How (else) to Address Adolescent Vaping

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It’s Not Just Cigarettes Anymore…
What's An E-cigarette?

How Should We Approach This Epidemic?

What resources do we already have?

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

tobaccopreventiontoolkit.stanford.edu
The "4th Generation" E-Cigarette Has Arrived: The "Pod Mod"

- 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
≈20-41 CIGARETTES

1 JUUL pod
≈41.3 mg of nicotine
≈20-41 CIGARETTES

1 PHIX pod
≈75 mg of nicotine
≈75 CIGARETTES

1 Suorin pod
≈90-150 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

DiFranza, HONC study
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
What's An E-cigarette?

How Should We Approach This Epidemic?

What resources do we already have?

What else do we need?
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.
HOW DOES IT WORK?

**STEP 1**
SIGN UP ONLINE & CREATE PROFILE

**STEP 2**
WELCOME TO TAKING DOWN TOBACCO

**AND/OR**
TAKING DOWN TOBACCO 101

**AND/OR**
NEW COURSE:
THE RISE OF VAPING
(MORE ELECTIVE COURSES TO COME)

**STEP 3**
BECOME A TRAINER

**AND/OR**
CORE 4

**STEP 4**
TAKE ACTION

**STEP 5**
EARN SWAG & TRAINING PACKS

**STEP 6**
LEADERSHIP OPPORTUNITIES

WWW.TAKINGDOWNTOBACCO.ORG
FOR MORE INFORMATION:

Leslie Ferreira
Training & Outreach Manager
Lferreira@tobaccofreekids.org

WWW.TAKINGDOWNTOBACCO.ORG
The Tobacco Prevention Toolkit
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

- Module
- Units
- Lessons
- Activities & More
Tobacco Prevention Toolkit Updates

Interactive
Online
Free

Activities
Educator Crash Courses
Discussion Guides
Factsheets
Kahoots
PowerPoints
Curriculum Table of Contents

Everything Tobacco

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 3 Kahoot
  - Unit 3 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 3: What's in E-Cigarettes/Vape Pens?
- What's in E-Cigarettes/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 3 Kahoot
  - Unit 3 Discussion Guide

Unit 4: Health Effects of E-Cigarettes and Vape Pens
- Risks of E-Cigarettes Factsheet
  - Unit 3 Kahoot
  - Unit 3 Discussion Guide

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/False Skills Art.
  - Pod-Based Crash Course
  - Unit 6 Kahoot
  - Unit 6 Discussion Guide

E-Cigarettes & Vape Pens Continued

Hookah

Unit 3: Hookah 101
- What Do You Know? What Do You Want to Know?
- Hookah How-To
  - Hookah Factsheet
  - Hookah Crash Course
  - Hookah Module Kahoot
  - Hookah Discussion Guide

Smokeless Tobacco

Unit 4: Smokeless 101
- The Cost
- Warning Labels
- Smokeless Tobacco Myths
- Smokeless Tobacco and Sports
- The Use/risk! Activity
  - Smokeless Factsheet
  - Smokeless Module Kahoot
  - Smokeless Discussion Guide

Nicotine Addiction

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

Rewires and changes the brain

Heart beats faster due to “fight or flight” response

Trouble breathing & damage to lungs

Increased acid reflux
Ways to Use the Toolkit

- Develop a new lesson to deliver to your entire school.
- Utilize our integrated-material for all your classes or create your own curriculum.
- Present one of the Powerpoints at a community forum for parents and students.
- Use as a resource for one-on-one meetings or in programs intended for students quitting tobacco.
- Have your youth present to your Board of Education.
- 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

<table>
<thead>
<tr>
<th>Teens</th>
<th>Young adults</th>
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<tr>
<td>• Context-specific language about school, social norms, and family</td>
<td>• Context-specific language about school, work, social norms, and family</td>
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<tr>
<td>• Refers to product as JUUL</td>
<td>• Refers to product as e-cigarettes generically, interspersed with vape</td>
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- Clinically sound information about quitting abruptly and cutting down
- Age appropriate guidance and support for NRT
- Social support and social norms around quitting
- Behavioral activation tips and strategies
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
Free and Confidential Phone, Text Message, or Online Chat Services for Youth Under 18 Years Old Who Want Help Quitting Tobacco including Vaping
• National Jewish Health (NJH) – NH Tobacco Quitline Vendor

• July 1, 2019: NJH deployed MYLIFE 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
October 1, 2019
NH Joins the Pilot Test!

Services include:
- 5 one-on-one weekly coaching sessions

Additional support:
- Phone or Text messaging at 1-855-891-9989
- Online chat* (*limited to selective states)
Web Resources: teen.smokefree.gov

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:
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?

Take back control

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.

“Your road, and yours alone. Others may walk it with you, but no one can walk it for you.”
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

Massachusetts is the latest state to ban flavored vaping products.

Rhode Island News, vaping

NY Could Add Menthol to Flavor Ban as Vaping Groups Sue

By The Associated Press
Sept. 26, 2019
NH went “tobacco 19” this week
Strategies focused on prevention have served a critical role in reducing the prevalence of cigarette smoking among youth and adults.

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

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

We are not going to solve this without effective REGULATION.

KEY TAKEAWAYS TO ADDRESSING ADOLESCENT VAPING
Thank you – Questions?

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