

# Vaping Cessation: Resources for Massachusetts Youth

**May 27, 2020**

**Center for Tobacco Treatment Research and Training  
University of Massachusetts Medical School  
Worcester, MA**

**[www.umassmed.edu/tobacco](http://www.umassmed.edu/tobacco)**





# Thank You to Our Presenters:

- ❑ Mia Bottcher, Truth Initiative®
- ❑ Jenna Sandomire, National Jewish Health
- ❑ Nanette Vitali, UMass Medical School
- ❑ Caroline Cranos, UMass Medical School



# Agenda

- ❑ Brief Overview of Youth Vaping: the Problem
- ❑ Cessation Coaching Programs for Youth and Young Adults
  - This is Quitting Texting Program
  - My Life, My Quit Cessation Coaching Program
  - Calling It Quits: Vaping Cessation
- ❑ Materials developed by the UMass Center for Tobacco Treatment Research and Training and the Massachusetts Tobacco Cessation and Prevention Program
- ❑ Your Questions



# Vaping by Youth: An Update

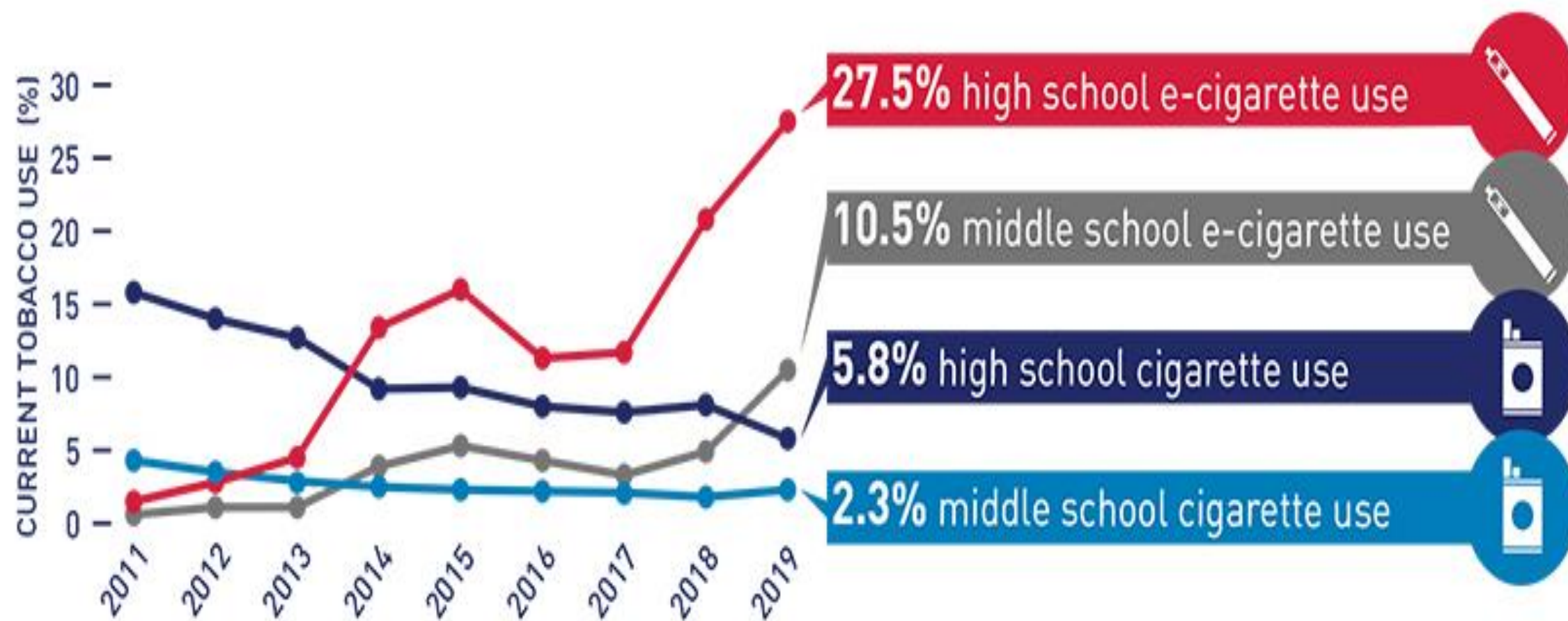
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# Results from the 2019 National Youth Survey Show an Increase in Vaping among Youth

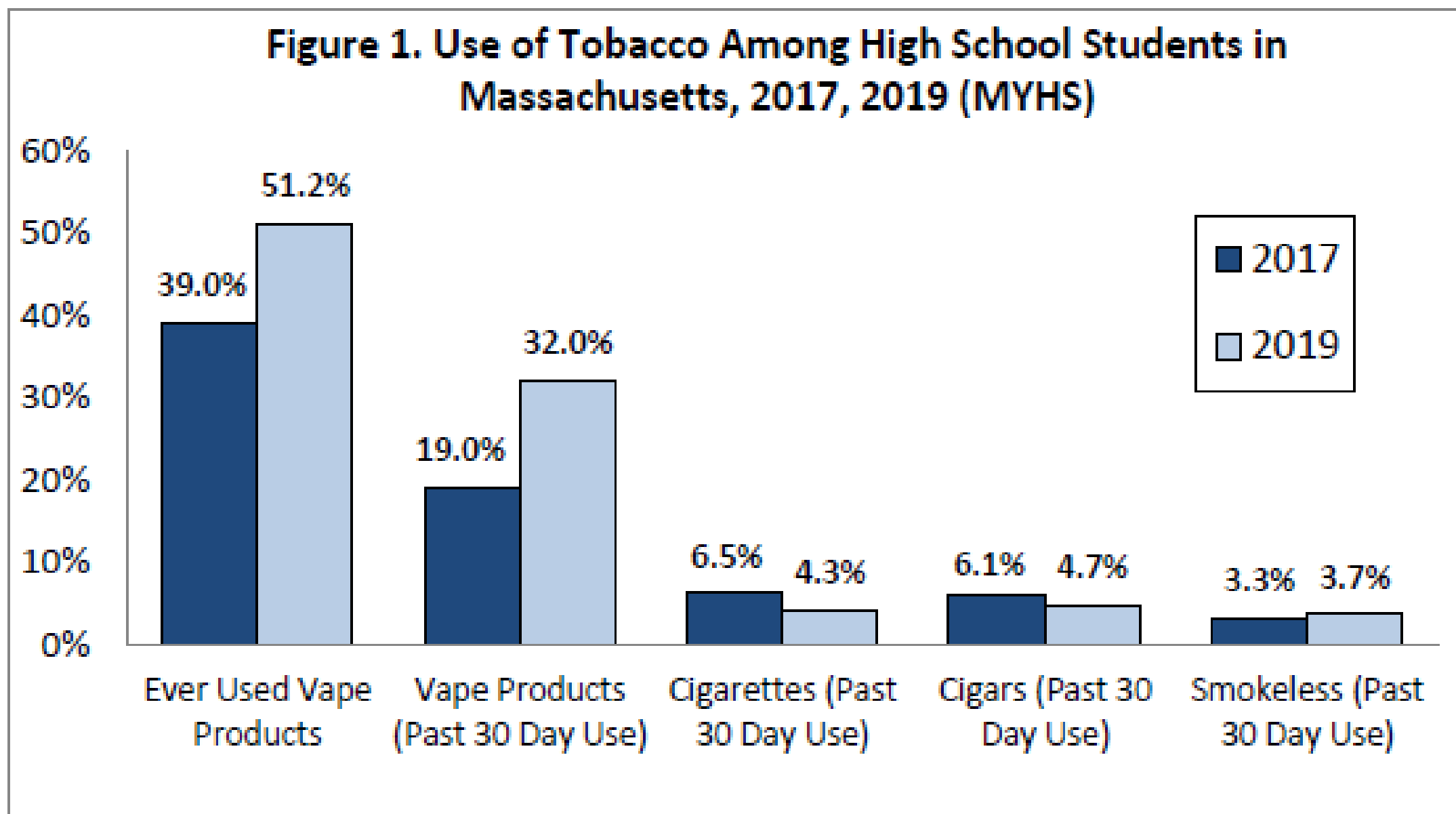
Current e-cigarette use has **INCREASED DRAMATICALLY**, while current cigarette use has dropped, **UNDERMINING PROGRESS** toward reducing overall tobacco use





# MA: How Many Youth are Vaping?

Data from the 2019 Massachusetts Youth Health Survey (MYHS) show that in Spring of 2019, the percent of high school (HS) students using vape products was at an all-time high.





# Youth Vaping: Why is this a Concern?



**OVER 5 Million**  
youth are currently using e-cigarettes



## Why is this concerning?

The use of e-cigarettes, particularly those with high levels of nicotine, places youth at risk for developing nicotine addiction. Nicotine exposure during adolescence could harm brain development. Additionally, youth who use e-cigarettes are more likely to start smoking cigarettes. Further, e-cigarette aerosol may expose users to other harmful substances such as heavy metals, volatile organic compounds, and ultrafine particles that could harm the lungs.



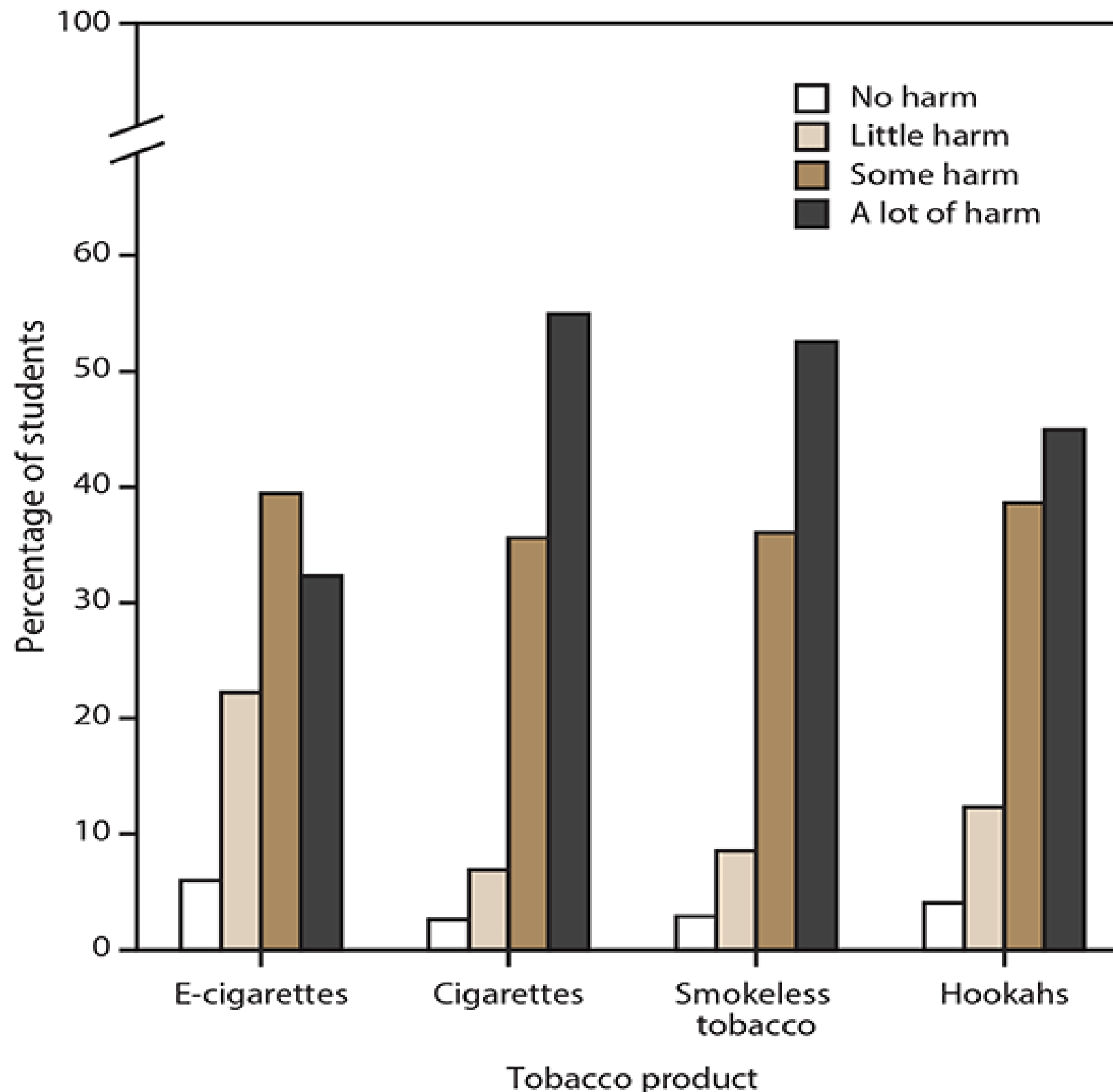
# Why Do Youth Vape? They are Curious!

Reason Given for E-Cig Use (Middle and High school students)	Ever Used E-Cigs	Current User E-Cig
I was curious about them	55.3%	56.1%
Friend/family member used them	30.8%	23.9%
Available in flavors	22.4%	22.3%
I can use them to do tricks	21.2%	22.0%
I can use them unnoticed	13.9%	14.5%
Peer pressure	10.7%	8.9%
Trying to quit other tobacco product	5.5%	2.8%

Data from 2019 NYTS. Wang et al, 2019



# Youth Perceive Vaping as Less Harmful Than Other Tobacco Use





# Are Youth Interested in Quitting?

- In the 2019 NYTS, 57.8% of current users of any type of tobacco product reported they were seriously thinking about quitting.
- 57.5% of current tobacco product users reported they stopped using all tobacco products for  $\geq 1$  day because they were trying to quit.
- A new Truth Initiative<sup>®</sup> survey shows that almost half of 15- to 24-year-olds who vape say quitting e-cigarettes is a 2020 resolution.





# **This is Quitting**

## **Vaping Cessation Program**

**Mia Bottcher**

Research Assistant & Client Success Manager for TIQ Contracts



# About Truth Initiative

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Largest public health foundation in the U.S dedicated to tobacco control:

1. Education
2. Tobacco control research and policy studies
3. Community activism and engagement
4. Digital programs for tobacco cessation



A photograph of a person with long blonde hair wearing a dark jacket over a white patterned shirt. They are holding a smartphone in their hands. The image has a semi-transparent orange overlay across the middle section where the text is located.

# **This is Quitting:** **A Quit Vaping Program for Teens and Young Adults**

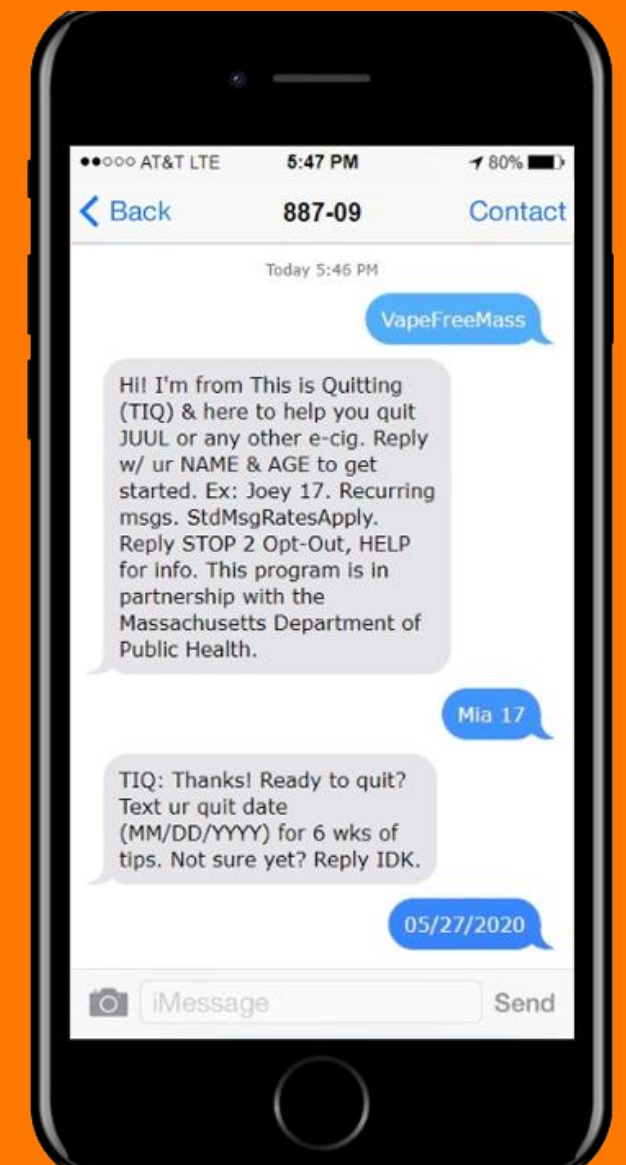


# Program Design

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Vaping cessation text messages for teens and young adults

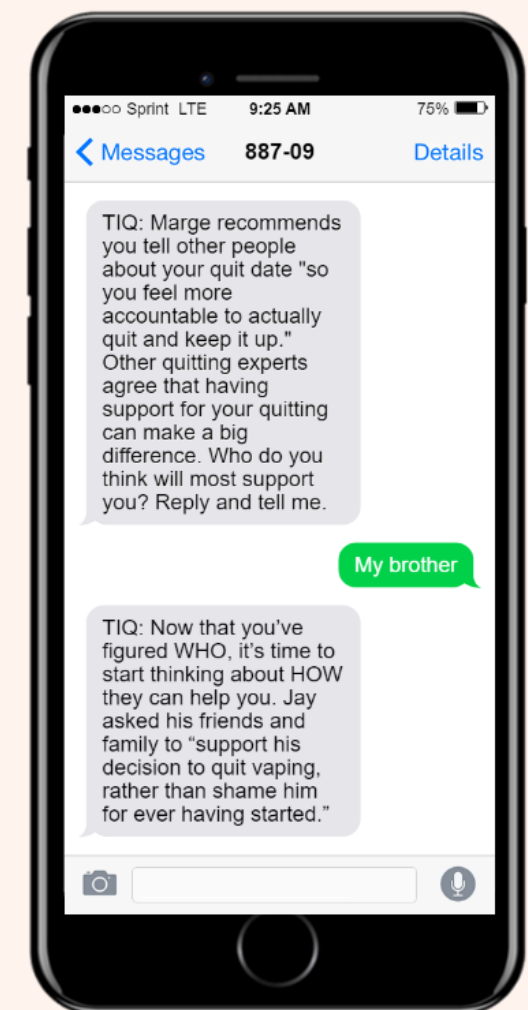
- Confidential, available 24/7
- Easy to enroll: text in VapeFreeMass to 887-09
- Option to set a quit date
- Over 12 weeks of daily text messages





# Program Design (continued)

- Interactive messages to get to know users
- On-demand support for cravings, stress, relapse, and more
- Young people in the state of Massachusetts can text in MASSINFO for more information specific to the state.
- Evaluation questions at 2 weeks and 1, 2, 3 months post-enrollment





# Text Message Content



## Theory-Based & Grounded in Best Practices

- Build self-efficacy
- Establish/reinforce social norms & social support
- Support observational learning
- Grow behavioral capability

TIQ: Have your friends supported your quitting? Reply YES or NO.

No



## Tailoring

- Age
- Product use (e.g., JUUL)
- Quit date

TIQ: Practice - like actually say out loud in front of a mirror at home or in your car - how you'll turn down a JUUL if they offer it to you.



## Tone & Style

- First person, non-judgmental, supportive friend
- Interactive (structured & open-ended)
- Messages from other users

TIQ: Dalton says "Remember that stress can be dealt with in other ways! Try meditating or even writing down what the problem is and then figure out solutions." You dealt with hard things before you started to vape, and you still can.

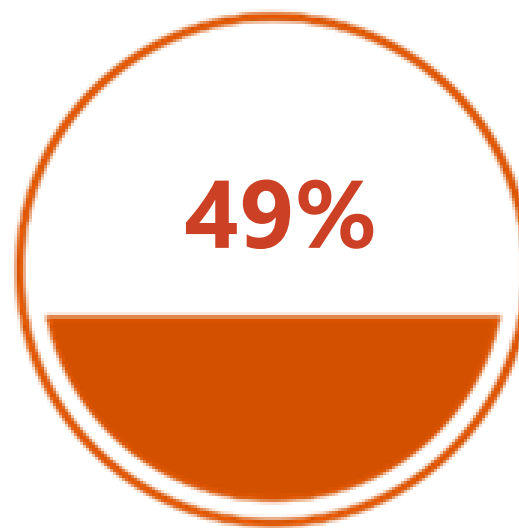


# Patterns of engagement

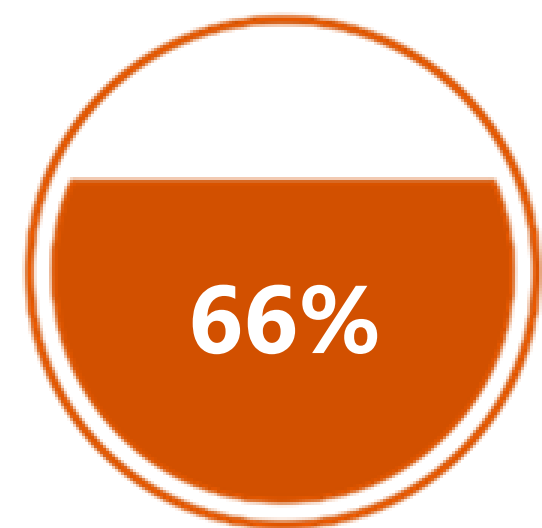
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Set a quit date



Use extra support  
keywords



Complete full  
program

Data as of 03/31/2020



# Does it work?

- Changes in e-cigarette use at 2 weeks

	Teens	Young adults
I still JUUL the same amount	34.7%	31.8%
I JUUL less	46.9%	46.9%
I don't JUUL at all anymore	20.7%	22.1%

- Comparative effectiveness randomized trial underway

Abstinence

30%

7-day abstinence at 3 mo.

18%

30-day abstinence at 3 mo.

Data as of 03/31/2020



# What do users like about the program?

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“They are a good reminder to not vape when vaping is a reflex” – Elikek (18-24)

“They keep me in check” – @graciecwelsh (18-24)

“They remind me I’m not the only one struggling” – alliempfiske (13-17)

“Helps me find a distraction” – bad b\*\*\*\* (13-17)

“Make it feel like someone is there with you helping” – Robby (13-17)

“They’re from real people” – Mars (18-24)

“Consistency” – Bugatti.boi (18-24)

“Good tips from real people” – Mads (18-24)



# thank you

[truthinitiative.org](http://truthinitiative.org)





MY LIFE  MY QUIT™



- ✧ Focus groups and interviews with youth
- ✧ Youth don't want to *talk* on the phone but they want someone to listen and understand
  - Texting is the preferred method of communication
- ✧ Want a program tailored to their needs
  - Only large scale program is *truth*® automated text messaging service
- ✧ Created first youth dedicated quitline program with ability to receive coaching by phone, text, or online chat



- Free, confidential coaching with a youth coach specialized in working with adolescents





# My Life, My Quit

## STRESS & COPING

Quitting smoking and vaping can be hard! Stress is the number one reason people go back to using nicotine.

### HOW TO MANAGE STRESS AND NICOTINE WITHDRAWAL



## IT'S STILL TOBACCO

Nicotine comes from the tobacco plant. Even though it comes in many forms, all tobacco products are addictive.

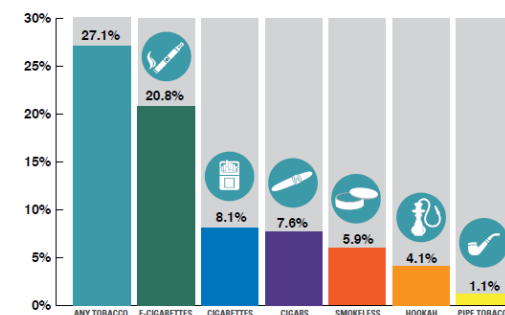
### THESE ARE ALL TOBACCO PRODUCTS.



## MOST TEENS DON'T

Knowing the facts about tobacco can help you make your own decisions.

### TEEN TOBACCO USE RATES



Source: CDC 2019. <https://www.cdc.gov/tobacco/infographics/youth/index.htm>

3 OUT OF 4 HIGH SCHOOL STUDENTS DON'T USE TOBACCO

## ARE YOU A TARGET?

For more information, call or text 1-855-89

© Copyright 2019 Nat

Tobacco companies have a problem — their customers keep dying. They want teens to be the replacement and they will work hard to get you.

### HOW TO TELL WHEN TEENS ARE THE TARGET



DON'T BE A TOBACCO TARGET. CALL OR TEXT A COACH TODAY TO LEARN HOW.

For more information, call or text 1-855-891-9989 or visit online at [mylifemyquit.com](http://mylifemyquit.com).

© Copyright 2019 National Jewish Health

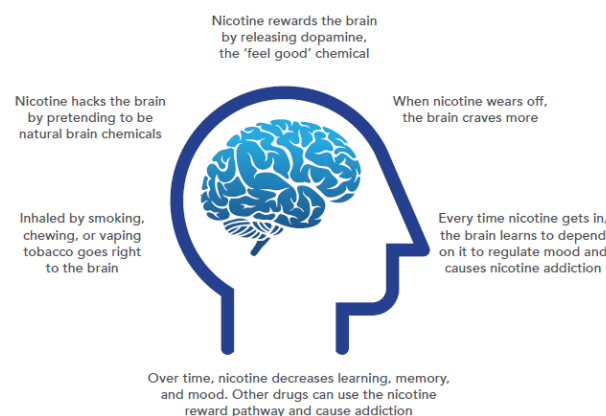
## TALK OR CHAT TO HELP YOU QUIT

For more information, call or text 1-855-89

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## HOW NICOTINE WORKS

Because teen brains are rapidly developing nicotine addiction happens very quickly. Almost 90% of adults who use nicotine start as teens.



STOP NICOTINE FROM HACKING YOUR BRAIN. TALK OR CHAT WITH A COACH

For more information, call or text 1-855-891-9989 or visit online at [mylifemyquit.com](http://mylifemyquit.com).

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## LEARN MORE ABOUT

For more information, call or text 1-855-89

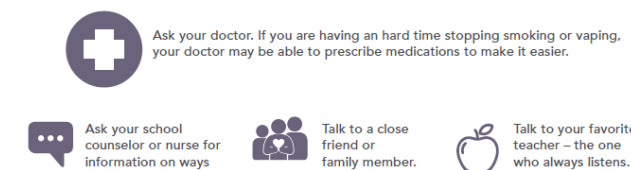
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## ASKING FOR HELP

Many young people know they need to stop smoking or vaping and may not know how to ask for help. You don't have to go through it alone.

### WHO TO ASK

You can ask more than one person for support. Pick someone you know will listen and won't criticize your choices such as...



### WHAT TO SAY

- Share the information you are reading about tobacco or vaping.
- Tell them that you are trying to quit and you want their support.
- Share the reasons you are trying to quit.
- Talk about what you are feeling emotionally and physically.

THE MORE SUPPORT YOU HAVE, THE BETTER YOUR CHANCES OF SUCCESS!

For more information, call or text 1-855-891-9989 or visit [mylifemyquit.com](http://mylifemyquit.com)

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# My Life, My Quit

MY LIFE  MY QUIT™

MY QUIT

VAPING

TOBACCO & NICOTINE

RESOURCES

LOG IN

QUIT WHEN YOU WANT, HOW YOU WANT.

TEXT 855.891.9989

START MY QUIT

LIVE CHAT

At **My Life, My Quit** we share the truth about nicotine, vaping and other tobacco products. If you decide you want to quit, we're here to help you do it successfully. Text "Start My Quit" to 855.891.9989 or call to talk with a coach who is ready to listen and cheer you on. It's YOUR LIFE and we're here to help you live it YOUR WAY.

My Life, My Quit is always free and confidential. [Start My Quit.](#)







# Questions?





# Helping Youth to Stop Vaping Using *Calling it Quits: Vaping*

Center for Tobacco Treatment Research and  
Training  
University of Massachusetts Medical School  
Worcester, MA



# Acknowledgements

## University of Massachusetts Medical School Center for Tobacco Treatment Research and Training:

- ❑ Lori Pbert, PhD; Director
- ❑ Nanette Vitali, MS; MA DPH Contract Manager
- ❑ Caroline Cranos, MPH, NCTTP; Training Program Director
- ❑ Karen Del'Olio, MPH; Research Project Coordinator
- ❑ Denise Jolicoeur, MPH, CHES; Consultant

**Thank you to the Natick Health Department and Natick Public Schools, Natick, MA, for their support for the development of this curriculum!**



# Original “Calling It Quits” Program: School Nurses Helping Students to Quit Smoking

- Funded by a grant from the National Institutes of Health
- Features:
  - 4 sessions of individual coaching with a school nurse
  - Patient-centered counseling approach
  - Goals include building skills in goal-setting, self-monitoring, and problem-solving; Increase self-efficacy
- Short-term reductions in smoking amount and frequency
- High acceptability by students
  - Comfortable discussing their smoking with SN (91%)
  - SN understood their feelings about smoking (88%)
  - Discussion held their interest (81%)

\* Pbert L, Druker S, DiFranza JR, Gorak D, Reed G, Magner R, et al. Effectiveness of a school nurse-delivered smoking-cessation intervention for adolescents. Pediatrics 2011;128(5):926-36



# Calling it Quits: Vaping – Book and Protocol

- Adapted to use with youth who vape:
  - Uses terminology specific to vaping
  - Addresses vaping behavior as potentially different from smoking behavior, such as amount of nicotine used, frequency, availability
  - Book features an updated design
- Four sessions with the student and school nurse
- Includes a 14-page program booklet with sections on understanding nicotine dependence, reasons to quit, handling cravings, managing triggers, and staying quit
- A nurse protocol, used with the booklet, includes scripts for each session



# Why the School Nurse?

- Primary health professional in the school setting
- Provide accessible and continuous care <sup>1</sup>
- Adolescents feel it is the clinician's job to discuss health risk behaviors<sup>1</sup>
- Credible medical experts <sup>2</sup>

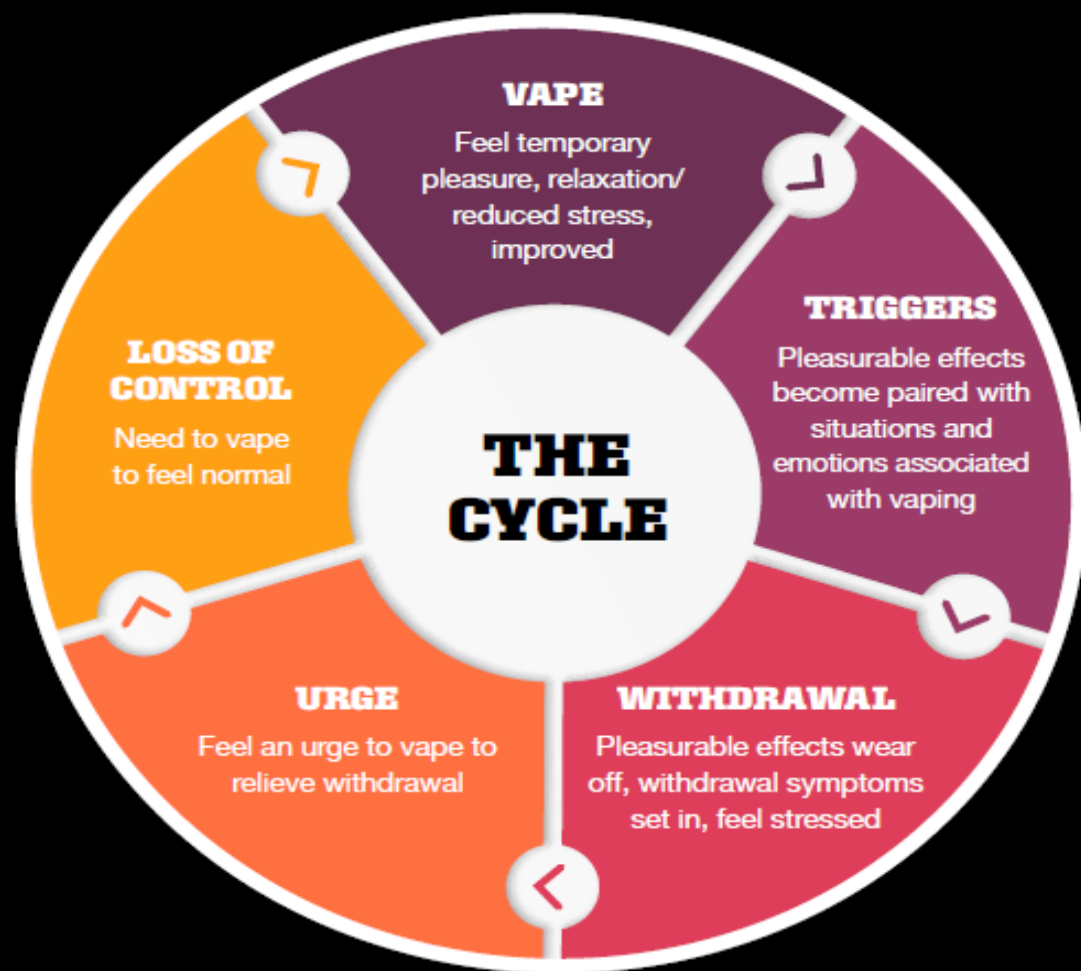


1. Steiner, J Fam Prac, 1996. 2. Van Bothmer and Fridlund, 2001; Dickey, 2002, Downey 2002



# Calling it Quits: Vaping – Sample Page Addressing Dependence

## UNDERSTANDING NICOTINE ADDICTION



Most vapes/ e-cigarettes contain **nicotine**, a highly addictive drug which impacts your brain and parts of your body.

Which of these symptoms have you noticed when you haven't vaped?

Having strong cravings

Having trouble concentrating when you haven't vaped in a while

Feeling nervous or anxious because you can't vape

Feeling like you need to vape to feel better

Vaping in places you are not supposed to, like school

Feeling angry, irritable, or restless

### DID YOU KNOW?

THE NICOTINE IN  
**1 = 20**  
VAPE POD CIGARETTES

Because your brain is still developing until your mid 20s, you have a greater risk of becoming addicted to nicotine.

If you vape, you are **4X** more likely to smoke cigarettes.



# Intervention Approach

- Patient-centered/motivational interviewing = adolescent friendly
- Youth talks more than clinician
- Build skills/self-efficacy
- Develop health knowledge
- Feel supported, not judged
- Support teen in taking control of change





# Sessions Build on Skills Needed to Quit and Stay Vape-Free

- Session One: Building Motivation

- Reasons to quit
- Nicotine dependence

- Session Two: Plan for Your Quit

- Manage triggers
- Gaining support
- Set the quit date

- Session Three: Managing Triggers and Withdrawal Symptoms

- Withdrawal symptoms
- Difficult situations

- Session Four: Living Vape-free

- Difficult situations
- Healthy living





# Steps in Program Roll-out

- 3 hour training in Natick Schools with nurses and other interested staff members
  - Training covers use of materials, counseling/motivational interviewing review, role-play
- Pilot to take place in Natick
  - Review acceptability of program by students and nurses
  - Adapt as needed
- Identify partners to support training and program implementation and further roll-out to other interested schools



# Questions?

- For questions regarding materials, please contact UMass Center for Tobacco Treatment Research and Training at [cttrt@umassmed.edu](mailto:cttrt@umassmed.edu).

## Thank you!

Caroline Cranos  
UMass Medical School  
[Caroline.cranos@umassmed.edu](mailto:Caroline.cranos@umassmed.edu)





# Vaping Cessation Materials for Youth

- Nanette Vitali, MA DPH Contract Manager  
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UMass Medical School
- [nanette.vitali@umassmed.edu](mailto:nanette.vitali@umassmed.edu)



# Goals of the Vaping Cessation Initiative

- Position the nurse as the trusted resource for health information regarding vaping
- Encourage building relationships with students that facilitate open and honest dialogue about vaping
- Create materials which support nurses and counselors in having conversations with youth that help them understand their vaping
- Provide information about the quitting process and programs to help them quit



# School Nurse Workgroup Formed

- Workgroup was formed and met to discuss vaping among students
- School nurses and health teachers from districts in Central and Eastern Massachusetts were included
- The group met to discuss the following issues:
  1. What are the **ways you reach out to teens** who are vaping?
  2. What proportion of your students who vape are **interested in quitting vaping?**
  3. How do you **currently deliver services** to students who vape?
  4. What are **your ideas to motivate and help students** to quit vaping?



## Topics Covered in Cessation Materials

- Assessing nicotine dependence
- Offering assistance (Referral) to quit
- Managing cravings and withdrawal
- Recognizing triggers
- Health effects of vaping



# School Nurse and Counselor Guide was developed to assist with conversations about vaping

- 4-page guide gives “talking points
- Protocol for providing brief interventions with youth

## VAPING CESSATION

### HELPING YOUTH WHO VAPE

#### PROVIDER'S GUIDE

This Provider's Guide has been developed to assist in helping students quit vaping in response to the epidemic of youth vaping. The medical community is clear: it is **unsafe for adolescents to vape**. You can use this guide with the texting program **This is Quitting** powered by **truth®**, as well as other cessation programs. It includes a tool to assess dependence, scripts you can use when talking to students, and additional resources on topics related to quitting vaping.

#### ASSESSING NICOTINE DEPENDENCE:

##### The Hooked on Nicotine Checklist (HONC)

Vaping is inhaling and exhaling the aerosol produced by an e-cigarette. Common vapes include JUUL, Blu, RipTide, Alto, Suorin, MiPod, etc.

The tool below, “The Hooked on Nicotine Checklist” (HONC), identifies youth for whom help and encouragement with cessation would be appropriate. In treatment, the HONC can also be used to signal the loss of autonomy, the onset of dependence, and the degree of dependence<sup>1</sup>. The HONC is often used to measure nicotine dependence among youth who vape.<sup>2</sup>

Even just one “yes” indicates loss of autonomy and the onset of dependence; the more “yes” responses, the higher the loss of autonomy, reflecting the degree of dependence.

1	Have you tried to quit vaping but couldn't?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
2	Do you vape now because it is really hard to quit?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
3	Have you ever felt like you were addicted to vaping?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
4	Do you ever have strong cravings to vape?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
5	Have you ever felt like you really needed to vape?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
6	Is it hard to keep from vaping in places where you're not supposed to? (School?)	<input type="checkbox"/> Yes	<input type="checkbox"/> No

#### When you haven't vaped for a while,

7	Did you find it hard to concentrate because you couldn't vape?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
8	Did you feel more irritable because you couldn't vape?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
9	Did you feel a strong need or urge to vape?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
10	Did you feel nervous, restless, or anxious because you couldn't vape?	<input type="checkbox"/> Yes	<input type="checkbox"/> No

**TOTAL SCORE: ADD THE YES RESPONSES =**

#### Reference:

<sup>1</sup> DiFranza, J.R., Savageau, J.A., Fletcher, K., et al. (2002). Measuring the loss of autonomy over nicotine use in adolescents. *Archives of Pediatric and Adolescent Medicine*, 156, 397-403.

<sup>2</sup> McKevey, K., Balocchi, M., & Halpern-Felsher, B. (2018). Adolescents' and Young Adults' Use and Perceptions of Pod-Based Electronic Cigarettes. *JAMA Netw Open*, 1(8):e183535.

**Use the HONC dependence tool above. PROVIDER** Let's see how you scored. If you checked even 1 “yes” it means that you may have some level of dependence on nicotine and lost some control over your vaping. The more “yes” answers, the higher the likelihood of being hooked on nicotine. For example, (point to an example, explain how that may be a sign of dependence – e.g., not being able to go without vaping each day).

continued on next page



Center for Tobacco Treatment  
Research & Training



# Helping Youth Understand Nicotine Dependence

- The “Hooked on Nicotine Checklist” (HONC) developed to assess youth dependence on nicotine.
- It consists of 10 questions used to determine youth degree of autonomy over their vaping.
- Even just one “yes” indicates some nicotine dependence.
- Is a validated measure and recommended by the American Academy of Pediatrics for youth who vape.

\* DiFranza, J.R., Savageau, J.A., Fletcher, K., Ockene, J.K., Rigotti, N.A., McNeill, A.D., Coleman, M., & Wood, C. (2002). Measuring the loss of autonomy over nicotine use in adolescents. *Archives of Pediatric and Adolescent Medicine*, 156, 397-403.



# The HONC: Hooked on Nicotine Checklist

1	Have you ever tried to stop vaping but couldn't?	<input type="radio"/> Yes	<input type="radio"/> No
2	Do you vape now because it is really hard to quit?	<input type="radio"/> Yes	<input type="radio"/> No
3	Have you ever felt like you were addicted to vaping?	<input type="radio"/> Yes	<input type="radio"/> No
4	Do you ever have strong cravings to vape?	<input type="radio"/> Yes	<input type="radio"/> No
5	Have you ever felt like you really needed to vape?	<input type="radio"/> Yes	<input type="radio"/> No
6	Is it hard to keep from vaping in places where you are not supposed to, like school?	<input type="radio"/> Yes	<input type="radio"/> No
When you tried to stop vaping, or when you haven't vaped for a while . . .			
7	did you find it hard to concentrate because you couldn't vape?	<input type="radio"/> Yes	<input type="radio"/> No
8	did you feel more irritable because you couldn't vape?	<input type="radio"/> Yes	<input type="radio"/> No
9	did you feel a strong need or urge to vape?	<input type="radio"/> Yes	<input type="radio"/> No
10	did you feel nervous, restless, or anxious because you couldn't vape?	<input type="radio"/> Yes	<input type="radio"/> No
TOTAL SCORE: ADD THE YES RESPONSES =			



# Student Fold-Out Brochure: Tips and Resources

- Size of an iPhone
- Includes self-assessment based on HONC, tips for how to handle cravings, reasons for quitting, and resources to help support quitting
- Designed to be used on its own or to complement “Calling it Quits: Vaping”, This is Quitting – MA, or the Provider Guide





# Student 2-Sided Card: Resources

- Includes resources to assist students in quitting vaping, assessment of nicotine dependence

**THINKING ABOUT QUITTING  
VAPING?**

**When you haven't vaped for a while, do you:**

- ☐ Have a strong craving to vape?
- ☐ Feel nervous or anxious?
- ☐ Vape in places you're not supposed to?
- ☐ Have trouble concentrating?
- ☐ Feel like you need to vape to feel better?
- ☐ Feel angry, irritable, or restless?


**If you said yes to one or more of these, you may be hooked on nicotine.**

Quitting can be hard, but we have resources to help.



**QUIT VAPING: RESOURCES FOR YOUNG PEOPLE**

- This is Quitting powered by truth®** is a free and confidential texting program for young people who vape. Text "VapeFreeMass" to 88709 to get started! In partnership with the Massachusetts Department of Public Health.
- My Life, My Quit™** has youth coach specialists trained to help young people by phone or text. Call or text "Start My Quit" to 855-891-9989 for free and confidential help. For more information or to sign up online, visit [mylifemyquit.com](http://mylifemyquit.com).
- Visit [teen.smokefree.gov](http://teen.smokefree.gov) for tools and tips to help you quit.
- Ask for help** from your school nurse or counselor, athletic coach, doctor, parent or other trusted adult.

 **For more information, visit [mass.gov/vaping](http://mass.gov/vaping)**

Massachusetts Department of Public Health TC3484




# DPH Resource: Youth Vaping Handout (1<sup>st</sup> side)

Item Number: TC3482 at <https://massclearinghouse.ehs.state.ma.us/>

## VAPES AND CIGARETTES

Different products. Same dangers.




ADDITION

NICOTINE

CANCER-CAUSING CHEMICALS


Vapes and cigarettes are a lot alike. They both put nicotine and cancer-causing chemicals in your body. And they are both highly addictive and dangerous for young people.

### GET THE FACTS ABOUT VAPING




**Vaping is addictive**  
Vapes and e-juices contain nicotine, an addictive chemical that is extremely hard to quit.


**Nicotine** is the same drug used in other tobacco products like **cigarettes** and **cigars**.



**Because your brain is still developing** until your mid 20s, you have a greater risk of becoming addicted to nicotine.

The nicotine in some **Vape Pods** = **20** **Cigarettes**



[mass.gov/vaping](https://mass.gov/vaping)  [@GetTheVapeFacts](https://www.instagram.com/GetTheVapeFacts)



# DPH Resource: Youth Vaping Handout (2<sup>nd</sup> side)

## Vaping can harm your brain and the rest of your body.

Nicotine can harm your brain, including your memory and ability to learn.

Vapes can also contain harmful (and possibly harmful) ingredients such as:

- Very fine particles that can be inhaled deep into the lungs
- Heavy metals such as nickel, tin, and lead
- Flavoring such as diacetyl, a chemical linked to a serious lung disease
- Volatile organic compounds



It's not  
water  
vapor.

Aerosol from vaping has  
cancer-causing  
chemicals.

The Food and Drug Administration (FDA) is the organization that makes sure drugs are safe and effective. This is called "regulating." The FDA is supposed to regulate e-juices and vaping devices, but they haven't started yet. So we can't be sure what is in these products.

## The tobacco and vaping industries target you

They target young people so you'll become lifetime users addicted to their products.



Cigarette makers own and invest in vape companies.

The vaping industry makes their products taste like fruit or candy so you will want to try them.



## What you can do

Now that you know the facts, talk to your friends and family about the dangers of vaping. **Get involved.** Join your school's SADD or 84 Chapter to spread the word. If you don't have one, start one! Learn more at [the84.org](http://the84.org).



## Get Help to Quit

Quitting vapes or other tobacco products can be hard. Here are some ways to get the support you need:

**This is Quitting** powered by **truth®** is a free and confidential texting program for young people who vape. Text "VapeFreeMass" to 88709 to get started! In partnership with the Massachusetts Department of Public Health.

**My Life My Quit™** has youth coach specialists trained to help young people by phone or text. Call or text "Start My Quit" to 855-891-0000 for free and confidential help. For more information or to sign up online, visit [mylifemyquit.com](http://mylifemyquit.com).

Visit [teen.smokefree.gov](http://teen.smokefree.gov) for tools and tips to help you quit.

Ask for help from your school nurse or counselor, athletic coach, doctor, parent, or other trusted adult.

Sources: Information is taken from E-Cigarette Use Among Youth and Young Adults: A Report of the Surgeon General, 2016, and the Centers for Disease Control and Prevention (website on Electronic Cigarettes [https://www.cdc.gov/tobacco/basic\\_information/e-cigarettes/index.htm](https://www.cdc.gov/tobacco/basic_information/e-cigarettes/index.htm) Accessed 03/19)

[mass.gov/vaping](http://mass.gov/vaping)



@GetTheVapeFacts

Massachusetts Department of Public Health

TC3482 10/2019





# Vapes and Cigarettes: Different Products. Same Dangers



DPH Youth Education Campaign: Emphasizes the connection between smoking cigarettes and vaping

- Call to action for youth to website [www.mass.gov/vaping](http://www.mass.gov/vaping)
- Posters, handouts, mirror clings for schools and community-based organizations available free of charge via the MA Health Promotion Clearinghouse [www.mass.gov/maclearinghouse](http://www.mass.gov/maclearinghouse)



**Make smoking history.**  
**1-800-QUIT-NOW**



Massachusetts Department  
of Public Health

QUIT NOW

SMOKE-FREE ENVIRONMENTS

DANGERS OF VAPING

TOBACCO TARGETS KIDS

MY COMMUNITY

The New Look of

# NICOTINE ADDICTION

- ➔ Dangers of Vaping
- ➔ Get Outraged
- ➔ Get Outraged – en español

## Toolkit for Schools

*[Download a hard copy version of the toolkit here.](#) – New information included – see below.\**



### **What is NEW! (as of February 2020)**

- A new alternative to suspension or citation developed by the American Lung Association (Information is included under the School Administrator section)
- A section for healthcare providers
- Resources to help youth quit e-cigarettes or other tobacco products

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#### › E-Cigarettes and other Vaping Products

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#### › Campaign: Vapes and Cigarettes: Different Products. Same Dangers.

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#### › School Administrators

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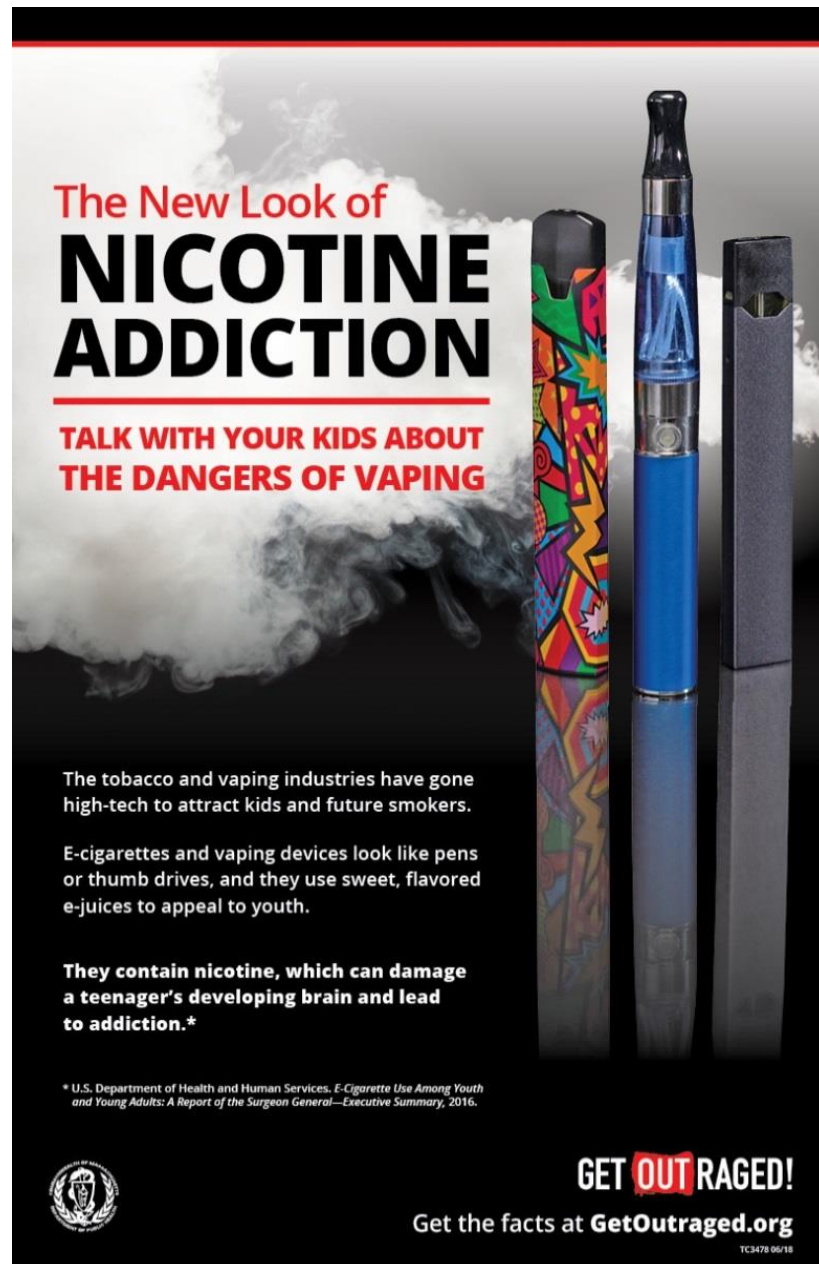
#### › Curriculum Coordinators, Health Educators, and Teachers

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#### › School Health Services



# The New Look of Nicotine Addiction



DPH Adult Education  
Campaign for parents and  
youth-serving adults  
Information about products, how  
to talk to your kids about vaping,  
and a **school/ community based  
organization toolkit** with  
resources and information

[www.GetOutraged.org](http://www.GetOutraged.org)

Free materials available at the  
MA Health Promotion  
Clearinghouse

-[www.mass.gov/maclearinghouse](http://www.mass.gov/maclearinghouse)

**GET OUT RAGED!**



# Health Promotion Clearinghouse Cessation Materials



Free materials from the Massachusetts  
Health Promotion Clearinghouse:  
[www.maclclearinghouse.org](http://www.maclclearinghouse.org)



# New MA State Regulations Regarding E-Cigarettes and Flavored Tobacco Products

- An Act Modernizing Tobacco Control was approved by the state's Public Health Council in December 2019.

## What this law does:

- Bans the sale of **ALL flavored tobacco products**, including e-cigarettes, cigars, menthol cigarettes and chewing tobacco
- Effective date for the ban on **flavored vapes and e-cigarettes** was immediately upon passage on December 10, 2019.
- Effective date for the flavored tobacco ban (including menthol) is June 1, 2020

**BANNED**





# Questions?

- For questions regarding any of the materials developed by UMass, contact Caroline Cranos at UMass Center for Tobacco Treatment Research and Training at [caroline.cranos@umassmed.edu](mailto:caroline.cranos@umassmed.edu).
- For questions regarding training, contact the Center for Tobacco Treatment Research and Training at [cttrt@umassmed.edu](mailto:cttrt@umassmed.edu)
- The new vaping materials will be added to the Massachusetts Clearinghouse in the coming months.

**Thank you!**