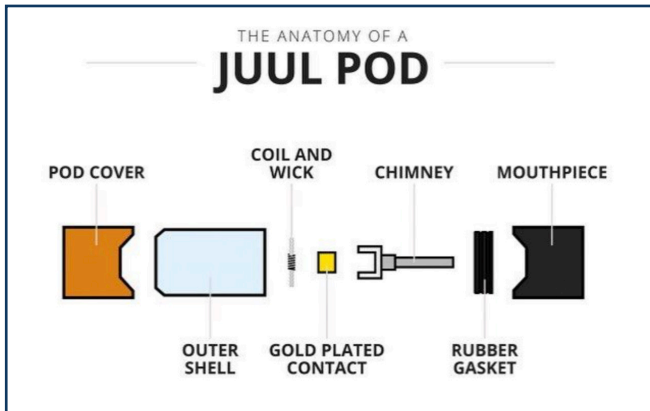


EVERYTHING YOU NEED TO KNOW ABOUT: JUUL / Vaping / E-Cigarettes



WHY IS IT DANGEROUS?

- Juul and other e-cigarettes have been linked to serious health problems, such as
- **severe lung injuries**
- **seizures**
- **nicotine addiction and poisoning**
- **increased risk of heart attacks & strokes.**

• Nicotine is **just as addictive as cocaine or heroin**. Developing brains, are at a heightened risk of addiction and early research has shown that nicotine addiction may result in **lifelong problems concentrating**.

DID YOU KNOW? • According to a 2019 survey, more than **5 million U.S. middle & high school students** used e-cigarettes in the past 30 days. (U.S Food and Drug Administration, 2019)

WHAT IS THE DIFFERENCE BETWEEN A JUUL, VAPE OR E-CIGARETTE?

- **NONE.** JUULs may look different, but they're actually a type of e-cigarette.
- **"vape" and "e-cig" are general terms that refer to various electronic nicotine systems.**
- Cartridge-based e-cigarettes like JUUL contain nicotine salts that do not produce vapor or visible emissions and may make the product even more addictive.

WHAT IS A JUUL?

The JUUL is a portable "nicotine-delivery device" designed to mimic the physical and sensory experience of a cigarette, without looking like one.

The JUUL has two components:

- 1.** The bottom part is the device, which includes the battery and temperature regulation system, and the top part is the e-liquid cartridge that you stick into the device.
- 2.** The cartridge is also the mouthpiece, so you click it into the JUUL to start smoking. The JUUL device is rechargeable and comes with a USB charger that you can place into your laptop or charging block, making them look discreet.

DID YOU KNOW? • There have been **2,807 hospitalized cases** of serious lung injury associated with vaping products, resulting in 68 deaths as of February 2020. (CDC, 2020)

JUUL PODS

- The e-cigarette **companies deceptively try to lure children** in by offering products in a variety of flavors like cool mint, crème brulee and fruit
- **Each pod contains (0.7mL (or 59 mg/ml) about as much nicotine as one pack of cigarettes!**
- Many states have **banned the sale** of such flavors because of the disproportionate use of flavored e-cigs by minors and adolescents".

HOW TO QUIT?

- Set a quit date
- Create accountability
- Throw away your vaping devices
- Find alternative ways to occupy your hands (Gum, toothpicks, Rubik's cube).
- Nicotine Patches, gum or lozenges, can be combined as a form of nicotine replacement to be used as necessary to combat breakthrough cravings.

For More Information Call (718)-GET-SAFE

DID YOU KNOW? • Youth e-cigarette use rose **1,800%** from 2011 to 2019. (Truth Initiative, 2019)

WHY PARENTS NEED TO BE THE ONES TO TALK TO THEIR KIDS ABOUT VAPING?

Parents need to be the authoritative figures, equipped with the right information who can educate their kids about vaping, the dangers and the impact it can have on their lives. Have the conversation before they are introduced so that the right information is coming from you, a trusted adult- rather than a friend or from the media.



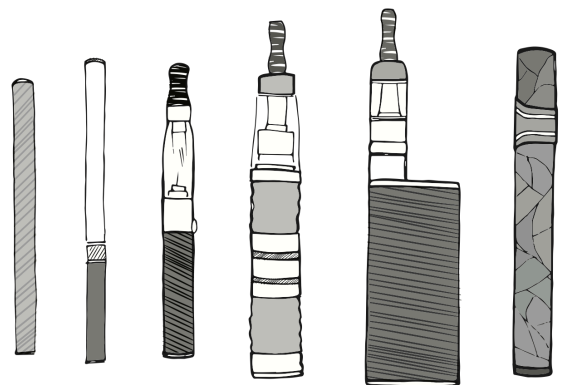
Signs your kids are vaping?

1. Vaping makes you dry, so you might notice your child has nosebleeds, is drinking more water than normal, or spicing their foods more
2. Noticing unusual items in the house (charger pods, organic cotton balls- become familiar with the parts of a vape)
3. Random sweet smell that dissipates (teens often choose sweet smelling flavors)



WHEN SHOULD YOU START THE CONVERSATION?

1. It is naive to think "not my child," or "it's too young to talk about that." Even if they haven't been offered/exposed in person, odds are they have seen older teens or siblings vaping and have been seeing it all over their social media/online advertisements.
2. The earlier the better. At age 11 or 12, or as soon as the child notices it happening around them. Opening the dialogue early makes you the trusted authority on the subject ...



For more information CALL (718)-GET-SAFE

How to have the conversation

What NOT to do:

- 1. Do not shame them.** Your child needs you on his side.
- 2. Do not use the fear tactic** as your primary argument – scaring a child about the dangers of vaping will likely not work, as the adolescent brain values social rewards and inclusion over other potential risks such as health. Fear tactics and harsh punishments also creates an environment of mistrust and fear as opposed to trust and love.

What TO do:

- 1. Start the conversation casually** – “I noticed there’s so much talk going on about vaping. What do you think about it?” “I keep getting ads for vaping on my instagram, did you notice anything like that?”
- 2. Stay calm, non judgemental, not angry, and honestly curious about your child.** What do they notice about vaping, and how does that make them react? Your child might be curious about the feeling it brings, he might think it looks cool, she might be afraid to try it, she might feel pressured or intrigued. All reactions are normal, but the key is to allow the feeling, but not the behavior.

3. Educate your kids about the media’s role in the vaping trend. Teens respond well when they feel they are being persuaded or conned into something – which is exactly what vape companies are doing. Teens think they have a choice in the matter but the media is controlling their choices.

a. They pay social media influencers to use and post their product, they promote and post pictures of attractive people vaping and making fun shapes with the smoke, without any indication of the harmful ingredients or physical dangers that come with it.

b. Media/vape companies promote fun flavors that mask the danger and chemicals, making it seem “safe” and “for teens” when it is actually as addictive as smoking cigarettes..

4. Avoid criticism and encourage an open dialogue. Remember, your goal is to have a conversation, not to deliver a lecture. It’s OK for your conversation to take place over time, in bits and pieces.

5. Talk with specific details about how vaping can negatively influence your child’s life. Saying things like, “all it takes is once to be labeled as a smoker... to get kicked off the team... to lose your parent’s trust...ruin your reputation...” make the risk real.

a. “All it takes is once to be labeled. Once I’m labeled as a kid who vapes, people start judging me. Maybe their parents don’t want their friends to hang out with me. My teachers will think differently of me. I can be known as the ‘bad kid.’ I can lose out on interviews and opportunities (dating, business, school)...”

b. Talk about their natural want to be healthy and successful, and how vaping may contradict that and put their future health and success at risk.

6. Go through scenarios step by step and come up with practical actions they can take and refusal techniques.

a. Example: You’re with your close group of friends on a Saturday night. One person takes out a Juul and is very casually smoking when one friend asks if she could try it. Pretty soon, the Juul is being passed around the group. You kind of want to, but also don’t want to get labeled or get started on a product you don’t really know the dangers of. What can you do?

7. Work together with your child. If they are already vaping or have it around them, come up with a reasonable plan together about how to move forward and stick to it. You as a parent must be on top of your kids to make sure they are sticking to the plan. Follow up with them, keep them on track. Don’t be afraid of being too nosy – that is your job.

a. Allowing the feeling (interest, curiosity, desire to fit in) but not the behavior (vaping), while coming up with a plan for when they are put into a situation might look like this: “You’re interested in vaping and it does have a cool look to it, so I see why you might want to try it. I will still not allow you to vape because it’s my job to keep you safe Let’s come up with a plan for when those feelings come up.”)