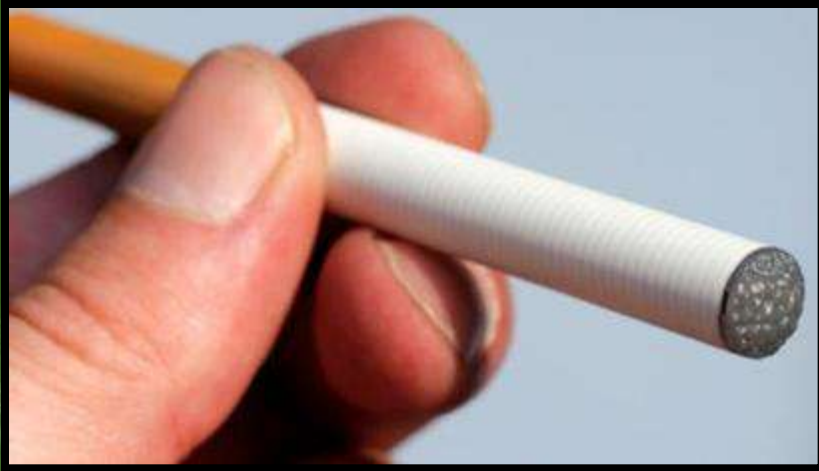


Kick Butts Day

What are E-Cigarettes?

Manhasset Middle School
Science 7 Presentations by
Manhasset CASA's Youth Committee Club



What is "Kick Butts Day?"

- Day of activism against tobacco use
- Empowers youth to:



- Stand up



- Speak up



- Seize control



- 1,000 events planned across US and world

E-Cigarettes: What are they?

- "Electronic"
- Battery operated
- Components:
 - Cartridge contains liquid solution with nicotine, flavorings, and other chemicals
 - Heating device (vaporizer)
 - Rechargeable battery
- Also called: "hookah pens," "e-hookahs," "vape pipes"
- Laws
 - New York: Must be 18 to purchase cigarettes & e-cigarettes
 - New York City and Suffolk County: Age to purchase cigarettes or e-cigarettes is 21
 - Nassau County: Legal age to purchase cigarettes is 19



E-Cigarettes: How do they work?

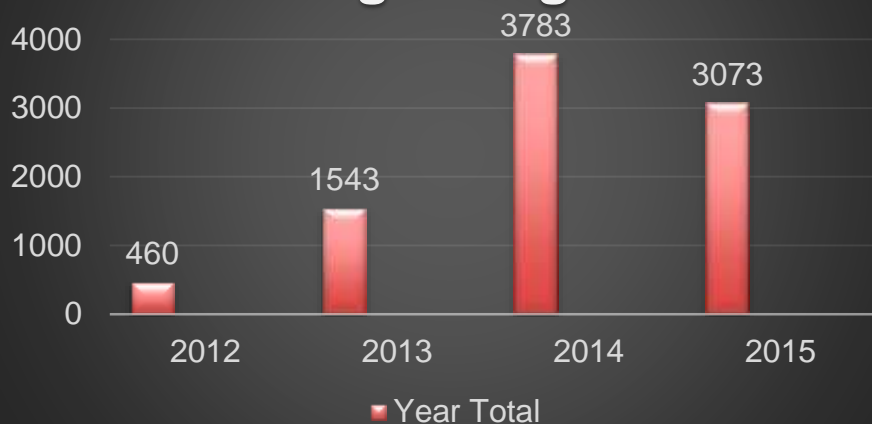
1. User puffs
2. Battery is activated
3. Heating device turns liquid in cartridge into a vapor
4. Vapor is inhaled ("vaped") by the user



E-cigarette Statistics

- 16.2% of 10th graders and 17.1% of 12th graders reported using e-cigs in the past month (*2015 Monitoring the Future Study*)
- Only 14.2% of 12th graders view e-cigs as harmful
- 51% of poisoning calls involve children (liquid nicotine is lethal when touched)
- January 2016- 169 calls to poison centers

Poison Center Calls Involving E-Cigarettes



Poison Center Calls Involving E-Cigarettes (Monthly)



TEENS ARE MORE LIKELY TO USE E-CIGARETTES THAN CIGARETTES

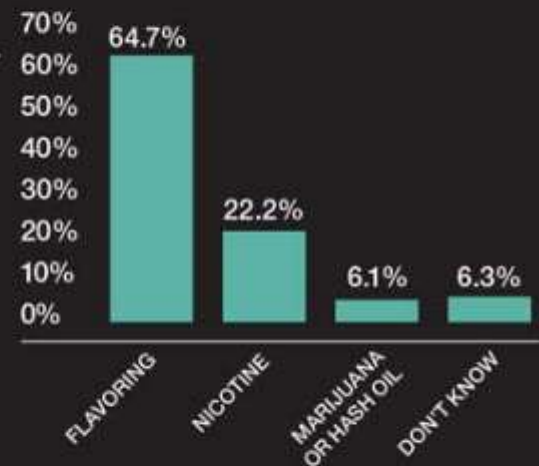
*Past-month use



 CIGARETTES

 E-CIGARETTES

64.7% of 12th graders reported vaporizing "just flavoring" in their last e-cigarette; some didn't know what they inhaled. E-cigs are unregulated so flavored liquid might actually contain nicotine.



National Institute
on Drug Abuse

WWW.DRUGABUSE.GOV

E-Cigarettes: Why are they dangerous?

1. In Your Brain and Body:

- Nicotine- VERY ADDICTIVE and leads to other addiction
- diminished lung function, airway resistance and cellular changes

2. In the Vapor

- Acetone (nail polish remover), xylene (paint thinner), diethylene glycol (anti-freeze for cars)
- Second hand exposure to nicotine, chromium, nickel, and zinc

3. In the Cartridge:

- Nitrosamines- known carcinogens; formaldehyde- embalms dead bodies
- Toxic metal nanoparticles
- Liquid nicotine- less than a tablespoon is lethal for adults, only a teaspoon for children

E-Cigarettes
3 strikes. You're out.



E-Cigarettes: The Backwards Effect

- What was their original purpose?
 - *To help regular cigarette users quit*
- Why did this not work?
 - *They are a new route towards smoking and nicotine addiction for teens*
- What's the Backwards Effect?
 - *Teens who use e-cigarettes are MORE LIKELY to smoke regular cigarettes and LESS LIKELY to quit smoking*



WRONG
WAY

E-Cigarettes: Why are they so appealing?

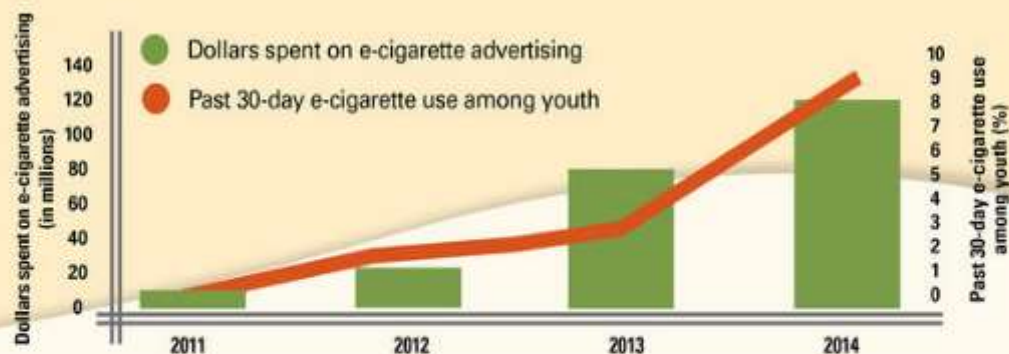
Advertising

- e-cig advertising has increased almost 20-fold in 3 years
- sales have increased from 20 mil to 2 bil in 5 years
- 2014 → E-cigarette advertising :

- 66% of middle schoolers and 71% of high schoolers saw at least one e-cigarette ad in 2014

- increased from \$6.4 million in 2011 to \$115 million in 2014

E-cigarette use among youth is rising as e-cigarette advertising grows



SOURCE: National Youth Tobacco Survey, 2011-2014; Kim et al (2014); Truth Initiative (2015)



Vitalsigns™

www.cdc.gov/vitalsigns/ecigarette-ads



E-Cigarettes: Why are they so appealing?

False Perception of Safety

- 466 Brands/7,700 flavors
 - Seem like candy/toy
 - Appealing to youth (ALA, AHA)
- Freedom from Regulation
- Availability:
 - mall kiosks, online, stores



E-Cigarettes: What actions are being taken against them?

National:

- In 2014, the FDA proposed requirements for e-cigarettes under the Family Smoking Prevention and Tobacco Control Act
- E-cig manufacturers continue to fight against regulations
- FDA issued warning letters to five distributors of electronic cigarettes for violations (unsubstantiated claims and poor manufacturing practices) of the Federal Food, Drug, and Cosmetic Act



Local:

- Last year Manhasset CASA Youth Committee convinced the Town of North Hempstead to include e-cigs in Open Air Policy



What can YOU do?



- Talk about it with your parents
- Talk with school counselors, teachers, principals, etc.
- Just say "No!"; Come up with reasons to say No!
- BE AWARE OF THE FACTS
- Stay Involved in School and Community Activities that are fun, exciting, and healthy
- Be a Good Role Model to younger students
- Be Smart...Don't Start!



2015 Kick Butts Day Manhasset Secondary School



CASA Youth Committee Club (2016)

Thanks for watching! 😊

