

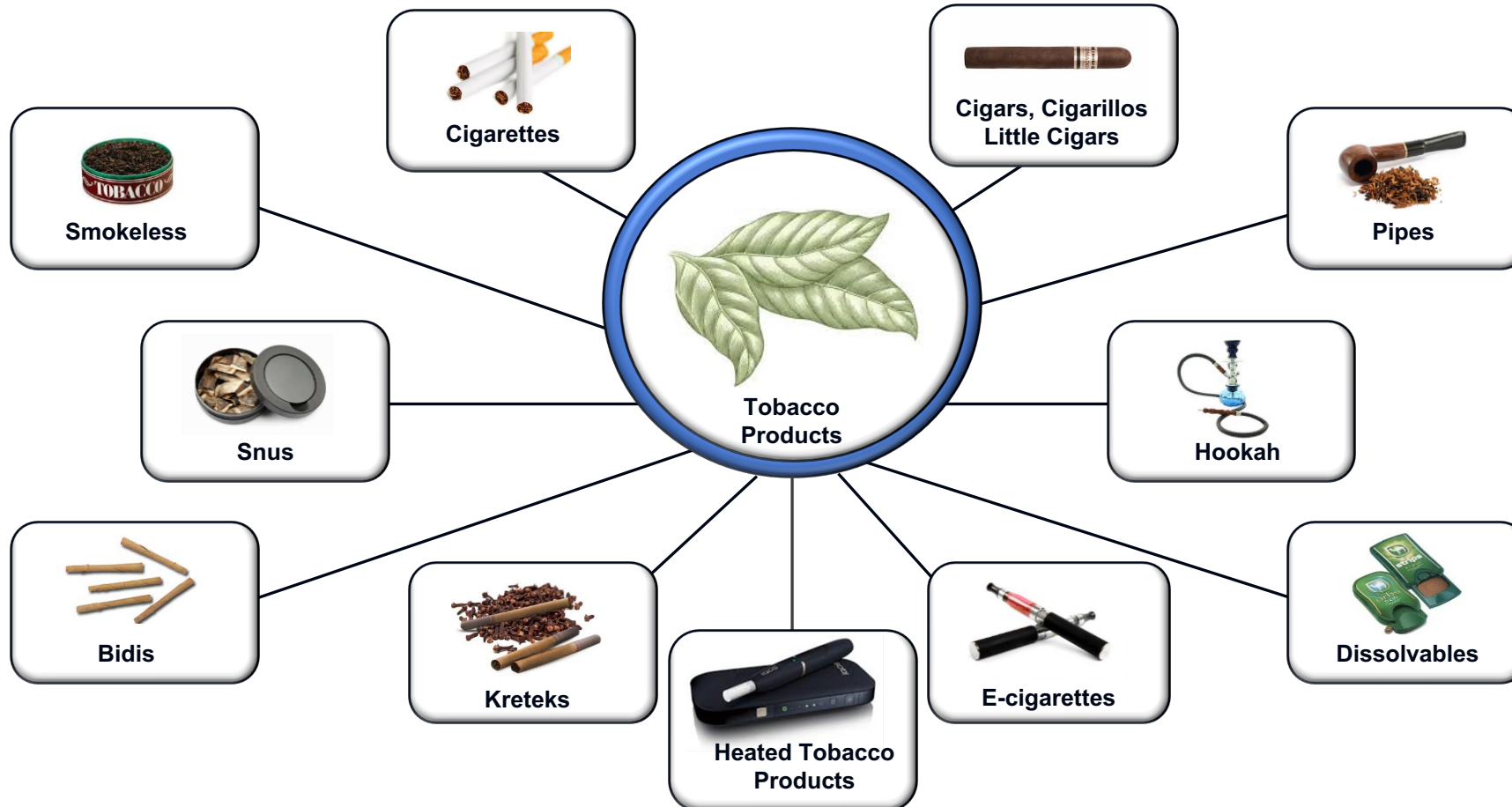
How (else) to Address Adolescent Vaping

SUSANNE E. TANSKI, MD MPH FAAP

September 27, 2019



It's Not Just Cigarettes Anymore...



1

What's An E-cigarette?

2



How Should We Approach This Epidemic?

3



What resources do we already have?

4



What else do we need?

More than Juul



Stronger E-Cigarette/Vape

Salt-based nicotine



41.3
milligrams
of nicotine

Pods not
made to
be refilled

Freebase nicotine



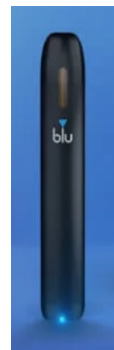
25
milligrams
of nicotine

Refillable
tank

**MarkTen Elite
(Altria)**



**myBlu
(Imperial Tobacco)**



**Vuse Alto
(RJR)**



Myle



Phix



Suorin Drop



Suorin Air



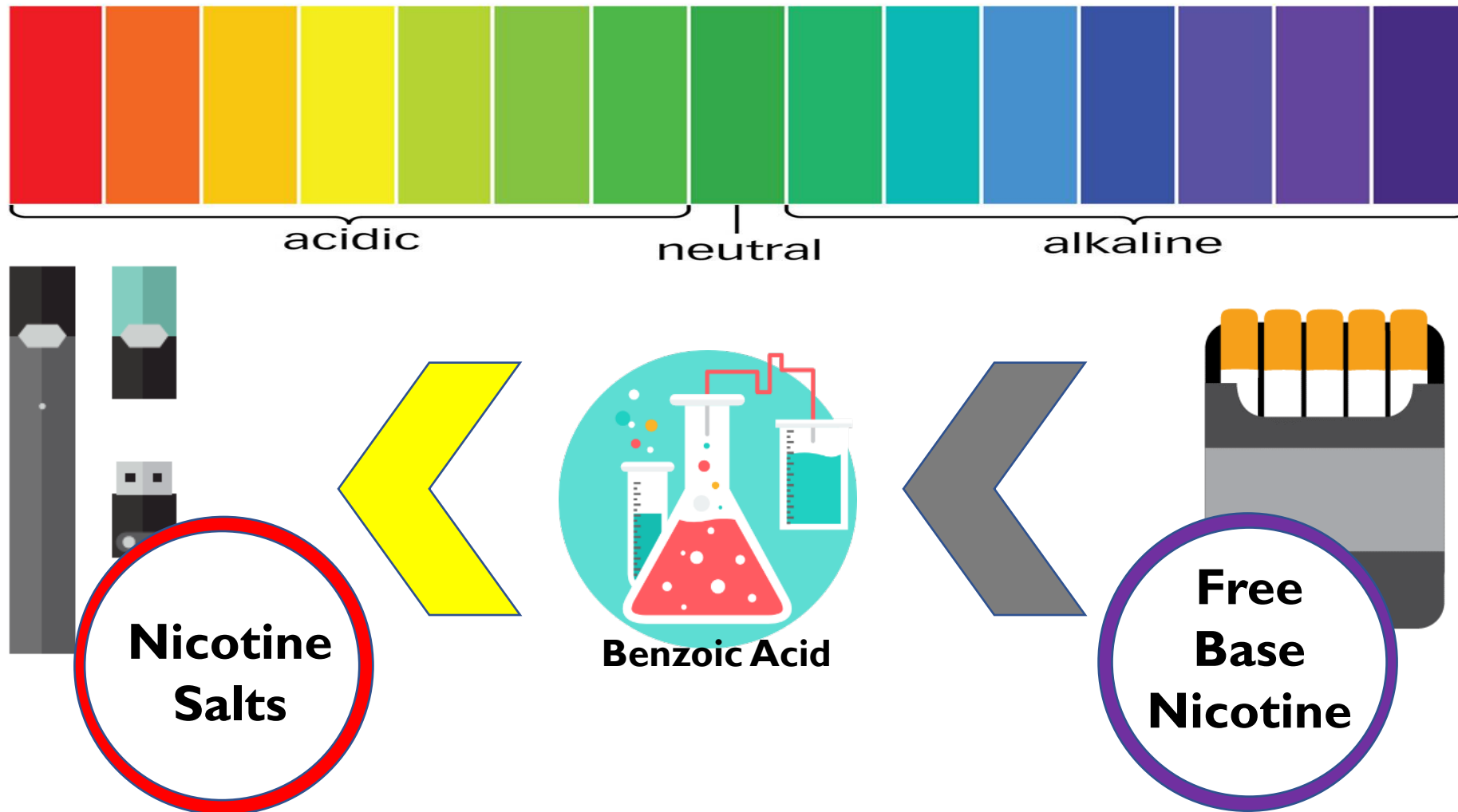
KandyPens Feather



Daze MFG ZOOR



Nicotine salts allow high levels of nicotine to be inhaled more easily



Cigs in a Pod

tobaccopreventiontoolkit.stanford.edu

1 Pack of Cigarettes
≈20 mg of nicotine



=20
CIGARETTES



1 JUUL pod
≈41.3 mg of nicotine



**≈20-
41**
CIGARETTES



1 PHIX pod
≈75 mg of nicotine



≈75
CIGARETTES



1 Suorin pod
≈90 mg of nicotine

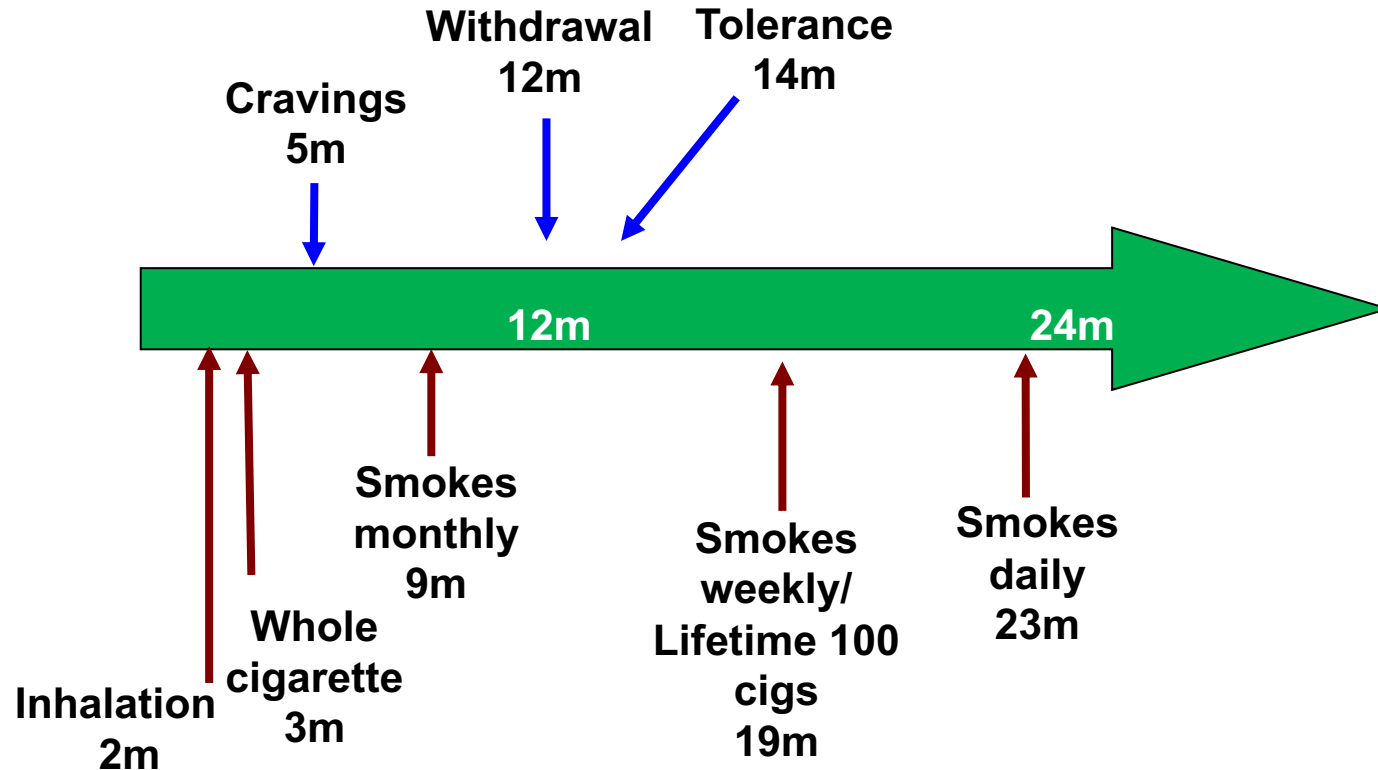


≈90-150
CIGARETTES



E-Cig Addiction: What we don't know

- Historically, time to pack-a-day smoking was 2 YEARS



What is e-cig trajectory of nicotine dependence?

What is level of dependence?

Anecdotally, seems like the trajectory is FASTER

From the office: dramatic increases in vaping prevalence and dependence

- **Our teen patients who are vaping are using more frequently, more intently, and some endorse difficulty with stopping**
- **No “cue” for dose**
- **“Hitting vape” is seen as normative in many peer groups**
- **As noted, pod use is dramatically on the rise**



Leads to initiation of combustible tobacco use among non-smokers, particularly children



Leads to relapse among former smokers



Diminishes the chances that a smoker will quit



Discourages smokers from using proven quit methods



Exposes children, pregnant women, and non-users to secondhand aerosol



Glamorizes or renormalizes tobacco use



Results in poisonings among users or non-users

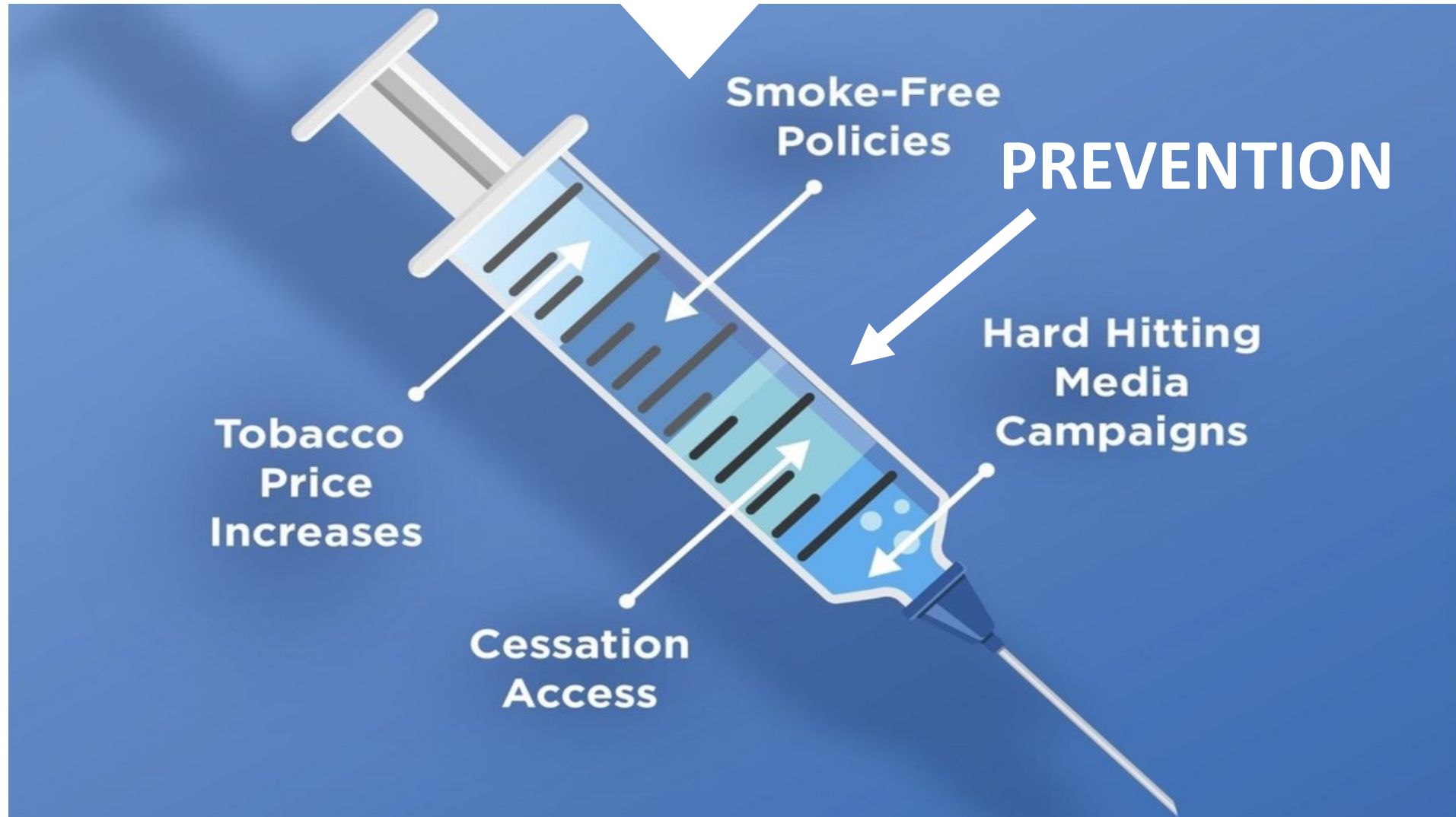


Seizures ?



Severe Lung Disease?

Tobacco Control Vaccine: revised



1

What's An E-cigarette?

2



How Should We Approach This Epidemic?

3



What resources do we already have?

4



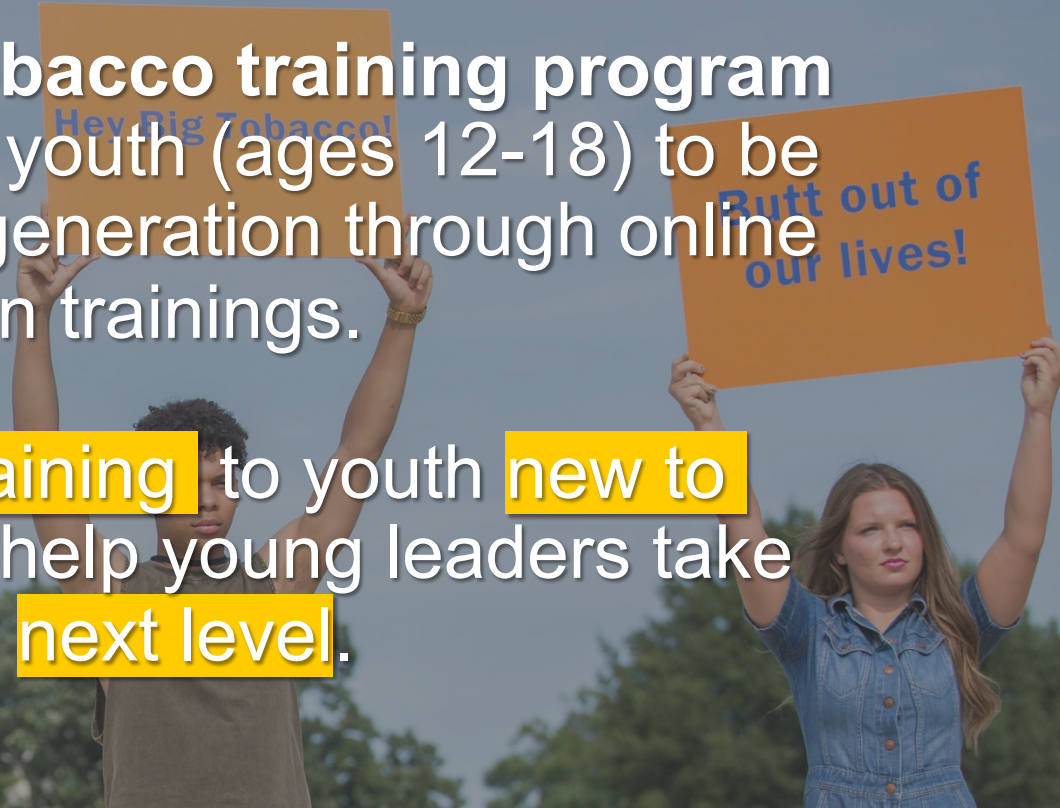
What else do we need?



WWW.TAKINGDOWNTOBACCO.ORG

The award-winning **Taking Down Tobacco** training program educates, empowers and engages youth (ages 12-18) to be the first tobacco and nicotine-free generation through online courses and in-person trainings.

It provides **FREE** introductory training to youth new to activism and advanced training to help young leaders take their advocacy to the next level.

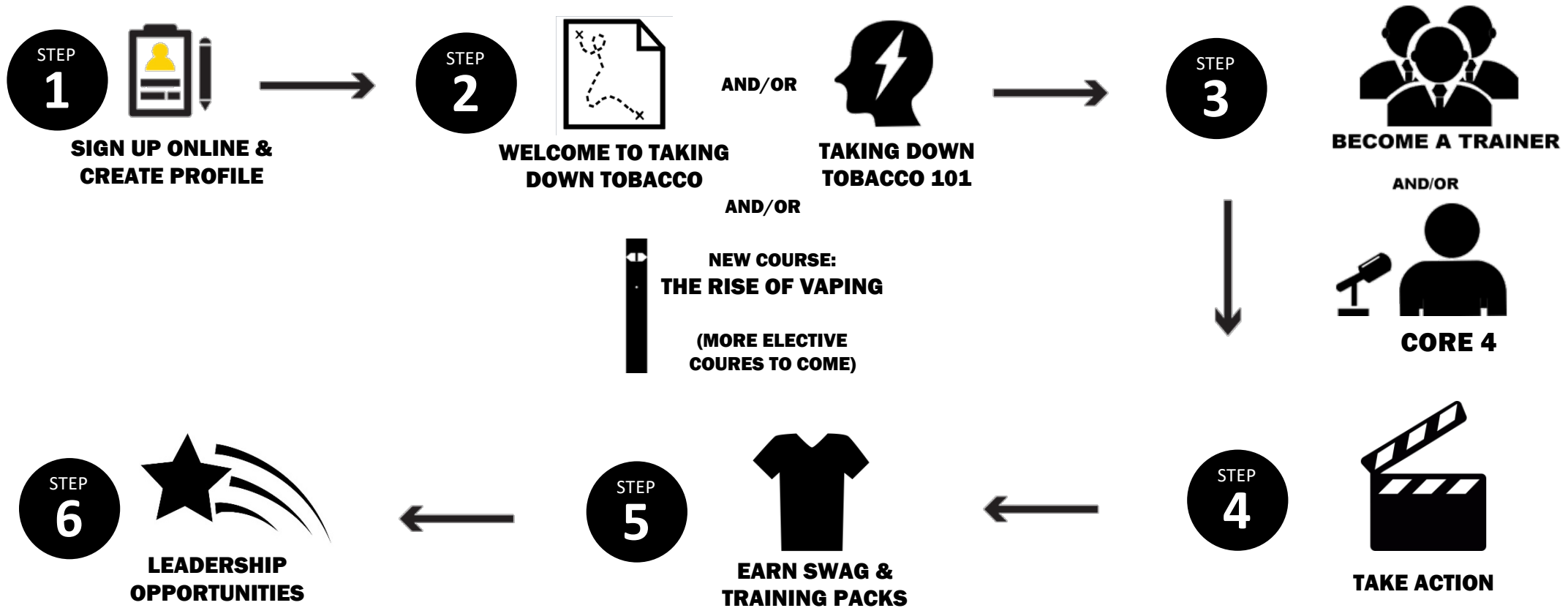


Generously supported by:



HOW DOES IT WORK?

Generously supported by:
 **CVS Health**
FOUNDATION



ADVANCED TRAINING



WWW.TAKINGDOWNTOBACCO.ORG

FOR MORE INFORMATION:

Generously supported by:
 **CVS**Health
FOUNDATION

Leslie Ferreira

Training & Outreach Manager

Lferreira@tobaccofreekids.org



WWW.TAKINGDOWNTOBACCO.ORG



The Tobacco Prevention Toolkit

[Tobaccopreventiontoolkit.Stanford.edu](https://tobaccopreventiontoolkit.stanford.edu)

Development and Evidence

Theory

+ Research

+ Partnerships

+ Evidence-informed

+ Fact-checked

= Tobacco Prevention Toolkit

Evaluating the Toolkit

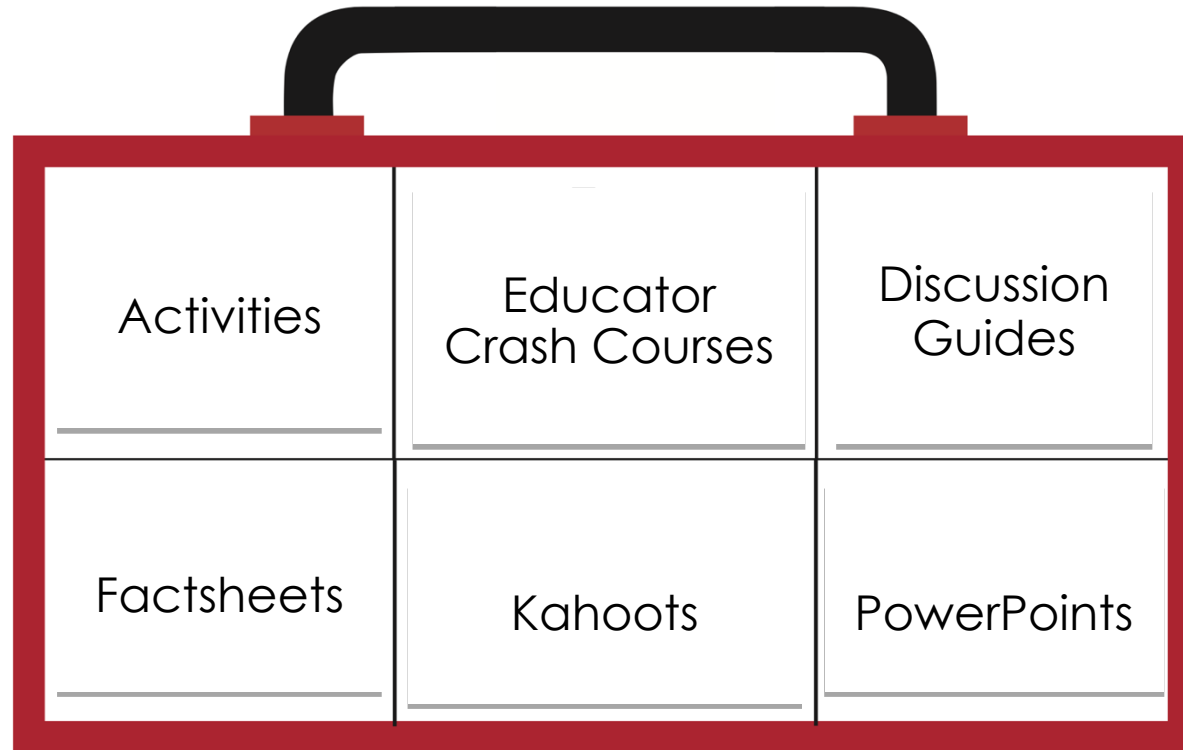
- Pre-post evidence that the Toolkit changes knowledge, attitudes and behavior
- Conducting formal Randomized Control Trial now
- There are two surveys available if you would like to evaluate your students both before and after exposure to the Toolkit. Contact Anabel Razo at arazo2@stanford.edu or check out this link: <https://tinyurl.com/pre-post-evaluation>

Structure



Tobacco Prevention Toolkit Updates

Interactive
Online
Free



Our Modules



Tobacco: The Basics



E-Cigs/Vapes/Pod-Based Devices



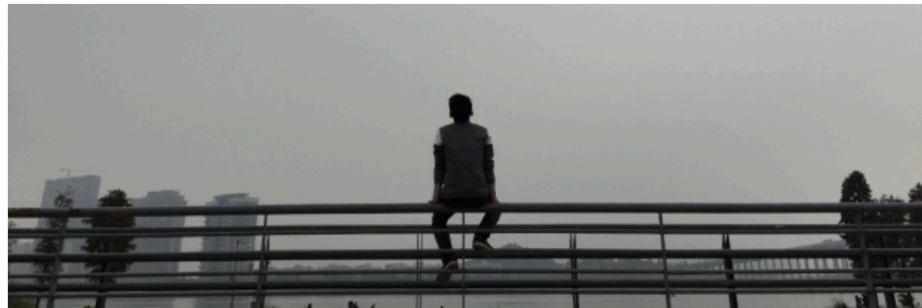
Hookah



Smokeless Tobacco



Nicotine Addiction



Positive Youth Development

Screenshot

Curriculum Table of Contents

Everything Tobacco

Unit 1

- A Little History to Set the Stage
- Athlete Before and After Activity
- BB Activity
- Smoking Health Map
- Tobacco Ad Analysis
- Recipe of a Cigarette
- Myths of Tobacco
- Factsheet Fill-in Activity
- Tobacco Factsheet
- Cigarette Factsheet
- Increasing Cigarette Addictiveness Factsheet
- Hookah & Smokeless Tobacco Factsheet
- Tobacco Module Kahoot
- Tobacco Discussion Guide

Unit 2

- Targeting African Americans: The Menthol Plan
- Would You Believe?
- Big Tobacco and Our Communities
- Unit 2 Kahoot

E-Cigarettes & Vape Pens

Unit 1

- A Little History to Set the Stage
- E-Cig/Vape Pens 101
- What Do You Know? What Do You Want to Know?
- E-Cigarette and Vape Pen Components
- Unit 1 Kahoot
- Unit 1 Discussion Guide

Unit 2

- What's in E-Cigarettes/Vape Pens?
- What's in E-Cigarette/Vape Pen Aerosol?
- It's Just Water Vapor, Right? Vapor or Aerosol? Does it Really Matter?
- The Generations of E-Cigarettes and Vape Pens
- Unit 2 Kahoot
- Unit 2 Discussion Guide

Unit 3

- Health Effects of E-Cigarettes and Vape Pens
- Risks of E-Cigarettes Factsheet
- Unit 3 Kahoot
- Unit 3 Discussion Guide

E-Cigarettes & Vape Pens Continued

Unit 4

- Flavors, Manipulation, and Targeting
- What is the Appeal of E-Cig/Vape Pens?
- Deconstructing and Reconstructing Ads
- De/Reconst. Ads Worksheet
- Unit 4 Kahoot
- Unit 4 Discussion Guide

Unit 5

- Two Truths and a Myth
- Creative Ways to Say No to E-Cigarettes/Vape Pens
- PhotoVoice Project
- Unit 5 Kahoot
- Unit 5 Discussion Guide

Unit 6

- Pod-Based 101 PPT
- What Do You Know? What Do You Want to Know?
- Too Cool for JUUL: Deconstructing Ads
- The 'Real'fusai Skills Act.
- Pod-Based Crash Course
- Unit 6 Kahoot
- Unit 6 Discussion Guide

Hookah

Unit 1

- Hookah 101
- What Do You Know? What Do You Want to Know?
- HookahTellMe
- Hookah Mythbusters
- The Wheel of Refusal
- Hookah Factsheet
- Hookah Crash Course
- Hookah Module Kahoot
- Hookah Discussion Guide

Smokeless Tobacco

Unit 1

- Smokeless 101
- The Cost
- Warning Labels
- Smokeless Tobacco Myths
- Smokeless Tobacco and Sports
- The Lico'risk' Activity
- Smokeless Factsheet
- Smokeless Module Kahoot
- Smokeless Discussion Guide

Nicotine Addiction

Unit 1

- The Brain 101
- Unit 1 Kahoot
- Unit 1 Discussion Guide
- Brain Crash Course

Unit 2

- Addiction 101
- Wants, Needs, and Addiction
- Cell Phone Deprivation
- Unit 2 Kahoot
- Unit 2 Discussion Guide
- Addiction Crash Course

Unit 3

- Nicotine Addiction 101
- Letter to Your Representative
- Spectrum of Addiction
- Unit 3 Kahoot
- Unit 3 Discussion Guide
- Nicotine Addiction Crash Course

Key

Activity

Discussion Guide

Factsheet

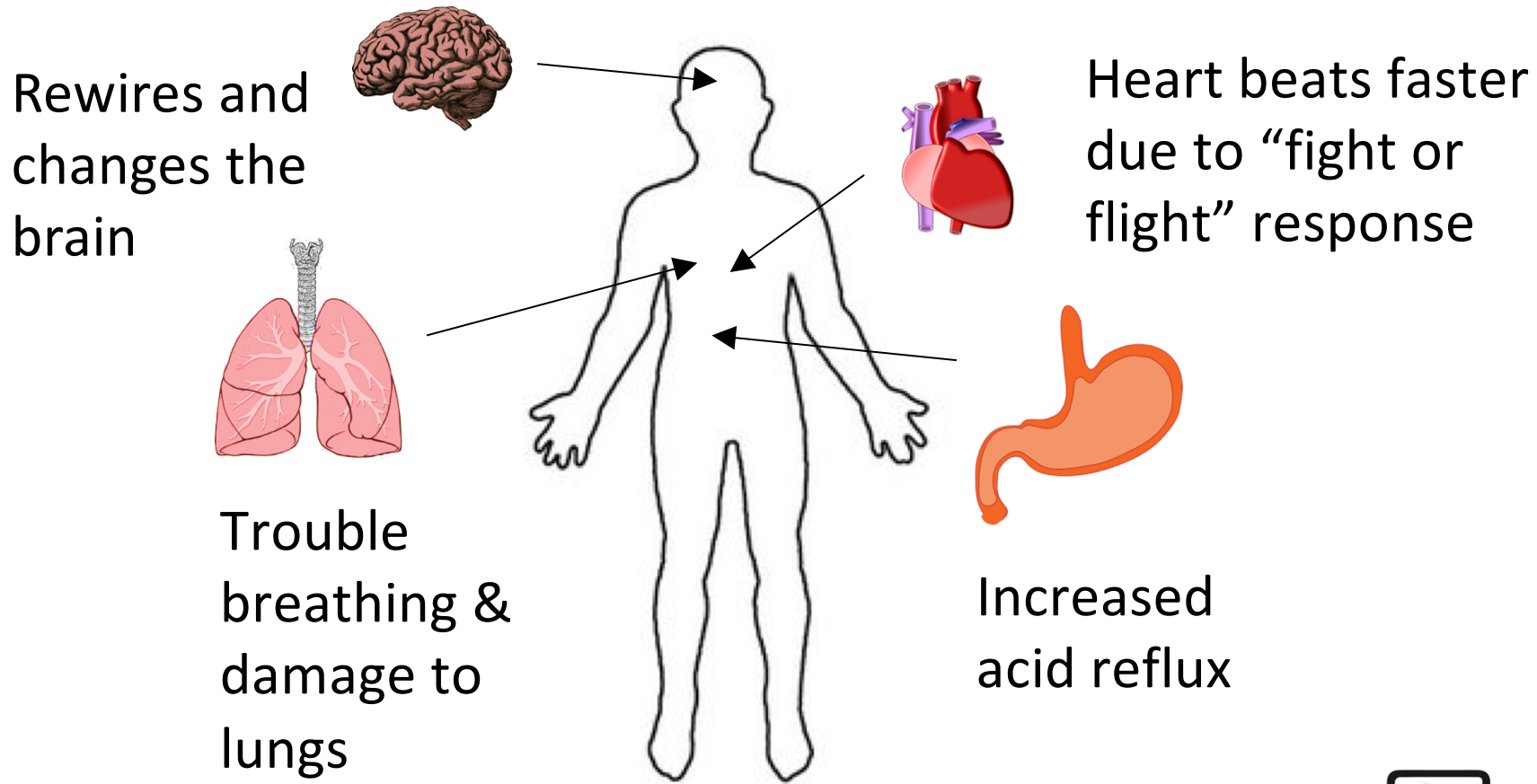
Crash Course

Kahoot

PowerPoint



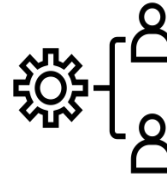
The Body on Nicotine



Ways to Use the Toolkit



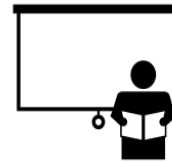
Develop a **new lesson** to deliver to your **entire school**.



Use as a resource for **one-on-one** meetings or in programs intended for students **quitting tobacco**.



Utilize our **integrated-material** for **all your classes** or create your own curriculum.



Have your **youth present** to your Board of Education.



Present one of the Powerpoints at a community forum for **parents** and students.



Link our Toolkit to your **website's** resource page.

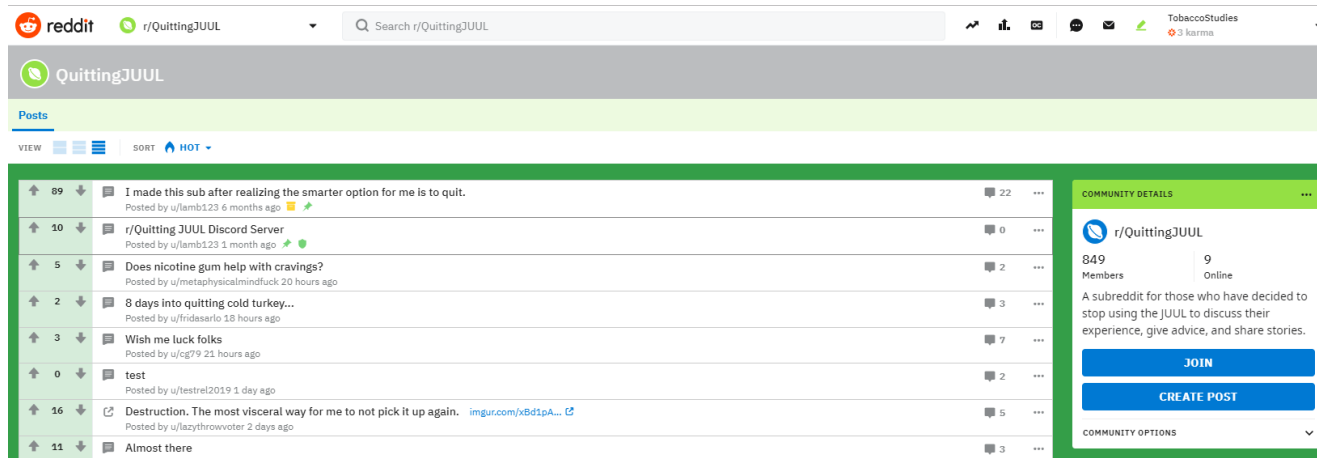


Present at an annual **conference**.

Current State of the Evidence on Youth E-cigarette Cessation is Limited

- No studies to date looking at cessation from VAPING, thus no conclusive evidence about effective adolescent e-cigarette cessation
- The body of evidence for adolescent cessation of combustible cigarettes is also somewhat limited
- Pediatricians can apply standard-of-care for traditional smoking cessation until new evidence is generated
- Teens prefer self-help, such as This is Quitting, so this is an important option that needs testing

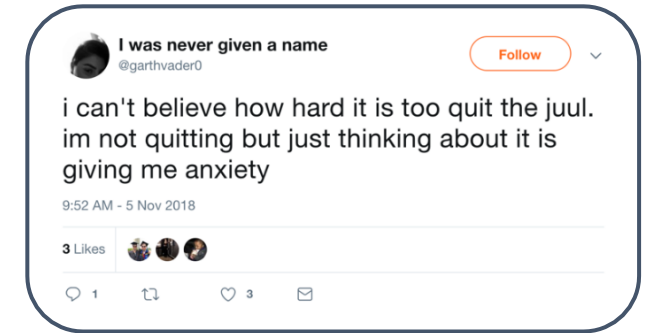
Quitting vaping on social media



"Prediction for the future: give it 10 years and people will be using cigarettes to quit juuling"

"I quit juuling a little over a month ago and I'm still feeling withdrawal"

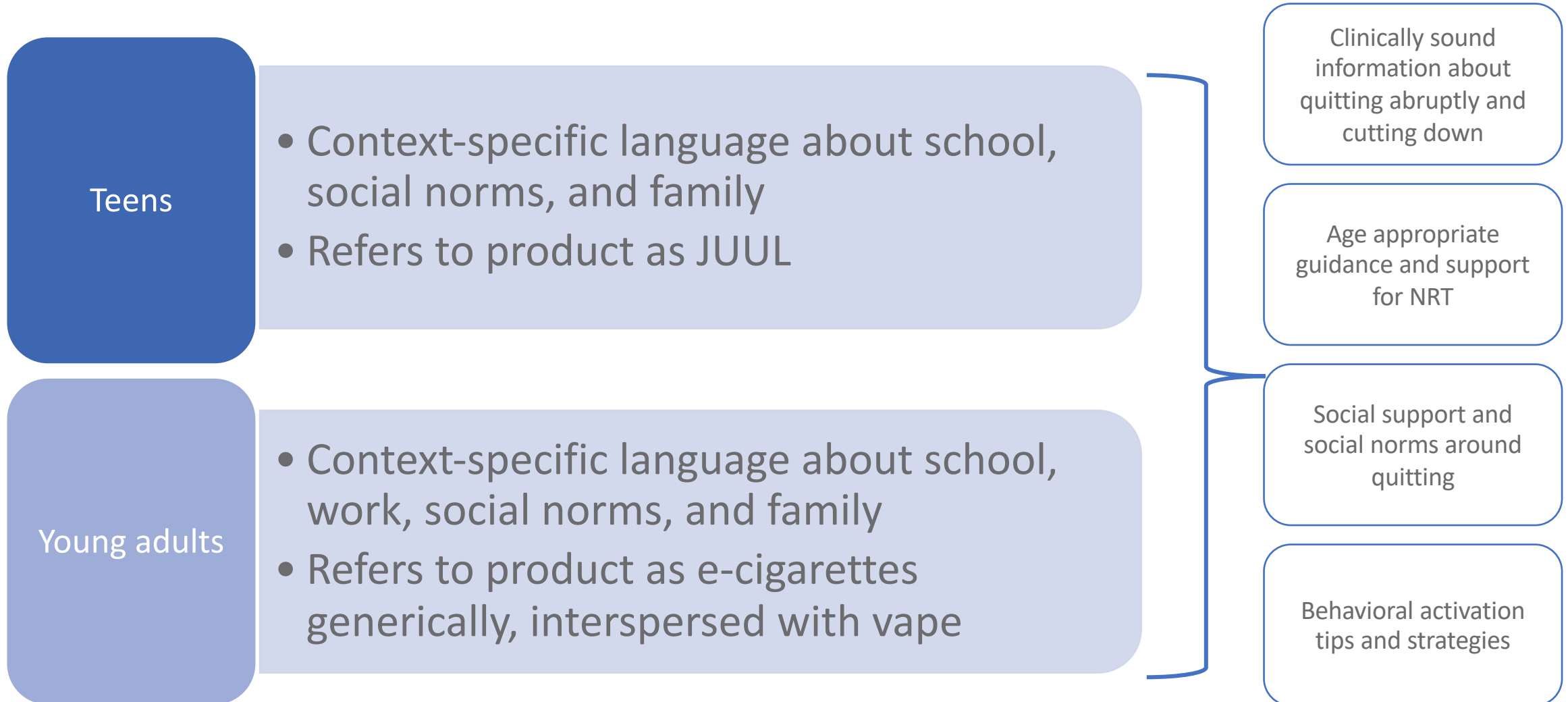
"I was smoking off and on for 4 years, not feeling good about it at all, and was able to completely phase out cigs after I started the Juul. It felt like an achievement until I realized I was way more addicted to the vape than I was to the cigarettes."



First-of-its-kind quit program



Program features



Why text messaging?

- Text messaging is proven treatment modality
- Easy opt-in
- Support for those not yet ready to quit
- Supports quitters of all ages and SES



How to enroll

This is Quitting

Text “QUIT” to (706) 222-QUIT

Parents can get support through BecomeAnEX[®], a free digital tobacco cessation program from Truth Initiative.

www.becomeanex.org



MY LIFE MY QUIT™



Free and Confidential
Phone, Text Message, or Online Chat Services
for Youth Under 18 Years Old
Who Want Help Quitting Tobacco
including Vaping

MY LIFE MY QUIT™

- National Jewish Health (NJH) – NH Tobacco Quitline Vendor
- July 1, 2019: NJH deployed MY LIFE MY QUIT™ Pilot Test with:
Colorado, Iowa, Massachusetts, Michigan, *Montana*,
Nevada, *North Dakota*, *Ohio*, *Utah* (state quitline contracts)
- July 1- July 10, 2019:
 - ❖ 58 enrollments
 - ❖ 64 calls
 - ❖ 52 inbound texting
 - ❖ 119 inbound chat
 - ❖ 20,725 page views



MY LIFE MY QUIT™

October 1, 2019

NH Joins the Pilot Test!

Services include:

- ❖ 5 one-on-one weekly coaching sessions
- ❖ Research-based self-help materials at mylifemyquit.com.

Additional support:

- ❖ Phone or Text messaging at 1-855-891-9989
- ❖ Online chat* (*limited to selective states)



Web Resources: teen.smokefree.gov



[Quit Vaping](#) / [How to Quit Vaping](#)

How to Quit Vaping

Quitting vaping can be easier when you prepare in advance and have a plan. Find out what steps you can take to get ready to quit vaping.



Know Why You're Quitting

There are many good reasons to stop vaping. Do you want to feel healthier? Save money? Knowing why you want to quit vaping can help you stay motivated and focused on your goal to become vape-free.

Think about the things in your life that are important to you. Does vaping get in the way of what's important? If you're not sure, try asking yourself these questions:

Screenshot

Quit Notes



Set a date to quit vaping and make a plan that works for you. You'll be healthier and happier in the long run.

Share

Email





Quit Vaping

Quitting vaping can be tough, but we have resources that can help. Find out how to quit vaping and stay vape-free.



How to Quit Vaping

Quitting vapes can be easier when you prepare in advance and have a plan. Find out what you can do to get ready to quit.



Your First Day Without Vaping

The first day without your vape can be hard, but there are ways to make it easier. Get through your quit day with these five steps.



Deal With Vape Cravings

Dealing with cravings is one of the hardest parts of quitting vaping. Try these tips and strategies for managing cravings.



Understand Your Vaping Triggers



Vaping Addiction and Nicotine Withdrawal

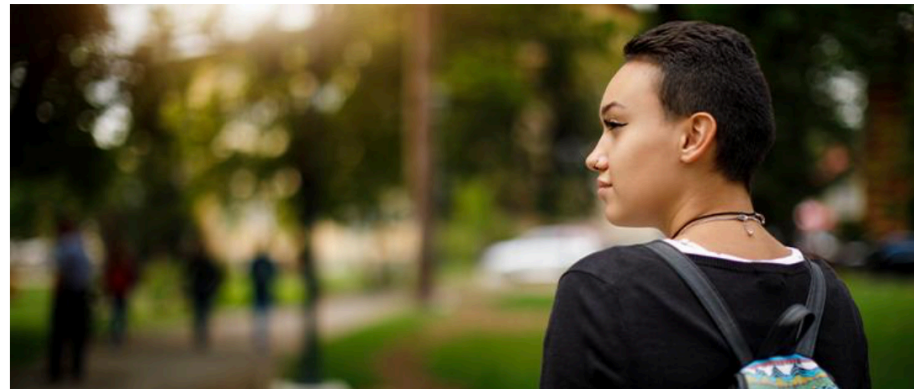


Anxiety, Stress, and Vaping



Vaping Addiction and Nicotine Withdrawal

Nicotine is in most vapes, and it's very addictive. Over time, your brain and body get used to having nicotine, which means you may have nicotine withdrawal symptoms when you quit vaping. Find out what you can do to help manage your withdrawal symptoms.



Nicotine Addiction

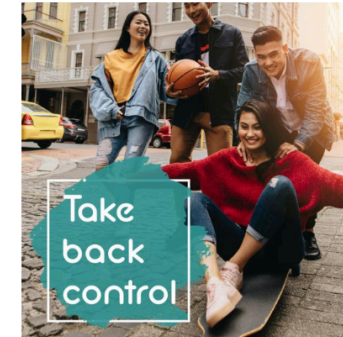
Nicotine is in most vapes, including JUUL. Nicotine is very addictive. The more you vape, the more your brain and body get used to having nicotine, and the harder it is to go without it. When you go without vaping, the nicotine level in your bloodstream drops, which may cause unpleasant feelings, physical symptoms, and strong urges to vape. This is nicotine addiction.

If you answer yes to one or more of these questions, you may be addicted to vaping.

- Do you continue to vape even though you want to stop or think it's hurting you in some way?
- Do you feel anxious or irritable when you want to use your vape but can't?
- Do thoughts about vaping interrupt you when you are focused on other activities?
- Do you still vape after getting in trouble with your parents or school for vaping?
- Have you ever tried to stop vaping but couldn't?
- Do you feel like you have lost control over your vaping?

Screenshot

Quit Notes



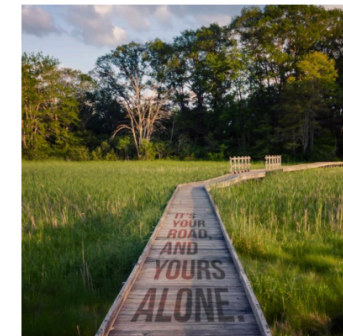
Nicotine addiction can make you feel like you can't go a minute without vaping. Quitting can help you feel more in control of your life.



Share



Email



"It's your road, and yours alone. Others may walk it with you, but no one can

Panel Approves Ban on Sale of Flavored e-Cigs in New York

By The Associated Press

Sept. 17, 2019

Michigan Bans Flavored e-Cigarettes a Day After New York

By The Associated Press

Sept. 18, 2019

Health

Massachusetts
vaping

Rhode

Under: Rhode Island News, vaping

State To Ban Flavored Vaping Products

NY Could Add Menthol to Flavor Ban as Vaping Groups Sue

By The Associated Press

Sept. 26, 2019



500+ Cities & Counties in **30** States



KEY TAKEAWAYS TO ADDRESSING ADOLESCENT VAPING



1 We know what has worked before. Evidence-based strategies should be modernized to keep pace with the evolving tobacco product landscape.

2 Strategies focused on prevention have served a critical role in reducing the prevalence of cigarette smoking among youth and adults.

3 Although prevention is critical, there is an urgent need for effective strategies to facilitate cessation among youth.

4 We are not going to solve this without effective REGULATION.

Thank you – Questions?

SUSANNE E. TANSKI, MD MPH FAAP | SUSANNE.E.TANSKI@DARTMOUTH.EDU

