VAPING AND E-CIGARETTES

Presented by the Placer County Office of Education
February 11, 2020

Caitlin Letcher, Placer County Office of Education
Anne Ashton, Placer County Office of Education
Tobacco Use Prevention Education (TUPE)
Objectives:

- What’s the Big Deal?
- “Who’s a Juuler”?  
  - Why are youth getting hooked?
- What to Watch For
- What to Do.....
THE PROBLEM:

“Current Public Health Disaster”  Former FDA Commissioner Scott Gottlieb

“Addiction Crisis”

“Youth vaping has reached an epidemic level”  US Surgeon General Jerome Adams
Most Recent Data:
National Institute on Drug Addiction (NIDA)
2018-2019 Monitoring the Future Survey:

<table>
<thead>
<tr>
<th></th>
<th>8th</th>
<th>10th</th>
<th>12th</th>
</tr>
</thead>
<tbody>
<tr>
<td>Past 30 Day Nicotine Vaping</td>
<td>9.6%</td>
<td>19.9%</td>
<td>25.5%</td>
</tr>
<tr>
<td>Daily Nicotine Vaping*</td>
<td>1.9%</td>
<td>6.9%</td>
<td>11.7%</td>
</tr>
<tr>
<td>Past 30 Day THC Vaping**</td>
<td>3.9%</td>
<td>12.6%</td>
<td>14%**</td>
</tr>
<tr>
<td>Daily THC Vaping*</td>
<td>.8%</td>
<td>3.0%</td>
<td>3.5%</td>
</tr>
</tbody>
</table>

*First time this survey has asked ‘daily’ for vaping questions
**12th graders vaping THC past 30 days 7.5% (2018-19) to 14% (2019-2020)--second largest one-year jump in survey’s 45 year history.
Take - Aways:

Non-traditional students have historically higher substance use.

Your youth are vaping (everyone’s youth are vaping....)

About half of 7th/9th/11th graders who ‘ever used’ e-cigs currently use them. More for NT student.

About half of those kids vape at school.

### 7. Tobacco Use

**Table A7.1**

**Summary of Key CHKS Tobacco Indicators**

<table>
<thead>
<tr>
<th></th>
<th>Grade 7</th>
<th>Grade 9</th>
<th>Grade 11</th>
<th>NT %</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Use Prevalence and Patterns</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ever smoked a whole cigarette</td>
<td>1</td>
<td>4</td>
<td>18</td>
<td>51</td>
</tr>
<tr>
<td>Current cigarette smoking†</td>
<td>0</td>
<td>1</td>
<td>5</td>
<td>25</td>
</tr>
<tr>
<td>Current cigarette smoking at school†</td>
<td>0</td>
<td>1</td>
<td>0</td>
<td>6</td>
</tr>
<tr>
<td>Ever tried smokeless tobacco</td>
<td>1</td>
<td>2</td>
<td>8</td>
<td>22</td>
</tr>
<tr>
<td>Current smokeless tobacco use†</td>
<td>0</td>
<td>0</td>
<td>3</td>
<td>2</td>
</tr>
<tr>
<td>Current smokeless tobacco use at school†</td>
<td>0</td>
<td>0</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>Ever used electronic cigarettes</td>
<td>14</td>
<td>31</td>
<td>45</td>
<td>68</td>
</tr>
<tr>
<td>Current use of electronic cigarettes†</td>
<td>7</td>
<td>15</td>
<td>23</td>
<td>47</td>
</tr>
<tr>
<td>Current use of electronic cigarettes at school†</td>
<td>3</td>
<td>7</td>
<td>14</td>
<td>20</td>
</tr>
<tr>
<td><strong>Cessation Attempts</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tried to quit or stop using cigarettes</td>
<td>na</td>
<td>3</td>
<td>4</td>
<td>31</td>
</tr>
<tr>
<td><strong>Attitudes and Correlates</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Harmfulness of occasional cigarette smoking†</td>
<td>33</td>
<td>29</td>
<td>36</td>
<td>42</td>
</tr>
<tr>
<td>Harmfulness of smoking 1 or more packs/day‡</td>
<td>69</td>
<td>70</td>
<td>77</td>
<td>69</td>
</tr>
<tr>
<td>Difficulty of obtaining cigarettes§</td>
<td>14</td>
<td>9</td>
<td>7</td>
<td>14</td>
</tr>
</tbody>
</table>

*Notes: Cells are empty if there are less than 10 respondents.

†Past 30 days.
‡Great harm.
§Very difficult.
na—Not asked of middle school students.
## Placer Co/TTUSD Comparison

<table>
<thead>
<tr>
<th></th>
<th>County</th>
<th>2018-19</th>
<th>TTUSD</th>
<th>2017-18</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Ever Tried an e-cigarette</strong></td>
<td>7th:</td>
<td>8%</td>
<td>7th:</td>
<td>14%</td>
</tr>
<tr>
<td></td>
<td>9th:</td>
<td>17%</td>
<td>9th:</td>
<td>31%</td>
</tr>
<tr>
<td></td>
<td>11th:</td>
<td>35%</td>
<td>11th:</td>
<td>45%</td>
</tr>
<tr>
<td></td>
<td>NT:</td>
<td>53%</td>
<td>NT:</td>
<td>68%</td>
</tr>
<tr>
<td><strong>Current e-cigarette use</strong></td>
<td>7th:</td>
<td>4%</td>
<td>7th:</td>
<td>7%</td>
</tr>
<tr>
<td></td>
<td>9th:</td>
<td>10%</td>
<td>9th:</td>
<td>15%</td>
</tr>
<tr>
<td></td>
<td>11th:</td>
<td>21%</td>
<td>11th:</td>
<td>23%</td>
</tr>
<tr>
<td></td>
<td>NT:</td>
<td>36%</td>
<td>NT:</td>
<td>47%</td>
</tr>
<tr>
<td><strong>Current e-cigarette use at school</strong></td>
<td>7th:</td>
<td>2%</td>
<td>7th:</td>
<td>3%</td>
</tr>
<tr>
<td></td>
<td>9th:</td>
<td>7%</td>
<td>9th:</td>
<td>7%</td>
</tr>
<tr>
<td></td>
<td>11th:</td>
<td>11%</td>
<td>11th:</td>
<td>14%</td>
</tr>
<tr>
<td></td>
<td>NT:</td>
<td>20%</td>
<td>NT:</td>
<td>20%</td>
</tr>
</tbody>
</table>
WHO’S A JUULER?

Historical stereotypes don’t apply
SOME FACTORS:

Adolescent Development:
- Risk-taking, rebellion, individuation, challenging authority
- ‘Normal’, important

Stress/Expectations:
- Social media, online bullying, academics, social/athletic/extra-curricular pressure

Availability:
- Appealing flavors, little regulation
- Societal acceptance, ignorance

Online Presence:
- Kids are e-cigs’ best advertisers.
- Influencers.
- FDA cannot control.
SIGNIFICANT OBSERVATIONS:

• “Juuling and scrolling through Instagram offer strikingly similar forms of contemporary pleasure. Both provide stimulus when you’re tired and fidgety, and both tend to become mindless tics that fit neatly into rapidly diminishing amounts of free time. (You can take two Juul hits and double-tap a bunch of pics in about ten seconds. You need an inefficient five minutes to burn a paper tube of tar and leaves into ash.)”

• “You’re expected to Juul, but you’re expected to not depend on it. If you’re cool, then you Juul with other people, and you post about it, so everyone will see that you’re social and ironic and funny. But if you’re addicted, you go off by yourself and Juul because you need it, and everyone knows (16 year old female).”

• [www.newyorker.com](http://www.newyorker.com)
WHAT DO KIDS SAY?

Kids don’t know the truth!
SO, ABOUT THAT NICOTINE....

• Derived from tobacco.
• Highly addictive, ESPECIALLY to the teen brain.
  • Re-wiring of the synapses.
  • Dopamine release.
• E-cigs have extremely high levels of nicotine.
  • One JUUL pod = 40 cigarettes worth of nicotine.
• Little regulation, thus far.
  • Companies have until 2021 to comply with regulations.
• Too much availability/accessibility.
WHAT TO WATCH FOR:

• Sweet or interesting scents, fun flavors.

• Unfamiliar USB drives, battery chargers or spare parts:
  • E-cig parts, cartridges, spare wires, cotton balls or small containers ("pods")

• Pneumonia:
  • Nanoparticles present in e-cig vapor cause inflammation in the lungs.

• Irritability, restlessness, sleeplessness:
  • Addicts get irritable and have trouble sleeping
WHAT TO WATCH FOR:

• In School/Class:
  • Bathroom breaks
    • Often? Same time each day?
    • Coordinating w/ peers to meet and vape
  • Sweatshirt around face:
    • Breathing into sleeves/hoodie to hide vapor

• At Home:
  • New electronic devices or USB devices in backpack.
  • Irritability, behavior out of the norm, etc.

• Sneaky Devices:
  • Watches, Inhalers, Pens/Sharpies, Phone Cases, Sweatshirt strings, etc.
WHAT TO LOOK FOR:
WHAT YOU MAY BE SEEING.....
WHAT’S BEING DONE?

Federal/State Policy

• E-cigs not a ‘tobacco product’ until 2016 – HUGE barrier to prevention (regulation, advertising, etc.)
• State/federal age to purchase tobacco = 21
• Flavor ban?
• FDA Pre-market review process (2021)
• Several Ca bills:
  • State parks, beaches ban
  • Single-use products
  • Flavors?
FUN FACT:

• 2009, Ca Legislature passed bill, banning sale of e-cigs.
• Governor Schwarzenegger vetoed. “If adults want to purchase and consume these products with an understanding of the associated health risks, they should be able to do so unless and until federal law changes the legal status of these tobacco products.”
LOCAL DEVELOPMENTS:

- City/county flavored product ban (Sacramento, Yolo Co, San Francisco)
- Rocklin/Auburn have passed Tobacco Density/Zoning ordinances
  - No new tobacco retailer within 1000 feet of school or existing tobacco retailer
  - Increased annual fee for retailers
- Placer Co: comprehensive policy
  - much unincorporated area
- City of Auburn— possession = infraction. Non-punitive consequence.
- Involve the medical community (screening, resources) and law enforcement
SCHOOL POLICY

• THINK PREVENTION!!
  • Start earlier than you’d think…

• Non-punitive alternatives to suspension for students caught vaping
  • Brief Intervention, psycho-education sessions

• Cessation education/resources
  • Very few evidence-based, effective cessation resources
• DON’T PANIC
  • Most of your kids are not vaping :)

WHAT CAN YOU DO?

• Educate, educate, educate!

• Protective Factors
  • School climate, engaging learning, mentors.
  • Healthy activities--Student campaigns, Peer educators, wellness clubs.
  • LOVE ON YOUR KIDS. TALK TO THEM. KNOW THEM.

• Effective Interventions
  • Relational-- find out WHY the student is vaping.
  • Brief Intervention

• Use Your Voice
  • Locally and at the state level.
WRAP UP/CONVERSATION

• What are you seeing?
• What do you need?
• What questions do you have?

THANK YOU!

Anne Ashton
aashton@placercoe.k12.ca.us
530 745.1313

Caitlin Letcher
cletcher@placercoe.k12.ca.us
530 889.5929
REFERENCES/RESOURCES

California Healthy Kids Survey
Center for Disease Control
Federal Drug Administration
National Institute of Health
National Institute on Drug Abuse
Smithsonian.org