

# You(th) Asked Us Questions About Vaping.

## Here are the answers.

### 1. Why were vapes first made? For whom?

Tobacco companies like to say that modern vapes were made to help smokers quit, but early vape advertising shows that they **TARGETED young people with kid-friendly flavors and fun, colorful advertising** because they need "replacement-smokers". The FDA has not approved these products as a quit smoking aid because there is limited research supporting this claim.



"Today's teenager is tomorrow's potential regular customer." - Philip Morris Tobacco Co. (owned by Altria, partial owner of Juul).

### 2. How do they work?

At right: A Juul pod. Each Juul pod contains about the same amount of nicotine as a pack of **20 cigarettes**.



Most vaping products heat a metal coil with a battery to turn a flavored liquid into an aerosol that is inhaled. According to the research<sup>1,2</sup>, about **90-99%** of the vaping products that are sold contain **NICOTINE**. Tobacco companies use nicotine because it is addictive and they want lifelong customers. At least 10 known cancer-causing chemicals have also been found in vape aerosol.\*

\*Visit [NotSoSafe.org](http://NotSoSafe.org) to learn more about these chemicals.

### 3. What are the laws around vaping for teens?



To purchase a tobacco product in Maine you **have to be 21** (unless you turned 18 before July 1, 2018).

- "Tobacco product" includes all vaping devices and e-liquids whether or not they contain nicotine



School policies include consequences for possession, distribution, or use of a vaping device by students.

- Consequences vary by school, but may include: suspension from school and sports; meetings with a counselor, parents, and/or school administrators; education; community service.



**Get informed.** Visit credible websites like [TheTruth.com](http://TheTruth.com) or [WhatsInAVape.com](http://WhatsInAVape.com). Beware of vaping companies who may share false claims or biased research online because they want to sell their products.



**Be a positive influence.** Your voice matters more than you think. Make positive choices; support and inform friends who are struggling; ask for help.

### 4. What can I do to help?



**Prepare yourself.** Peer pressure is hard to face. Think about your reasons for making positive choices and practice how you'll say no in a tough situation. Have a go-to answer like "not my thing" or "I'm good" ready.

### 5. How can I get help for someone I know?

Access **FREE** 24/7 quit resources by texting **DITCHJUUL to 887-09**.

Address cravings or stress and get reminders meant to help someone quit, even if they aren't 100% sure yet.

**Talk to an adult that you trust.**

Parent? Counselor? Coach? Teacher? Other? Ask them for help, they really do care! Plus, in most schools, if a student asks for help on their own they won't get in trouble, they'll just get the help they need.\*\*

\*\*Check your school's policies to verify if you aren't sure.



More questions? Contact us at [info@healthyandroskoggin.org](mailto:info@healthyandroskoggin.org) or 207-795-5990 to ask them!

Sources: Three March-April 2019 focus groups conducted by Healthy Androskoggin with middle school students; 1. Marynak, K.L. et al. (2017). "Sales of nicotine-containing electronic cigarette products: United States, 2015," *AJPH*, 107(5): 702-705; 2. 2018 Arizona AG testing, [www.publichealthlawcenter.org/webinar/what%e2%80%99s-hype-juul-electronic-cigarette%e2%80%99s-popularity-youth-young-adults](http://www.publichealthlawcenter.org/webinar/what%e2%80%99s-hype-juul-electronic-cigarette%e2%80%99s-popularity-youth-young-adults)