***[Title Slide - Get Outraged logo]***

***[Presentation Title]*** Protecting our kids from tobacco and vaping industry tactics

***[Get Outraged logo]***

***[Note for presenter: Throughout the slides, notes for presentation are titled “Note for presenter” and talking points or a script for the slide are titled “Script”.***

***If you would like assistance with giving this presentation, please connect with your local Tobacco-Free Community Partnership Program.]***

***[Slide #2:]*** Introduction

Insert Name, Job Title

* Insert program name, school, organization, etc.

***[Get Outraged logo]***

***[Note for presenter: Introduction slide for the presenter. Especially for a parent-focused presentation, please introduce yourself and your role. You can also indicate that you will provide your contact information at the end of the presentation.]***

***[Slide #3:]*** Agenda

1. Vaping Overview
2. Industry Tactics
3. Helping Youth Quit
4. School and Local Policies
5. Resources

***[Get Outraged logo]***

***[Note for presenter: You can adjust the agenda according to your needs. Feel free to add additional sections or take away sections that may not be relevant for your meeting.***

***If your time is limited, think about the goal for the presentation and adjust your time to focus on those sections***

***Script: This is what we will cover today. As a note, when the slides reference youth, teens, or young adults, in general youth/teens refer to ages 12-17 and young adults refers to 18-24 year-olds.]***

***[Slide #4: ‘your teenager’s brain’ graphic]***

***[Get Outraged logo]***

***[Note for presenter: If you don’t have internet access, start with the next slide and encourage people to watch the videos and learn more at GetOutraged.org***

***https://www.youtube.com/watch?v=1yceI03MWJY&list=PL54knlBH64ACEFZN4nHWKg5vCardpBbOi&index=3***

***Script: To help us start thinking about vaping, let’s watch this short video from the Massachusetts Department of Public Health.]***

***[Slide #5:]*** What is vaping?

***[graphic of girl exhaling; text within the graphic]:*** NICOTINE VOLATILE ORGANIC COMPONDS; ULTRAFINE PARTICLES CANCER-CAUSING CHEMICALS; HEAVY METALS SUCH AS NICKEL, TIN AND LEAD; FLOVORING SUCH AS DIACETYL, A CHEMICAL LINKED TO SERIOUS LUNG DISEASE

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

***[Get Outraged logo]***

***[Script: E-cigarettes 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 Puff Bar, fruyt STIK, JUUL, BO, myblu, Smok, and Suorin.***

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

***E-cigarettes produce an aerosol, 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]***

***[Slide #6:]*** Where else can you find chemicals commonly found in vape aerosol?

* ***[thumbnail photo captions]*** Propylene glycol 🡪 Antifreeze; Acetone 🡪 Nail Polish remover; Ethylbenzene 🡪 Paints, Pesticides; Formaldehyde 🡪 Embalming; Rubidium 🡪 Fireworks; Nicotine 🡪 Cigarettes

***[Get Outraged logo]***

***[Note for presenter: If you don’t want to go through the entire list (maybe just 2 or 3 examples), nicotine should be on the list. It can be last for emphasis, but it should be noted regardless of how many examples are given.***

***Script:***

* ***Although the chemicals that have been found in e-cig aerosols might seem unrecognizable, you are familiar with other places some of those same chemicals can be found.***
* ***(click) For example, Propylene glycol can be found in antifreeze products or also used to winterize plumbing systems***
* ***(click) Acetone is commonly found in nail polish remover and as a paint thinner***
* ***(click) Ethylbenzene is often used to make other chemicals. It’s also found in other products, including pesticides, synthetic rubber, varnishes paints, and inks***
* ***(click) Formaldehyde based solutions are also used in embalming to disinfect and temporarily preserve human and animal remains***
* ***(click) Maybe the most important ingredient here is nicotine. Nicotine is a drug that's highly addictive in moderate doses and is the reason why smokers smoke even after they start getting sick. Of course, in high doses, it's a poison.***
* ***(click) Rubidium is a chemical that can be used to give fireworks their bright colors]***

***[Slide #7:]*** How does nicotine harm teens?

* People who start smoking or using tobacco products in adolescence, smoke more and have a harder time quitting than people who start as adults1
* Youth who use e-cigarettes are more likely to become combustible cigarette smokers2

***[Get Outraged logo]***

***[Script: According to the Surgeon General, because the brain isn’t fully developed until the mid-20s, youth and young adults are uniquely at risk for long-term, long-lasting effects of exposing their developing brains to nicotine.***

***These risks include nicotine addiction, mood disorders, and permanent lowering of impulse control. Nicotine also changes the way synapses are formed, which can harm the parts of the brain that control attention and learning.***

***Teens can get addicted more easily than adults. The nicotine in e-cigarettes and other tobacco products can also prime the adolescent brain for addiction to other drugs.***

***E-cigarette use among youth and young adults is strongly linked to the use of other tobacco products, such as regular cigarettes, cigars, hookah, and smokeless tobacco.]***

***[Slide #8:]*** What do newer vaping products look like? ***[thumbnail photos of vaping products]***

***[Get Outraged logo]***

***[Script: 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.***

***Tobacco and vaping companies appear to be introducing many new types of e-cigarettes that are sleek, concealable, and modern.***

***Some vendors state that they can’t keep up with the volume of new e-cigarette products.***

***Major tobacco companies and independent companies are producing these types of e-cigarettes.***

***Many of the new e-cigarettes closely resemble the design features of JUUL. In addition to the JUUL style that look like a USB stick, new concealable e-cigarettes have been introduced in additional shapes.]***

***[Slide 9:]*** How do we know if teens are vaping?

Unexplained Sweet Scent

* Might be flavored e-juice for vaping device

Unfamiliar Products

* If you come across unusual pens or USB drives or an unfamiliar battery or battery charging device, they could be associated with vaping

Signs of Nicotine Addiction

* Youth leaving room frequently (to vape) and symptoms of nicotine withdrawal
  + Difficulty concentrating
* Feeling anxious, irritable, restless, angry

***[Get Outraged logo]***

***[Script: You might observe signs of nicotine addiction, which could include leaving the class frequently (students feeling a need to use nicotine) and symptoms of withdrawal when they have gone long periods without vaping such as anxiety, irritability, restlessness, difficulty concentrating, depressed mood, frustration, and anger (source***[***: Mayo Clinic***](https://www.mayoclinic.org/diseases-conditions/nicotine-dependence/symptoms-causes/syc-20351584)***))]***

***[Slide #10: graphic]*** CONFUSION

***[Get Outraged logo]***

***[Note to presenter: If you don’t have internet access, go to the next slide and encourage people to watch the videos and learn more at GetOutraged.org***

***https://www.youtube.com/watch?v=61qY4ooWWvE&list=PL54knlBH64ACEFZN4nHWKg5vCardpBbOi***

***Script: Before we move on to talk about how the tobacco and vaping industries targeted youth, how the Commonwealth of Massachusetts has responded and how you can support teens who vape, let’s watch this video from the Department of Public Health.]***

***[Slide #11:]*** How do the tobacco and vaping industries target teens?

***[photos of retail vaping signage and vaping products]***

The tobacco and vaping industries target young people by making their products:

* + Sweet
  + Cheap
* Easy to Get

***[Get Outraged logo]***

***[Script: The tobacco industry has a history of targeting groups of people to make them new customers.***

***The tobacco and vaping industry know that people are most susceptible to nicotine addiction in their teens. There are public documents from the tobacco industry saying this.***

***(Perry CL. The Tobacco Industry and Underage Youth Smoking: Tobacco Industry Documents From the Minnesota Litigation. Arch Pediatr Adolesc Med. 1999;153(9):935–941. doi:10.1001/archpedi.153.9.935. https://jamanetwork.com/journals/jamapediatrics/fullarticle/347724)***

***E-Cigarettes and flavored tobacco products are undermining the nation’s efforts to reduce youth tobacco use- and they’re putting a new generation of kids at risk of nicotine addiction and negative health effects. The tobacco and vaping industries are targeting kids with products that are sweet, cheap, and easy to get.***

***Sweet: Vapes and e-cigarettes come in thousands of different flavors that appeal to youth.***

***Cheap: Products are priced to encourage impulse buys by young people. Coupons are often offered, making products less expensive.***

***Easy to Get: These products were at gas stations, corner stores, mini-marts, and many more types of stores. Youth see advertisements online.***

***Other ways the industry targets teens: Making their products appear like tech gadgets, making them discreet, and advertising on platforms that are popular with youth.***

***The next slide will talk about how Massachusetts has protected youth from these industry tactics.]***

***[Slide 12:]*** How has Massachusetts responded to tobacco industry tactics?

Massachusetts has taken action with a statewide law   
to reduce the influence of the tobacco and vaping industries.

* **SWEET – FLAVOR RESTRICTION:** ALL flavored tobacco and e-cigarette products, including menthol, are restricted to adult-only smoking bars for onsite consumption only.
* **CHEAP – TAXING E-CIGS:** E-cigarettes and other electronic nicotine delivery systems are now taxed, bringing them in line with the cost of cigarettes and other tobacco products and making them less attractive for impulse buys.
* **EASY to GET:** Massachusetts laws make e-cigarettes and all other flavored tobacco products harder to get. But this doesn’t mean that youth will stop seeing tobacco products or advertisements in   
  your community.

***[Get Outraged logo]***

***[Script: Massachusetts updated its tobacco laws to improve health in the communities that have been historically and unjustly targeted by the tobacco and vaping industries. These industries have targeted the Black community, the LGBTQ+ community and the Latinx community, among others.***

***The Legislature passed and Governor Charlie Baker signed into law An Act Modernizing Tobacco Control in 2019, which provided the Massachusetts Department of Public Health with additional authority to regulate access to tobacco and electronic nicotine delivery systems, including vapes.***

***Just like other tobacco and nicotine products, youth may get e-cigarettes from friends who vape or from local or online stores that do not abide by Massachusetts’ restrictions on sales. If you wish to report one of these sales violations, call 1-800-992-1895 or contact your local Board of Health.***

***For more information on the aspects of the Act Modernizing Tobacco Control, visit mass.gov/newtobaccolaw]***

***[Slide #13:]*** Massachusetts’ Tobacco Law of 2019

* Massachusetts updated its tobacco laws to improve health in the communities that have been unjustly targeted by the tobacco and vaping industries.

***[link to NoMentholKnowWhy.org and photos of site pages]***

***[Get Outraged logo]***

***[Script: A main component of the 2019 Tobacco Law was restricting the sale of flavored tobacco products in Massachusetts. Prior to this law, many cities and towns had flavor restrictions in place. These flavor restrictions DID NOT include mentholated products (or mint and wintergreen). While meant to protect people, without including menthol, these flavor restrictions overlooked African Americans and other groups historically targeted by the tobacco industry with menthol products.***

***The inclusion of menthol in a statewide flavor restriction aims to create justice around this issue –protecting ALL Massachusetts residents from these products.***

***The flavor restriction:***

* ***Restricts the sale of ALL tobacco products, including menthol cigarettes to licensed smoking bars for onsite consumption only. These smoking bars are adult-only establishments***
* ***Restricts the sale of non-flavored e-cigarettes with a high nicotine content to adult-only tobacco retail stores and adult-only smoking bars.***
* ***Essentially leaves only non-flavored cigarettes, cigars, and e-cigarettes with lower nicotine content in corner stores where youth are exposed to them.***

***Now that we know a little about how teens are targeted and how the Commonwealth has responded, how is our organization responding?]***

***[Slide #14:]*** Our school’s vaping policies

***[Get Outraged logo]***

***[Note to presenter: Information about your organization’s vaping policy can be inserted here or what you are doing to address vaping.***

***Transition wording: What resources are available to help youth who are addicted to nicotine?]***

***[Slide #15:]*** 1 in 3

In 2019, 32% of Massachusetts high school students reported ever using e-cigarettes.

***[graph of ‘Current Use of Tobacco Products by Massachusetts High School Students, 2019’]***

***[Get Outraged logo]***

***[Note to presenter: Any local or organizational data you have can be added to this slide or used to replace the statewide data on the slide.]***

***[Slide #16:]*** How can we tell if a teen is hooked?

**Nicotine is an addictive substance that impacts the brain and body.**If teens experience one or more of the following, they likely are hooked:

* Having strong cravings to vape or use tobacco
* Feeling nervous or anxious when they can’t vape or use tobacco
* Vaping in places they aren’t supposed to (going out of their way to vape or use tobacco)
* Having trouble concentrating
* Feeling like they need to vape or use tobacco to feel better
* Feeling angry, irritable or restless when they haven’t vaped or used tobacco in a while.

***[Get Outraged logo]***

***[Script: Some young people may not realize they are addicted to nicotine. If you think a young person is hooked, try to have a positive conversation with them about it. Offer them help and support and, if it’s appropriate, tell them you’re concerned about them and suggest they try to stop. If they are willing to seek help tell them about mass.gov/vaping and all the free resources designed to help teens quit.]***

***[Slide #17:]*** What resources are available to help teens quit?

**Quitting vapes or other tobacco products can be hard.** Here are some ways to help young people get the support they need:

* **My Life, My Quit TM** has youth coach specialists trained to help young people by phone or text. Call 855-891-9989 or text *Start My Quit* to 36072 for **free and confidential** help. For more information or to sign up online, visit [mylifemyquit.com](https://ma.mylifemyquit.org/index).
* **This is Quitting** powered by truth® is a free and confidential texting program for young people who vape. Young people can text *VapeFreeMass* to 88709 to get started.

***[graphics from My Life, My Quit] [Get Outraged logo]***

***[In addition…***

* ***There’s Smokefree Teen (teen.smokefree.gov), part of the National Cancer Institute’s (NCI) Smokefree.gov Initiative. Services offered include text messaging and a quitSTART app that provides strategies for tackling cravings, bad moods, and other situations.***
* ***Young people can ask for help from their school nurse or counselor, athletic coach, doctor, parent, or another trusted adult.***
* ***For more information, young people can visit***[***mass.gov/vaping***](https://www.mass.gov/facts-no-filters)***.***
* ***A “Thinking About Quitting Vaping” resource card is available to order free of charge from the Massachusetts Health Promotion Clearinghouse. The front of the card is pictured here and the back includes the resources mentioned on this slide.]***

***[Slide 18:]*** Where can I get more information about youth vaping?

www.GetOutraged.org

* Facts
* For parents (tips of talking with your kids
* For schools
  + Toolkit divided into information for administrators, teachers, school health services, healthcare providers
  + Resources to help youth quit

www.mass.gov/vaping

* Simple information and videos on vaping and quitting resources for youth

Massachusetts Health Promotion Clearinghouse

* Print materials

***[Get Outraged logo]***

***[Note for Presenter: You can download and print or order the materials from the MA Health Promotion Clearinghouse in advance of the presentation and bring them with you to show.***

***Script: Visit the Massachusetts Department of Public Health’s website focused on vaping at www.GetOutraged.org. You can get the facts on vaping and other tobacco products, as well as information for parents and for schools! There is a toolkit for schools and organizations to use to help address this issue, including this PowerPoint.***

* ***The toolkit also includes information on free curricula as well as diversion program information.***

***There is also the Massachusetts Health Promotion Clearinghouse found at www.mass.gov/maclearinghouse. This site has free printed materials to download or order to help spread the word. Much of the content on the GetOutraged.org website is available in print form at the Clearinghouse.***

***Available materials for a youth audience include: Quitting Vaping: Information for Youth Brochure; Youth Vaping Handout; Thinking About Quitting Vaping Card***

***Available materials for schools or organizations include: Vaping Cessation – A Guide for School Nurses and Counselors; Youth Vaping Poster***

***And there are many materials available for parents as well, including a flyer titled Want to Help Your Teen Quit Vaping or Using Tobacco?]***

***[Slide #19:]*** Are there local people I can speak with for more information?

Find your local Tobacco-Free Community Partnership contact: <http://makesmokinghistory.org/my-community/community-partnerships>

Meet The 84 Movement youth leaders and adult advisors in your region by contacting Carly Caminiti at [ccaminiti@hria.org](mailto:ccaminiti@hria.org)

***[The 84 logo and graphic of The 84 chapters in MA]***

***[Get Outraged logo]***

***[Script: The Tobacco-Free Community Partnerships around the state prioritizes racial justice and community health over tobacco and vaping industry profits. They work with local partners to fight the industry’s historic & unjust targeting of specific groups.***

***The 84 is a youth-led movement fighting against tobacco and vaping in Massachusetts.]***