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Vape Messages

Vaping: What It Is

Electric vaping devices heat a liquid (often called e-juice or e-liquid), which produces an aerosol or vapor cloud that users inhale. The vape juice typically contains nicotine, flavoring and other additives.

The Juul brand, which boasted the highest market share in 2018, uses proprietary “pods” while other devices can use e-liquids interchangeably.

Terminology: What Do We Call It?

Juul is the brand name of the most popular vape device, which resembles a computer flash drive. Because its products dominate the market, Juul is often used as a generic term for vape devices and Juuling describes the act of vaping.

Other terms for vaping devices include e-cigarettes, e-cigs, vapes, vaporizers, vape pens, mods, tanks, cigalikes, e-hookah and hookah pens.

Vaping is rapidly increasing, especially for Colorado kids

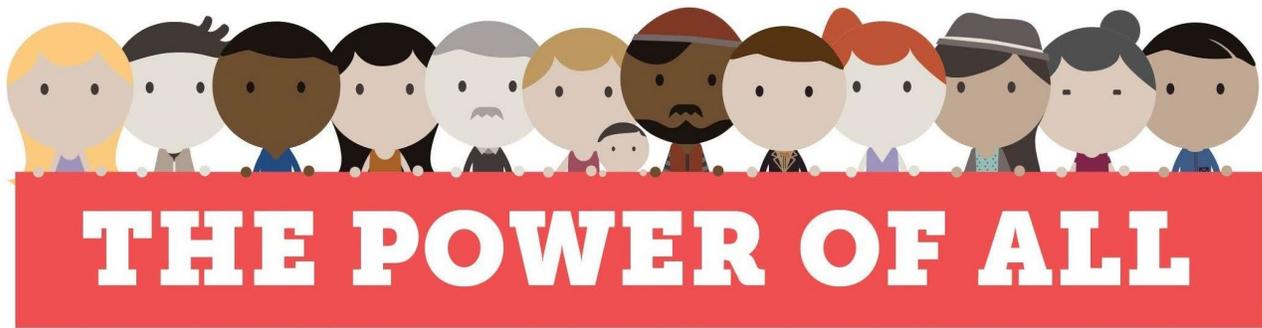
Colorado youth are vaping nicotine at a rate that’s twice the national average and at the highest rate of 37 states surveyed, according to the U.S. Centers for Disease Control and Prevention.¹

More than a quarter of Colorado high school students currently vape, according to 2017 Healthy Kids Colorado Survey (HKCS) data. Increases in youth vaping have more than offset declines in youth cigarette smoking.²

From just 2017 to 2018, vaping increased 78% among high school students nationally

¹ *Colorado Youth Vaping Nicotine at Twice the National Average*; Colorado Department of Public Health and Environment. Retrieved from <https://www.colorado.gov/pacific/cdphe/news/vaping>

² *Colorado Youth Tobacco Use 2017*; Colorado Department of Public Health and Environment. Retrieved from <https://drive.google.com/file/d/1CC4kQd2nyAvq5sUgdf19Da2zhALBdMbg/view>



and 48% among middle school students.³

However, it's important for youth to know that most of their peers are not doing it. Less than half (44%) of Colorado students have ever vaped.⁴ We have work to do in order to reduce those numbers but a perception that "everyone is doing it" is incorrect.

There is a problem in Colorado with youth access to vape products:

- 44% of Colorado youth who vape report that they bought their product at a gas station, convenience store, grocery, drug store, vending machine, over the internet or through the mail. 66% of youth report they got their vapor products "somewhere else," which may include social sources such as friends or family.⁵
- One national study found that youth can successfully buy vaping products online 94% of the time.⁶

Then-U.S. Food and Drug Administration Commissioner Scott Gottlieb, M.D. said in September of 2018 that "we see clear signs that youth use of electronic cigarettes has reached an epidemic proportion."⁷

Adult are vaping at a lower rate than youth

While 27% of youth report that they vape⁸, only 5% of adults report that they do⁹. The tobacco industry has promoted the idea that vapes are used primarily by adults

³ *Vaporizers, E-Cigarettes, and other Electronic Nicotine Delivery Systems (ENDS)*; U.S. Food and Drug Administration. Retrieved from

<https://www.fda.gov/TobaccoProducts/Labeling/ProductsIngredientsComponents/ucm456610.htm#references>

⁴ *Colorado Youth Tobacco Use 2017*; Colorado Department of Public Health and Environment. Retrieved from <https://drive.google.com/file/d/1CC4kQd2nyAvq5sUgdf19Da2zhALBdMbq/view>

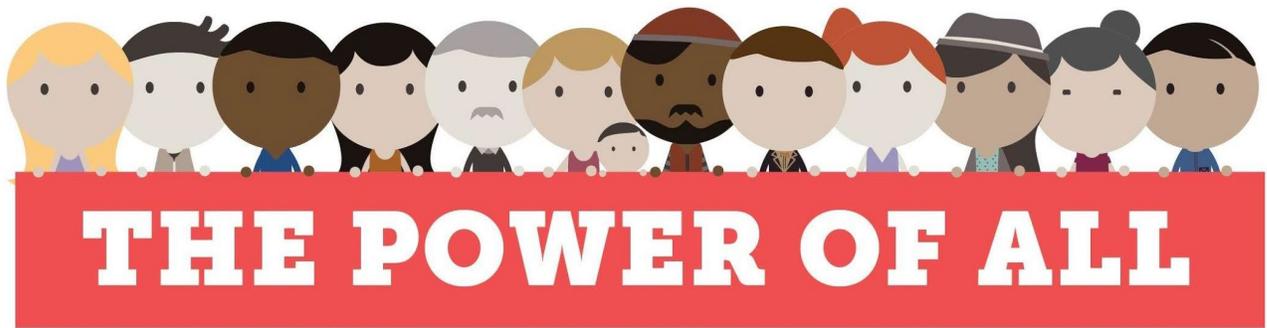
⁵ *Healthy Kids Colorado Survey 2017*; Colorado Department of Public Health and Environment

⁶ *Electronic Cigarette Sales to Minors via the Internet*; JAMA Network, JAMA Pediatrics. Retrieved from <https://jamanetwork.com/journals/jamapediatrics/fullarticle/2174572>

⁷ *FDA takes new steps to address epidemic of youth e-cigarette use, including a historic action against more than 1,300 retailers and 5 major manufacturers for their roles perpetuating youth access*; U.S. Food and Drug Administration. Retrieved from <https://www.fda.gov/news-events/press-announcements/fda-takes-new-steps-address-epidemic-youth-e-cigarette-use-including-historic-action-against-more>

⁸ Ibid.

⁹ *Colorado Behavioral Risk Factor Surveillance System, 2017*; Colorado Department of Public Health and Environment. [https://drive.google.com/file/d/1B-ef-vbZMp3m\[CQARbBAInr2aWLCAPTj/view](https://drive.google.com/file/d/1B-ef-vbZMp3m[CQARbBAInr2aWLCAPTj/view)



trying to quit smoking. However, most Colorado adults who vape are still smoking, too. About 2% of the adult population have switched from smoking to vaping¹⁰, but 27% of our kids are using vaping as an introduction to tobacco addiction, one that could cause long-term harm.

Vaping is harmful for young people

Juul and many other vape products contain high levels of nicotine,¹¹ which is highly addictive.¹²

These products are harmful for youth. Nicotine use during adolescence, and until the age of 25 years, can harm the developing brain. The effects include reduced impulse control, deficits in attention and cognition, and mood disorders.¹³

While 87% of Colorado youth believe that smoking is risky, only 50% feel the same about vaping.¹⁴

In addition to nicotine, vape aerosol can contain heavy metals, ultrafine particulates and cancer-causing agents.¹⁵ Diacetyl, a chemical commonly found in vapor aerosol, can cause a fatal lung disease commonly known as "popcorn lung."¹⁶

These products are not safe for youth under any circumstances.

¹⁰ *Colorado Behavioral Risk Factor Surveillance System, 2017*; Colorado Department of Public Health and Environment. <https://drive.google.com/file/d/1B-ef-vbZMp3mjCQARbBAInr2aWLCAPtj/view>

¹¹ *Nicotine Arms Race: JUUL and the High-Nicotine Product Market*; Tobacco Control. Retrieved from <https://tobaccocontrol.bmj.com/content/early/2019/01/31/tobaccocontrol-2018-054796.full>

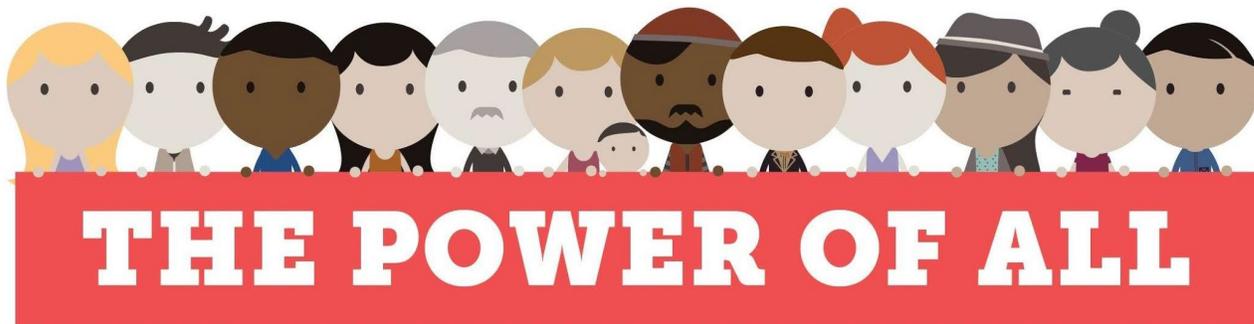
¹² Smokefree.gov. What We Know About E-Cigarettes. Retrieved from <https://www.smokefree.gov/understanding-smoking/e-cigs-menthol-dip-more/what-we-know-about-e-cigarettes>

¹³ *E-Cigarette Use Among Youth and Young Adults: A Report of the Surgeon General*; Office of the Surgeon General. Retrieved from: https://e-cigarettes.surgeongeneral.gov/documents/2016_sgr_full_report_non-508.pdf

¹⁴ *Colorado Youth Tobacco Use 2017*; Colorado Department of Public Health and Environment. Retrieved from <https://drive.google.com/file/d/1CC4kQd2nyAvq5sUgdfI9Da2zhALBdMbq/view>

¹⁵ *Electronic Nicotine Delivery Systems Key Facts*; U.S. Department of Health and Human Services, Centers for Disease Control and Prevention. Retrieved from <https://chronicdata.cdc.gov/Policy/Electronic-Nicotine-Delivery-Systems-Key-Facts-Inf/nwhw-m4ki/data>

¹⁶ Farsalinos KE, Kistler KA, Gillman G, Voudris V. Evaluation of Electronic Cigarette Liquids and Aerosol for the Presence of Selected Inhalation Toxins. *Nicotine Tob Res.* 2014; 17:168-74.



Research shows that vaping is also a predictor of future cigarette smoking among youth. Researchers found that high school students who reported recently vaping were more than four times more likely to report past-year cigarette use later compared to students who had not recently vaped at the beginning of the study.¹⁷

Colorado students who vaped also were more likely than nonusers to engage in other risky behaviors including using other substances or engaging in sexual activity, according to research by CDPHE.¹⁸

Vape marketing and products target youth

Kid-friendly packaging and sweet e-juice flavors like mango, gummy bear and cotton candy have fueled vape products' popularity with youth.¹⁹

Vaping companies aggressively marketed their products using the same tactics that have been proven to increase youth smoking. Vaping companies use advertising themes and models that appeal to youth.²⁰

Advertising cigarettes on TV has been banned in the U.S. since 1971, yet vaping devices are regularly advertised on TV and in other mainstream media.

In 2016, nearly 4 in 5 (20.5 million) U.S. middle and high school students were exposed to e-cigarette advertisements, a 13% increase over 2014. Nearly 7 in 10 youths were exposed to e-cigarette advertising in retail stores in 2016, while approximately 2 in 5 were exposed on the Internet or on TV, and nearly 1 in 4 were exposed in newspapers and magazines.²¹

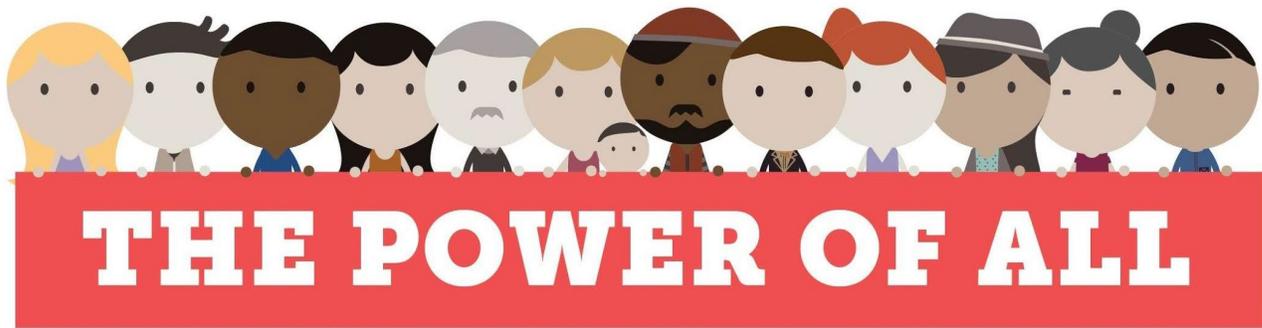
¹⁷ *E-cigarette use as a predictor of cigarette smoking: results from a 1-year follow-up of a national sample of 12th grade students.* Retrieved from <http://tobaccocontrol.bmj.com/content/early/2017/01/04/tobaccocontrol-2016-053291?paperoc>

¹⁸ *Youth Vaping and Associated Risk Behaviors — A Snapshot of Colorado;* The New England Journal of Medicine. Retrieved from <https://www.nejm.org/doi/full/10.1056/NEJMc1900830>

¹⁹ *The Flavor Trap: How Tobacco Companies Are Luring Kids with Candy-Flavored E-Cigarettes and Cigars;* Retrieved from https://www.tobaccofreekids.org/press-releases/2017_03_15_flavortrap

²⁰ *4 marketing tactics e-cigarette companies use to target youth;* Retrieved from <https://truthinitiative.org/news/4-marketing-tactics-e-cigarette-companies-use-target-youth>

²¹ *Exposure to Electronic Cigarette Advertising Among Middle and High School Students — United States, 2014–2016;* U.S. Department of Health and Human Services, Centers for Disease Control and Prevention. Retrieved from



Flavored tobacco and vaping products are particularly attractive to youth. Flavor is a primary reason for using a given tobacco product, particularly among youth. One study found 81% of youth and 86% of young adult tobacco users reported that their first product was flavored versus 54% of adults older than 25 years.²²

Vaping presents health risks to adults too

E-cigarettes are not approved by the U.S. Food and Drug Administration to help smokers quit. There are other safe and effective methods for quitting smoking.²³

Although vapor products may have the potential to benefit adult smokers who switch completely from cigarettes to vaping, they come with their own health risks.²⁴ In other words, they may be safer than cigarettes but that doesn't mean they are safe. Adults who choose to quit vaping or any other tobacco products can access free support through the Colorado QuitLine at 1-800-QUIT-NOW or coquitline.org.

Vaping is not safe for pregnant women

Many vape e-juices contain nicotine, and nicotine is dangerous for pregnant women and their developing babies.²⁵

Pregnant women should not use any tobacco product, including vaping devices, because nicotine is toxic to the baby and impairs the baby's brain and lung development.²⁶

Vape devices are not approved cessation devices and are not proven to help

<https://www.cdc.gov/mmwr/volumes/67/wr/mm6710a3.htm>

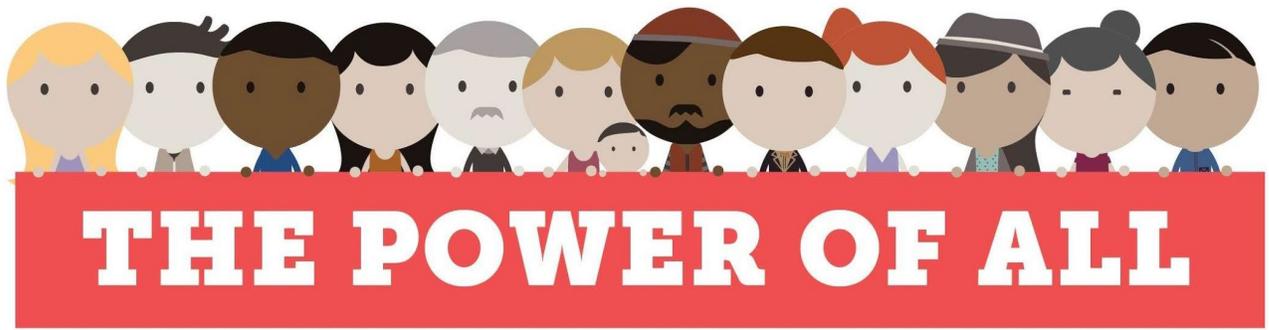
²² *Flavored Tobacco Product Use in Youth and Adults: Findings From the First Wave of the PATH Study (2013-2014)*; NCBI. Retrieved from <https://www.ncbi.nlm.nih.gov/pubmed/28318902>

²³ *What We Know About Electronic Cigarettes*; SmokeFree.gov Retrieved from <https://smokefree.gov/quit-smoking/ecigs-menthol-dip/ecigs>

²⁴ *About Electronic Cigarettes (E-Cigarettes)*; U.S. Department of Health and Human Services, Centers for Disease Control and Prevention. Retrieved from https://www.cdc.gov/tobacco/basic_information/e-cigarettes/about-e-cigarettes.html

²⁵ CDC Office on Smoking and Health E-cigarette Information November 2015. Retrieved from <https://www.cdc.gov/tobacco/stateandcommunity/pdfs/cdc-osh-information-on-e-cigarettes-november-2015.pdf>

²⁶ CDC Office on Smoking and Health E-cigarette Information November 2015. Retrieved from <https://www.cdc.gov/tobacco/stateandcommunity/pdfs/cdc-osh-information-on-e-cigarettes-november-2015.pdf>



pregnant women stop smoking.

Pregnant women who haven't been able to quit smoking on their own or with counseling should talk with their health care provider about the best way to quit. Doctors and nurses can explain the risks and benefits of cessation products, including nicotine replacement therapy.

Quit resources are available for pregnant women through the Colorado QuitLine.