

A Safer Way To Quit?

There is no doubt that smoking commercial tobacco is one of the most physically damaging things that a person can do.

But as of now, e-cigarettes are not approved by the FDA as an aid to quit smoking. There hasn't yet been enough research done to prove that they are effective for that purpose.

However, if a smoker is:

- An adult and
- Not pregnant

E-cigarettes may help smokers quit tobacco *if they are used as a complete substitute for all smoked tobacco products.*

There have been two studies that indicate that vaping e-cigs with nicotine can help smokers get off using regular commercial tobacco cigarettes.

Unfortunately, many adults don't quit smoking all tobacco, but instead, become dual users - they both vape and smoke.

While e-cigarettes are less harmful than tobacco cigarettes, they are not harmless.

Safer doesn't mean safe.

Want more information? Visit the Public Health Law Center at <https://bit.ly/2EhdeCD>

Vaping & E-cigs

Clearing up the confusion

Vaping seems to have burst on the scene in the last few years, bringing with it clouds of confusion. But with more time and better data, the realities of e-cigarette use are becoming clear.



element to engage. This heats the liquid to the point that it changes to vapor. That vapor contains everything that is in the liquid, as well as heavy metals that are released by the heating element itself.

E-cigarettes have been sold in the US since 2007, but they weren't regulated as tobacco products until 2016. (They are considered tobacco products because even though they don't contain any leaf tobacco, the nicotine in them comes from tobacco plants.)

E-cigarettes sales are making up more and more of the tobacco market. In November of 2015, the U.S. monthly sales of e-cigarettes was about \$50 million. Only 3 years later, in November of 2018, \$325 million dollars worth of e-cigarettes were sold that month - in the U.S. alone.

But what *are* these devices?

Technically, they are called Electronic Nicotine Delivery Systems (ENDS). They're designed to change liquid "vape juice" into an aerosol that can be inhaled into the user's lungs. This liquid is made of components that create the vapor (propylene glycol or glycerol), flavorings, and most often, nicotine. E-cigarettes do not yet have to meet any manufacturing standards, so the quality and quantity of ingredients vary between brands. For instance, some e-cigarettes that are marketed as nicotine-free have been found to contain nicotine.

How do they work? When the user inhales through the device, that action causes a battery-powered heating

Since e-cigarettes are relatively new, scientists are still learning about the long-term effects of vaping.

What do we know right now?

- Nicotine is highly addictive.
- Nicotine can harm adolescent brain development, which continues into the early to mid-20s.
- Nicotine is a health danger for pregnant women and poisonous to their developing babies.
- Acute nicotine exposure can be toxic. Both children and adults have been poisoned by swallowing, breathing, or absorbing "vape juice" through their skin or eyes.
- Besides nicotine, e-cigarette aerosol can contain other dangerous substances. This includes chemicals that cause cancer, as well as tiny particles that are breathed deep into the lungs.

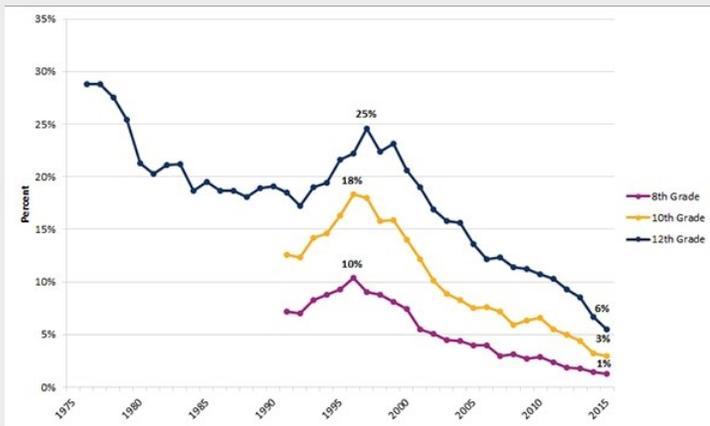
Curious to know more? Check out: <https://bit.ly/2TijaiY>

Taking care of ourselves can take a lot of support. We're here to help! Ask a nurse or provider if you'd like to talk.

Tobacco Companies Survival Depends On Kid's Addiction

"We will no longer be able to rely on a rapidly increasing pool of teenagers from which to replace smokers through lost normal attrition. . . Because of our high share of the market among the youngest smokers, Philip Morris will suffer more than the other companies from the decline in the number of teenage smokers." March 31, 1981

Philip Morris market research report on young smokers



Much to the distress of big tobacco companies, teen tobacco use declined dramatically from 1975 until 2017. Starting in 2017, however, that trend started to reverse, due to an explosion in teen e-cigarette use. The most recent data shows that at least 4 million high school students and 840,000 middle school students vape. Two of the variables responsible for this surge in teen use are:

1. E-cigarettes are the perfect starter product for kids. They're tasty, pleasant smelling, easy to get, easy to use, and easy to hide.
2. Although they claim that they are not directly targeting teens, tobacco companies covertly advertise on social media platforms by paying influencers (popular people with lots of online followers) to post images of their tobacco use. This is in direct violation of FTC regulations as well as their own marketing standards.

Brains in Danger

Not only is nicotine powerfully addicting, but it's also toxic to young brains. It damages the parts of the brain that control attention, learning, mood, and impulse regulation. It injures the connections between brain cells and makes brains more likely to become addicted to other drugs.

How can we protect our kids?

1. Educate yourself about the risks of vaping and the tobacco industry's attempts to continue to profit from injuring their customers. Some reliable resources are:

www.truthinitiative.org

www.cdc.gov/tobacco

www.publichealthlawcenter.org

www.tobaccofreekids.org

2. Teach your kids the truth about the dangers of vaping. Many people are unaware that e-cigarettes contain nicotine, and believe that the vapor is just water.
3. Help them access tools and resources to quit. There are a number of options for teens.
 - Your insurance plan may have a program
 - www.quitplan.com (for anyone in Minnesota)
 - www.teen.smokefree.gov
 - www.becomeanex.org
4. Be positive and supportive. Help your child identify situations, places, people, and feelings that might make them want to use tobacco, then plan together how they can ride out that temporary craving until it subsides. The more often they can do that, the more quickly nicotine will lose its hold. Remind your teen - it often takes multiple "practice quits" before someone is able to quit for good. Slip-ups aren't failures.
5. Support and advocate for changes to policies at the local, county, state, and federal levels. Raising the legal age to purchase tobacco from 18 to 21, stronger clean-air policies, higher prices, and limits on coupons all work to reduce teen usage. We can better protect *our* kids when we work to protect *all* kids.

Check out www.tobacco21.org for more information.

"Realistically, if our Company is to survive and prosper, over the long term we must get our share of the youth market." 1973, R.J. Reynolds draft paper, "Some Thoughts About New Brands of Cigarettes For the Youth Market."