NOTES:
IN THE FOLLOWING SLIDES, SUGGESTED COMMENTS AND DISCUSSION PROMPTS ARE PROVIDED IN BOLD TYPE.

Most slides contain a notes section with discussion questions or information for you to share with your students.

This vape prevention lesson, - Vaping and E-Cigarettes – Make Your Own Decision! - was developed by the Chippewa Valley Coalition for Youth and Families in partnership with ACCESS, Macomb County Office of Substance Abuse, and CARE of Southeast Michigan.

It was created in response to local, state and national data that shows a dramatic increase in youth use of e-cigarettes and other vape products in recent years.

This lesson was designed to be delivered in one class session.

The lesson was piloted in Chippewa Valley Schools in Macomb County, Michigan.

It was reviewed by Mary Lebioda, R.N., Health Consultant at the Macomb Intermediate School District and found to be compatible with the Michigan Health Model.
-At this point, you might inform students that the terms “vaping” and “using e-cigarettes” will be used interchangeably.
SUGGESTED COMMENTS:

As of August 8th, 2016, the Food and Drug Administration (FDA), part of the U.S. government, regulates e-cigarettes as a tobacco product. This means that the rules for selling e-cigarettes are the same as those for selling smokeless tobacco, cigarettes and cigars.

These rules include:
- It is illegal for anyone under 18 years old to purchase vape products (including e-liquids, batteries or tanks).
- Vape product packages must include health warning labels, like cigarettes.
- Stores cannot provide free samples of e-cigarettes or other vape products.
- There is no requirement that the ingredient list be included on the label.

SUGGESTED ACTIVITY:

Before we move on, I want to do a quick activity. You have a note card on your desk. I would like to know if you have ever used an e-cigarette or any vape device. You can simply write “Yes” or “No”.

This activity is completely anonymous. I won’t even look at the cards. You can select one classmate to collect the cards and count the results.

Once the cards are counted, get the “yes” “no” total from the student helper. Typically, a majority of students will answer “no”. Ask the class:

Raise your hand if you think every student in class has used a vape products. How about two-thirds? Half?, etc.

Actually, only ___% of the class has used vape products. Why do you think it seems higher?
SUGGESTED COMMENTS:

E-cigarettes are now the most widely used tobacco products among teens.

In 2017, 11.7% of teens were current e-cigarette users. That means that even though vaping is more common among teens than other tobacco products, 88.3% do not vape.
DISCUSSION QUESTION: Why do teens smoke e-cigarettes?

SUGGESTED COMMENTS (After student discussion):

On the next slide we will see research from the University of Michigan’s national “Monitoring the Future” survey. It tells us the most common reasons teens give for e-cigarette use.
Please click for the top five reasons teens say they smoke e-cigarettes.

SUGGESTED COMMENTS:

How does this compare with your answers?

For a full list of reasons teens use e-cigarettes, cut and paste link below in your browser:
E-cigarettes and vaping devices come in many shapes and sizes, but they generally have the same parts.

- A tank or cartridge holds e-liquid, a flavored liquid containing nicotine. Cartridges come pre-filled, while tanks are filled by the user.

- E-liquid is absorbed into a heating element called an atomizer. The atomizer heats the liquid until it turns to vapor.

- The power to heat the atomizer comes from a battery, the largest part of any vaping device.

Some smaller devices are disposable, but many vaping devices have a rechargeable battery. Bigger batteries can produce higher temperatures.

- In the device shown on the bottom of the slide, the atomizer, liquid tank, and mouthpiece are a single piece.

(NBC News)
SUGGESTED COMMENTS:

This is an example of a device with pre-filled nicotine liquid cartridges. The flavor cartridges can be seen on the right. On the left is the battery and a USB charger.
DISCUSSION QUESTION: What Do You Think is in an E-Cigarette or E-Liquid?

Write student responses on board.
SUGGESTED COMMENTS:

-Nicotine is the addictive chemical found in cigarettes. It can also be found in almost every e-cigarette or e-liquid, even some products claiming to be “nicotine-free”.

-Laws requiring all e-liquid manufacturers to accurately list ingredients went into effect in May, 2018.

-Nicotine is one of the most addictive drugs in existence. Every year, 85% of people who try to quit smoking on their own are unsuccessful.
There's an epidemic spreading...

(Use link in bottom right corner, if embedded video does not play.)
SUGGESTED COMMENTS:

-Because Federal government regulation of e-liquids will not be fully in effect until 2019, companies are not legally required to tell you what chemicals you are putting into your body.

-Even flavorings that are safe to eat, like vanilla, can be dangerous to your lungs when inhaled.

-Many of the harmful chemicals in cigarette smoke are the result of a chemical reaction that results from burning tobacco. A similar reaction happens when e-liquids are heated to high temperatures.
SUGGESTED COMMENTS/QUESTIONS:

-For many years, people thought smoking cigarettes wasn't harmful. They were given this message by tobacco companies.

-What do you notice about this ad?
Voice of Authority
Scientific Evidence

-What false and misleading messages does it send?
Cigarettes are safe, and science proves it
This brand is healthier than others
SUGGESTED COMMENTS:

It may sound strange, but there was a time when people thought smoking cigarettes was safe. Let’s take a look at this commercial from 1949.

(Use link in bottom right corner, if embedded video does not play.)
SUGGESTED COMMENTS:

On average, cigarette smoking causes over 480,000 deaths in the United states each year. More than 127,000 of the deaths are from lung cancer and over 100,000 are due to lung disease (Centers for Disease Control).
Over 12 million Americans live with serious medical conditions caused by smoking (Surgeon General).
- When it comes to long term health effects of vaping, we don't know much at all. E-cigarettes and other vape products are too new to clearly understand the health risks for users.

- We know that cigarettes pose serious health dangers because they have been used for over 150 years.
SUGGESTED COMMENTS:

-You may have heard people say that e-cigarettes and other vape products do not have any health risks. Even though we still know very little about these new products, some health concerns have already been discovered.

-Research has linked teen vaping to increased cigarette smoking, the leading cause of preventable death and disability in the U.S. E-liquids and “regular” cigarettes both contain the addictive chemical, nicotine.

-Being addicted to nicotine can make it easier for the brain to become addicted to other drugs.

-Research shows that teens who vape have significantly higher levels of multiple toxic chemicals than teens who don’t vape.
SUGGESTED COMMENTS:

- Chemicals found in e-liquid can harm the immune system (the system in the body that protects us from disease). When a person’s immune system doesn’t work well, they can get sick easier.

- Research has shown e-cigarettes damage cells in the gums and mouth, similar to cigarette smoke. Damaged cells can lead to inflammation and gum disease.

- Flavorings in e-liquid have been linked to lung disease, for example, an artificial butter flavoring called diacetyl can cause a permanent condition called “popcorn lung”. Breathing in the chemical caused lung disease in workers at popcorn factories, but companies still used it to make popcorn flavored e-liquids.

- Eating or drinking small amounts of nicotine e-liquids can be fatal or cause serious illness, especially to small children and pets. Poison control centers receive thousands of calls each year for nicotine poisonings.

- Studies of secondhand e-cigarette vapor have found nicotine and chemicals that cause cancer.
DISCUSSION QUESTION:

How long do you think it takes before your brain is fully developed?

ANSWERS:

- Research tells us that your brain continues to develop until you are 25 or older.

- Research suggests that adolescent brains are at a greater risk for addiction. This is because the prefrontal cortex – a part of the brain that is not fully formed in teens – plays an important role in the process of addiction.

- People of all ages can become addicted to drugs like nicotine, alcohol and marijuana, but younger users are at an increased risk.
SUGGESTED COMMENT:

-Nicotine causes the brain to release dopamine, a chemical that plays a role in feeling pleasure. In order to get the same feeling again, a person needs more nicotine.

-Over time, it takes more and more nicotine to create a pleasurable feeling in the brain. This process is called tolerance. Tolerance is part of how the brain becomes addicted to a drug.

-Research on the brains of teen smokers found less activity in the part of the brain that controls decision making and reasoning. This means that teen smokers may be more likely to make poor decisions.
DISCUSSION QUESTION: Who do you think companies are targeting with these flavors and designs?

ANSWER: People in their teens are a targeted age group.

SUGGESTED COMMENTS:

- Flavored “regular” cigarettes are illegal because they appeal to children and teens. E-cigarette and vape manufacturers are using flavors that appeal to children and teens.

- Public health officials are concerned that the use of flavors in e-cigarettes may attract young people to nicotine, and eventually lead to smoking “regular” cigarettes.

(Campaign for Tobacco Free Kids)
SUGGESTED COMMENTS:

Cigarette ads were banned from TV in 1971. Since then, tobacco companies have focused their attention on magazine ads and in-store advertising. Vape companies have a new approach – social media. Vape companies have tens-of-thousands of followers on Instagram, Twitter and other sites.

(U.S Surgeon General)
SUGGESTED COMMENTS:
Just like cigarette companies, vape companies use models to promote their products.

DISCUSSION QUESTION:
What messages are vape manufacturer sending with these images?

ANSWERS:
-Rugged men vape
-Attractive women vape
-Vaping is sexy
DISCUSSION QUESTION:
What messages are vape companies trying to send with these ads?
- They are connecting vaping with sports, making it seem healthy and cool

SUGGESTED COMMENTS:
Sports like skateboarding, surfing and BMX biking show up often in vape advertising. These sports are also used in advertising for food, drinks and other products aimed at adolescents and young adults.
SUGGESTED COMMENTS:

Many vape companies promote their products on social media by posting contests that appeal to young people.
Do you really want vape advertisers influencing you?
SUGGESTED COMMENTS:

- Marijuana is getting stronger. Marijuana plants have been bred to contain more THC, the chemical that causes addiction in marijuana.

- As you may have heard, e-cigarettes or vapes are also used to smoke marijuana.

- There are devices available that look similar to e-cigarettes that are designed to vaporize dry marijuana or marijuana concentrates.

- Marijuana concentrates are substances that use a chemical process to extract THC from dry marijuana. The end result is an oily or waxy substance that contains high levels of THC.
SUGGESTED COMMENTS:

- Increased THC levels mean increased side effects from smoking marijuana, especially for newer users.

- Marijuana concentrates can be more than 10 times stronger than dry marijuana, and dry marijuana is many times stronger than it was in the past.

- The effects of high THC marijuana concentrates come on faster and stronger than less potent forms of the drug.

- When users smoke these marijuana concentrates in quantities similar to dry marijuana, the effects can be unexpected.

- Users of marijuana concentrates have reported panic attacks, paranoia and hallucinations.
SUGGESTED COMMENTS:

- If you are worried that you or a friend is addicted to nicotine or any other substance, talk to your Student Assistance Specialist, counselor or social worker. He/She can help connect you with appropriate resources.

- The Michigan Quitline offers four free sessions with a trained tobacco cessation counselor over the phone. Any Michigan resident over 13 years old is eligible for the service.
If you click on the citations on this side, you will be able access the websites for more information.

SUGGESTED COMMENTS:

- There is a lot of information available about e-cigarettes and vape products.
- Some is accurate, some is not.
- If you would like to learn more about e-cigarettes and vape products, it is worth seeking out research-based information.
- The organizations listed are actively engaged in research about vape products and their potential impact on health and wellness.