

The impact of Vaping / E-Cigarettes on Youth

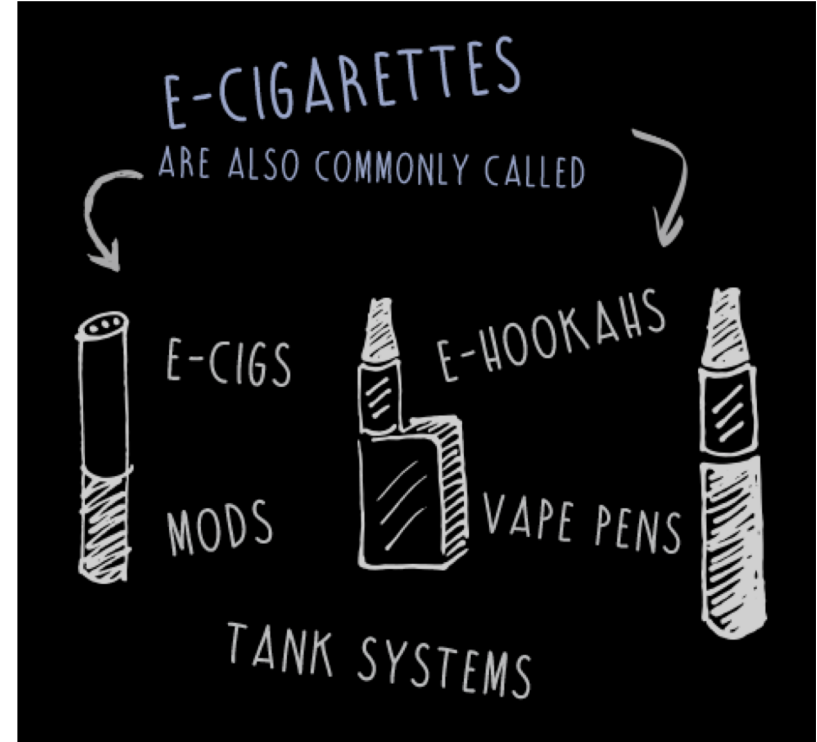
12.06.18 | Schaumburg High School
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Positive Youth Development, Manager

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1. What Are E-Cigarettes?

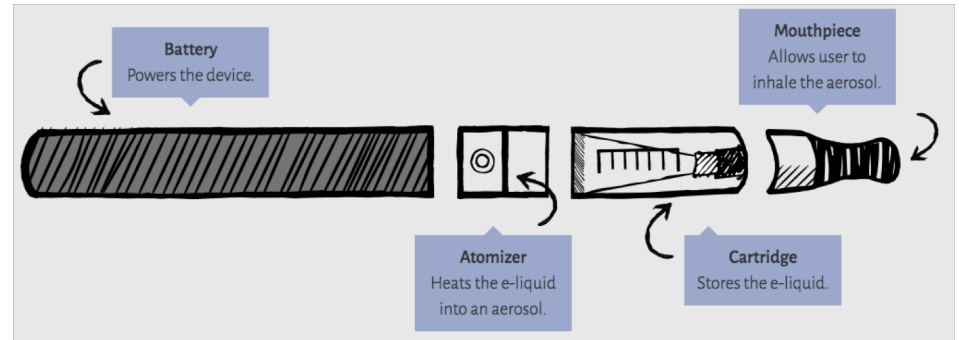
What are E-Cigarettes?

- ▷ devices that heat a liquid into an aerosol that the user inhales
- ▷ liquid usually has nicotine and flavoring in it, and other additives
- ▷ considered tobacco products because most of them contain nicotine, which comes from tobacco

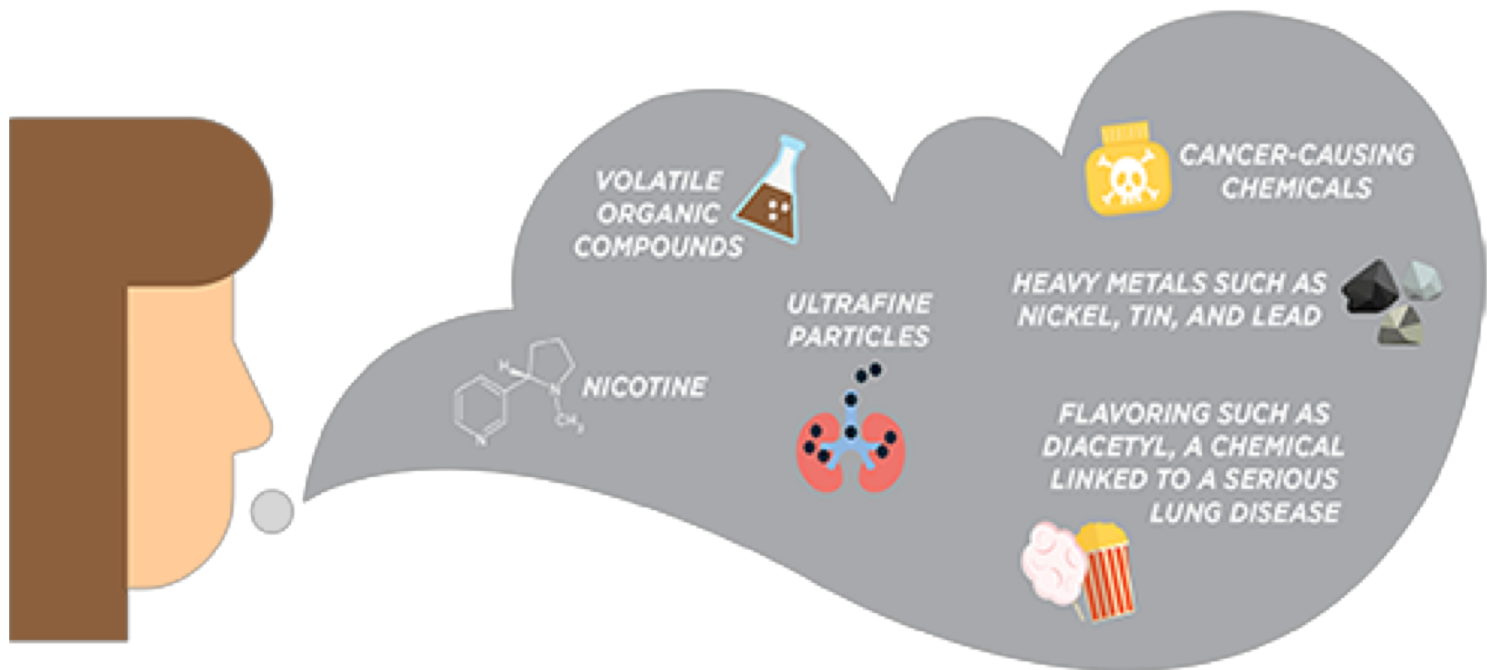


How an E-cigarette Works

- ▷ create an aerosol by using a battery to heat up liquid that usually contains nicotine, flavorings, and other additives
- ▷ users inhale this aerosol into their lungs
- ▷ e-cigarettes can also be used to deliver cannabinoids such as marijuana, and other drugs



E-cigarettes can contain harmful ingredients, including:



**No matter how it's delivered,
nicotine is addictive and
harmful
for youth.**



*85% of e-cigarette users ages 12-17
use flavors like: menthol, alcohol,
candy, fruit, chocolate, and other
sweets*

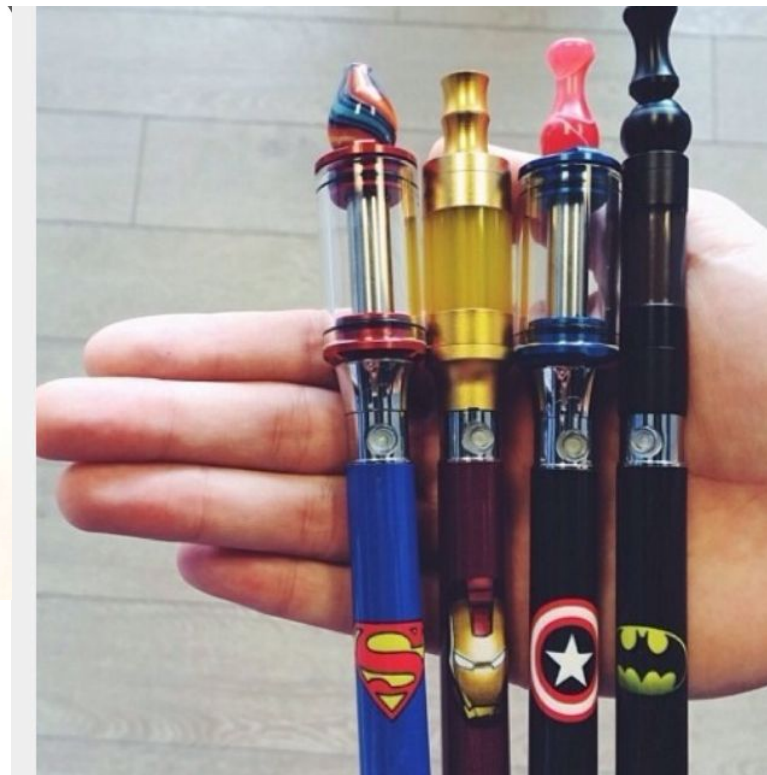


Source: Surgeon General

Marketing to Youth

- ▷ E-cigarette marketing, including product design and packaging, appeals to a young audience.
- ▷ For example, many e-cigarettes feature bright colors and fruit, candy, alcohol or other flavors that youth find attractive and interesting.







**FRIENDS
DON'T LET
FRIENDS BUY
CIGARETTES.**

LIFE IS
ALL ABOUT
MAKING
CHOICES



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To do list

1. Study
2. Groceries
3. Band practice
4. Vape time



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TECHNOLOGY



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TASTES & SMOKES BETTER THAN A
REAL CIGARETTE!

No Toxic Chemicals!

No Tar or Yellow Teeth

No Smelly Clothes

Smoke Anywhere!

complete kit!

FREE STARTER KIT!

YOU JUST PAY 4.95 SHIPPING & HANDLING!

What's Your Taste?

Choose E-cigarette Cartridge From 7
Delicious Flavors by XEO E-cigarettes !!

World's Most Powerful E-cigarette
Available in 7 Flavors!!

Tastes your Mouth Crave For,
Which Flavor you Smoke?



XEO



In 2014, about 7 in 10 middle school and high school students – more than 18 million youth – said they had seen e-cigarette advertising. Retail stores were the most frequent source of this advertising, followed by the internet, TV and movies, and magazines and newspapers.

Source: CDC

Vaping - Appealing to Teens

- ▷ Easy to conceal use
- ▷ No odor
- ▷ No smoke
- ▷ Can use in the bathroom, or discreetly in a classroom
- ▷ Easy to hide due to appearance
- ▷ Marketing advantage



3. Health Risks Associated with Vaping

Brain Risks

- ▷ The part of the brain that's responsible for decision making and impulse control is not yet fully developed during adolescence.
- ▷ Young people are more likely to take risks with their health and safety, including use of nicotine and other drugs.



Other Risks...

- ▷ nicotine addiction
- ▷ mood disorders
- ▷ permanent lowering of impulse control
- ▷ changes the way synapses are formed, which can harm the parts of the brain that control attention and learning.

4. Local Data

Illinois Youth Survey

- The Illinois Youth Survey (IYS) is a **self-reported** adolescent survey administered in Illinois schools and funded entirely by the Illinois Department of Human Services (IDHS)
- The Center for Prevention Research and Development (CPRD) at the University of Illinois has been the state contractor since January 2011
- All public and private schools in Illinois are welcome to participate
- D211 2018 all 5 high schools (68% validity)

Illinois Youth Survey: Purpose

- Designed to gather information from youth about a variety of health and social indicators including:
 - Substance use
 - Violence and bullying
 - Perceptions of school climate
 - Depression
 - Nutrition and fitness

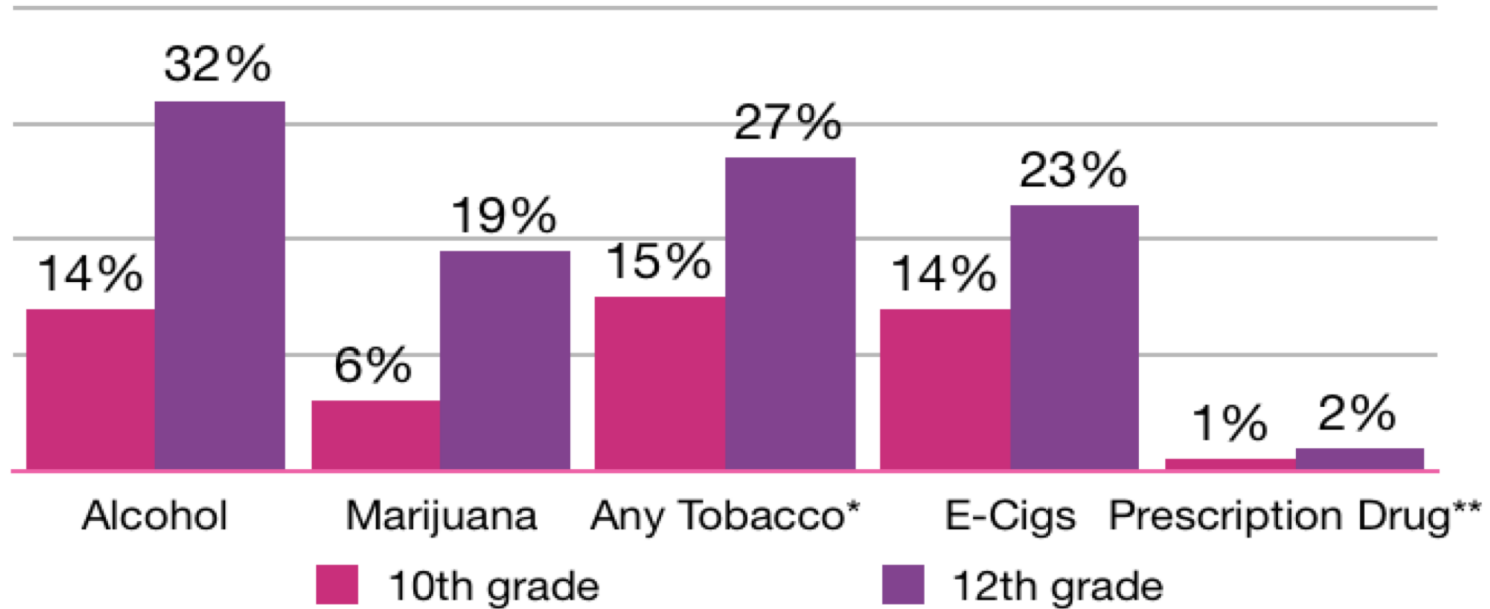
Why is Data Important?

- Research shows that cost effective youth prevention strategies should be based on local, up-to-date data **from youth**
- The IYS provides data to schools about what their students are **doing and thinking** in regard to emotional and health related issues
- Data gathered through the IYS can be used to **guide planning for effective prevention strategies** to ultimately increase academic performance and healthy behaviors

District 211: 2018 Illinois Youth Survey Results Tell Us...

N = 4,030

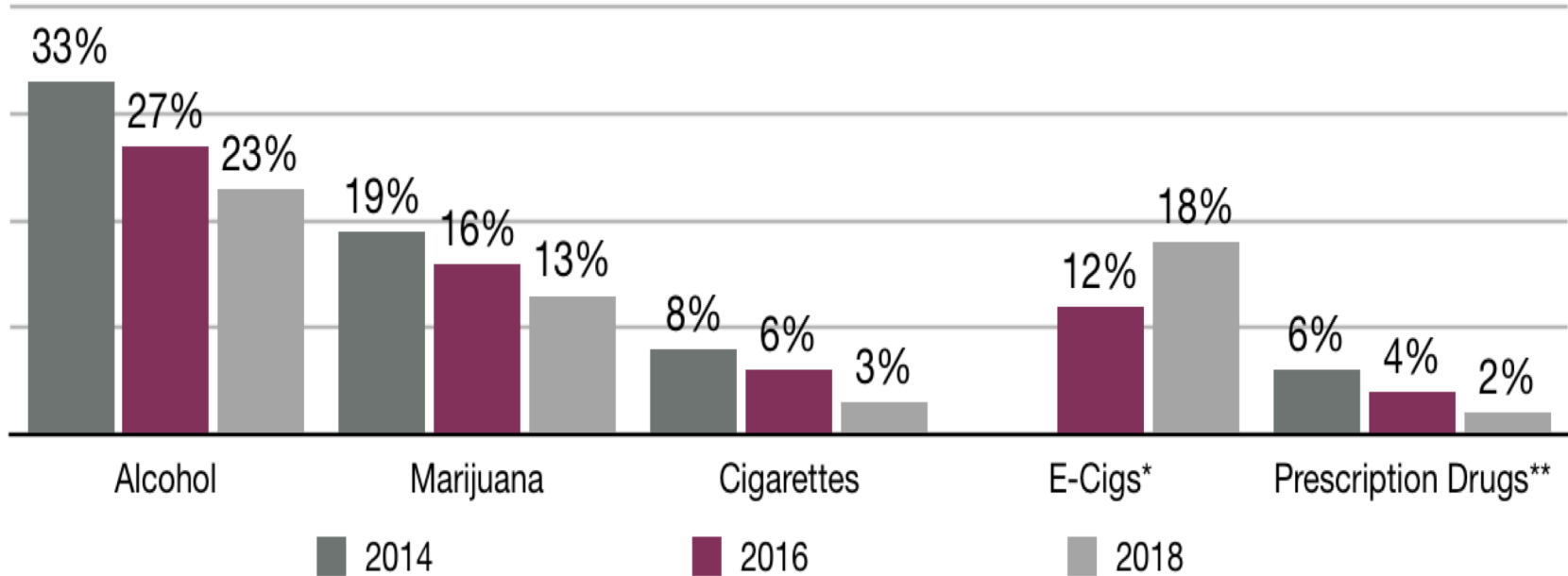
Substance Used in the Past 30 Days



*Cigarettes, smoked tobacco, chewing tobacco, hookah or e-cigs

**Prescription drugs not prescribed to you

Multi-year Trends: Substance Use in the Past 30 Days for 10th and 12th graders in District 211

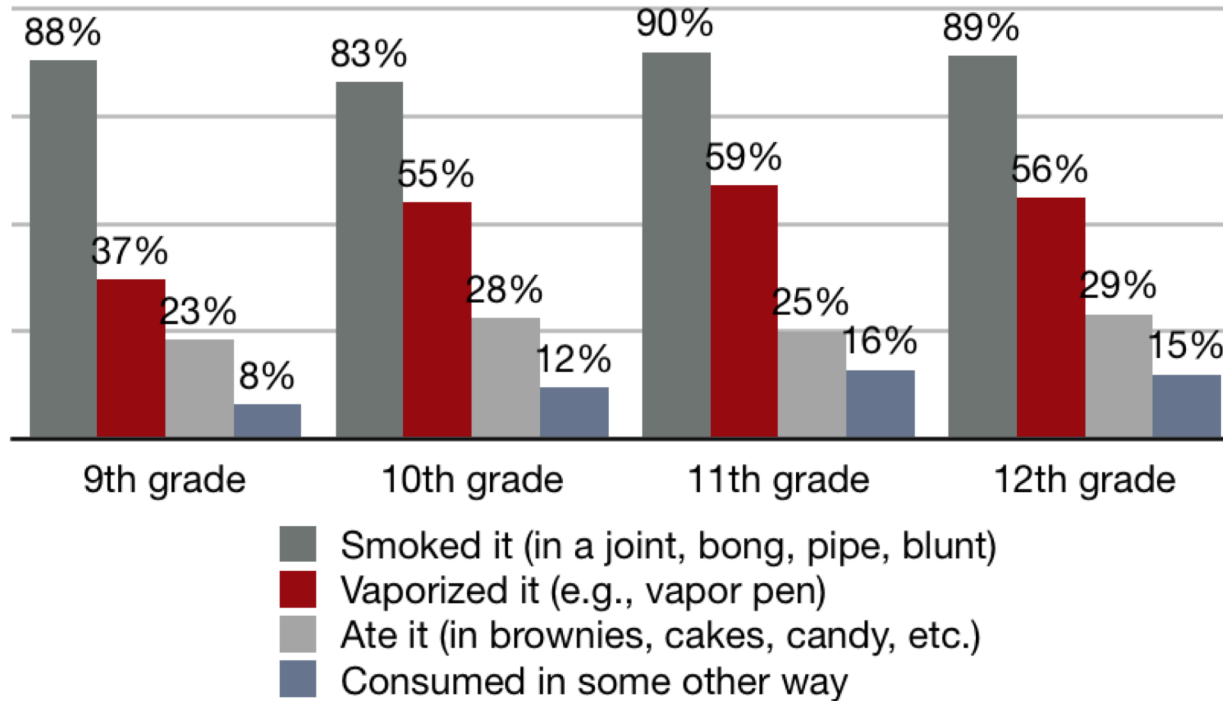


***New question on e-cigarettes added in 2016.**

****Prescription drugs not prescribed to you.**

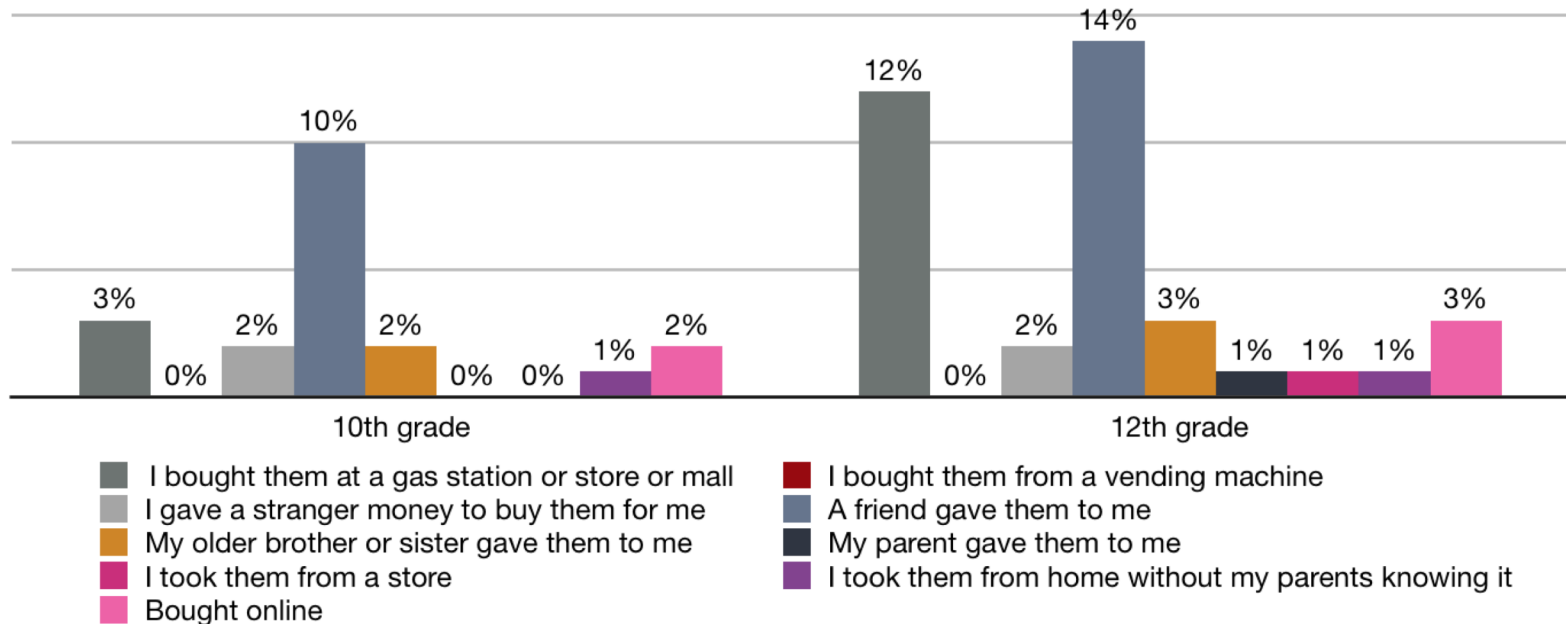
District 211: 2018 Illinois Youth Survey Results Tell Us...

Q: Among users - In the past 30 days, how have you used marijuana?



District 211: 2018 Illinois Youth Survey Results Tell Us...

TOBACCO OR VAPING PRODUCTS SUPPLY SOURCE AMONG ALL STUDENTS:
During the past year, did you get any tobacco or vaping products from the following sources:



5. What We Can Do Together

Drug-Free Communities (DFC) Grant

- Recipient: Communities for Positive Youth Development (CPYD) Coalition (Fiscal Agent: Kenneth Young Center)
- Funders: SAMHSA / ONDCP
- 5-year grant with two goals
 - Increase community collaboration
 - Decrease youth substance use (e-cigarettes, marijuana, & opioids)
- Service Area: Schaumburg, Hoffman Estates, & Palatine



Seven Strategies to Affect Community Change

1. Provide Information
2. Enhance Skills
3. Provide Support
4. Enhance Access / Reduce Barriers
5. Change Consequences (incentives / disincentives)
6. Change Physical Design
7. Modify / Change Policies

Source: CADCA.org



Drug-Free Communities
Local Problems Require Local Solutions

Steps Identified to Decrease Youth E-Cigarette Use

1. Interview law enforcement
2. Conduct a youth focus group
3. Present to community members & key stakeholders
4. Plan and promote SAMHSA's National Prevention Week
5. Advocate for increased age for e-cigarette purchase



Tips for Parents

- ▷ Know the facts
- ▷ Be patient and ready to listen
- ▷ Start the conversation
- ▷ Ask for support
- ▷ Answer their questions
- ▷ Keep the conversation going
- ▷ Advocate for data collection
- ▷ Join the CPYD Coalition



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Instagram

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Email

Email us at: cpyd.coalition@gmail.com

For more information about the CPYD Coalition and/or any
of the programs discussed today, contact:

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UPCOMING COALITION MEETINGS

10 AM - 12 PM @ Trickster Native Cultural Connections
190 S. Roselle Rd., Schaumburg

January 23, 2019

March 20, 2019

May 15, 2019 (6 - 8 PM)

Funding provided in whole or part by Schaumburg Township, Illinois Department of Human Services - Division of Substance Use Prevention and Recovery, U.S. Department of Health and Human Services, Substance Abuse and Mental Health Services Administration (SAMHSA) and the Office of Adolescent Health.

