



Vaping Prevention Resource Guide

Vaping has emerged as a growing public health concern as the number of young people using e-cigarettes continues to increase dramatically. From 2017-2018, vaping increased by 78% among high school students and by 48% among middle school students.¹ Youth who vape are also four times more likely to start smoking traditional cigarettes compared to their peers who do not use e-cigarettes.²

This guide contains key information about vaping, its recent growth, and the associated risks. You will also find resources and communication tips to provide support to Club members and their families.

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Key Terms & Definitions

- **Cigarettes** are a type of combustible tobacco product designed to be inhaled through smoke, which includes known cancer-causing substances.
- **Electronic cigarettes (e-cigarettes)** are battery-operated devices that are used to inhale an aerosol, which typically contains nicotine, flavorings and other chemicals. While e-cigarettes do not actually contain tobacco, they are classified as noncombustible tobacco products by the FDA.
 - Common nicknames for e-cigarettes include:
 - Electronic Nicotine Delivery System (ENDS)
 - Vape pen
 - Vape stick
 - E-hookah
 - Hookah pen
 - Mod
 - Pod
 - Advanced Personal Vaporizer (APV)
 - Tank
 - Tank system
- **Vaping** refers to the act of inhaling the aerosol produced by an e-cigarette.
- **Juul** is the market-leading e-cigarette brand, known for its sleek design that resembles a USB flash drive. The term “**JUULing**” is commonly used to refer to the use of the device.
 - Other top brands include:
 - Vuse
 - MarkTen
 - blu
 - Logic
- **E-liquid** refers to the solution that is heated through an e-cigarette device to produce an aerosol. Although they are not currently regulated and can vary by brand, the contents may contain nicotine and flavoring.
 - Common nicknames for e-liquid include:
 - Juice
 - E-juice
 - Smoke juice
 - Oil
 - Cartridge
- **Dripping** is a vaping method that produces a thicker, more flavorful aerosol to inhale by dropping the e-liquid directly onto the heating element.

What is Vaping?

E-cigarettes were first introduced to the United States in 2007 and have surged in popularity in recent years. In 2014, they surpassed traditional cigarettes by becoming the most common tobacco product used among youth.³ Over the last 20 years, the rate of youth who smoke has declined drastically, but the vaping trend could reverse that progress.⁴ A nationwide survey revealed that in 2018, the number of middle and high school students who had used some type of tobacco product in the past 30 days increased by 38 percent.⁵ This increase was driven by a jump in e-cigarette use, which grew from 11.7 percent to 20.8 percent among high school students, and from 3.3 percent to 4.9 percent among middle school students.¹ Another study showed that vaping nearly doubled among tenth and twelfth graders, representing the largest single-year increase of any adolescent substance use in the survey's forty three year history.⁴

It can often be difficult to identify e-cigarettes due to their variety of shapes and sizes. Some are designed to resemble traditional tobacco products like cigarettes, cigars and pipes. Others look like pens or USB drives. See the Visual Representations section on the following page for images of different vaping devices. There are hundreds of different brands available, although the top five (i.e., JUUL, Vuse, MarkTen, blu and Logic) account for 97 percent of the e-cigarette market.⁶ Regardless of the brand, e-cigarettes typically include four key parts:

- A **cartridge**, which holds the e-liquid
- An **atomizer**, which serves as the heating element
- A **battery**, which is the power source for the device
- A **mouthpiece**, which the user inhales the aerosol through

The atomizer, activated when a user puffs, heats the liquid to a temperature high enough to produce an aerosol, which the user then inhales into their lungs.

Since e-cigarettes are classified as tobacco products, the federal minimum age to buy them is 18. Several states have increased the minimum age to 21. Despite these regulations, high school students claimed that it is easy to get vaping devices and e-liquids.⁷ The products are sold in convenience stores, gas stations, pharmacies, smoke or vape shops, and online retailers. Among youth who had recently used JUUL, 52 percent reportedly got the product from a friend or family member.⁸

Vaping is popular across demographics, but use is more common among middle and high school youth. Hispanic and white youth are more likely to vape than their black peers.⁹ Male youth also report higher rates of vaping than their female counterparts.¹⁰

Visual Representations

The following images depict the wide variety of vaping devices and flavors available.

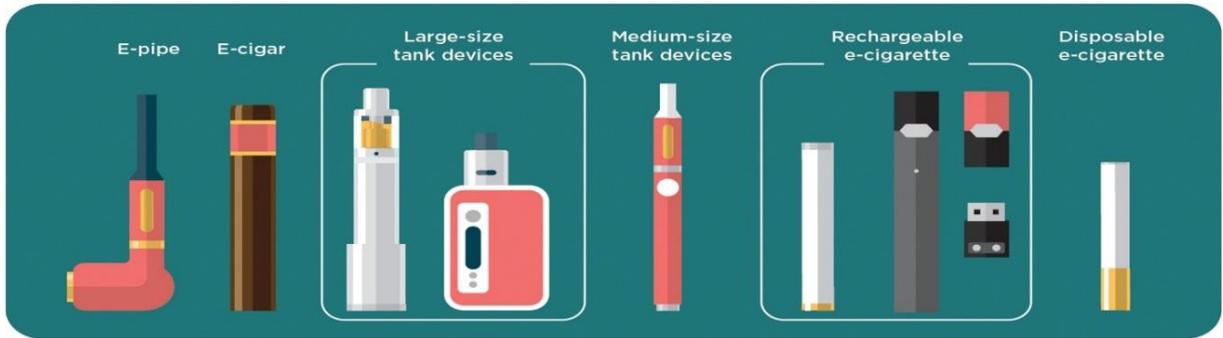


Image by CDC <https://www.drugabuse.gov/publications/drugfacts/electronic-cigarettes-e-cigarettes>



Image by Minnesota Department of Health
<https://www.health.state.mn.us/communities/tobacco/ecigarettes/index.html>



Image by CDC <https://www.cdc.gov/vitalsigns/youth-tobacco-use/>

Targeted Marketing to Youth

Advertising

Since e-cigarettes are not held to the same restrictions as traditional cigarettes, the advertisements for e-cigarettes frequently target youth. Companies promote vaping devices across television and radio, but they also use less traditional outlets, including the internet, social media, and even market at events such as music festivals.

The popularity of these newer marketing channels among youth has led to widespread exposure to e-cigarettes. During their 2015 launch, JUUL spent more than one million dollars marketing their products on social media. Additionally, four out of five middle and high school youth have reported seeing at least one e-cigarette advertisement.¹¹

These ads associate vaping with social status, fun and sex appeal. In contrast to cigarettes, which are considered unhealthy, vaping devices are perceived as cool and less unhealthy. Many youth also believe that vaping is a safer alternative to smoking traditional cigarettes.¹² As a result, many young people who have never used tobacco are now willing to try e-cigarettes. These ads increase curiosity,¹³ and curiosity is the main reason youth experiment with vaping.⁷

Flavors

Flavored e-liquids such as fruit medley, mango, crème, mint and chocolate also attract young users, particularly those who may not like the taste of traditional tobacco. The majority of high school students who vape use flavored products. In response, a current federal proposal seeks to restrict the sale of flavored e-cigarette products (with the exception of mint and menthol) to adult-only physical locations or online retail sites that use improved age verification methods.¹⁴ In the meantime, several nationwide big box retailers have already taken steps to raise the minimum age to buy tobacco products to 21 and discontinue the sale of fruit and dessert-flavored nicotine.¹⁵

Design

In addition to the flavorings, e-cigarettes also appeal to youth through their sleek design. Their increasingly small size and high-tech look make them easy to hide. Nearly 20 percent of middle and high school students said they have seen JUUL used in school¹⁶ – most commonly in bathrooms and even during class.

How to Have a Targeted Conversation with Youth

Staff can help prevent e-cigarette use by having an open and honest one-on-one conversation with youth about the negative health consequences of e-cigarettes. Use the information from the following Commonly Asked Questions for Group Discussion section to inform your talking points. Frame your conversation using the tips below, which is adapted from the CDC.¹⁸

Know the facts

Before having a conversation, it's important to get the facts. Read the Commonly Asked Questions for Group Discussion section and look at some of the resources in the External Support Resources section. You'll be better prepared to talk about the dangers of e-cigarette use if you know the facts.

Find the right time to have the conversation

Look for opportunities to have natural, one-on-one discussions. You may see an advertisement, hear youth talking about vaping, or even see them vape. You can use these moments as a springboard to talk about the dangers of vaping, how it can lead to addiction, or how to quit.

Understand their perspective

Youth may be vaping out of curiosity, boredom, rebellion or a desire to fit in. This type of exploration is natural, especially among teens. It's likely that they think that vaping is harmless. It's important to understand youth's perspective to help frame your conversation.

Have the conversation

Approach the conversation with curiosity and without judgment. Remember that your goal is to have a conversation, not give a lecture, which can place youth on the defense. Use non-judgmental language and ask opened-ended questions to get an idea of what they do or don't know. By showing your interest and avoiding criticism or scare tactics, you can have a productive dialogue. This will allow you to further the discussion and engage youth in deeper conversation.

Ask the following questions to better understand a young person's perspective:

- "Do you know kids who are vaping?"
- "What do you know about vaping?"
- "What do you (or your friends) think about vaping?"

Conversation starters if you know a young person is vaping:

- "What do you enjoy about vaping?"
- "How does vaping make you feel?"

What NOT to say to a young person about vaping:

- "Vaping is bad for you, don't do it." or "Vaping is bad for you, you need to stop."
- "I don't understand why you're vaping."
- "Don't you realize vaping is bad for you?" or "Don't you care about your health?"

Keep the conversation going

It's OK for the conversation to be ongoing and take place over time. You are not going to change their behavior with one discussion. Regularly check-in with youth and keep looking for opportunities to continue the dialogue and give support when they need it.

Commonly Asked Questions for Group Discussion

The rapid rise of e-cigarette use and their wide variability has led to confusion and misinformation about the products. Many young people think that vaping is harmless,⁹ but the use of e-cigarettes in any form can damage health. Below are some commonly asked questions from youth about vaping along with facts to help you answer them. These can be used as a guide to frame any group discussion you have at your Club. For more information on targeted, one-on-one discussions, please refer to *How to Have a Targeted Conversation with Youth*, which is located in a previous section of this guide.

Ultimately, the choice of whether or not to vape is a decision youth will have to make for themselves. Let youth know that vaping is not harmless, and use the information in this guide to help them make an informed decision.

QUESTION:

“Isn’t vaping healthier than smoking cigarettes?”

RESPONSE:

The amount of nicotine in one JUUL pod is equal to 20 cigarettes (an entire pack!). A JUUL pod has a higher concentration of nicotine than a traditional cigarette.¹³ Some believe vaping is a safer alternative to traditional cigarettes since it may be used as a smoking cessation tactic, but e-cigarette users commonly use other tobacco products as well.³ In fact, youth who vape are four times more likely to eventually start smoking traditional cigarettes.²

QUESTION:

“I’m only vaping the flavoring, what’s the big deal?”¹³

RESPONSE:

In addition to flavoring, the vast majority of devices contain nicotine, including all products from the most popular brand, JUUL.⁹ Additionally, the aerosol itself may contain harmful ingredients, including particles, chemicals and heavy metals such as tin and lead.⁹

QUESTION:

“Are e-cigarettes addictive?”

RESPONSE:

Yes. The brain is still developing until the age of 25 so youth who are exposed to nicotine are more likely to become addicted than adults. Not only were more high school students using e-cigarettes in 2018, they were using them more often.⁵ Nicotine exposure during adolescence can also lead to higher risks of psychological disorders, learning difficulties, or attention difficulties later in life.¹⁷

QUESTION:

“How do I say no if someone offers me a vape?”

RESPONSE:

Youth may face peer pressure when it comes to vaping. You can help them prepare for the situation by giving them options for responding. For example:

- “No thanks, I’m not interested.”
- “I don’t vape.”
- “I don’t want to, but you can.”

These replies allow youth to politely decline without passing judgment on their peers. Remind them that assertive communication skills like direct eye contact and a strong, clear voice are the most effective ways to get their point across. Role-playing may make youth more comfortable saying no.

QUESTION:

“Everyone is doing it, why shouldn’t I?”

RESPONSE:

While vaping among youth has increased significantly in recent years, the majority of youth actually do not vape. This is true across all age groups.¹ Youth with friends or family members who use e-cigarettes, or those who have been exposed to targeted marketing may be more inclined to think that most people vape. This misconception could normalize vaping, so it is important to make sure youth know the real numbers.

QUESTION:

“Why is vaping a problem if it’s legal?”

RESPONSE:

Vaping is illegal for those under the age of 18 (and under 21 in some states).¹³ The FDA and several big box retailers are already taking steps to restrict sales to minors and improve age verification methods.¹⁵ Remind youth not to assume that a product is safe just because it is legal. Tobacco and alcohol are both legal and have known health risks. To date, research on the long-term health effects of e-cigarettes is limited.¹³

Supporting Youth Who Are Trying to Quit

Due to the sudden rise of vaping and e-cigarette use, there is no clear treatment for vaping addiction. Treatments that work for adults may not work for youth due to developmental differences. Youth who are looking to quit should be referred to a pediatrician or psychologist.¹⁹ However, staff can still support youth who are trying to quit by doing the following:

- Checking in with youth and providing encouragement. Quitting can be frustrating, especially if youth relapse. Check-ins remind youth that you care and are invested in helping them succeed. Staff and peers can continue to encourage and support youth by emphasizing their successes and reminding them that it usually takes multiple attempts before someone stops completely.
- Working with youth to identify ways they can distract themselves when they are experiencing cravings. Youth may temporarily experience cravings when they stop vaping, which can be hard to resist. Often cravings can be reduced by engaging in a physical activity or hobby.¹⁸ Oral cravings may also develop. Offer youth healthy snack alternatives such as carrots, apples or celery. Sugar-free gum or hard candies can also help control cravings.
- Encouraging youth to use positive coping strategies such as going on a walk, taking deep breaths or engaging in mindful meditation when they are feeling stressed.²⁰
- Promoting activities to keep their hands busy. In the absence of vaping, youth may feel the need to do something with their hands. Activities can include a group-knitting project, a board game tournament or a puzzle party. Another option is to create a “cool down” room or corner with stress balls, Slinkys and Play-Doh to occupy their hands. This quiet space can also help relieve their anxiety.
- Encouraging youth to ask for help from friends, family, a trusted adult or a counselor.

For additional resources to help youth quit, see the External Support Resources section on the following pages of this guide.

Resources for Families

Substance use prevention requires a united effort, and Clubs should work with families to prevent substance use of all kinds. Families and Club staff can work together to reinforce prevention messages, provide support and monitor behavior. Below are some resources for families:

- **Partnership for Drug-Free Kids Vaping Guide**
This guide gives an overview of vaping, outlines the risks, and provides guidance for recognizing the signs of e-cigarette use. The guide gives advice for how parents can talk to teens and includes helpful talking points. You can find it at the following link: <https://drugfree.org/parent-blog/how-to-talk-with-your-kids-about-vaping-guide/>.
- **Talk with Your Teen About E-cigarettes: A Tip Sheet for Parents**
A tip sheet written by the U.S. Department of Health and Human Services that provides families with tips for having a conversation with teens. You can find it at the following link: https://e-cigarettes.surgeongeneral.gov/documents/SGR_ECig_ParentTipSheet_508.pdf.
- **BGCA Sample Parent Night Agenda**
Use this resource as a guide to host members and their families at the Club to have a structured discussion about vaping and its impact on health. You can adapt this agenda on substance abuse to focus specifically on e-cigarettes or make vaping part of a larger conversation. Find the agenda on pages 99-100 of the following guide: https://www.bgca.net/Programs/ProgramForms/Opioid_Resource_Guide.pdf#search=opioid.

Funding Substance Use Prevention at Your Club

BGCA has created Local Funding Toolkits to help Clubs seek funding for high-quality youth development program strategies. These strategies help address a range of pressing youth development trends and needs. Local funding toolkits help Clubs expand their fundraising efforts for programs and strategies that promote a high-quality Club experience across the Club day.

The Opioid & Substance Use Prevention Local Funding Toolkit supports local resource generation to help Clubs promote developmental assets among youth through programs and activities focused on building knowledge, attitudes and skills to enable youth to make informed choices about their health. This Local Funding Toolkit includes a self-assessment, funding template and a customizable pitch deck. The toolkit is available for download [here](#) or on BGCA.net at the following link: <https://www.bgca.net/Programs/Pages/Funding.aspx>.

External Support Resources

Centers for Disease Control (CDC) and Prevention Hotline

The CDC has a free, confidential, phone-based service that connects you to trained tobacco cessation counselors. Counselors can provide expert advice and help you develop a personalized plan. Hours of operation and services vary by state. Call 1-800-784-8669 for English or 1-855-335-3569 for Spanish.

Know the Risk: E-Cigarettes & Young People

The 2016 U.S. Surgeon General report addresses e-cigarette use among youth, offers information about the risks, and provides resources in English and Spanish. The resources can be found at the following link: <https://e-cigarettes.surgeongeneral.gov/resources.html>.

National Cancer Institute Quitline

The Quitline connects you to trained counselors who can provide information and confidential support to stop the use of tobacco products. Access the service by calling 1-877-448-7848 Monday through Friday from 9:00 a.m. to 9:00 p.m. eastern time. The service is available in both English and Spanish.

Smoke Free Teen - Texting App

SmokefreeTXT is a texting app for youth ages 13-19 who want to be smoke-free. The program is between six and eight weeks long and allows teens to text keywords to receive supportive messages. The service is free, but message and data rates may apply. You can find more information at the following link: <https://smokefree.gov/tools-tips/text-programs/faqs#what-do-messages-say>.

Smoke Free Teen - quitSTART App

The quitSTART app allows teens to create a personalized plan to help them stop smoking, record their progress, track their habits, and manage cravings and negative moods in healthy ways. You can find more information at the following link: <https://teen.smokefree.gov/become-smokefree/quitstart-app>.

Stanford Medicine Tobacco Prevention Toolkit

The Tobacco Prevention Toolkit is an evidence-informed resource aimed at preventing the use of tobacco products among middle and high school youth. The toolkit includes six units on e-cigarettes, and each unit comes with a prepared PowerPoint, activities and discussion guide. Find the toolkit at the following link: <https://med.stanford.edu/tobaccopreventiontoolkit/E-Cigs.html>.

This is Quitting

This mobile app and text-messaging program was developed by the Truth Campaign to help youth stop vaping. Youth can post about their journey and receive support from others who are also trying to quit. It also provides training and tools to help youth stop smoking and handle cravings. You can find more information at <http://www.thisisquitting.com/> or by searching the app store.

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