

October 2019

# Youth and Vaping Webinar

The New Look of

# NICOTINE ADDICTION

Get the Facts!



Muted phone lines

Questions in the chat box will be answered at the end of the presentation

Evaluation link will be circulated , appreciate you taking 2 minutes to complete this.

This slide deck will be on ACT's website after the final presentation on November 13

Presenter:

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Western Health

ACT Board Member



I am employed by Western Health, The Regional Lead for tobacco and vaping  
I am a member of ACT's Board of Directors and  
Member of the Youth tobacco and Vaping Prevention Working group that developed  
this presentation and other resources to address youth vaping in Newfoundland and  
Labrador.

- Presentation adapted by the NL Alliance for the Control of Tobacco with permission from Massachusetts Public Health.



The body of evidence on vaping is expanding and the vaping landscape and culture is also changing very fast. With that in mind, this presentation has been developed with the current evidence, regulations, statistics and information that are available as of today.

## Disclaimer

- *This presentation was developed prior to October, 2019 and because the vaping landscape is shifting and changing rapidly/daily some of the information in the presentation may already need updating so that it is current and accurate for today. We suggest you look for the most current information on the issue prior to using this presentation. Feel free to reach out to The NL Alliance for the Control of Tobacco to discuss before quoting from this presentation.*

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## Why are we here?



- We care about our youth
- To learn about e-cigarettes and vaping products
- To learn about policies, initiatives and resources to address youth vaping

### Talking Points:

We all know cigarettes are harmful to our health, but many questions exist about new and emerging products such as e-cigarettes and other vaping devices. We must educate ourselves about this emerging trend to protect our children and youth from the influence of the tobacco and vaping industries. We all care about our youth.

Today/tonight, we are here to learn more about these products, what they look like, why they are harmful, and policies and procedures about them.

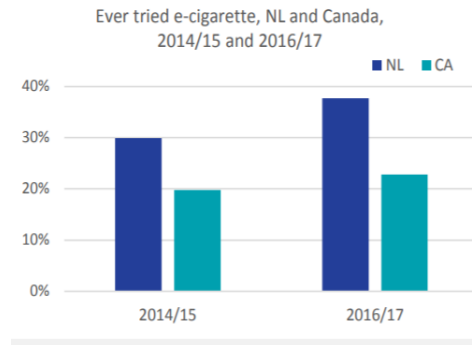
This presentation is one component of a comprehensive school health approach to address this issue. As you interact with youth in your various roles, it is important to stay informed and abreast of the issues affecting youth, such as vaping.



## Student use of vaping products - NL

In 2016/17:

- 37.7% of NL students in grades 7-12 ever tried e-cigarettes.
- 53.3% of high school youth had ever used e-cigarettes.
- 21% of junior high students had ever used e-cigarettes.



Source: 2016/17 Canadian Student Tobacco, Alcohol and Drug Survey

The percentage of youth who had ever tried e-cigarettes rose between 2014/15 to 2016/17. Keep in mind that in 2018 e-cigarettes containing nicotine became legal in Canada. These rates have undoubtedly increased since then.

New research released in June 2019 suggests vaping among Canadian teens skyrocketed by 74% in a single year, and that new brands of e-cigarettes are gaining a foothold following federal legislation.

This research revealed that the percentage of youth **aged 16 to 19 who reported vaping in the previous month rose from 8.4 per cent in 2017 to 14.6 per cent in 2018.**

**The percentage of youth reporting weekly use also increased significantly (5.2% to 9.3%) over the same time period.**

### **Essentially more youth vaping, and some of them vaping more often.**

Overall, students perceive e-cigarettes to be less harmful than cigarettes for both occasional use and regular use.

University of Waterloo professor David Hammond, who led the study of youth vaping in Canada, the U.S. and the U.K., said the findings reflect the risks of the "newest evolution of vaping." The researchers say an online survey found the number of **Canadian participants aged 16 to 19 who reported vaping in the previous month rose from 8.4 per cent in 2017 to 14.6 per cent last year. Rates of weekly use climbed to 9.3 per cent from 5.2 per cent over the same time period.**

Students are using e-cigarettes more than tobacco cigarettes

Source: 2016/17 Canadian Student Tobacco, Alcohol and Drug Survey.



## What youth say about why they vape:

- Friends (58%)
- Flavours (37%)
- "Vaping looking fun and exciting" (22%)
- Being offered a vape (21%)



### What youth are saying about why they vape:

It has been consistently observed in recent studies that youth are most likely to **cite reasons associated with friends and social influences or flavours when explaining why they vape.** Bottom line...Young people are more likely to vape if their friends do

Research commissioned by Health Canada found that the top reasons cited for vaping initiation among Canadians aged 13 to 19 were:

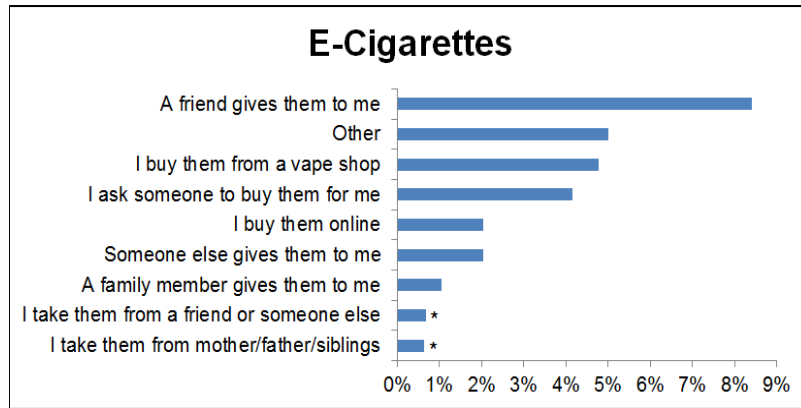
- Friends (58%);
- Flavours (37%);
- "Vaping looking fun and exciting" (22%); and
- Being offered a vape (21%).

A public opinion research study commissioned by Health Canada found that among youth who had **ever tried a vaping product, "because e-cigarettes are cool" was the second most cited reason for trying (37%).** This same response ranked 6th for young adults and 7th for adults 25 years and older.

In an American population-level study of 4,000 middle and high school students, youth who had tried a vaping product cited a friend or family member first as their reason for trying (39%), followed by flavours (31%) and reduced harm (17%).

Data on American youth recently presented to Health Canada suggest that preference for small-sized, pod-based products over other vaping products is explained by a variety of reasons with the **top three being popularity among friends, ease of use and better flavour/taste.**

## Where do NL youth get e-cigarettes?



Source: 2016/17 Canadian Student Tobacco, Alcohol and Drug Survey

### Talking Points:

Just like other tobacco and nicotine products, youth may get e-cigarettes from many sources. The most common source for e-cigarettes or cigarettes in NL were friends.



A deeper look at these products

## What is vaping?

- Inhaling and exhaling the aerosol (often called vapour) produced by an e-cigarette or similar battery-powered device
- Called e-cigs, vape pens, e-hookahs, e-pipes, tanks, mods, vapes, electronic nicotine delivery systems or ENDS, and more
- **Sometimes referred to by brand names such as JUUL (Juuling), BO, Blue, and others**



Talking Points:

**What is vaping?** Vaping is the act of inhaling and exhaling the aerosol (often called vapor) produced by an e-cigarette or similar battery-powered device.

**What is an e-cigarette?** E-cigarettes are battery-powered vaporizers that simulate the action and sensation of smoking.

**What are other names for e-cigarettes?** They are also known as e-cigs, vape pens, e-hookahs, e-pipes, tanks, mods, vapes, electronic nicotine delivery systems, or ENDS, and more. Some people refer to vaping devices by their brand name such as JUUL, BO, Blu, and others.

# What is an e-cigarette?



Let's start by reviewing what an e-cigarette is and how it works....

E-cigarettes go by a number of names – e-cigs, vapes, vaping devices, vape pens, JUUL to name a few.

Essentially, these devices use a battery heated coil to heat a liquid to create an aerosol or vapour. The act of using an e-cigarette to create this aerosol is called vaping.

## What do e-cigarettes look like?

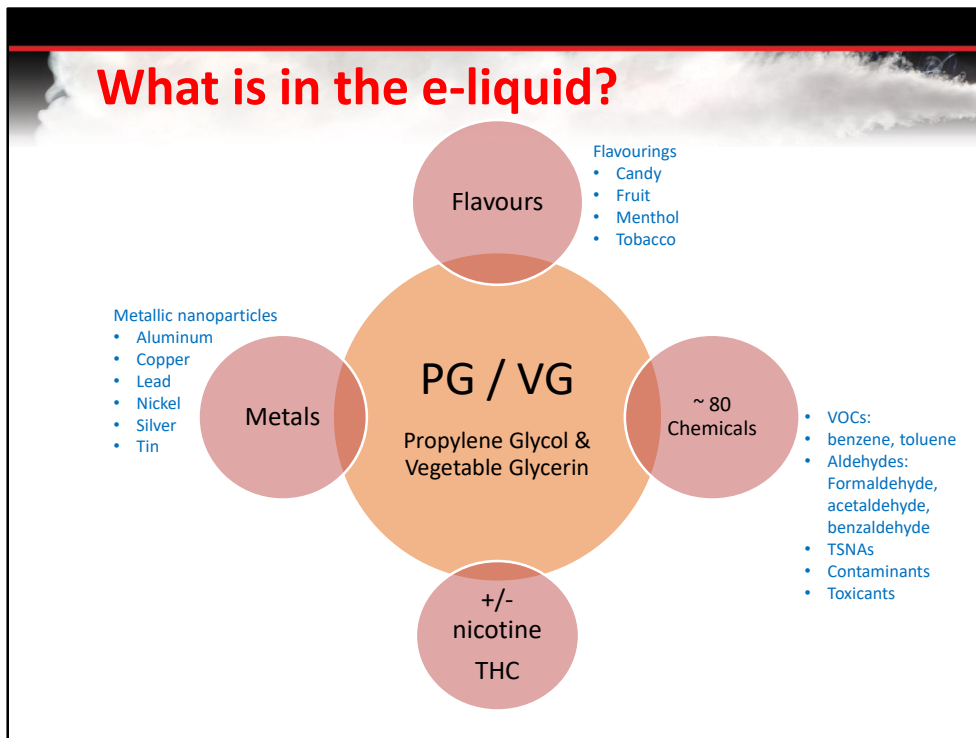


### **Speaking Notes:**

E-cigarettes are available in lots of different shapes, sizes, and colours, sometimes making them more difficult to recognize

They can look like cigarettes, pens, juice boxes, or even flash Drives. These are the most popular products with youth.

Some are Disposable or allow you to swap out prefilled cartridges or pods, or have refillable tanks



- 1) **PG and VG** – These are the main chemicals in e-juice and they are used to make the vapour cloud
- 2) **Heavy Metals** –
- 3) **Artificial flavours** -There are 1000's of artificial flavours including candy, fruit, mint, chocolate to name a few.
- 4) **E-cigs also emit numerous potentially toxic substances....fewer chemicals @ lower concentrations Vs tobacco cig**

contain a lot of the **same chemicals and other ingredients** found in tobacco cigarettes. There is **no burning during vaping**, instead the liquid is heated, this process can cause reactions and create new chemicals/toxicants ....e.g. dripping produces 15X formaldehyde levels in tob cigs

VOC's: Volatile Organic Compounds

Short-term exposure to high levels of some Volatile Organic Compounds (VOC) can cause: Headaches, breathing problems  
irritation of the:eyes nose throat

Some people may be more sensitive, such as people with asthma.

Tobacco-specific nitrosamines (TSNAs) are thought to be some of the most potent carcinogens in tobacco products. They are unique to tobacco and present in smokeless tobacco, snuff, cigarettes, and electronic cigarette liquid.

## Vapour vs. Aerosol



**Produces an aerosol, NOT water vapour**

No burning of tobacco

Fewer chemicals at lower concentrations



**Aerosol can contain harmful substances:**

Nicotine

Ultrafine particles that can be inhaled deep into the lungs

Flavoring such as diacetyl, a chemical linked to a serious lung disease

Volatile organic compounds

Cancer-causing chemicals

Heavy metals such as nickel, tin, and lead

E-cigarettes produce an aerosol, commonly called vapour, which users inhale from the device and exhale. The aerosol can contain harmful and potentially harmful substances, including:

- Nicotine
- Ultrafine particles that can be inhaled deep into the lungs
- Flavoring such as diacetyl, a chemical linked to a serious lung disease
- Volatile organic compounds
- Cancer-causing chemicals
- Heavy metals such as nickel, tin, and lead



## Vaping products

- Most vaping devices and e-cigarettes contain nicotine—a *highly addictive substance*
- Children and youth may become dependent on nicotine after lower levels of exposure than adults
- Young people, non-smokers and people who are pregnant should not vape



### Talking Points:

Most vaping devices and e-cigarettes contain nicotine. Nicotine is highly addictive, regardless of the source (cigarette, vape, cigar, smokeless tobacco products).

People don't always know if their product contains nicotine and more importantly, they don't know how much nicotine they are using.

Children and youth are vulnerable to nicotine addiction; their brains can develop nicotine receptors after a low dose and very few exposures ( 1- 2 times).

The Government of Canada legalized nicotine in e-juice in June 2018, through Bill S-5. This allows for product regulation.

## Nicotine

- Nicotine damages the developing adolescent brain
- Nicotine can prime the adolescent brain for addiction to other substances
- Youth who use e-cigarettes are more likely to become traditional cigarette smokers
- Youth who start smoking or using tobacco products, smoke more and have a harder time quitting than people who start as adults



According to the Health Canada, e-cigarettes are not safe for youth, young adults, pregnant women, or adults who do not currently use tobacco products.

Because the brain isn't fully developed until the mid 20s, youth and young adults are uniquely at risk for long-term, long-lasting effects of exposing their developing brains to nicotine.

Nicotine is highly addictive and can have harmful impacts on the brain, affecting memory and concentration in everyone and brain development in youth and young adults. It alters parts of the brain that control attention, learning, mood and impulse control. Early exposure to nicotine in adolescence may increase the severity of future dependence to nicotine and tobacco. Risks include: nicotine addiction, mood disorders, and lowering impulse control. Nicotine also changes the way synapses are formed, which can harm the parts of the brain that control attention and learning.

Nicotine can also prime the adolescent brain for addiction to other substances.

E-cigarette use among youth and young adults is strongly linked to the use of other tobacco products such as regular cigarettes, cigars, hookah, and smokeless tobacco.

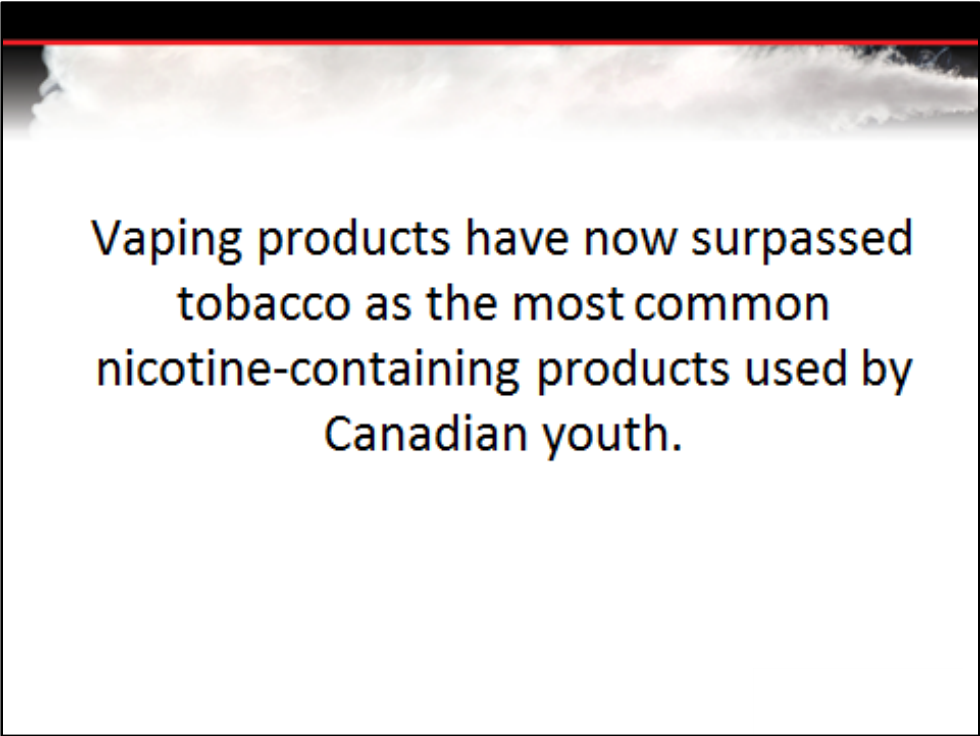
Due to changes in the brain, quitting is harder for those who start at a young age. Prevention is key.

### References:

1. Surgeon General's Know the Risks: <https://e->

[cigarettes.surgeongeneral.gov/knowtherisks.html](http://cigarettes.surgeongeneral.gov/knowtherisks.html)

2. Many published studies have shown this, including: Abreu-Villaca, Y. et al (2003). Short-term adolescent nicotine exposure has immediate and persistent effects on cholinergic systems: Critical periods, patterns of exposure, dose thresholds. *Neuropsychopharmacology*, 28 pp. 1935-1949



Vaping products have now surpassed  
tobacco as the most common  
nicotine-containing products used by  
Canadian youth.

Bernie will find source to cite

## Sleek devices & Nicotine SALTS...



- Nicotine salts allow for delivery of higher nicotine concentrations
- A lower pH reduces the impact of nicotine on airways
- The result is a smoother, less bitter hit that mimics tobacco cigarettes



Can design a cool slide when the products featured are sophisticated and cool!

Focus on the devices, they do not immediately look like something that you put into your mouth.

Very different from a cigarette

## Nicotine Salts:

### JUUL's nicotine (salt) content:

1 POD = 0.7 ml (~ 200 puffs)

5% POD:

$59\text{mg/mL} \times 0.7\text{mL} = 41\text{mg}$



### VYPE's vPRO nicotine (salt) content:

1 POD = 1.9 mL (~ 200 puffs)

5% POD:

$57\text{ mg/mL} \times 1.9\text{ mL} = 108\text{ mg}$



One cigarette yields consumption of 1 mg of nicotine.

A pack of cigarettes is consumed in 200 puffs, a pod is consumed in about 200 puffs, so some say they are equal,

BUT

The amount of nicotine consumed is very different. Nicotine salt product such as juul and vype such deliver much higher nicotine concentrations.

# Consumption

## Cigarette

- Will burn out
- Visible when in use
- Daily Routine (# control)
- 1 mg of nicotine/cigarette

## Vaping

- No precise ending
- Easy to use and discreet (Frequent use)
- High nicotine concentration



Cigarettes burn out vapes do not have a precise ending, so this affects the dose that a user may consume (bag of chips vs. bowl of chips)

A longer period with friends may create a longer vaping session.

A cigarette has a distinct smell, it is not concealable. Vaping can be done discretely, which may contribute to many frequent uses throughout the day, easily used in places prohibited classrooms, bathrooms, between class transitions, at home, etc.

Frequency of smoking cigarettes is often controlled by the schedule or daily routine (breaks, meals, for youth times away from home)

Cavalier attitude, not associating the same risks....

A cigarette delivers a controlled amount of nicotine, 1 mg per cigarette. Nicotine Salts can increase this by as much as 5 times.



## Can e-cigarettes be used to vape other substances?

- Yes!
- Open systems require the user to add the e-juice, which can be a substance other than nicotine.
- Closed systems (those that use pre-filled pods) can also be altered to vape substances other than nicotine.

### Talking Points:

Many people specifically ask if e-cigarettes can be used to vape cannabis. The answer is yes.

-To do so as safely as possible, people either buy a special e-juice with cannabis or a special e-pen for vaping cannabis. They should not try to add their CBD oil to an e-cig.

Cannabis can be vaped in open systems, that require the user to add the e-juice





## Vaping vs. smoking

- Quitting smoking is the best thing you can do to improve your health
- For people who smoke, completely replacing smoking with vaping will reduce their exposure to harmful chemicals
- **Reduced exposure does not mean without risk**
- Support to quit smoking is available

Without any doubt, if you are a smoker: quitting smoking is the best thing you can do to improve your health:

According to health Canada:

For people who smoke, completely replacing smoking with vaping will reduce their exposure to harmful chemicals

These products will reduce health risks for smokers who can't or don't want to quit using nicotine

[vaping is a less harmful option than smoking](#). Many of the toxic and cancer-causing chemicals in tobacco and the tobacco smoke form when tobacco is burned

- completely replacing cigarette smoking with vaping will reduce your exposure to harmful chemicals. However, it is not safe for youth to use any nicotine products.
- Less harmful is not without risks // safe and safer are different

Support is available for approved quit smoking aids such as gum, medications and the patch. Community services are also available from the smokers' helpline, family resource Centres and the local pharmacist as examples. You can always talk to your health care provider

## Risks



Vaping can increase your exposure to chemicals that could harm your health (e.g. cause lung damage).



Vaping could also expose you to nicotine, which is addictive.

While there are many known and emerging risks associated with vaping, **when we focus on youth who don't smoke, these two risks become the elevated priorities:** Other risks include other chemical exposures, nicotine poisoning, device malfunctions and long term risks unknown

Nicotine is not known to cause cancer. It is approved for use in nicotine replacement therapies, such as the patch or nicotine gum. However, there are risks linked to nicotine.

**Nicotine is a highly addictive substance. Vaping with nicotine could:**

- lead to dependence
- cause nicotine addiction among users who would not have started using nicotine otherwise (e.g. smoking)

## Are e-cigarettes safe?

- E-cigarettes are not safe for youth, young adults, pregnant women, or adults who do not currently use tobacco products
  - Contains nicotine and other chemicals
- Secondhand vapour is also unsafe
- More research is needed to understand the long-term health effects

This is the question at the end of the day...

According to the Health Canada and Centers for Disease Control and Prevention, *e-cigarettes are not safe for youth, young adults, pregnant women, or adults who do not currently use tobacco products.* **E-cigarettes have the potential to benefit adult smokers who are not pregnant if used as a *complete substitute* for regular cigarettes and other smoked tobacco products, but they have not been approved by Health Canada as a smoking cessation device.**

E-cigarettes contain nicotine. Nicotine is a highly addictive substance.

**Secondhand vape** - According to health Canada and the US Surgeon General, the aerosol from e-cigarettes is not harmless. It can contain harmful and potentially harmful chemicals, including nicotine; ultrafine particles that can be inhaled deep into the lungs; flavourings such as diacetyl, a chemical linked to a serious lung disease; volatile organic compounds such as benzene, which is found in car exhaust; and heavy metals, such as nickel, tin, and lead.

Additional research is needed to help understand long-term health effects of e-cigarette use.

### Other Harms

Vaping liquid containing nicotine is poisonous, particularly to young children.

Even in small amounts, vaping liquid containing nicotine can be very harmful if swallowed or absorbed through the skin

There have been fatalities as well as non-fatal nicotine poisoning caused by children swallowing vaping liquid.

Defective e-cigarette batteries have caused fires and explosions, some of which have resulted in serious injuries.



## Health Canada Warns of Potential Risk of Pulmonary Illness Associated With Vaping Products

- If you use vaping products, avoid any products from illegal or unregulated sources. Products obtained from the illegal market are not subject to any controls or oversight with respect to safety or quality
- Do not modify vaping products or add any substances to these products that are not intended by the manufacturer

<https://healthycanadians.gc.ca/recall-alert-rappel-avis/hc-sc/2019/70919a-eng.php>

I want to take the time to acknowledge that ...

In Canada, as of October 23, 2019, there are five confirmed or probable cases of severe lung illness related to vaping:

2 confirmed cases in Quebec

2 probable cases in New Brunswick and 1 in British Columbia

Public Health Agency of Canada, Health Canada and provincial Chief Medical Officers of Health are working together to monitor the situation

To date, the investigation into severe pulmonary illness in the United States suggests that products containing tetrahydrocannabinol (THC) play a role in the outbreak. The suspected cause is a chemical exposure, but the specific chemical or chemicals remain unknown at this time. No single product or substance has been linked to all cases, and more information is needed to know whether a single product, substance, brand or method of use is responsible for the outbreak.

Health Canada is advising Canadians who use vaping products to monitor themselves for symptoms of pulmonary illness (e.g., cough, shortness of breath, chest pain) and to seek medical attention promptly if they have concerns about their health.

### **What you should do**

If you are concerned about the health risks related to vaping, consider not using vaping products.

If you use vaping products, avoid any products from illegal or unregulated sources. Products obtained from the illegal market are not subject to any controls or oversight and may pose additional risks to your health and safety.

If you use vaping products, or have used vaping products in the past, monitor yourself for symptoms of pulmonary illness (e.g., cough, shortness of breath, chest pain) and promptly seek medical attention if you have concerns about your health. Be sure to indicate to your health care professional that you currently vape, or have in the past, and what you were vaping. Do not modify vaping products or add any substances to these products that are not intended by the manufacturer.

**For those who have developed a dependence on nicotine, quitting can be difficult. Effective therapies are available to Canadians who smoke, including medication or approved nicotine replacement therapies such as gums, patches and lozenges.**

Health Canada has [information on how to quit smoking](#) and encourages those trying to quit to call 1-866-366-3667 toll-free to speak with a quit coach.

Report any [adverse reactions](#) or [incidents](#) related to vaping products to Health Canada.

[Stay connected](#) with Health Canada and receive the latest advisories and product recalls.

<https://www.cdc.gov/media/releases/2019/s1003-lung-disease.html>



## How do we know if youth are vaping?

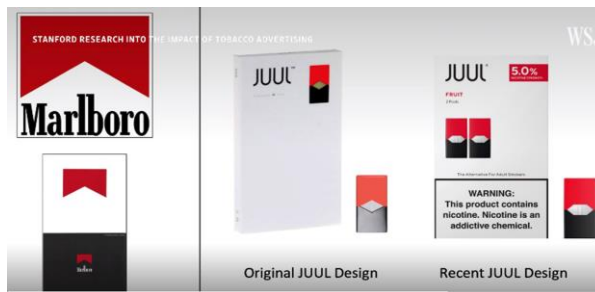
- **Unexplained Sweet Scent** – might be a flavoured e-juice for a vaping device
- **Unfamiliar Products** – If you come across unusual pens or USB drives or an unfamiliar battery or battery charging device, they could be associated with vaping

Some telling signs to determine if youth are vaping may include...

You might also observe signs of nicotine addiction, which could include leaving the class frequently (students feeling a need to use nicotine) and symptoms of withdrawal when they have gone long periods without vaping such anxiety, irritability, restlessness, difficulty concentrating, depressed mood, frustration, and anger (source: [Mayo Clinic](#))

# TOBACCO AND VAPING INDUSTRIES

The industries target youth with sweet, cheap, and easy to get products.



That concludes vaping 101, moving on to expose a little about the industry behind vaping...





Traditional cigarette companies own large parts of the vape and e-cigarette market. Big tobacco calls this their **Potentially Reduced Risk Products**

British American Tobacco sells the popular cigarette brands of Rothmans and Benson & Hedges. The same company now claims "We launched our first vapour product – a Vype e-cigarette – in 2013 and today we are one of the world's leading vapour companies."

Altria is the parent company of Phillip Morris USA, and bought a \$12.8 billion stake in Juul in Dec 2018 \*(Not to be confused with the proposed then cancelled merger of Altria and Phillip Morris International)

Imperial Tobacco sells the popular cigarette brands of Du Maurier and Players, and bought the e-cigarette blu in 2015.

E-cigarettes are now a multi-billion dollar industry and present massive growth potential. By controlling this business, Big Tobacco effectively controls its own competition.

When JUUL first came out, it said big tobacco was its enemy.

The WHO suggests that although independent e-cigarette companies have no interest in encouraging tobacco usage, this may not be the case for Big Tobacco, with its interests in electronic nicotine delivery systems. Overall, there is a complementary relationship between vaping and smoking practices for Big Tobacco.

CEO JUUL has been replaced by Former CEO of Altria:

Juul, which is the [target of several federal investigations](#), replaced Chief Executive Kevin Burns

with an executive at Altria, which owns a 35% stake in the e-cigarette maker.  
New CEO hired Joe Murillo, who headed regulatory affairs for Altria and previously ran the tobacco company's e-cigarette business, is now Juul's chief regulatory officer,  
<https://www.wsj.com/articles/juul-hires-another-top-altria-executive-11569971306>  
<https://www.opensecrets.org/news/issues/e-cigarettes/>

# What role does the vaping industry play?

## How tobacco /vaping industries target youth...

- Sweet
- Cheap
- Easy to get
- Techy/Cool designs
- Celebrity endorsement & lifestyle marketing
- Nicotine

## Big Tobacco has become Big Vape, but it's up to the same old tricks

Traditional cigarette companies own large parts of the vape and e-cigarette market—and they're fighting against regulation using their old playbook

by Tanusree Jain Jan 30, 2018

MacLean's

The tobacco industry has a history of targeting groups of people to make them new customers. This is nothing new – the tobacco and vaping industries are using the same tactics with these new and emerging products. Altria (owner of Phillip Morris USA) now owns 35 % of JUUL , one of the most popular vaping products used by youth.

The tobacco and vaping industries spends millions of dollars targeting youth.

The industry also spends millions on lobbying against regulations on their products.

By attracting young users, these companies preserve their revenue stream with each long-term customer that becomes addicted to the nicotine product being sold, cigarettes or vaping products. They want to get youth hooked to make them lifelong customers.

They're targeting kids with products that are sweet, cheap, and appealing.

Social media – Twitter Instagram U-Tube

Celebrity endorsements

Cloud chasers – blowing tricks made vaping a game

<https://www.macleans.ca/society/health/big-tobacco-has-become-big-vape-but-its-up-to-the-same-old-tricks/>

## Flavouring

- E-liquids, juices and nicotine salt pods are available in a variety of flavours
  - Confectionary, desserts, sweets, fruit, etc.
- Flavours appeal to youth
- Flavours may make vaping *seem* harmless



According to Health Canada and a robust body of evidence, flavoured tobacco products **appeal to youth**. Tobacco industry documents show that companies designed flavoured cigarettes with kids in mind. That's why the Government of NL made it illegal to sell flavoured **tobacco** products in NL, including menthol cigarettes in 2016.

E-liquids generally consist of propylene glycol, glycerin, water, nicotine, and flavourings. Many of these pods and e-liquids come in fruit and candy flavours that appeal to youth. (chocolate, cotton candy, fruit punch, etc.)

There are thousands of flavours to pick from. Some are more dangerous than others, particularly vanilla and cinnamon. The chemicals used to make these flavours are quite harmful to lung tissue and linings.

In NL the flavours are not banned but there are restrictions around advertising/promoting them.

The legal age to purchase any vaping products in NL is 19.

Black and white sign in convenience stores stating they are available

No point of sale promotion

No sponsorships in NL


In speciality shops, advertising not visible from outside the business

The Ontario Tobacco Research Unit completed an online search of **Canadian online vaping product retailers that revealed substantial promotion** of confectionery, dessert, soft drink and other youth-appealing flavoured vaping products. [https://www.otru.org/wp-content/uploads/2019/04/otru\\_projectnews\\_apr2019.pdf](https://www.otru.org/wp-content/uploads/2019/04/otru_projectnews_apr2019.pdf)

## Prices 2019


- Cigarettes, 20 pack  
\$12.00

JUUL Starter pack  
\$65.00 + tax



4 JUUL pods  
\$20.99+ tax

VYPE ePen3 Starter Kit  
\$19.99



VYPE Pods (2)  
\$12.00

These prices are from [juul.ca](http://juul.ca) and [govype.ca](http://govype.ca).

Online ordering = easy access

Price is an important factor impacting youth access...

The price of the starter kit can be cheaper with promotions and coupons found online. After that initial purchase, the pods are cheaper than cigarettes. A pack of pods can be shared among youth who do not have that purchasing power or are under age to purchase.

Antecdotally we hear:

Youth buy 4 pack sell individually to peers



## **VAPING LEGISLATION AND POLICIES**

Let's have an overview of the legislation and policies in place to address vaping

# Vaping Regulation in Canada

The Tobacco and Vaping Products Act (TVPA) became law on May 23, 2018.

The TVPA protects youth from addiction by reducing access and inducement to use

Provides adults legal access to vaping products with nicotine as a less harmful alternative to smoking

- To help prevent youth smoking and vaping, e-cigarettes are regulated by both the federal and provincial government.
- Federally, The TVPA regulates the manufacture, sale, labeling and promotion of both tobacco and vaping products.
- Vaping products produced, advertised, imported or sold in Canada are subject to the following regulations:

[Tobacco and Vaping Products Act](#)  
[Food and Drugs Act](#)

[Canada Consumer Product Safety Act](#)  
[Non-smokers' Health Act](#)

Key elements of TVPA

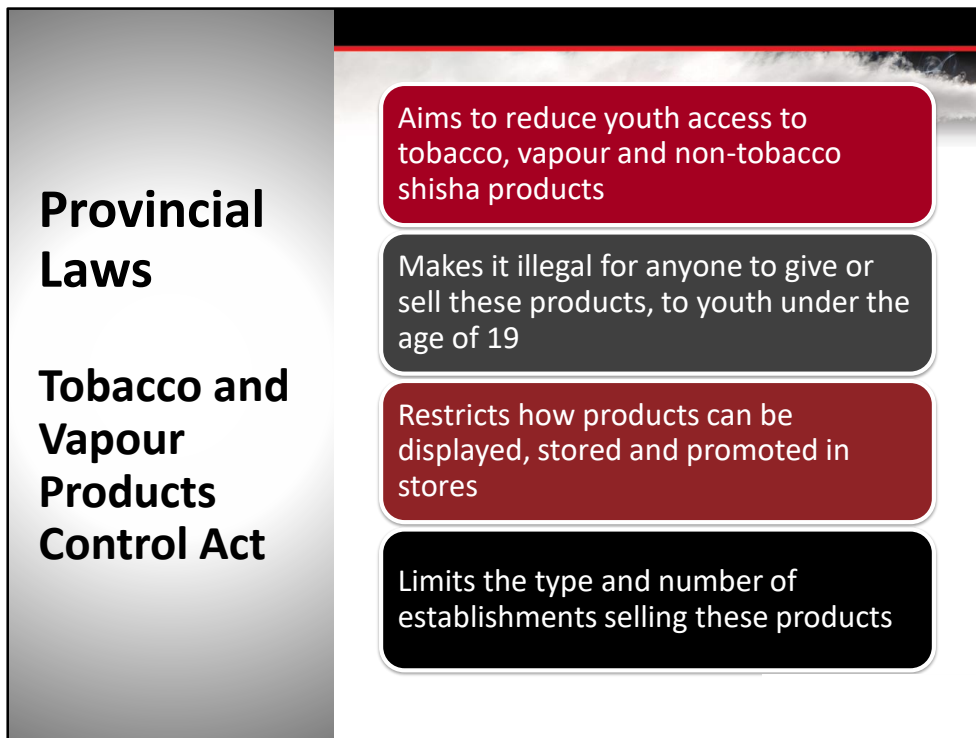
- Not allowing vaping products to be sold or given to anyone under 18 years of age.
- Not allowing the sale of vaping products that appeal to youth in how they look or work.
- Setting rules about promoting vaping products, including:
  - not promoting flavours that appeal to youth
  - not misleading consumers about the health effects of these products

## Health Canada completed two public consultations in the spring of 2019 to look at additional Potential Regulatory Measures

Input gathered through these consultation will be used to inform the development of proposed regulations to further reduce youth access and appeal of vaping products.

Potential characteristics to regulate include: **Flavours** **Nicotine concentrations** **advertising**

For more information about the TVPA, visit [www.canada.ca/vaping](http://www.canada.ca/vaping)



## NL TOBACCO AND VAPOUR PRODUCTS CONTROL ACT

The [\*Tobacco and Vapour Products Control Act\*](#)

- aims to reduce the number of young people who begin to smoke by restricting youth access to tobacco, vapour and non-tobacco shisha products,
- makes it illegal for anyone, including retailers, family and friends, to give or sell tobacco, vapour and non-tobacco shisha products, to youth under the age of 19
- restricts how tobacco, vapour and non-tobacco shisha products, products can be displayed, stored and promoted at retail ([Tobacco and Vapour Products Control Regulations](#))

Applied same restrictions to vaping products that are in place for tobacco products (no point of sale promotion, no visible advertising)

- limits the type and number of establishments that sell tobacco, vapour and non-tobacco shisha

• non-tobacco shisha" means a non-tobacco product containing herbs or other plants and materials intended for use in a water pipe;



**Provincial Laws**

**Smoke Free Environment Act, 2005**

- Aims to protect the public and employees from exposure to second-hand smoke
- Prohibits smoking in indoor public places, workplaces and in motor vehicles carrying children under the age of 16
- Smoking includes tobacco, vapour, water pipe/hookah, and cannabis products
- Indoor public places include schools, daycares, shopping centers, recreation facilities, restaurants, bars, decks and bingo halls

Second piece of Provincial Legislation is the ....

This legislation...read bullets

In the ACT, smoking is defined to be inclusive of.....

In additions to this legislation, many organizations in the province have policies to prohibit smoking & vaping, such as the 4 RHA's with their smoke free properties policies and private businesses.



## **School district policy about vaping**

- District policy prohibits the use of both tobacco and vaping in and on all school grounds
- Applies to students, staff, visitors and volunteers

Both the NL English School District and the Conseil Scolaire Francophone Provincial have 100% smoke-free policies which prohibits smoking and vaping on school grounds as well as private schools.



## What we can do?

- Educate ourselves – be aware of what these products look like, what they might smell like, harms and risks, etc.
- Educate and talk to our youth
- Know the policies and legislation
- Use available resources to share information with parents and other youth influencers

The most important place to start is to educate ourselves – be aware of what these products look like, what they might smell like, etc. **It is important to note that this presentation covered products that are currently on the market – there likely will be new and emerging products from the tobacco and vaping industries. We need to keep our eyes and ears open and make one another aware if we see youth with new products.**

Knowing that the tobacco and vaping industries use the tactics of making their products sweet, cheap and easy to get (available everywhere), we can be more aware of what is sold in the stores near our homes and schools.

Know the provincial laws regarding the use of these products on school grounds.

Know the policies with regard to e-cigarettes and other vaping devices.

Use available resources to share information: A presentation similar to this one will be available for parent education.

Many people influence our youth, so if you have opportunities to share this information with people working in different roles with the capacity to interact and influence youth, please share this information with the various groups that you may support.

### The New Look of NICOTINE ADDICTION

#### FREQUENTLY ASKED QUESTIONS (FAQ) ABOUT E-CIGARETTES & VAPING

**What is a vape?**  
A vape is a person who is using an electronic cigarette or other device to inhale nicotine and other substances. The term "vape" is derived from the word "vapor," which refers to the smoke or mist that is produced by the device.

**What is an e-cigarette?**  
An e-cigarette is a small, handheld device that looks like a cigarette. It contains a liquid called e-liquid or e-juice, which is heated by a coil to produce a vapor that is inhaled. E-cigarettes are often used as a nicotine replacement therapy for people who are trying to quit smoking.

**How are e-cigarettes different from cigarettes?**  
E-cigarettes do not contain tobacco or tar, which are the main components of cigarettes that cause health problems. They also do not produce a large amount of smoke, which can irritate the lungs. However, e-cigarettes do contain nicotine, which is addictive, and they may contain other chemicals that could be harmful.

**What are the risks of using e-cigarettes?**  
The risks of using e-cigarettes are still being studied, but there are some concerns. E-cigarettes may be harmful to the lungs, and they may increase the risk of heart disease. They may also be addictive, and they may lead to the use of other tobacco products.

**Are e-cigarettes safe for children?**  
No, e-cigarettes are not safe for children. They contain nicotine, which is addictive, and they may contain other chemicals that could be harmful. Children should not use e-cigarettes.

**Can e-cigarettes help me quit smoking?**  
E-cigarettes may help some people quit smoking, but they are not a guaranteed solution. It is important to talk to a doctor about the best way to quit smoking.

**What are the benefits of using e-cigarettes?**  
E-cigarettes may have some benefits, such as being less harmful than cigarettes and helping to reduce the risk of heart disease. However, they are not a safe alternative to smoking.

**How can I avoid the risks of using e-cigarettes?**  
The best way to avoid the risks of using e-cigarettes is to not use them at all. If you are using them to quit smoking, it is important to use them correctly and to stop using them once you have quit.

# FAQ for you

### Nicotine and Addiction

Nicotine is a highly addictive substance that is found in tobacco. It is the primary cause of addiction to tobacco products. Nicotine works by stimulating the brain's reward system, which releases dopamine, a chemical that makes people feel good. This creates a cycle of addiction, where people use nicotine to feel good and then need more nicotine to feel the same way.

E-cigarettes contain nicotine, which is why they are addictive. The amount of nicotine in e-cigarettes varies, but it is usually enough to be addictive. People who are addicted to nicotine may find it difficult to quit using e-cigarettes.

Other dangers of e-cigarettes include the risk of lung disease, heart disease, and addiction to nicotine. E-cigarettes may also be harmful to pregnant women and their babies.

### What are the risks of using e-cigarettes?

E-cigarettes may be harmful to the lungs, and they may increase the risk of heart disease. They may also be addictive, and they may lead to the use of other tobacco products.

The risks of using e-cigarettes are still being studied, but there are some concerns. E-cigarettes may be harmful to the lungs, and they may increase the risk of heart disease. They may also be addictive, and they may lead to the use of other tobacco products.

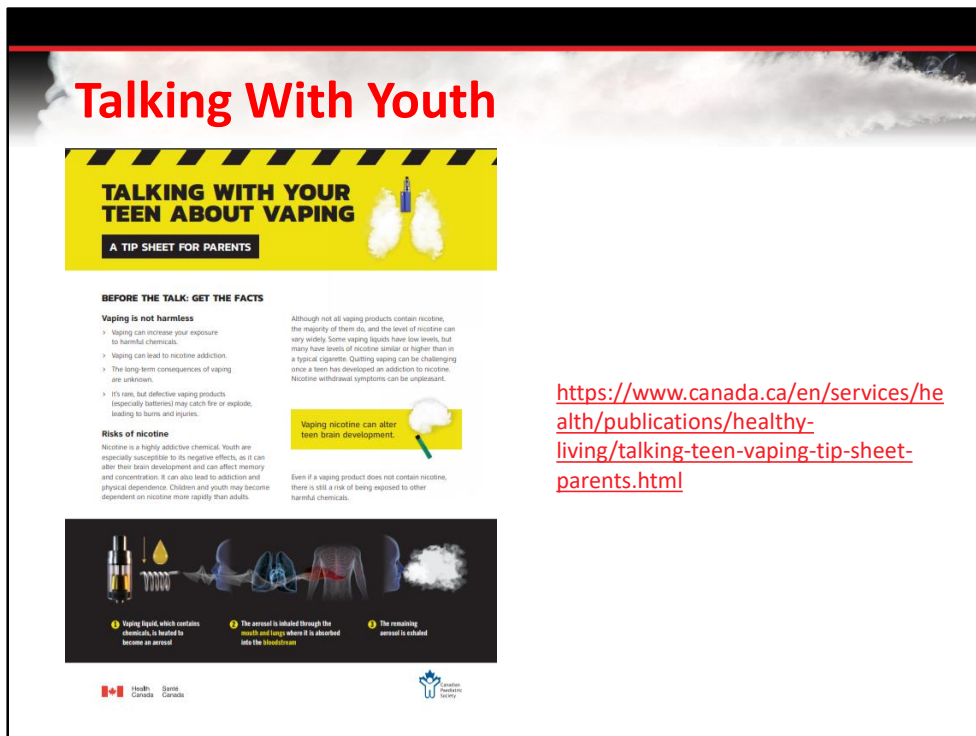
It is important to talk to a doctor about the risks of using e-cigarettes and to stop using them if you are concerned about your health.

### E-cigarettes and other vaping devices can be used to vape other substances, such as marijuana.

E-cigarettes and other vaping devices can be used to vape other substances, such as marijuana. This is often done using a device called a "dabber" or a "vape pen." These devices heat a small amount of the substance, which is then inhaled.

Using e-cigarettes to vape marijuana can be risky. Marijuana is a psychoactive substance that can cause health problems, including lung disease, heart disease, and addiction. It is important to be aware of the risks of using e-cigarettes to vape marijuana.

Available to you  
On ACT website



Health Canada has provided a tip sheet for parents to talk to you about vaping. Actually 3 pages, the first page is pictured here. The tips are universal, you can use them to talk to any youth (students, clients, participants, team members, athletes, etc.)

This has been shared with schools so that they can share this with parents through their websites, e-mail & social media accounts.

It is available to download from the link provided.

Share with parents and others in your networks as appropriate.

Research shows that the more accurate a student's perception of harm is about a product, the less likely they are to use it (Citation needed)

Provide them with facts about vaping  
E-cigarettes contain nicotine

Dispel the myths  
It is not harmless water vapour

Tell them the tobacco and vaping industries are targeting them to make money and hook them on their products

Ask them what they see and what they think

## **ACT Youth Vaping Public Education and Awareness Campaign**

- Teacher led-presentation (Toolkit)
- School Toolkits
- Parent information & presentation
- Community outreach
- Public education & advertising (billboards, social media)
- Health Canada Consider the Consequences Campaign

### Notes:

#### PUBLIC EDUCATION AND AWARENESS YOUTH VAPING PREVENTION CAMPAIGN

The campaign will take a comprehensive approach and begin with a school-based component that will have teachers deliver a standardized presentation to all grade 7-12 students' province wide from October 15-25, 2019. Additionally, Schools have been provided with a toolkit of resources including posters, mirror clings and parent information.

Additional outreach includes information sharing such as today's presentation to those working with youth in public health, mental health and addictions, education and community.

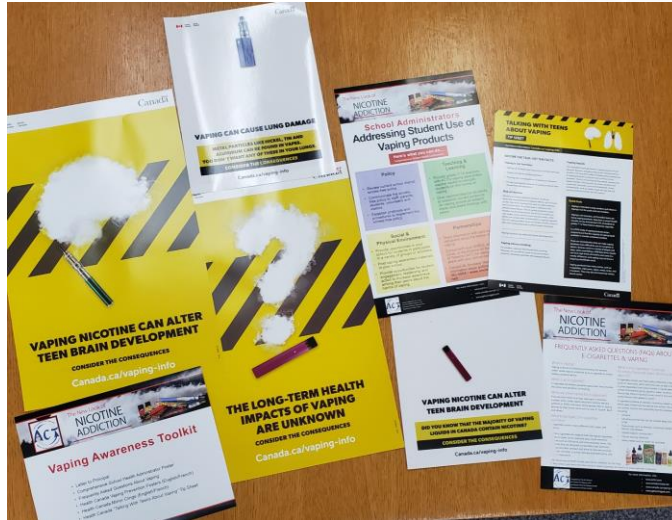
Plans are being developed to create a community toolkit that partners can use. These will be available from ACT's website when completed.

A complementary component will be the development and implementation of an advertising campaign to extend the visibility and reach of messages to parents and other trusted adults to bring awareness of this public health issue. The campaign will adapt materials from Massachusetts Public Health vaping prevention campaign, The New Look of Nicotine Addiction. Campaign expected fall 2019 and early 2020.

This initiative incorporates concepts and resources from Health Canada's Consider the Consequences Campaign

We anticipate that Health Canada will be visiting schools in November. Visited 9 schools in March, are coming soon for 2<sup>nd</sup> tour with their vaping awareness maze

# School Vaping Awareness Toolkit



<https://actnl.com/>

Poster series  
Presentation for grades 7 – 12  
FAQ for teachers  
Mirror Clings  
Social Media materials

Will be similar resources in the community toolkit.

## If you are looking for more...

- To help youth with nicotine addiction, contact the Smokers' Helpline 1-800-363-5864



- [Health Canada](#)
- [Alliance for the Control of Tobacco](#)

Many of you are interacting with youth on a daily basis. If youth are coming to you for support and you are looking for credible information, I suggest the following:





## To summarize...

- Vaping among youth has increased significantly
- Youth, non-smokers and people who are pregnant should not vape
- Vaping is not harmless
- Vaping can lead to nicotine addiction
- Long term safety is unknown
- Vaping industry is evolving
- Federal & Provincial legislation
- Provincial & Federal Public Education Campaigns

Safe & Safer not the same

Public health issue

Vaping is popular among youth including people who have never smoked cigarettes, leading to significant increase in use.

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The industry is evolving, using sophisticated and effective marketing strategies, developing new products and technology to attract new customers,

Regarding federal and provincial legislation, there are appeals to government to apply further restrictions on vaping products and the associated advertising of these products to align with all the restrictions currently in place for tobacco.

Provincial campaigns are underway in NL and Health Canada is providing education and awareness resources and campaigns as well.



My final point is to reiterate that the information presented is what we know as of today (October 20019)

This Public Health issue is evolving, the industry is changing, new devices introduced to the market and new data is emerging

I encourage you to keep informed by using the links in this presentation (Health Canada). Share this information in the work that you do (colleagues, parents, youth, others)

The time remaining is open for questions/discussion.