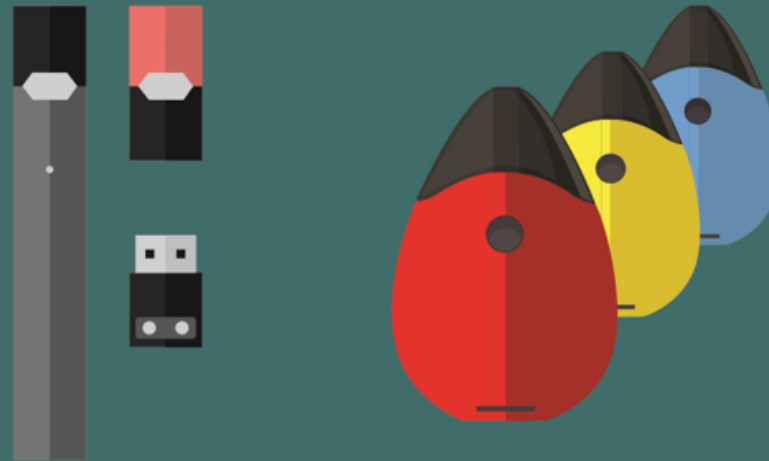
What Can You
Do About It?

NO MATTER WHAT YOU CALL IT, IT'S AN E-CIGARETTE

Tanks & Mods



Rechargeable
e-cigarette



Disposable
e-cigarette

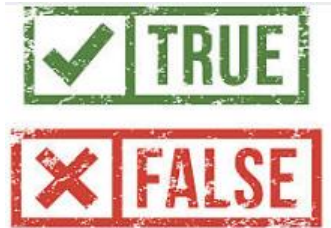


E-CIGARETTES COME IN MANY DIFFERENT SHAPES



E-cigarettes are devices that heat a liquid into an aerosol that the user inhales.

Quiz



Most
e-cigarettes
contain nicotine



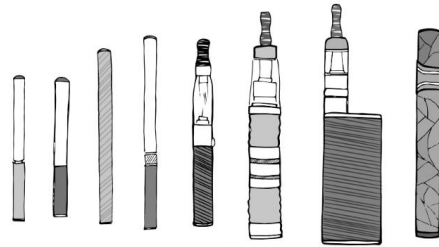
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WHAT IS NICOTINE?

nicotine 

[nik-uh-teen, -tin, nik-uh-teen]

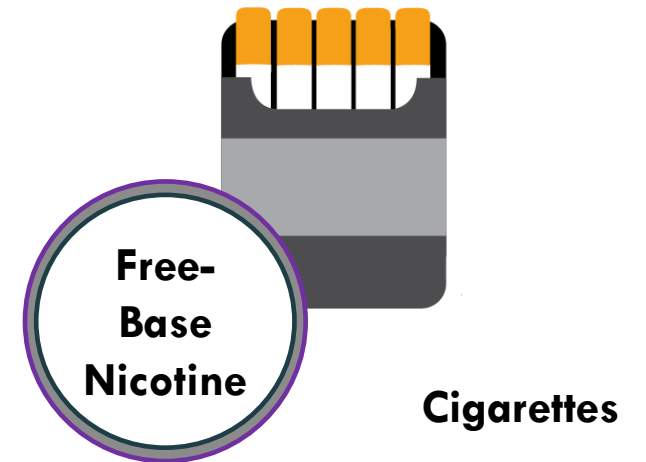
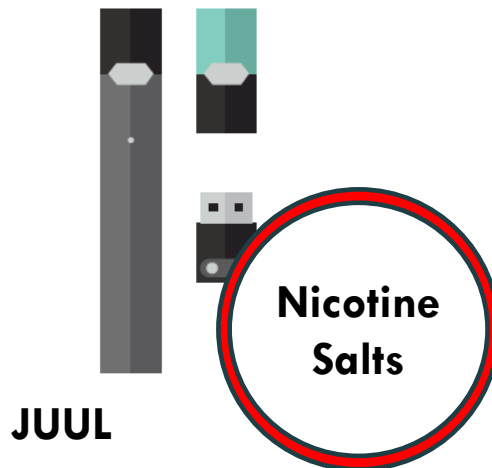
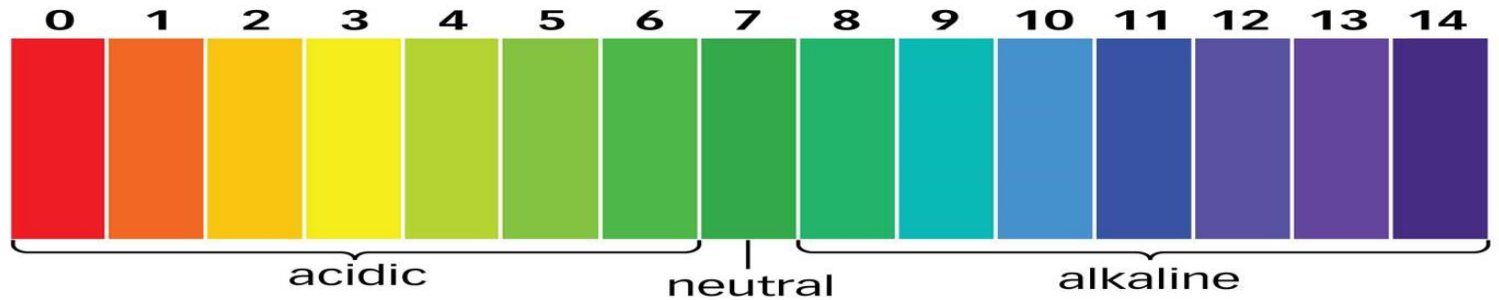
[Examples](#) [Word Origin](#)

noun *Chemistry.*

1. a colorless, oily, water-soluble, highly toxic, liquid alkaloid, $C_{10}H_{14}N_2$, found in tobacco and valued as an insecticide.

Nicotine Comes In Different Types

What is the
pH scale?



JUUL Contains a High Amount of Nicotine



All JUUL e-cigarettes have a high level of nicotine. According to the manufacturer, a single JUUL pod contains as much nicotine as a pack of 20 regular cigarettes.



Quiz



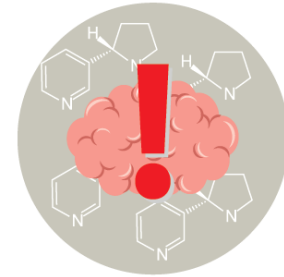
Nicotine harms
brain
development



Quiz



Nicotine harms
brain
development

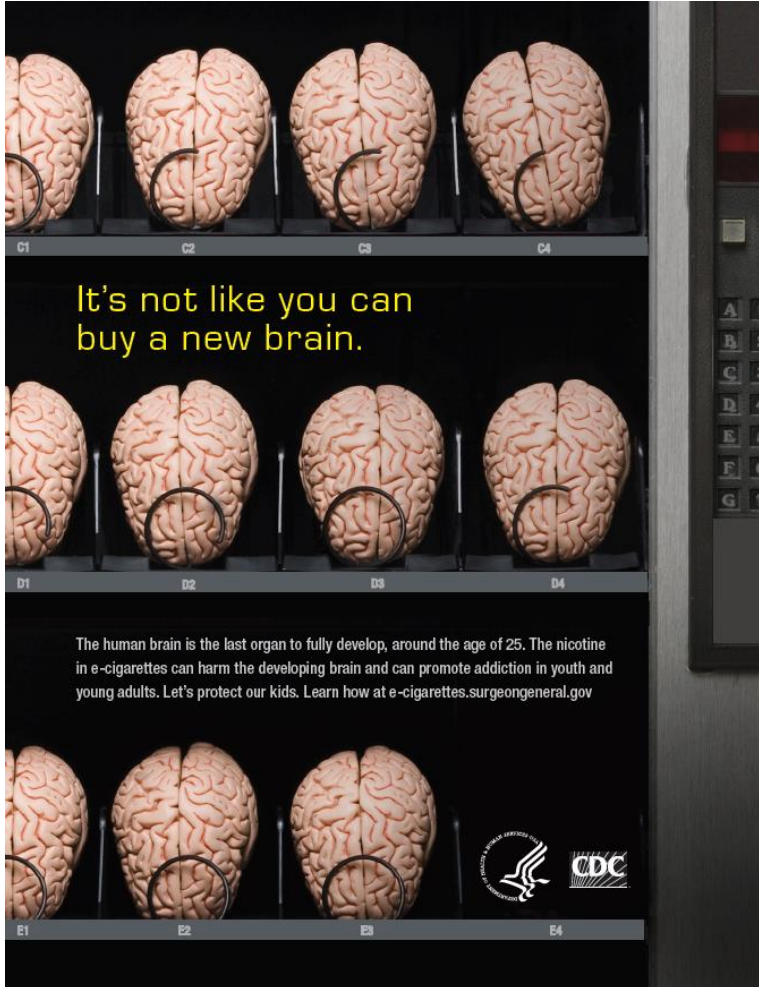


HOW DOES NICOTINE IN E-CIGARETTES IMPACT THE BRAIN?




Youth who use nicotine can harm the parts of the brain that control attention, learning, mood, and impulse control.

Nicotine Can Lead to Addiction



It's not like you can buy a new brain.

The human brain is the last organ to fully develop, around the age of 25. The nicotine in e-cigarettes can harm the developing brain and can promote addiction in youth and young adults. Let's protect our kids. Learn how at e-cigarettes.surgeongeneral.gov



E1 E2 E3 E4



BEHAVIOR RISKS



Youth who use e-cigarettes may be more likely to smoke regular cigarettes in the future.



Quiz



E-cigarettes create a
harmless water
vapor



Quiz

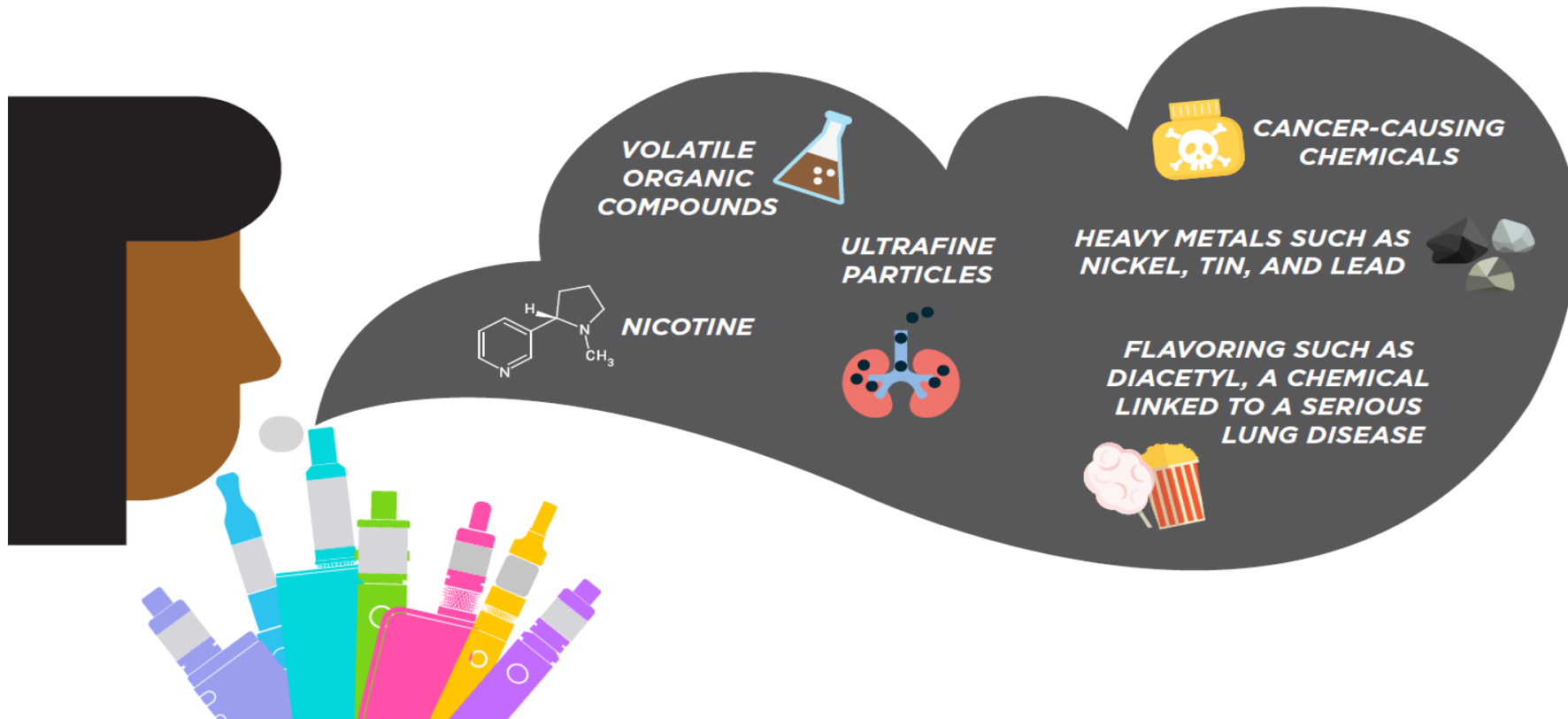
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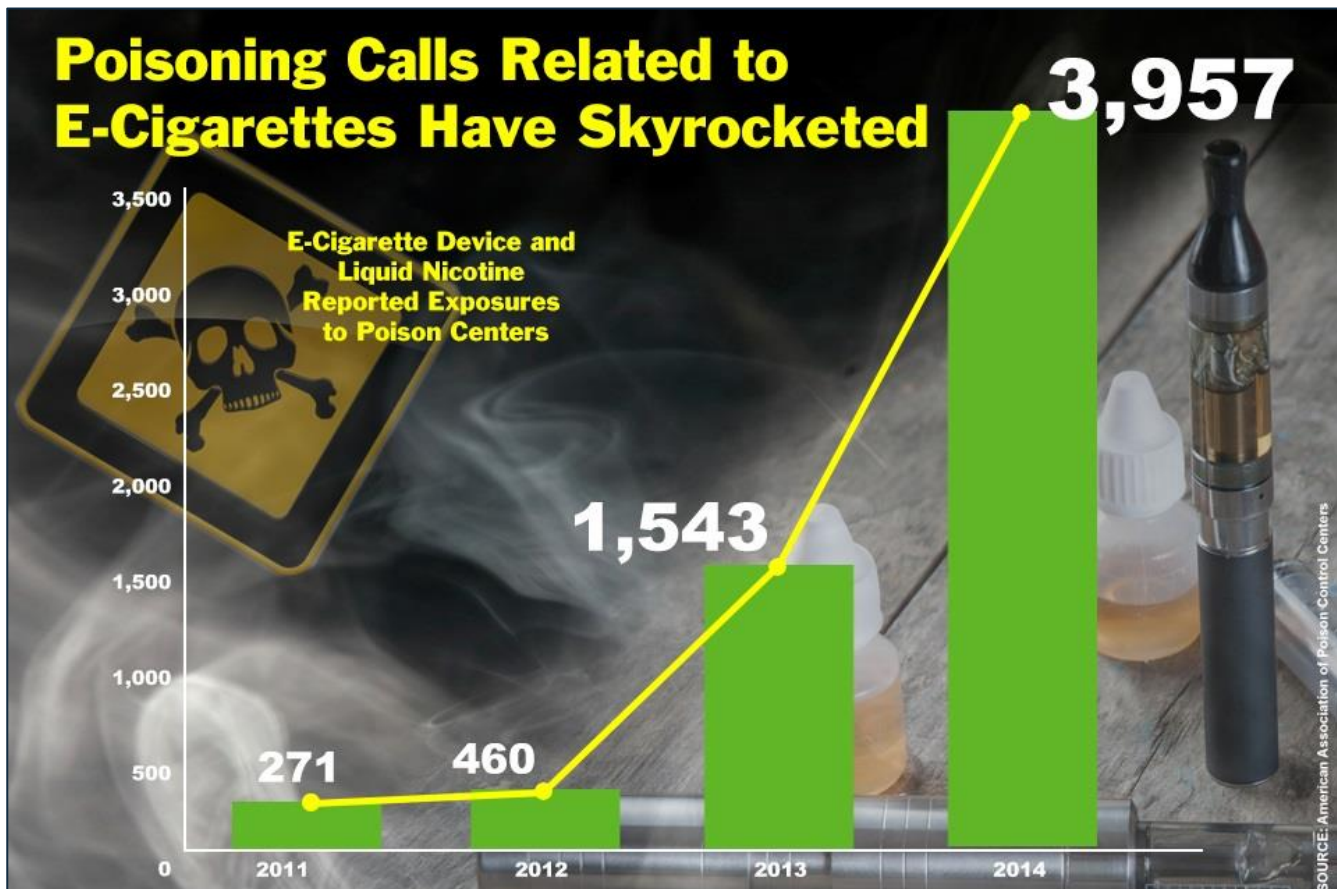


E-cigarettes Make Aerosol, Not Vapor

THE E-CIGARETTE AEROSOL THAT USERS BREATHE FROM THE DEVICE AND EXHALE CAN CONTAIN HARMFUL AND POTENTIALLY HARMFUL SUBSTANCES:



E-cigarette Poisonings



Source: American Association of Poison Control Centers

Liquid Nicotine In E-Cigarettes Could Be Deadly

By Emily Thomas

Vials of poison are lurking in nearly every corner bodega. And according to reports, they're hidden beneath the flashy exteriors of e-cigarettes, the popular alternative to traditional smokes.

The New York Times exposed the latest dangers of liquid nicotine — the juice used to refill e-cigarettes — and warned parents of its potentially fatal effects in the hands of children. If the liquid is ingested or absorbed by contact with skin, it can lead to seizures and, potentially, death. "A teaspoon of even highly diluted e-liquid can kill a small child," the outlet notes.

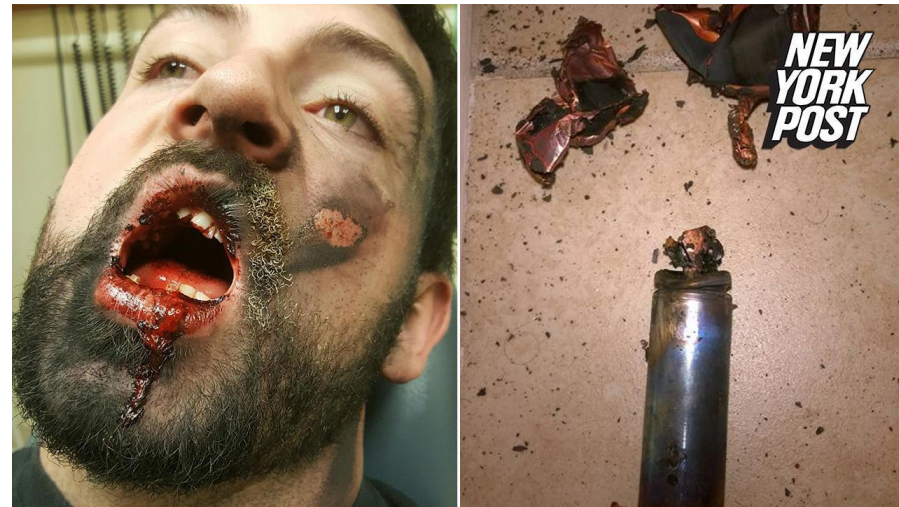
Some officials shared their concerns.

"It's not a matter of if a child will be seriously poisoned or killed," Lee Cantrell, director of the San Diego division of the California Poison Control System, told the Times. "It's a matter of when."

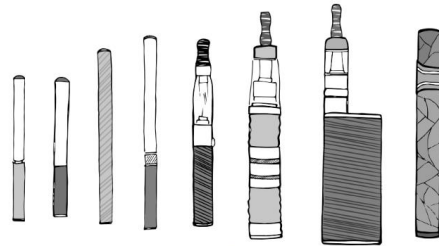
FRONTING

Trump Loved Hacks. But Now They're Hitting His People — And Anyone

Defective E-cigarette Batteries Can Cause Fires and Explosions



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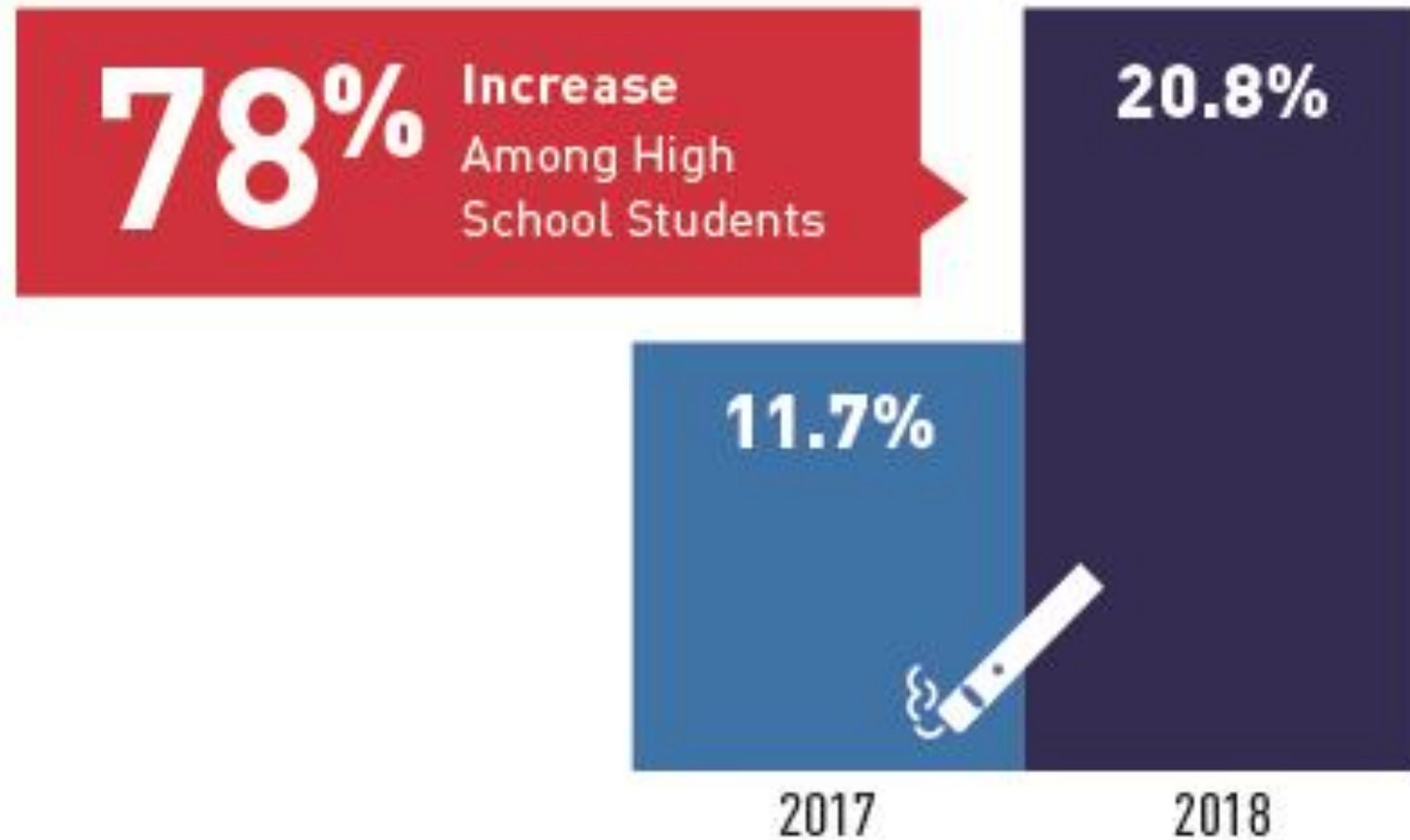
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What Can You
Do About It?

Surge in E-Cigarette Use Among Youth



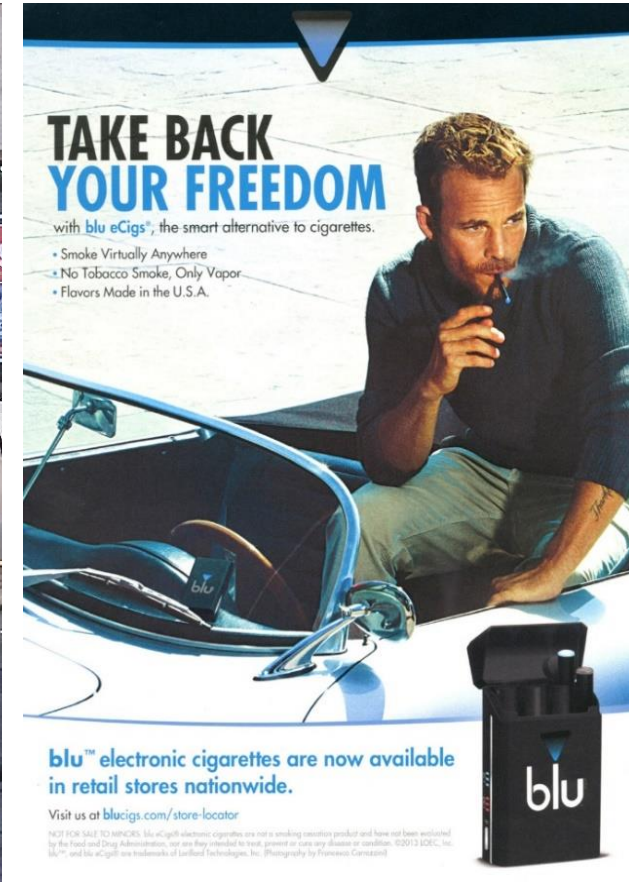
Youth Exposure To E-cigarette Advertising is Increasing



E-CIGARETTE ADS
REACH NEARLY
4 IN 5
U.S. MIDDLE AND
HIGH SCHOOL STUDENTS



Examples of E-cigarette Advertising



Sources: Marlboro ad on Google images , Vintage cigarette ads on Google images, JUUL billboard in NYC, blu eCig ad

Quiz



The tobacco industry is
in the e-cigarette game



Quiz



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in the e-cigarette game



Same Players, New Products



USE OF FLAVORS IS PROMINENT AMONG YOUTH

menthol

alcohol

candy

fruit

chocolate

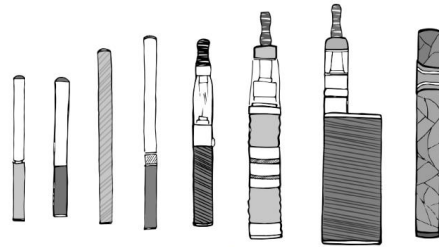
sweets



Source: U.S. Department of Health and Human Services.

E-Cigarette Use Among Youth and Young Adults: A Report of the Surgeon General—Executive Summary.

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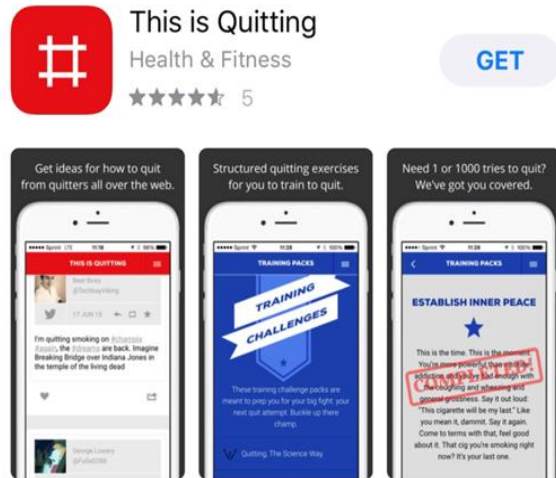
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What Can You
Do About It?

BE TOBACCO FREE!

“This is quitting” app



Download the “This is quitting” app from Truth Initiative

Teen apps

smokefree^{teen}

Download quitSTART

quitSTART is a free smartphone app for teens who want to quit smoking. This app takes the information you provide about your smoking history and gives you tailored tips, inspiration, and challenges to help you become smokefree and live a healthier life.



Use the “quitSTART” app or “Smokefree TXT” for Teens from smokefree teen

Ask for help!



- Ask for help from family, friends, healthcare providers, and/or counselors.
- Don't give up.
- Make a quit plan.

AVOID SECONDHAND EXPOSURE



Visit Tobacco-Free Locations



HELP YOUR SCHOOL GO TOBACCO FREE



Ensure School is Tobacco-Free

SPREAD THE WORD & GET INVOLVED!



Talk with your peers and community leaders about ways you can help educate your community about the dangers of e-cigarettes.

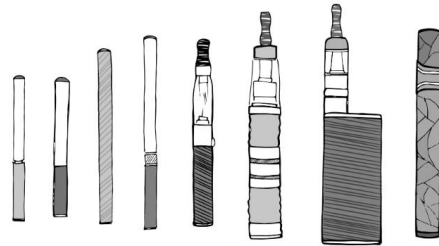


If you have friends that use e-cigarettes, talk to them about quitting.



Become an ambassador with The Campaign for Tobacco-Free Kids.

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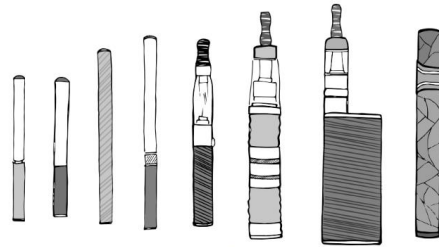
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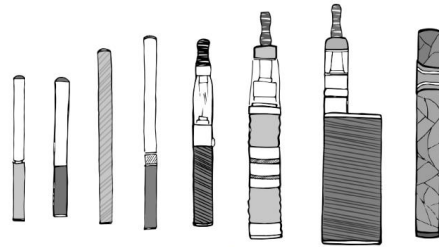
What Factors
Lead to Teen
E-cigarette Use?

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E-cigarettes ---
devices that heat a
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Brain Development,
Addiction, Behavior
Risks, and Aerosol

3



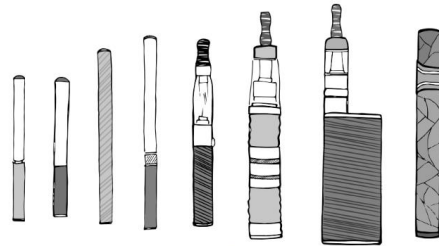
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Brain Development,
Addiction, Behavior
Risks, Aerosol, and
Defective E-cigarette
batteries

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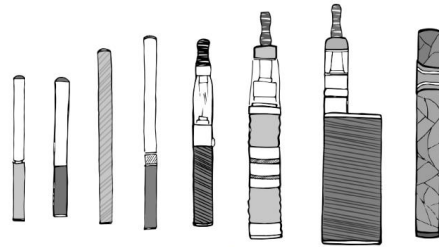
Flavors and
Advertising

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What Can You
Do?

1



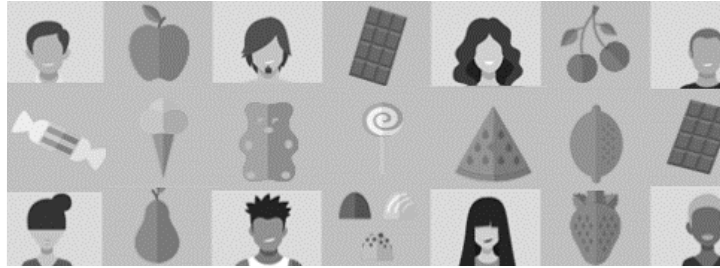
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Brain Development,
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Live
Tobacco-Free
Get Involved
Quit!

Most Important Takeaway

