

# Starting a conversation about Vaping

Whether you are a medical provider, pharmacist, nurse, counselor, coach, teacher, parent or anyone who has a trusted relationship with teens, we know that addressing the epidemic of youth vaping starts with talking. When the opportunity presents itself, it is important to initiate a conversation about vaping to help screen for use, recognize the risks and encourage discussion about fostering healthy choices.

Following are potential “conversation starters” based on validated screeners for other substances and current vaping prevention strategies:

<b>Early Adolescence</b> Middle School/Early High School	<b>Late Adolescence</b> Late High School/Post-HS
Do any of your <b>friends</b> or people you hang out with vape, JUUL or smoke?	In the past year, how many times have <b>you</b> vaped, JUULed or smoked?
<b>How about you?</b> In the past year, how many times have you vaped, JUULed or smoked?	<b>How about your friends?</b> Do any of your friends or people you hang out with vape, JUUL or smoke?
When you see friends or other people your age vape or smoke, is it difficult for you not to as well?	
Do you sometimes feel you really need a Juul, vape or smoke?	

## Words and Details Matter:

- Names Matter:**  
 E-cigs, vape pens, JUUL, Vuse, MarkTen, Blu e-cigs, Logic, regular cigarettes, dab pens, etc.
- Contents Matter:**  
 Vape juice, pods, dabs (marijuana/CBD), flavorings, nicotine amount, etc.
- How Much Matters:**  
 How often, how long, how many pods/week, etc.
- Why Matters:**  
 With friends, to relax, when I’m feeling worried, etc.
- What else do they use:**  
 Marijuana/“weed,” alcohol, pills to get high, etc.

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For more adolescent vaping resources, visit  
<http://ohioaap.org/adolescent-vaping-regionals/>

# Vaping and Juuling

## What's the big deal?

Marketed as the safe alternative to smoking, we are now learning that vaping is the cause of hundreds of cases of severe lung disease and several deaths across the country.

### Aren't E-cigs (or Vapes) safer than cigarettes?

Vapes and cigarettes are actually a lot alike. They both put nicotine and cancer-causing chemicals into your body causing problems both now and long into the future – making it hard to live your best life.

### Safer ≠ Safe

But I only vape every once in a while – I can stop anytime...

Juuls and vape juice – even the ones that say “no nicotine” – usually contain

**a lot of it!** Nicotine is as addictive as heroin, cocaine and alcohol – especially for teens and young adults since our brains are still developing into our mid 20s. Juul and the vape companies count on that, spending **BILLIONS** every year to target teens, minorities, LGBTQ, and others to hook them for life.

### Vape now = cigarettes later

(If you vape, you're 4x more likely to start smoking.)

### Get the Facts about Vaping:



1 Juul pod = **20 cigarettes**



New reports of severe lung problems, hospitalizations, and **DEATH** suggest it's not a safer alternative to smoking



Nicotine **rewires** your **brain**, affecting learning, memory, focus and emotions



Flavors are designed to be **the hook**; nicotine then becomes **the need**



Got stress? Nicotine can **worsen** anxiety, mood swings, irritability and our emotional health



It's not just water vapor – chemicals from vaping can cause **breathing problems** and lower sports performance

**\$12.8 Billion =**

what Marlboro tobacco company paid to be a part of Juul's company... **makes you think, huh?**