

POPCORN, SALT AND

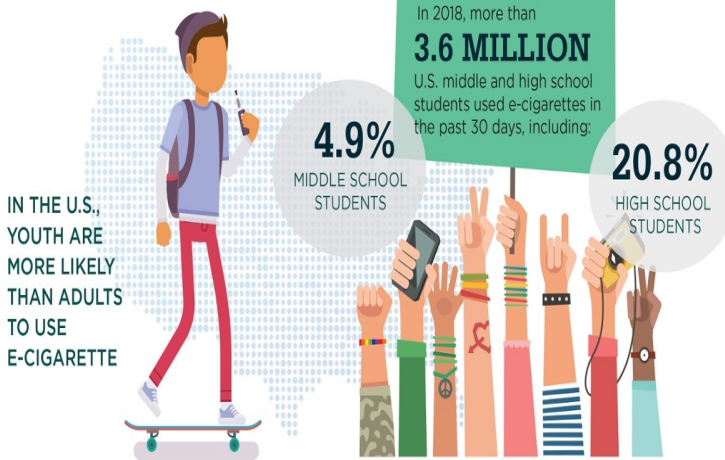
SMACK!

Electronic Cigarettes & Teens: What You Need To Know

E-CIGARETTES ARE THE MOST COMMONLY USED TOBACCO PRODUCT AMONG YOUTH.



U.S. Department of Health and Human Services
Centers for Disease Control and Prevention



Even though e-cigarettes are so new that long-term health effects are still unknown, there are decades of nicotine-based research that build a strong case against vaping.

The e-cig uses something called a nicotine **SALT**. The nicotine itself is so concentrated that one pod can be equal to a pack of cigarettes as far as nicotine levels. On porous skin, it can actually be potentially fatal. So in this salt form, there's a slew of other problems.

And the colorful flavoring used is also worrying. These chemicals have been approved by the FDA for ingestion. But not for inhalation. Among e-cigarette users, there are documented cases of "**POPCORN** lung," a disease that causes coughing, wheezing, and bronchiole scarring.

They call it popcorn lung because the only other place they've seen this health outcome was in people who worked in factories that made popcorn. They were inhaling the fake butter flavor. Butter flavor is okay for your stomach. But your lungs cannot process that.

These problems are all part of a growing list of bad news. But there's good news too. Because there are already massive efforts underway to curb these new vaping trends, and, hopefully, before they ever become as devastating as smoking.

Miami University: Amid A Teen Electronic Cigarette Epidemic, Public Health Professionals Urge Action

Taste, flavor, **SMACK** is the primary marketing strategy used by tobacco companies to entice young users. In a recent survey, 81.5% of youth e-cigarette users said that they used e-cigarettes "because they come in flavors I like". Sweet, fruity flavors like gummy bear, strawberry, cotton candy are among some of the more popular flavorings desired by youth. Data from smaller, qualitative studies of young adults suggest flavors are an attractive aspect of using e-cigarettes, contributing to the novelty of these devices, which are considered as "fun toys". Fruity flavors coupled with toy-like devices create a low perception of harm among youth. Most youth experiment with vape cigarettes without realizing the harmful, long-term effects of these products.

Check out **SAMHSA's TIPS FOR TEENS: E-CIGARETTES** to learn more helpful facts about the harmful effects of electronic cigarettes & vaping at:

<https://store.samhsa.gov/sites/default/files/d7/priv/pep19-12.pdf>



ATTENTION YOUTH!

Create a poem or poster about your choice to stay healthy by not using e-cigarettes or other tobacco products. Take a picture of your work and submit to pmcdaniel@d19csb.com to receive your healthy youth packet in the mail.



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