

GATEWAYS TO TROUBLE

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SEQUENCING OF BEHAVIOURS

- ☐ Unrestricted cell phone use **LEADS** to **SLEEP DEPREVATION SYNDROME** in Middle and High School Students
- ☐ **SLEEP DEPRIVATION** **LEADS** to daytime **FATIGUE** **LEADS** to **ENERGY DRINKS**
- ☐ **ENERGY DRINKS** **LEAD** to **NICOTINE USE**
- ☐ **NICOTINE** use **LEADS** TO **VAPING**, which **LEADS** to NOTHING GOOD!!!!



NICOTINE ADDICTION

HARDER TO KICK THAN HEROIN OR OTHER NARCOTICS, ALCOHOL
COCAINE/METH

LOOK AT AA/NA/CA MEETINGS, EVERYBODY IS SMOKING

BINDING SITES SHARED BY ALL 3
CLASSES



EDUCATION

Education



- Students not paying attention in school because of their phones



NICOTINE

NICOTINE MORE HARMFUL THAN YOU THINK

NO AMOUNT IS SAFE FOR YOUTH

It's highly addictive.



It harms the health of
unborn children.



It can harm adolescent
brain development.



MORE KIDS ARE USING E-CIGARETTES

Among Minnesota students,
e-cigarette use is now more than
double cigarette use.

Nearly all e-cigarettes contain
nicotine.

Minnesota's 11th Graders

17.1%

Use e-cigarettes

8.4%

Use cigarettes

TAKE STEPS TO PROTECT YOUTH



Know the facts
about nicotine.



Talk to your kids about
the risks.



Learn more online at
health.mn.gov/nicotine.

POTENCY

ONE VAPE NICOTINE
EQUALS 20 STANDARD
CIGARETTES



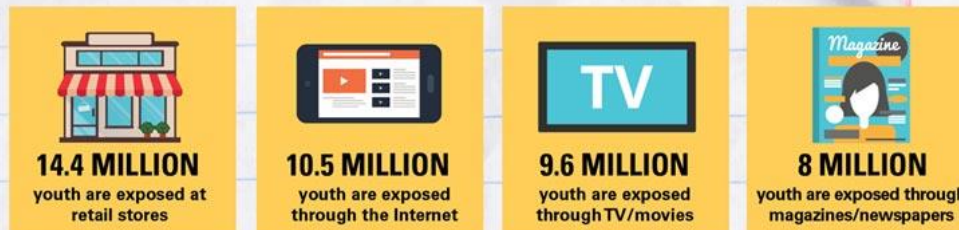
HARMFUL



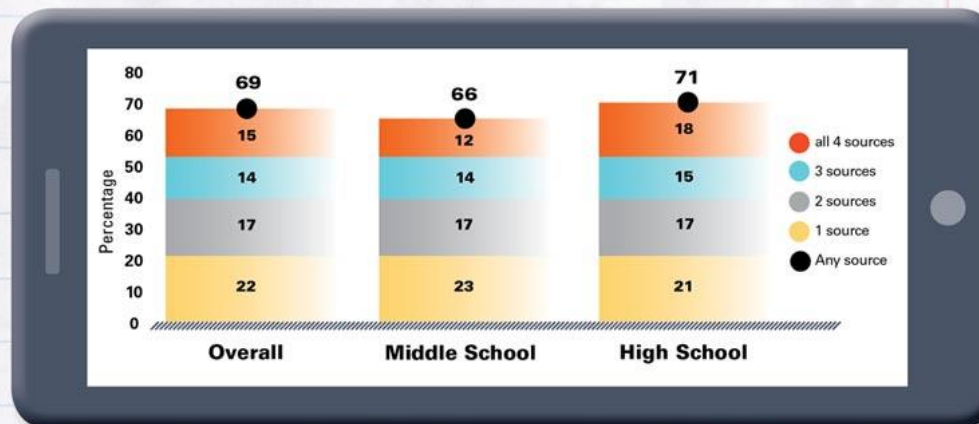
E-CIGARETTE ADS

Youth are exposed to e-cigarette advertisements from multiple sources.

Sources of e-cigarette advertisement exposure



US students exposed to e-cigarette advertisements, by school type and number of sources of exposure



* Percentages may not add up exactly to any source due to rounding.

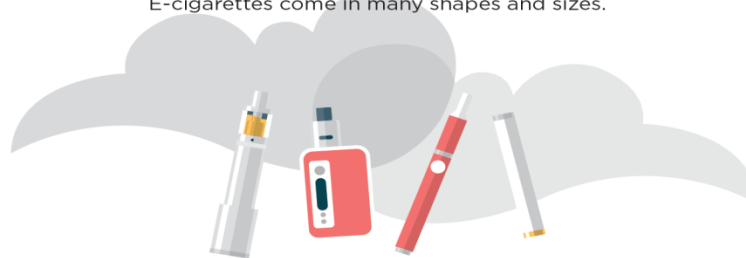
SOURCE: National Youth Tobacco Survey 2014.



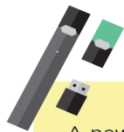
E-CIGARETTES SHAPED LIKE USB FLASH DRIVES: INFORMATION FOR PARENTS, EDUCATORS, AND HEALTH CARE PROVIDERS



Electronic cigarettes (e-cigarettes) are battery-powered devices that can deliver nicotine and flavorings to the user in the form of an aerosol. E-cigarettes come in many shapes and sizes.



WHAT'S THE BOTTOM LINE?



A new e-cigarette shaped like a **USB** flash drive is being used by students in schools.



The use of any tobacco product — including e-cigarettes—is **unsafe** for young people.



Nicotine is highly addictive and can **harm brain development**, which continues until about age 25.



Parents, educators, & health care providers can help prevent and reduce the use of all tobacco products, including e-cigarettes, by young people.

>> **Learn HOW** in this fact sheet.

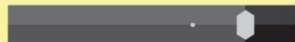
Parents
Educators
Health Care
Providers

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U.S. Department of
Health and Human Services
Centers for Disease
Control and Prevention

AN INCREASINGLY POPULAR E-CIGARETTE DEVICE, CALLED JUUL, IS SHAPED LIKE A USB FLASH DRIVE.



Use of JUUL is sometimes called "JUULing."

JUUL's nicotine liquid refills are called "pods." JUUL is available in several flavors such as Cool Cucumber, Fruit Medley, Mango, and Mint.



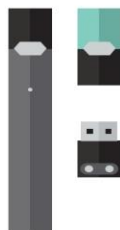
All JUUL e-cigarettes have a high level of nicotine. According to the manufacturer, a single JUUL pod contains as much nicotine as a pack of 20 regular cigarettes.



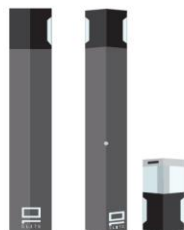
JUUL became available for sale in the United States in 2015. As of December 2017, JUUL is the top-selling e-cigarette brand in the United States.

News outlets and social media sites report widespread use of JUUL by students in schools, including in classrooms and bathrooms.

Other devices are becoming available that look like USB flash drives. Examples include the MarkTen Elite, a nicotine delivery device, and the PAX Era, a marijuana delivery device that looks like JUUL.



JUUL



MarkTen Elite

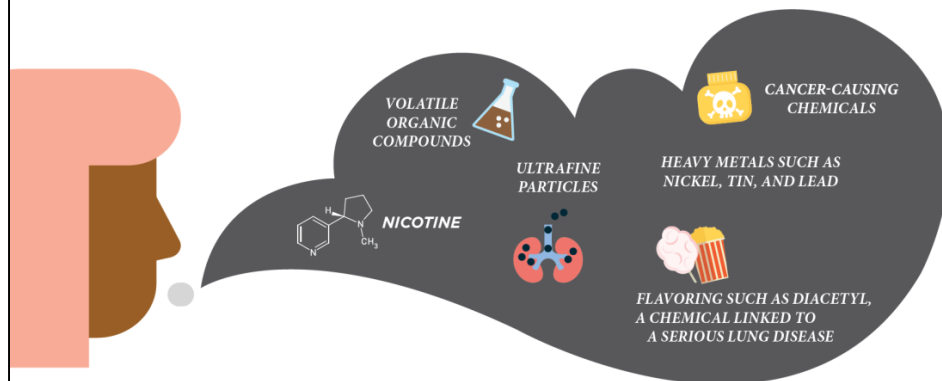


PAX Era

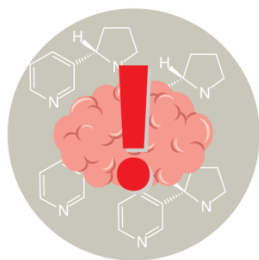
JUUL

E-CIGARETTE USE IS NOT SAFE FOR YOUNG PEOPLE.

E-cigarette aerosol is not harmless. It can contain harmful ingredients. However, e-cigarette aerosol generally contains fewer harmful chemicals than smoke from burned tobacco products, like regular cigarettes.



Most e-cigarettes contain *nicotine*, which is highly addictive and can *harm brain development*, which continues until about *age 25*.



YOUNG PEOPLE WHO USE E-CIGARETTES MAY BE MORE LIKELY TO GO ON TO USE REGULAR CIGARETTES.



**NOT
SAFE**

PARENTS, EDUCATORS, AND HEALTH CARE PROVIDERS CAN HELP PREVENT AND REDUCE THE USE OF E-CIGARETTES BY YOUNG PEOPLE.



PARENTS CAN:

- » Learn about the different shapes and types of e-cigarettes and the risks of all forms of e-cigarette use for young people.
- » Talk to their children about the risks of e-cigarette use among young people. Express firm expectations that their children remain tobacco-free.
- » Set a positive example by being tobacco-free.



EDUCATORS CAN:

- » Learn about the different shapes and types of e-cigarettes and the risks of all forms of e-cigarette use for young people.
- » Develop, implement, and enforce tobacco-free school policies.
- » Reject youth tobacco prevention programs sponsored by the tobacco industry. These programs have been found to be ineffective for preventing youth tobacco use.



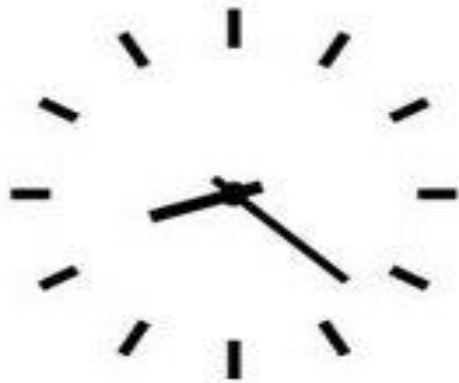
PEDIATRIC HEALTH CARE PROVIDERS CAN:

- » Ask about e-cigarettes, including devices shaped like USB flash drives, when screening patients for the use of any tobacco products.
- » Warn patients about the risks of all forms of tobacco product use, including e-cigarettes, for young people.

**PARENTS,
EDUCATORS, AND
HEALTH CARE
PROVIDERS
CAN HELP**



**Parents
Educators
Health Care
Providers**



Q & A time

