



# TEENS AND VAPING

AHA Resource Center 10.20

## FEWER TEENS ARE SMOKING CIGARETTES THAN EVER BEFORE



**1997**

1 IN 4 TEENS SMOKED



**2018**

1 IN 20 TEENS SMOKED

## TRAGICALLY, VAPING IS THE NEW YOUTH TOBACCO EPIDEMIC



**2020**

1 IN 5 TEENS ARE VAPING





## TEENS AND VAPING

- E-cigarettes are the **most used tobacco products by youth.**
- **3.6 million kids** vape in 2020.
- **Fruit, mint and menthol** are the most used flavors among kids.
- Nearly half of kids who vape want to quit.



## As vaping has evolved, more kids are picking up the habit.



Disposable  
e-cigarette

E-pipe



E-cigar



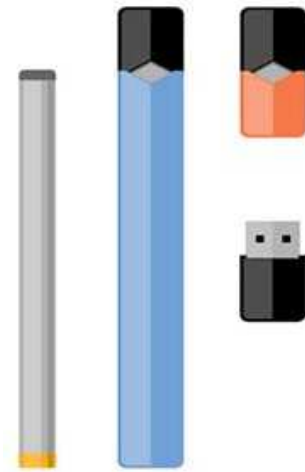
Large-size  
tank devices



"Box Mods"

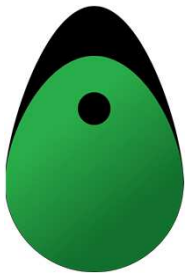


"Vape Pen"



Disposable and  
rechargeable e-cigarettes

"Vape Pods"



First Generation

Second Generation

Current Generation

# E-CIGARETTE HEALTH EFFECTS

Short term health effects include:

- Acute lung symptoms
- Mouth and throat irritation
- Nausea
- Headache
- Dry cough

Long-term health effects are unknown.

Studies do show that e-liquids with flavors and nicotine can damage heart and blood vessel tissues and that teen and young adult vapers show abnormal blood vessel function.



<https://www.sciencedirect.com/science/article/pii/S0735109719346960?via%3Dihub>







**FACT:**

An e-cigarette refill pod has the same amount of nicotine as at least **20 regular cigarettes** (1 pack).

# FACTS: E-cigarettes and other vaping devices ...

...are *not risk-free*

...have *not yet undergone market review by FDA*

...typically contain nicotine, a *highly addictive drug with known health risks*

...have *little consistency across different products*, including nicotine levels

...are *not proven methods for quitting smoking*



...are frequently *used in addition to smoking, rather than in place of cigarettes, even when people are trying to quit*

...may be *re-normalizing smoking behavior*

... have been *associated with an outbreak of lung disease*



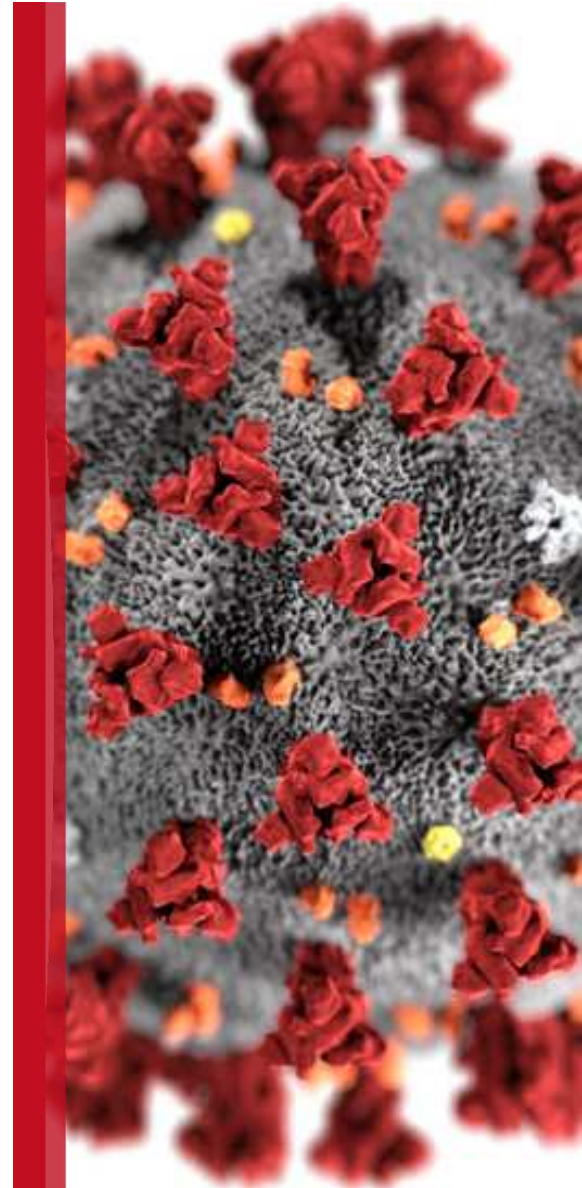
## COVID-19 & VAPING

According to the World Health Organization, smokers are likely more vulnerable to severe and potentially life-threatening cases of COVID-19. **While there is not sufficient data on vaping to know whether it has any effect infection with, or poorer outcomes from COVID-19, there are some reasons to suggest that the use of e-cigarettes may also increase risk.**

It is possible that e-cigarettes may suppress the immune system, making people more susceptible to respiratory and other infections

Both smoking and vaping can increase the likelihood that users will not wear masks effectively and that they may transmit the virus from objects touched with their fingers to their face.

The sharing of vaping devices, especially frequent with e-hookah, could provide another route for transmission.







# **HOOKING THE NEXT GENERATION**

## MARKETING TO KIDS



## The rise of juul

- **Most popular** e-cigarette on the market.
- **Slim USB flash drive design**, vibrant colors, and enticing flavors.
- Small aerosol “cloud” allows for **discreet** use.
- Nicotine salts in JUUL pods **increase the rate of nicotine delivery**.



# FLAVORS TARGET KIDS





## Disposable e-cigarettes

- Between 2019-20, disposable e-cigarette use has skyrocketed!
- Disposable e-cigarettes can be sold in fruity, sweet and minty flavors that appeal to students. Disposable products like Puff Bar are replacing JUUL as the preferred product among youth.



**1,000%**

increase among high school students

**500%**

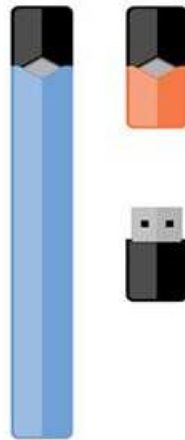
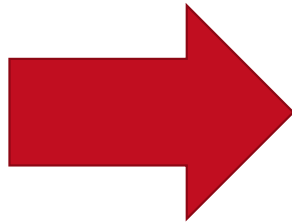
increase among middle school students

# THE FIGHT AGAINST BIG TOBACCO IS CONSTANTLY CHANGING



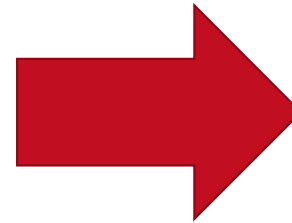
## Cigarettes & Tobacco Products

We advocated for laws to curb use among teens and kids. As a result, usage rates dropped for decades.



## E-cigarettes (JUUL)

We advocated for laws that ban flavors targeting kids. Today, e-cigarette companies like JUUL can no longer make many flavors.



## Disposable e-cigarettes (Just Puff Bars)

The new product on the market is disposable e-cigarettes, which is not covered by the current laws. They are able to sell flavors that are appealing to kids.

# FIGHTING BIG TOBACCO FOR MORE THAN 50 YEARS

**1961:** American Heart Association urged President Kennedy to form a national commission on smoking.

**1966:** Congress requires health warnings on cigarette packs.

**1981:** American Heart Association establishes first public policy advocacy operations in Washington D.C.

**1998:** States sued tobacco companies to recoup cost of treating tobacco-causing diseases.

**Early 2010s:** E-cigarette use emerges (becomes a youth epidemic around 2016).

**2019:** Tobacco Endgame

**1964:** the first Surgeon General's report on Smoking and Health was released.

**Late 80s-early 90s:** American Heart Association began to shift attention to policies around tobacco use.

**2009:** Family Smoking Prevention and Tobacco Control Act & Federal Tobacco Tax raised.

## E-CIGARETTES ARE A NEW LOOK TO AN OLD PROBLEM





# How strong is nicotine addiction to kids?

- Nicotine addiction is so strong that **nearly half of youth e-cigarette users report using a device in school.**
  - While the school bathroom is the most common place for use, **many students sneak using e-cigarettes in classrooms and other areas where teachers are present.**
- 
- **Many kids want to quit nicotine for good.**
  - Studies show that **nearly half of youth who vape and nearly 40% of those who smoke cigarettes are seriously thinking about quitting.**



Reference: Jackson A, Kong G, Wu R, et al. E-cigarette devices used on school grounds. *Addict Behav.* 2020;110:106516. doi:10.1016/j.addbeh.2020.106516

Citation: Smith TT, Nahhas GJ, Carpenter MJ, et al. Intention to Quit Vaping Among United States Adolescents. *JAMA Pediatr.* Published online August 17, 2020. doi:10.1001/jamapediatrics.2020.2348

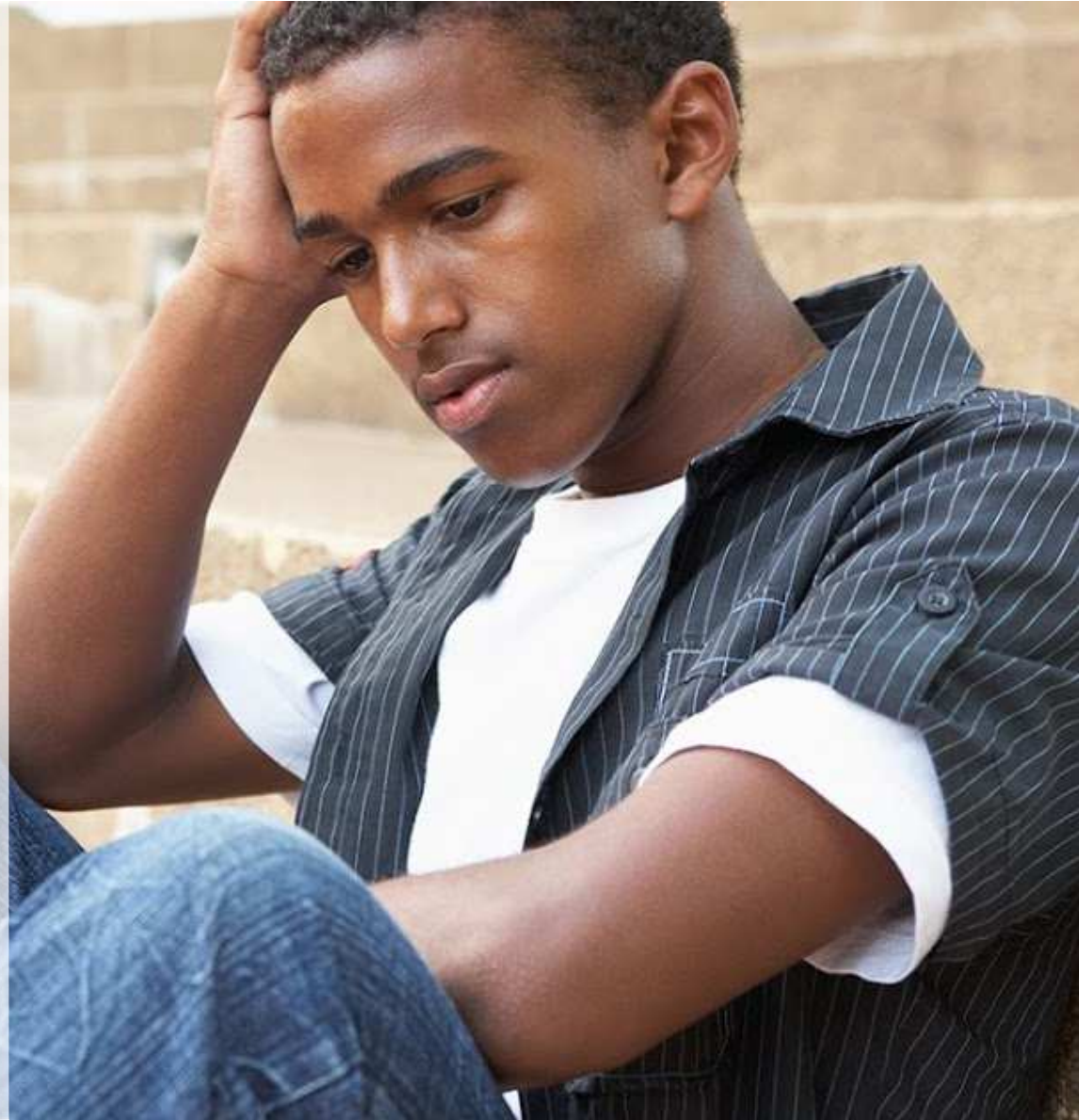




# Youth and Nicotine

Youth are more susceptible to the negative effects of nicotine, which can:

- Harm adolescent brain development
- Result in addiction
- Reduce impulse control
- Negatively affect attention and cognition
- Increase the risk of mood disorders



A stylized graphic on the left side of the image. It features a large red heart shape. Overlapping the heart is a white torch with a red flame. The background is a solid dark grey. There are also some decorative red dotted lines: one curved line passing behind the heart and torch, and another straight line extending from the top right corner towards the center.

# American Heart Association **ALL-IN FRAMEWORK**





# COMBATting THE TOBACCO EPIDEMIC: **THE PILLARS OF OUR WORK**



Support action in communities with a focus on schools, government, employers and health systems.

**SCHOOL AND  
COMMUNITY**



Educate, engage and empower young people to stand up and speak out against tobacco and vaping.

**YOUTH  
ENGAGEMENT**



Pursue federal, state and local policy actions that reduce tobacco use and vaping.

**POLICY  
CAMPAIGNS**



Facilitate dialogue at the local, community and national level to inform and inspire action.

**INFORM THE  
DIALOGUE**



Find answers to big, unanswered questions about nicotine addiction and kids.

**SCIENCE &  
RESEARCH**





# Schools and Communities

- Coordinated school strategy
  - Engaging kids through Kids Heart Challenge, American Heart Challenge, curriculum lessons and more
  - Supporting schools to implement a model school tobacco policy and support kids who need help.
- Protect young people from tobacco and vaping by supporting changes in faith-based organizations, local governments and worksites.





# Youth Engagement

- Web resources and social media campaigns to help young people stand up and speak out against tobacco use and vaping.
- Youth activism through AHA's You're The Cure.
- Tobacco and vaping activations through AHA's high school club program.

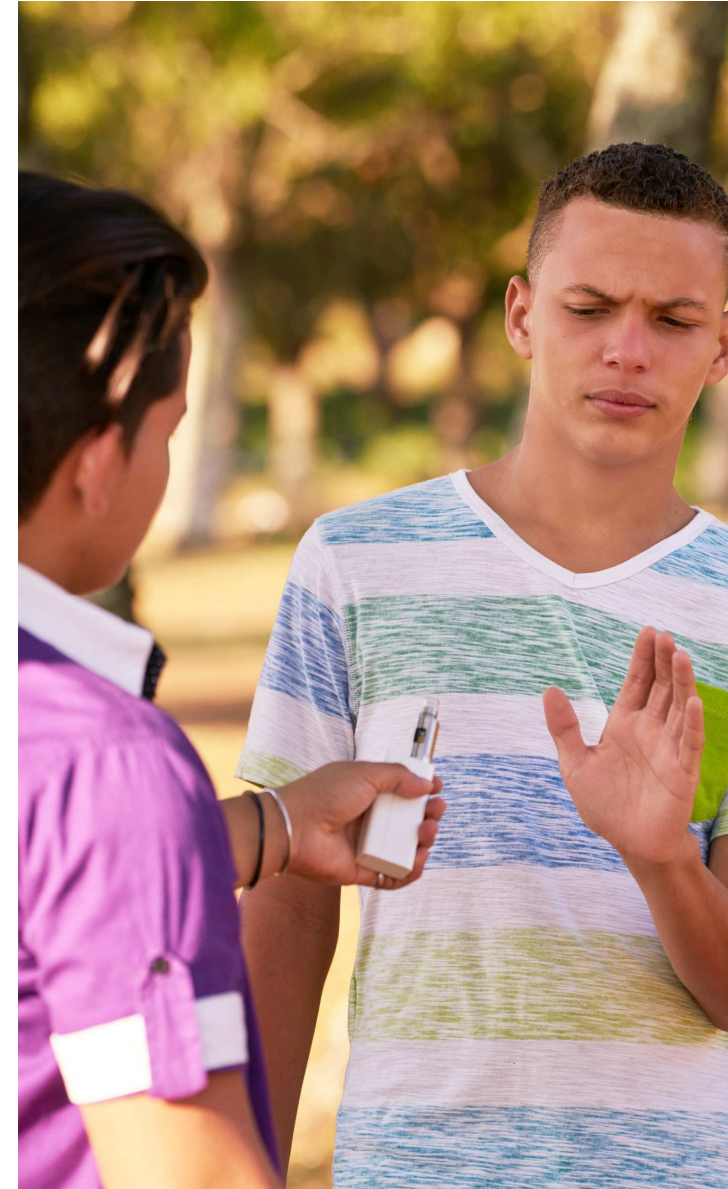






# Policy Campaigns

- Equitably enforcing laws that prohibit sales to individuals under age 21
- Preventing youth access and prohibiting marketing to kids
- Including e-cigarettes in comprehensive smoke-free laws
- E-cigarette taxation
- Removing flavored tobacco products from the market
- Supporting robust FDA regulation over all tobacco products





# Informing the Dialogue

- media outreach
- community forums
- social media
- paid media





## Science & Research

- American Heart Association Tobacco Regulation and Addiction Center (A-TRAC)
- American Heart Association End Nicotine Addiction in Children and Teens Research Initiative (ENACT)





## THE TOBACCO AND NICOTINE ENDGAME:

The ultimate endgame would be an end to all tobacco and nicotine addiction in the U.S.

We support minimizing the use of all tobacco products, while ensuring that other products do not addict the next generation of kids.







## HOW YOU CAN HELP

1. Talk with your kids and teens about the dangers of vaping.
2. Join the You're The Cure network and support local, state and federal tobacco policy actions.
3. Help us make a connection in your child's school if it isn't participating in the Kids Heart Challenge or American Heart Challenge.
4. Compel your school board to commit to keeping kids away from e-cigarettes.
5. Host a community dialogue at your company, your place of worship and among your family and friends.
6. Support the American Heart Association by making a gift to help prevent youth nicotine addiction.





THANK YOU!