



KNOW THE RISKS

A Youth Guide To E-cigarettes

Quiz



Quiz



1		What Are E-cigarettes?
2		What Are The Health Risks?
3		What Leads To E-cigarette Use?
4		What Can You Do About It?

**NO MATTER WHAT YOU CALL IT,
IT'S AN E-CIGARETTE**



E-CIGARETTES COME IN MANY DIFFERENT SHAPES



E-cigarettes are devices that heat a liquid into an aerosol that the user inhales.

Quiz



Most
e-cigarettes
contain nicotine



Quiz

✓ TRUE

Most
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WHAT IS NICOTINE?

nicotine 

[**nik**-uh-teen, -tin, nik-uh-**teen**]

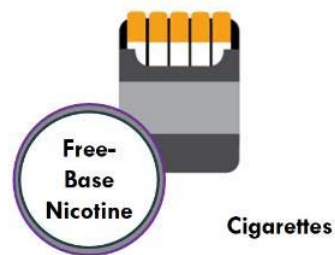
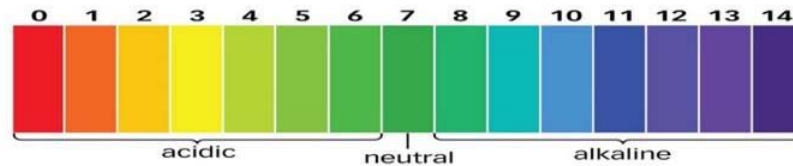
[Examples](#) [Word Origin](#)

noun *Chemistry.*

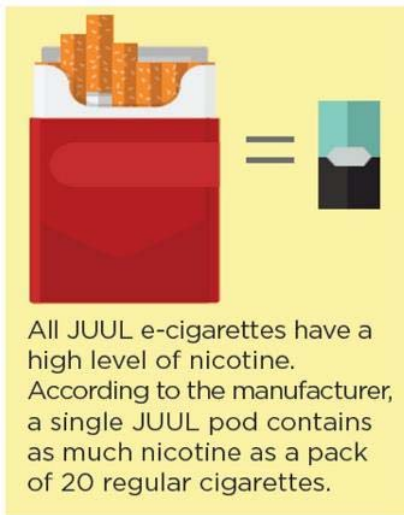
1. a colorless, oily, water-soluble, highly toxic, liquid alkaloid, $C_{10}H_{14}N_2$, found in tobacco and valued as an insecticide.

Nicotine Comes In Different Types

What is the
pH scale?



JUUL Contains a High Amount of Nicotine



Quiz

✓ TRUE

✗ FALSE

Nicotine harms
brain
development



Quiz



Nicotine harms
brain
development



HOW DOES NICOTINE IN E-CIGARETTES IMPACT THE BRAIN?



Youth who use nicotine can harm the parts of the brain that control attention, learning, mood, and impulse control.

Nicotine Can Lead to Addiction



BEHAVIOR RISKS



Youth who use e-cigarettes may be more likely to smoke regular cigarettes in the future.



Quiz



E-cigarettes create a
harmless water
vapor



Quiz

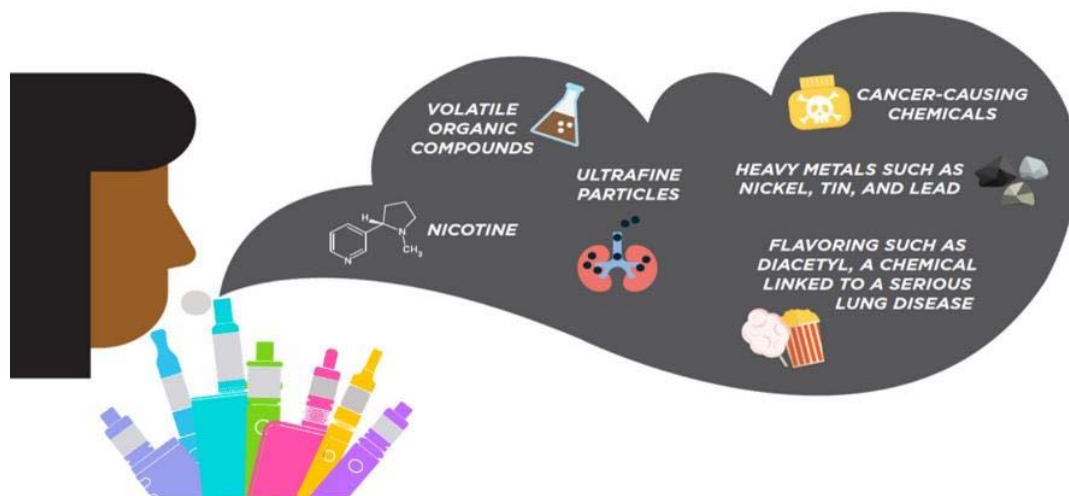
E-cigarettes create a
harmless water
vapor

✗ FALSE



E-cigarettes Make Aerosol, Not Vapor

THE E-CIGARETTE AEROSOL THAT USERS BREATHE FROM THE DEVICE AND EXHALE CAN CONTAIN HARMFUL AND POTENTIALLY HARMFUL SUBSTANCES:

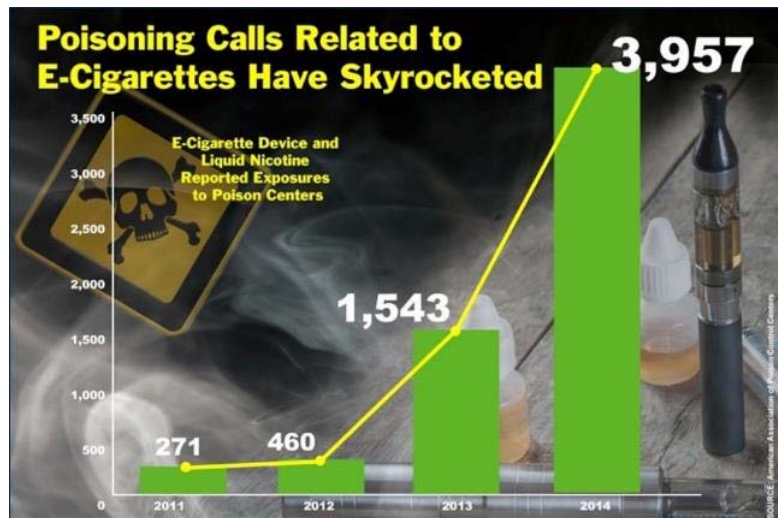




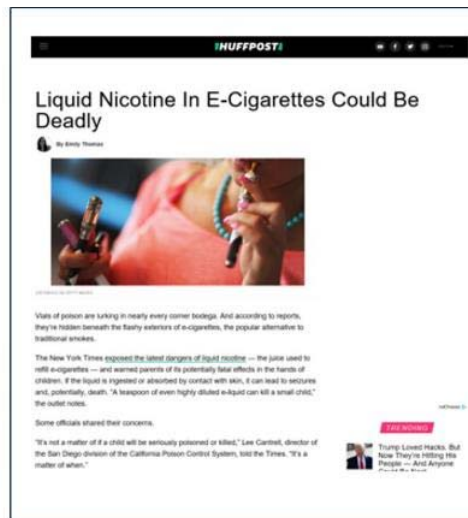
**“THE REAL COST” YOUTH
E-CIGARETTE PREVENTION
CAMPAIGN: EPIDEMIC**



E-cigarette Poisonings



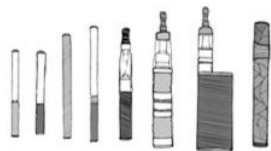
Source: American Association of Poison Control Centers



Defective E-cigarette Batteries Can Cause Fires and Explosions



1



What Are
E-cigarettes?

2



What Are The
Health Risks?

3



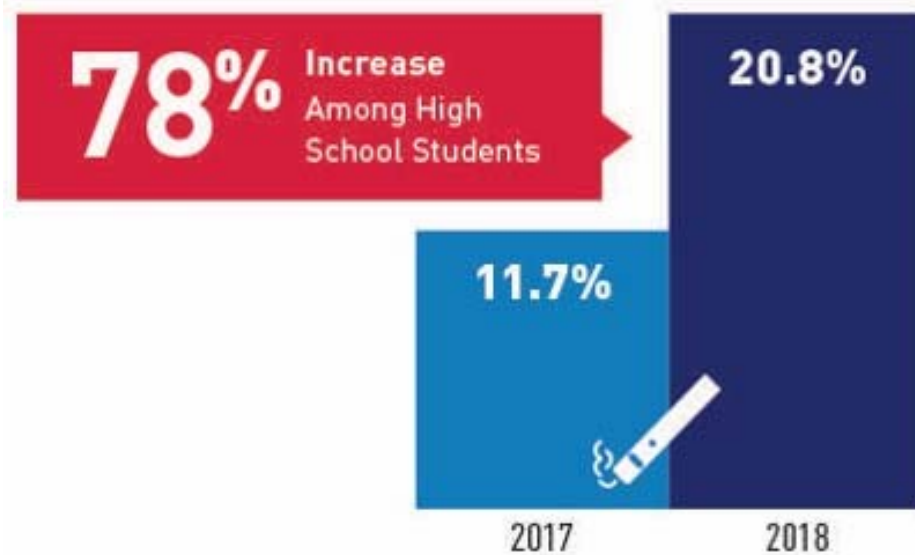
What Leads
To E-cigarette
Use?

4



What Can You
Do About It?

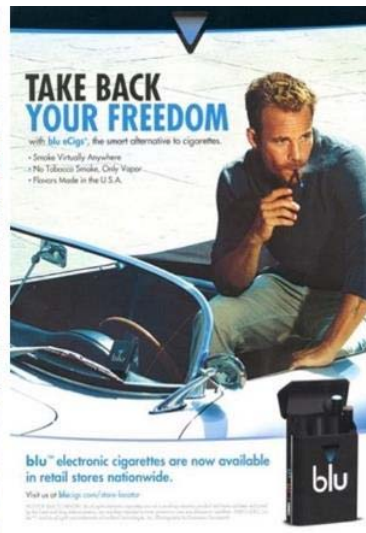
Surge in E-Cigarette Use Among Youth



Youth Exposure To E-cigarette Advertising is Increasing



Examples of E-cigarette Advertising



Sources: Marlboro ad on Google images , Vintage cigarette ads on Google images, JUUL billboard in NYC, blu eCig ad

Quiz



The tobacco industry is
in the e-cigarette game



Quiz



The tobacco industry is
in the e-cigarette game



Same Players, New Products



USE OF FLAVORS IS PROMINENT AMONG YOUTH

menthol	fruit
alcohol	chocolate
candy	sweets



Source: U.S. Department of Health and Human Services.
E-Cigarette Use Among Youth and Young Adults: A Report of the Surgeon General—Executive Summary.

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BE TOBACCO FREE!

“This is quitting” app



Download the “This is quitting” app from Truth Initiative

Teen apps



Use the “quitSTART” app or “Smokefree TXT” for Teens from smokefree teen

Ask for help!



- Ask for help from family, friends, healthcare providers, and/or counselors.
- Don't give up.
- Make a quit plan.

AVOID SECONDHAND EXPOSURE



HELP YOUR SCHOOL GO TOBACCO FREE



Ensure School is Tobacco-Free

SPREAD THE WORD & GET INVOLVED!



Talk with your peers and community leaders about ways you can help educate your community about the dangers of e-cigarettes.



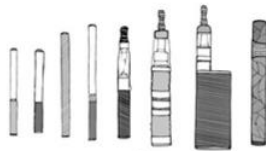
If you have friends that use e-cigarettes, talk to them about quitting.



Become an ambassador with The Campaign for Tobacco-Free Kids.

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1



E-cigarettes ---
devices that heat a
liquid into an aerosol
that the user inhales

2



What Are The
Health Risks?

3



What Factors
Lead to Teen
E-cigarette Use?

4



What Can You
Do?

1



E-cigarettes ---
devices that heat a
liquid into an aerosol
that the user inhales

2



Brain Development,
Addiction, Behavior
Risks, and Aerosol

3



What Factors
Lead to Teen
E-cigarette Use?

4



What Can You
Do?

1



E-cigarettes ---
devices that heat a
liquid into an aerosol
that the user inhales

2



Brain Development,
Addiction, Behavior
Risks, Aerosol, and
Defective E-cigarette
batteries

3



Flavors and
Advertising

4



What Can You
Do?

1		E-cigarettes --- devices that heat a liquid into an aerosol that the user inhales
2		Brain Development, Addiction, Behavior Risks, Aerosol, and Defective E-cigarette batteries
3		Flavors and Advertising
4		Live Tobacco-Free Get Involved Quit!

Most Important Takeaway



The use of e-cigarettes is unsafe for kids, teens, and young adults.
