

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).

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



2. How do they work?

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^{1,2}, 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 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.



Q Get informed. Visit credible websites like TheTruth.com or 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 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