

The New Look of  
**NICOTINE  
ADDICTION**

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**TALK WITH YOUR KIDS ABOUT  
THE DANGERS OF VAPING**

**GET **OUT** RAGED!**

Get the facts at **GetOutraged.org**

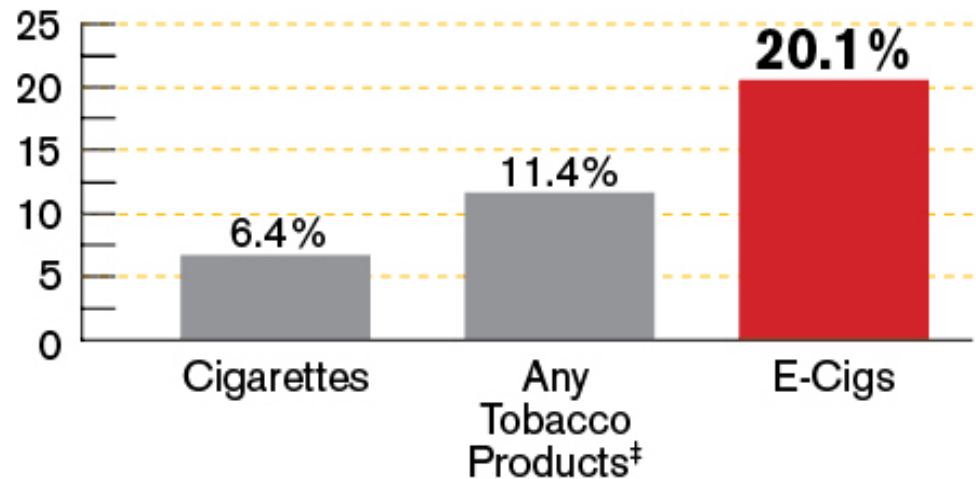


# Youth use of vaping products

In 2017 41.1% of MA high school youth had ever used e-cigarettes.

High school youth current use of e-cigarettes was higher than use of any other tobacco products combined

Current<sup>†</sup> Use of Tobacco and Vaping Products by MA High School Youth, 2017

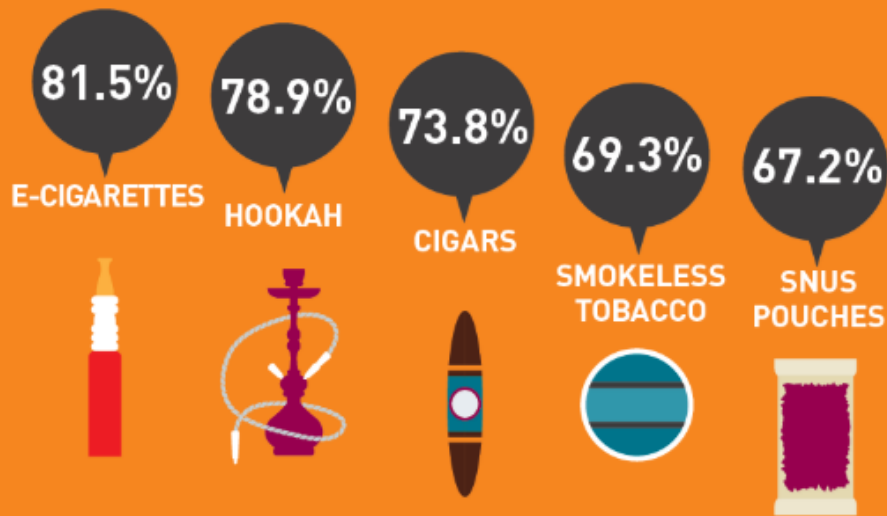


<sup>†</sup> Use in the past 30 days

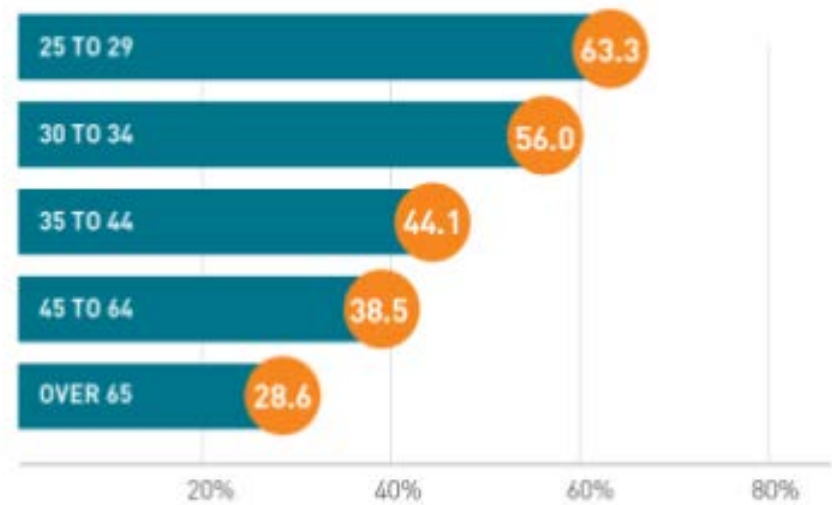
<sup>‡</sup> Any tobacco defined as cigarettes, cigars (including little cigars and cigarillos), and smokeless tobacco (chewing tobacco, snuff, dip)

# Younger people are more likely to use flavored products than adults

Youth Ages 12 to 17 Who Report **Flavoring is a Primary Reason** for Using a Tobacco Product<sup>8</sup>



**Ages of Adult Tobacco Users** Who Use Flavored Products<sup>9</sup>



Source: Truth Initiative, [truthinitiative.org/news/flavored-tobacco-use-among-youth-and-young-adults](https://truthinitiative.org/news/flavored-tobacco-use-among-youth-and-young-adults)

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# Nicotine

- Nicotine damages the developing adolescent brain
- Nicotine can prime the adolescent brain for addiction to other substances
- Youth who use e-cigarettes are more likely to become traditional cigarette smokers<sup>1</sup>
- People who start smoking or using tobacco products in adolescence, smoke more and have a harder time quitting than people who start as adults<sup>2</sup>





# VAPING 101

What do they look like? Is it just water vapor?

Diane Knight RN

Director

Northeast Tobacco Free Community Partnership

[dknight@glfhc.org](mailto:dknight@glfhc.org)

978-609-4772

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# What is vaping?

- Inhaling/exhaling the aerosol (often called vapor) produced by an e-cigarette or similar battery-powered device
- Called e-cigs, vape pens, e-hookahs, e-pipes, tanks, mods, vapes, electronic nicotine delivery systems, or ENDS, and more
- **Sometimes referred to by brand names such as JUUL (Juuling), BO, Blue, and others**



# Vapor vs. Aerosol

- Produces an aerosol, **NOT** water vapor
- Aerosol can contain harmful substances:
  - Nicotine
  - Ultrafine particles that can be inhaled deep into the lungs
  - Flavoring such as diacetyl, a chemical linked to a serious lung disease
  - Volatile organic compounds
  - Cancer-causing chemicals
  - Heavy metals such as nickel, tin, and lead

# The New Look of Nicotine Addiction



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# Types of products



Rechargeable E-cigarettes



Disposable E-cigarettes



Tank Systems



Vape Pens

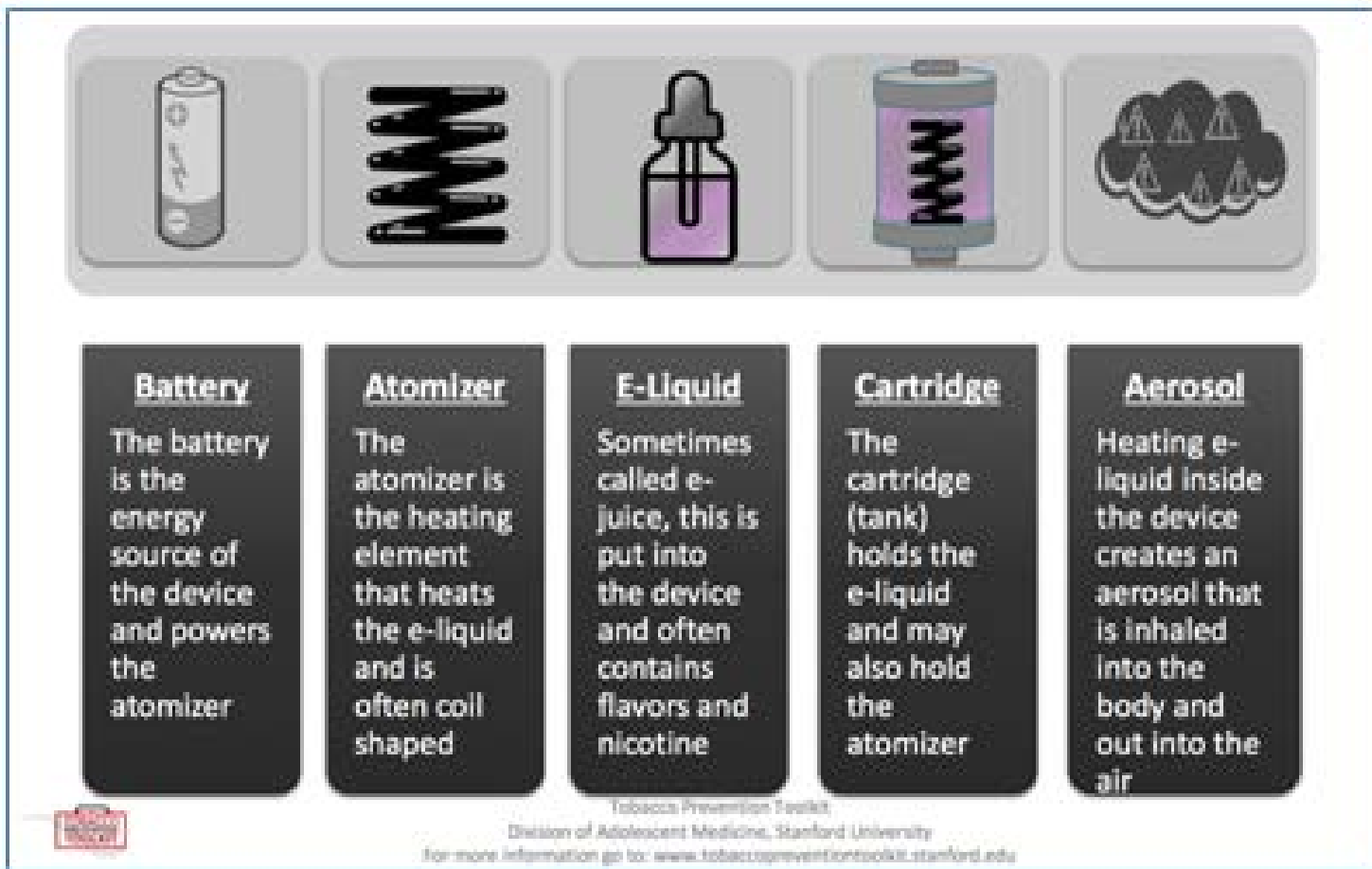
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## E-liquids and E-Juices

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# How it works



# Can e-cigarettes be used to vape other substances?

- Yes!
- Open systems require the user to add the e-juice, which can be a substance other than nicotine.
- Closed systems (those that use pre-filled pods) can also be altered to vape substances other than nicotine.



# Are e-cigarettes safe?

- E-cigarettes are not safe for youth, young adults, pregnant women, or adults who do not currently use tobacco products (CDC)
  - Contains nicotine and other chemicals
- More research is needed to understand the long-term health effects
- Secondhand vape is also unsafe

# What is DPH doing?

- Education and awareness campaign
- Funded programs
  - Community Partnership programs
  - Municipal Boards of Health programs
- FDA enforcement program
- Collaborating with the AGO

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# The New Look of **NICOTINE ADDICTION**

**TALK WITH YOUR KIDS ABOUT  
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## Get the Facts

Information on vaping and what vaping products look like.

## For Parents

How to talk with your kids about vaping and how to engage your community.

## For Schools

A toolkit to address the use of vaping products in schools and communities.



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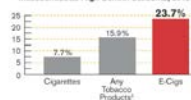


## The New Look of NICOTINE ADDICTION

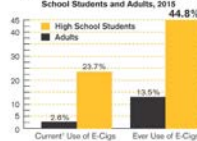
### Did you know?

In Massachusetts, almost 34% of high-school students report currently using e-cigarettes, and nearly half tried them at least once. More high school students used e-cigarettes than all other tobacco products combined, AND they used them nine times more often than adults.

Current\* Use of Tobacco Products by Massachusetts High School Students, 2015



E-Cigarette Use Among Massachusetts High School Students and Adults, 2015



\* Use in the past 30 days.  
† Any tobacco is defined as cigarettes, cigars (including little cigars and cigarillos), and smokeless tobacco (such as chewing tobacco, snuff, or spit).

Vape pens and e-cigarettes are not harmless. They contain nicotine and other harmful chemicals.

The tobacco and vaping industries make their products:

**Sweet:** E-cigarettes or vape pens come in thousands of different flavors. Flavors are the leading reason that youth are using e-cigarettes.

**Cheap:** Products are cheaply priced to encourage impulse buys by young people.

**Easy to Get:** These products are at gas stations, corner stores, mini-marts, and many more types of stores.

### Talk with your kids!

Talk with your teens about vaping and make sure they know it's harmful. Nicotine can damage a teenager's developing brain and lead to addiction. The earlier they start, the harder it is to quit.

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TC3497 06/2016

## The New Look of NICOTINE ADDICTION

### FREQUENTLY ASKED QUESTIONS (FAQ) ABOUT VAPING

#### What is vaping?

Vaping is the act of inhaling and exhaling the aerosol (often called vapor) produced by an e-cigarette or similar battery-powered device.

#### What is an e-cigarette?

E-cigarettes are battery-powered vaporizers that simulate the action and sensation of smoking.

#### What are other names for e-cigarettes?

They are also known as e-cigs, vape pens, e-hookahs, e-pipes, tanks, mods, vapes, electronic nicotine delivery systems, or ENDS, and more. Some people refer to vaping devices by their brand name such as JUUL, BO, Blu, and others.

#### What kinds/types of e-cigarettes are there?

E-cigarettes come in many different sizes, types and colors.

Some e-cigarettes are made to look like regular cigarettes, cigars, or pipes. Some resemble pens, small electronic devices such as USB sticks, and other everyday items. The products that are designed to resemble small electronic devices are often compact and allow for discreet carrying and use—at home, in school hallways and bathrooms, and even in classrooms.

#### What is in e-cigarettes? My child says it's simply flavored water, what's so bad about it?

E-cigarettes contain pre-filled pods or e-liquids/e-juices the user adds to the device. E-liquids generally consist of propylene glycol, glycerin, water, nicotine, and flavorings. Many of these pods and e-liquids come in fruit and candy flavors that appeal to youth.

E-cigarettes produce an aerosol, commonly called vapor, which users inhale from the device and exhale. The aerosol can contain harmful and potentially harmful substances, including:

- Nicotine
- Ultrafine particles that can be inhaled deep into the lungs
- Flavoring such as diacetyl, a chemical linked to a serious lung disease
- Volatile organic compounds
- Cancer-causing chemicals
- Heavy metals such as nickel, tin, and lead



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For more information, visit [GetOutraged.org](http://GetOutraged.org)

### Tips for talking with your kids about

## VAPING

**Know the facts.** Learn about e-cigarettes and young people before you start the conversation with your child.

- E-cigarettes are known by many different names. They are sometimes called e-cigs, e-hookahs, mods, vape pens, vapes, tank systems, and electronic nicotine delivery systems.
- Most vaping devices contain and deliver nicotine. Nicotine can harm a teenager's developing brain and lead to addiction.
- Simply talking with your teen about these products can help protect them.

**Be patient and ready to listen.** Your goal is to have a conversation, not to deliver a lecture. So avoid criticism and encourage an open dialogue.

**There is no "perfect time" to talk.** Driving in the car together or waiting at an appointment is often the best time. You can start by mentioning a news story, a TV show, or something that you heard about vaping. Or ask your child what he or she thinks about a situation you witness together such as seeing someone use an e-cigarette, passing a vape shop when you are out, or seeing an e-cigarette advertisement.

**"There is no 'perfect time'."** Consider your talks with your child about vaping as a learning opportunity for both of you, and perhaps just the beginning of an ongoing dialogue. You may have some facts about vaping at hand, but concede that you don't know all the answers. It will go a long way to keep your kids from going on the defensive.

**Ask what your child thinks.** Show some genuine curiosity. Ask your child, "What's your take on vaping?" or "Do you know kids who use e-cigarettes?"

**Be open and honest.** Be truthful about what you know about the dangers of vaping, and what you don't. You can honestly say, though, "Vaping isn't harmless. I hope you can steer clear of it."



**You can't always control everything your children do when they're not with you. Talking with your kids about vaping will let them know that you're concerned about their health.**

Excerpted from: Talk with Your Teen About E-cigarettes: A Tip Sheet for Parents from E-Cigarette Use Among Youth and Young Adults. A Report of the Surgeon General and other content taken from How to Talk to Your Kids about Vaping. New York Times, February 2, 2016.



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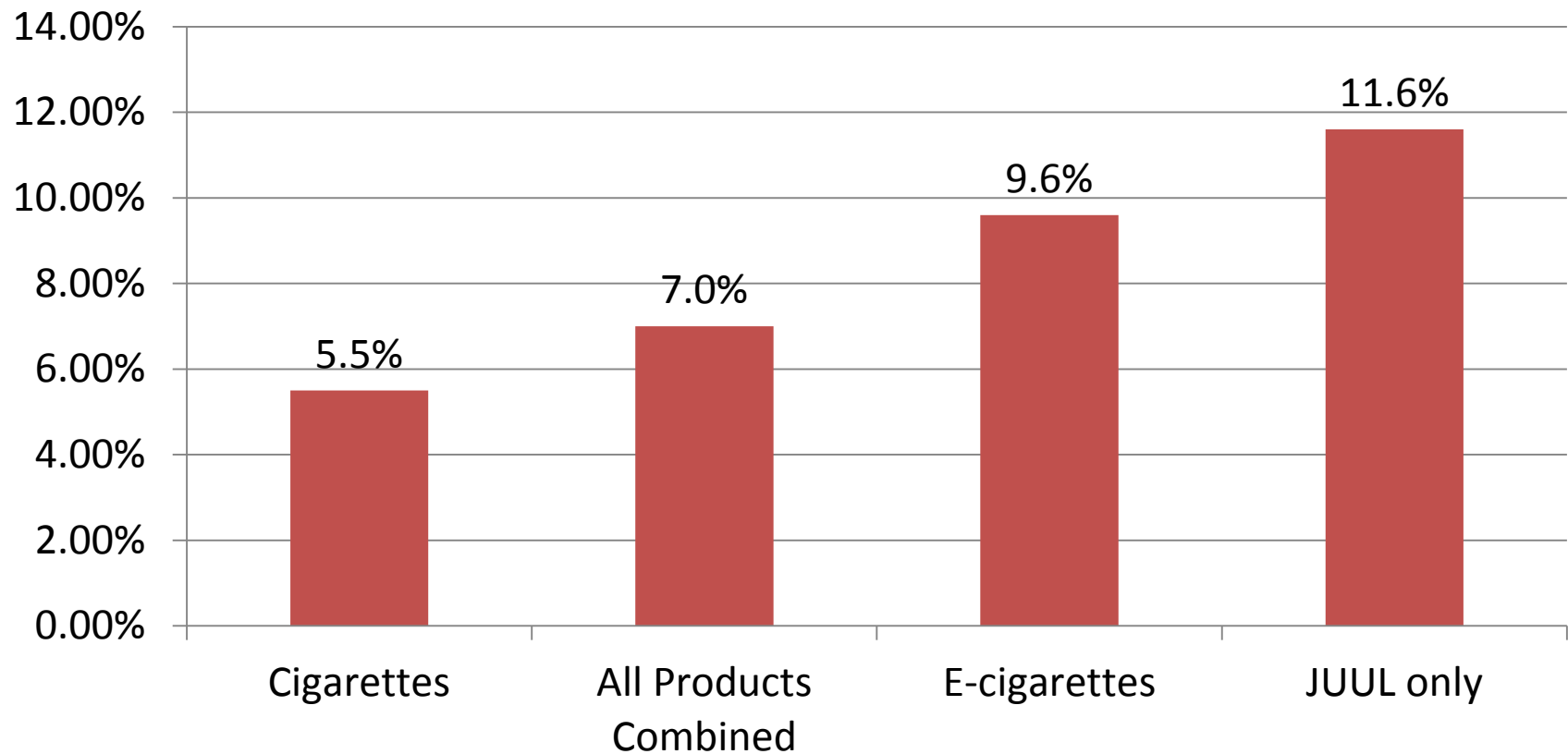
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# Sales to Minors

## Enforcement by MTCP-funded BOHs



# MA FDA Enforcement

- In Massachusetts, over 8,000 FDA inspections are conducted each year.
- 84 Civil Money Penalties issued in MA since Oct. totaling over \$239,000
  - Including 8 fines of \$11,182 and 11 fines of \$5,591

# Recent FDA JUUL enforcement



- FDA inspections for sales to minors were conducted for JUUL and e-cigarettes over summer 2018
- 1,300 violations were found nationwide
- MA had 48 sales, 43 were JUUL



# Office of the Attorney General

Illegal Tobacco Task Force Meeting  
September 26, 2018



# Substance Use Prevention Initiative

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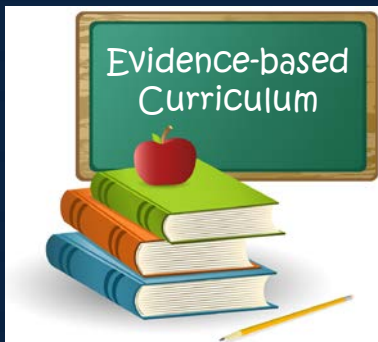
An innovative initiative funded by the Massachusetts Office of the Attorney General and the GE Foundation to make substance use prevention education available to every public middle school in Massachusetts.





# Project Here

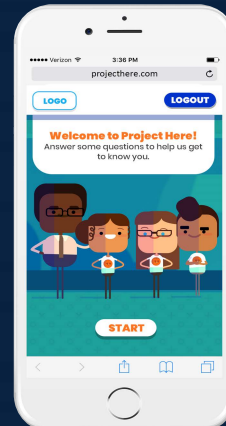
## Grant Program



## Educational Toolkit



## Digital App





# Letter to Schools

- “Over the last few years, e-cigarette use has **increased 900%** among high school students in the United States.”
- “Vaping one is equivalent to 200 puffs or one whole pack of combustible cigarettes.”
- “My office has recently been made aware that JUUL Labs has contacted Massachusetts schools to promote their ‘prevention education program’...”



MAURA HEALEY  
ATTORNEY GENERAL

THE COMMONWEALTH OF MASSACHUSETTS  
OFFICE OF THE ATTORNEY GENERAL  
ONE ASHBURTON PLACE  
BOSTON, MASSACHUSETTS 02108

(617) 727-2200  
www.mass.gov/ago

June 14, 2018

Dear School Partners,

My office has recently heard from many public health officials, school districts, police departments, and parents about the prevalence of e-cigarette and vaping products, particularly those sold by JUUL Labs, and the increased use of these products by young people. In addition, I have visited many schools and school districts in recent weeks and have heard directly about the alarming and pervasive use of these products.

Over the last few years, e-cigarette use has increased 900% among high school students in the United States.<sup>1</sup> In 2015, almost 50% of Massachusetts high school students reported having used e-cigarettes at least once.<sup>2</sup> Based on recent reports, usage rates have only increased since then. We write to share information and resources to help you address the growing use of these products by students, and to offer our support and partnership.

Electronic cigarettes are battery-powered devices that heat liquid into a vapor for the user to inhale.<sup>3</sup> While electronic cigarettes come in varying shapes and sizes, the popular JUUL devices have a sleek, modern design that resembles a USB flash drive. The liquid (“e-liquid,” “juice,” or “pod”) in vaping devices often contains nicotine, a highly addictive substance that can lead to serious health consequences for young people whose brains and bodies are still developing. The e-liquid contained in JUUL pods has a notably high nicotine concentration of 5%. Vaping one pod is equivalent to 200 puffs or one whole pack of traditional combustible cigarettes.<sup>4</sup> E-liquids may also contain other unhealthy chemicals and compounds, including carcinogens.

My office has recently been made aware that JUUL Labs has contacted Massachusetts schools to promote their “prevention education program” and offer schools a monetary incentive to pilot this program. If you or your school district has been or is contacted by a JUUL representative, we urge you to explore alternative options.

<sup>1</sup> U.S. Department of Health and Human Services, *E-Cigarette Use Among Youth and Young Adults: A Report of the Surgeon General* (2016), available at [https://www.cdc.gov/tobacco/data\\_statistics/e-cigarettes/pdfs/2016\\_SGR\\_Front\\_Matter\\_508.pdf](https://www.cdc.gov/tobacco/data_statistics/e-cigarettes/pdfs/2016_SGR_Front_Matter_508.pdf).

<sup>2</sup> Massachusetts Department of Public Health and Massachusetts Department of Elementary and Secondary Education, *2015 Report: Health & Risk Behaviors of Massachusetts Youth*, available at <https://www.mass.gov/files/documents/2016/09/09/youth-health-risk-report-2015.pdf>.

<sup>3</sup> U.S. Department of Health and Human Services, *E-Cigarette Use Among Youth and Young Adults: A Report of the Surgeon General* (2016), *Fact Sheet*, available at [https://e-cigarettes.surgeongeneral.gov/documents/2016\\_SGR\\_Fact\\_Sheet\\_508.pdf](https://e-cigarettes.surgeongeneral.gov/documents/2016_SGR_Fact_Sheet_508.pdf).

<sup>4</sup> Iqbal, Anna B. *It's 100% E-Cigarettes and Young People: Health Problem of the Decade?*, CNN (March 15, 2015), available at <https://www.cnn.com/2015/03/15/health/juul-e-cigarette-partner/index.html>.





# Policy Considerations

- Taxation + revenue
- Prices and discounts
- Internet sales
- Knock-off devices
- State licensing





## Why Use Salt Based Nicotine ?

The natural Nicotine gets harvested from tobacco plant leaves. This natural Nicotine is not actually a free base Nicotine since it normally exists with acids in form of salts. This natural nicotine is certainly less absorbable by human body.

However, when manufacturers mix natural nicotine with some acids, those acids help turn the nicotine into a salt and also, help free the nicotine in much larger quantity when heated.

So, Salt based Nicotine increases Nicotine satisfaction and high vape for all day fun.









# State Law addresses e-cigarettes

- Amends the Smoke-Free Workplace Law
  - Prohibits use of e-cigarettes where smoking prohibited
- Amends Education Reform Act
  - Prohibits use of e-cigarettes on school grounds and school sponsored events

# State Law addresses e-cigarettes

- Expands the definition of tobacco products to include e-cigarettes
- Increases the minimum legal sale age for tobacco to 21 by 2021.
- Prohibits the sale of tobacco products, including e-cigarettes at Health Care Institutions including pharmacies.
- Incorporates the Attorney General's regulations on child-resistant packaging and liquid nicotine containers as found at 940 CMR 21.00 (M.G.L. Ch. 270 §27.)



# E-cigarette taxation in other states

# Vape Excise Tax Rates

Jurisdiction	Rate & Basis	Notes
Minnesota	95% (of wholesale price)	Effective 10/22/12
DC	60% (of wholesale price)	
Pennsylvania	40% (of wholesale price)	Effective 10/1/16
Montgomery Cty, MD	30% (of wholesale price)	
California	65.08% (of wholesale price)	Effective 4/1/17
Kansas	\$0.05/ml	
Cook County, IL	\$0.20/ml	
West Virginia	\$0.075/ml	
Louisiana	\$0.05/ml	
North Carolina	\$0.05/ml	
Chicago	\$0.80/unit + \$0.55/ml	

-- Data as of January 1, 2018

-- All *ad valorem* states base the tax on the manufacturer's (wholesale) price.

# Vape Excise Tax Rates

Jurisdiction	Rate & Basis	Notes
Delaware	\$0.05/ml	Effective 1/1/18
Alaska	45% - 55% (of wholesale price)(depending on county)	

- Data as of January 1, 2018
- All *ad valorem* states base the tax on the manufacturer's (wholesale) price.



# Additional Resources

**[www.GetOutraged.org](http://www.GetOutraged.org)**

- Facts
- For parents (tips on talking with your kids)
- For schools
  - Toolkit divided into information for Administrators; teachers; school health services

**Massachusetts Health Promotion Clearinghouse**

- Print materials



# QUESTIONS / DISCUSSION

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