KNOW THE RISKS OF VAPING.

A guide to the dangers of e-cigarettes.
FALSE

Some e-cigarettes are safe for youth.
<table>
<thead>
<tr>
<th>What are e-cigarettes?</th>
<th>What are the health risks?</th>
</tr>
</thead>
<tbody>
<tr>
<td>What leads to e-cigarette use?</td>
<td>What can you do about it?</td>
</tr>
</tbody>
</table>
NO MATTER WHAT YOU CALL IT, IT’S AN E-CIGARETTE.
E-CIGARETTES COME IN MANY DIFFERENT SHAPES.

E-cigarettes are devices that heat a liquid into an aerosol that the user inhales.
Most e-cigarettes contain nicotine.
TRUE

Most e-cigarettes contain nicotine.
<table>
<thead>
<tr>
<th>Question</th>
<th>Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>What are e-cigarettes?</td>
<td></td>
</tr>
<tr>
<td>What are the health risks?</td>
<td></td>
</tr>
<tr>
<td>What leads to e-cigarette use?</td>
<td></td>
</tr>
<tr>
<td>What can you do about it?</td>
<td></td>
</tr>
</tbody>
</table>
WHAT IS NICOTINE?

nicotine
[nik-uh-teen, -tin, nik-uh-teen]

noun chemistry

1. a colorless, oily, water-soluble, highly toxic liquid alkaloid, C1OH14N2, found in tobacco and valued as an insecticide.
NICOTINE COMES IN DIFFERENT TYPES.

What is the pH scale?
All Juul e-cigarettes have a high level of nicotine. According to the manufacturer, a single Juul pod contains as much nicotine as a pack of regular cigarettes.
Nicotine harms brain development
TRUE

Nicotine harms brain development.
HOW DOES NICOTINE IN E-CIGARETTES IMPACT THE BRAIN?

Youth who use nicotine can harm the parts of the brain that control attention, learning, mood, and impulse control.
NICOTINE CAN LEAD TO ADDICTION.

It’s not like you can buy a new brain. The human brain is the last organ to fully develop, around the age of 25. The nicotine in e-cigarettes can harm the developing brain and promote addiction in youth and young adults. Let’s protect our kids. Learn how at e-cigarettes.surgeongeneral.gov.
Youth who use e-cigarettes may be more likely to smoke regular cigarettes in the future.
E-cigarettes create harmless water vapor.
FALSE

E-cigarettes create harmless water vapor.
E-CIGARETTES MAKE AEROSOL, NOT VAPOR.

The e-cigarette aerosol that users breathe in from the device and then exhale contains harmful and potentially deadly substances:
AN EPIDEMIC: VAPING-RELATED LUNG DAMAGE.

The CDC reported that e-cigarette or vaping-related product use was associated with lung injury (EVALI) in 50 states.

2,561 cases

20 in Delaware
A DEADLY EPIDEMIC LINKED TO VAPING THC.

The CDC reported deaths associated with vitamin E acetate, a thickening agent in THC-containing e-cigarettes.

55 deaths

1 in Delaware
SO, WHAT SHOULD DELAWAREANS DO?

The CDC recommends that people, especially young people:

• Do not use THC-containing e-cigarettes or vaping products.
• Do not buy any type of e-cigarette, particularly those containing THC, from informal sources such as friends, family, or in-person or online dealers.
• Do not modify or add any substance to e-cigarettes or vaping products that is not intended by the manufacturer.
What kids don’t know.

Visit thedirtytruth.com to learn about the dangers that e-cigarettes pose to our children and teens.

Vaping is in the news
(and it’s not good).

Don’t be an E-Cig guinea pig

All I want is a hug.

The Dirty Truth

daily news
extra! extra!

Tobacco Prevention and Control Program
Division of Public Health
Delaware Health and Social Services
E-CIGARETTE POISONINGS

Source: American Association of Poison Control Centers
DEFECTIVE E-CIGARETTE BATTERIES CAN CAUSE FIRES AND EXPLOSIONS.
What are e-cigarettes?

What are the health risks?

What leads to e-cigarette use?

What can you do about it?
SURGE IN E-CIGARETTE USE AMONG YOUTH

78% Increase among high school students

Source: Centers for Disease Control and Prevention
IN DELAWARE ALONE

13.6% of high school students report vaping regularly.

37.9% report having tried an e-cigarette.
YOUTH EXPOSURE TO E-CIGARETTE ADVERTISING IS INCREASING.

E-CIGARETTE ADS REACH NEARLY 4 IN 5 U.S. MIDDLE AND HIGH SCHOOL STUDENTS
EXAMPLE OF E-CIGARETTE ADVERTISING

Sources: Marlboro ad on Google images, Vintage cigarette ads on Google images, JUUL billboard in NYC, blu eCig ad
TRUE

FALSE

The tobacco industry is in the e-cigarette game.
The tobacco industry is in the e-cigarette game.
SAME PLAYERS, NEW PRODUCTS
USE OF FLAVORS IS PROMINENT AMONG YOUTH.

- Menthol
- Alcohol
- Candy
- Fruit
- Chocolate
- Sweets

<table>
<thead>
<tr>
<th>What leads to e-cigarette use?</th>
</tr>
</thead>
<tbody>
<tr>
<td>What are e-cigarettes?</td>
</tr>
<tr>
<td>What are the health risks?</td>
</tr>
<tr>
<td>What leads to e-cigarette use?</td>
</tr>
<tr>
<td>What can you do about it?</td>
</tr>
</tbody>
</table>
HELP KIDS BE TOBACCO-FREE!

Have them contact the Delaware Quitline for help to quit vaping.

Youth as young as age 13 may now call to enroll.

1-866-409-1858
HOW THE DELAWARE QUITLINE HELPS KIDS

Phone

Online
KIDS DON’T HAVE TO GO IT ALONE.

Asking for help is smart.

Slip-ups are normal. Keep trying.

Help increases their chance of success.
AVOID SECONDHAND EXPOSURE.
ENCOURAGE THE ADOPTION AND ENFORCEMENT OF TOBACCO-FREE, VAPE-FREE POLICIES.
SPREAD THE WORD AND GET INVOLVED.

Talk with community leaders about e-cigarettes.

Talk with teens who vape about quitting.

Become an ambassador with parentsagainstvaping.org.
What are e-cigarettes?
What are the health risks?
What leads to e-cigarette use?
What can you do about it?
<table>
<thead>
<tr>
<th>What are e-cigarettes?</th>
</tr>
</thead>
<tbody>
<tr>
<td>What are the <strong>health</strong> risks?</td>
</tr>
<tr>
<td>What <strong>leads</strong> to e-cigarette use?</td>
</tr>
<tr>
<td>What can you <strong>do</strong> about it?</td>
</tr>
</tbody>
</table>
What are e-cigarettes?

What are the health risks?

What leads to e-cigarette use?

What can you do about it?
<table>
<thead>
<tr>
<th>Question</th>
<th>Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>What are e-cigarettes?</td>
<td>What are the health risks?</td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td>What leads to e-cigarette use?</td>
<td>What leads to e-cigarette use?</td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td>What can you do about it?</td>
<td>What can you do about it?</td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td>What leads to e-cigarette use?</td>
<td></td>
</tr>
<tr>
<td>-----------------------------</td>
<td></td>
</tr>
<tr>
<td>What are e-cigarettes?</td>
<td></td>
</tr>
<tr>
<td>What are the health risks?</td>
<td></td>
</tr>
<tr>
<td>What leads to e-cigarette use?</td>
<td></td>
</tr>
<tr>
<td>What can you do about it?</td>
<td></td>
</tr>
</tbody>
</table>
The use of e-cigarettes is unsafe for kids, teens, and young adults.

Most important takeaway: