

The Educator

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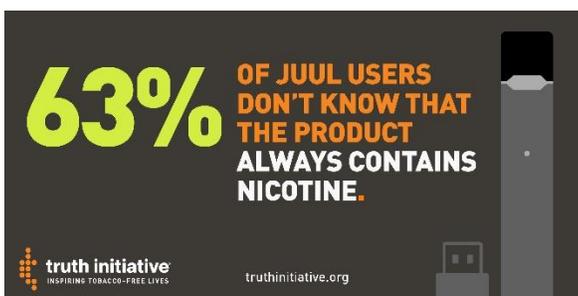
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The Basics on Electronic Nicotine Delivery Systems (ENDS)

Electronic Nicotine Delivery Systems (ENDS), commonly called e-cigarettes, are handheld electronic devices that can be reusable or disposable. The device consists of 3 parts; a power source, a heating device, and a cartridge. Puffing activates the heating device which vaporizes the e-liquid, or juice. The act of inhaling is called vaping. The e-liquid comes in thousands of flavors; some of the flavors like Gummy Bear, Bubble Gum or Swedish Fish appeal directly to youth.

Juuling/The Juul brand:

The brand Juul is the most popular ENDS among youth. With its small sleek design, it has the “cool factor”; it can be charged on a computer mimicking a flash drive, and it can be easily hidden in bags and clothing- making it easily accessible right under the noses of parents and teachers. ***The liquid in each Juul pod contains the same amount of nicotine as one pack of traditional cigarettes.*** Juul has the flavors too- fruit medley, cool mint, and mango among others.



Nicotine- a highly addictive drug:

According to the Centers for Disease Control, e-cigarettes are now the most commonly used form of tobacco by youth in the United States. Said CDC Director Tom Frieden, M.D., M.P.H. “no form of youth tobacco use is safe. Nicotine is an addictive drug and use during adolescence may cause lasting harm to brain development (cdc.gov 2016).” The

Juul is considered a *high-nicotine e-cigarette*; containing more nicotine than other products on the market. Its maker claims the product can deliver nicotine up to 2.7 times faster than other e-cigarettes, thus increasing the potential for youth addiction. **If a child is juuling, they are taking in nicotine, a highly addictive substance, and it could be at a rate of a pack a day!**

Connecticut Data- The Connecticut Department of Public Health released the 2017 CT Youth Tobacco Survey results:

Youth use is on the rise

- 14.7% of high school students reported current use of ENDS compared to 7.2% in 2015.
- 1 in 5 12th graders and 1 in 10 9th grade and older currently use ENDS

Youth are reporting vaping other substances beyond nicotine

- More than half who reported using ENDS used them to vape other substances such as marijuana, THC or Hash Oil, and THC Wax (sometimes called DAB)

Perception of Harm is low

- The most prevalent reason given for starting use of these products was a friend or family member used them and over half obtained them from a friend
- With the release of these results, DPH Commissioner Dr. Paul Pino said “Based on misleading claims about e-cigarettes, many teens believe they are trying a “safe” product”



2016 FDA Guidelines:

- *Not allowing products to be sold to persons under the age of 18 (in person and online)
- *Requiring age verification by photo ID
- *Not allowing the selling of covered tobacco products in vending machines

2018 FDA enforcement efforts:

- *In September the FDA issued more than 1300 warning letters to retailers for selling e-cigarettes to minors
- *The agency is giving companies who make the most popular ENDS among teenagers- Juul, Vuse, Blu, and Logic- 60 days to prove they can keep the devices away from minors
- *It may pull devices containing flavors that appeal to children off the market

FDA Commissioner Gottlieb said that “underage use of e-cigarettes has become a full-blown crisis that must be forcefully addressed”

CT General Statutes 53-344

- The legal age for purchase of tobacco products is eighteen
- Minors (under the age of 18) who illegally purchase tobacco products, falsely claim to be over eighteen years of age, or possess tobacco in any form in any public place can be fined \$50 for the first offense and \$100 for subsequent offenses.

Talk to young people about ENDS and Vaping!

Families have a big impact on teen decisions about risky behaviors.

Start the conversation!

For more information:

<https://e-cigarettes.surgeongeneral.gov/default.htm>

https://www.cdc.gov/tobacco/data_statistics/sgr/e-cigarettes/pdfs/2016_sgr_entire_report_508.pdf

<https://www.cdc.gov/features/ecigarettes-young-people/index.html>

Additional sources: Monitoring the Future, Reuters, Truth Initiative, NPR, The Washington Post

