

# OVERVIEW: VAPING AND E-CIGARETTE USE AMONG DELAWARE TEENS.

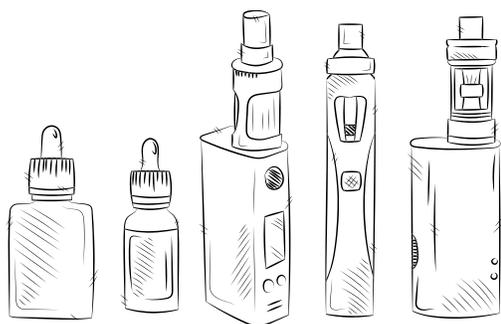


## WHAT ARE E-CIGARETTES?

The Centers for Disease Control and Prevention (CDC) defines e-cigarettes as battery-powered devices that heat and deliver liquid nicotine, flavors, and other ingredients to users. Using an e-cigarette is often called vaping. However, e-cigarettes do not create water vapor. They create aerosols that can contain harmful metals and chemicals — and often, unknown ingredients. E-cigarettes remain unregulated by the U.S. Food and Drug Administration (FDA). In fact, many e-cigarettes deliver homemade concoctions of THC and other drugs, at great risk to users' lungs and overall health.

## WHAT DO THEY LOOK LIKE?

E-cigarettes (or vaping devices) come in many shapes and sizes. Some mimic the look of regular tobacco cigarettes, cigars, or pipes. Some take the shape of hookahs, tank systems, or mods. Others are designed to resemble flash drives — these are popular with Delaware youth, as they are easily hidden or misidentified by school authorities.



E-cigarettes delivering nicotine are sold under such brands as Halo, Mig Vapor, V2 Pro, Vapor-Fi, Juul, Blu, NJoy, SMOK, Suorin, and White Cloud, to name just a few. Additionally, the PAX Era e-cigarette, which also looks like a flash drive, is used to deliver marijuana.

## THE CROWN JEWEL OF NICOTINE ADDICTION: JUUL®.

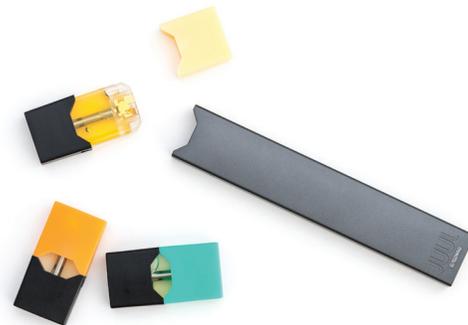
The Juul e-cigarette recently controlled nearly 75% of the market. But that percentage has dropped since Juul has been banned in several U.S. states and cities for allegedly targeting youth with flavored products, such as fruits and menthol.\* A single Juul juice pod typically **contains the equivalent addictive nicotine of 20 regular cigarettes.** In January 2020, the FDA also announced its enforcement policy against flavored e-cigarettes.\*\*

\*Source: National Public Radio (NPR)

\*\*Source: U.S. Food and Drug Administration

Prior to Juul's 2015 introduction, the most popular e-cigarette products contained nicotine strengths of roughly 1% to 2.4%. When Juul debuted, its pods contained 5% nicotine strength. Juul's nicotine-salt formulation also increases the rate and amount of nicotine delivered into the blood, compared with other formulations. The manufacturer claims Juul delivers nicotine up to 2.7 times faster than other e-cigarettes.\*

\*Source: 2019, truthinitiative.org



## HOW BAD IS THE EPIDEMIC?

In Delaware, availability and youth-targeted flavors have caused regular use of vaping devices among students to surpass that of combustible tobacco products, at nearly double the rate. More troubling, in a recent report, 37.9% of high school students reported having tried an e-cigarette.\* Nationwide, youth use of e-cigarettes continues to climb.

### Current tobacco use among Delaware high school students\*

**6.2%**

**REGULAR CIGARETTES**

**7.3%**

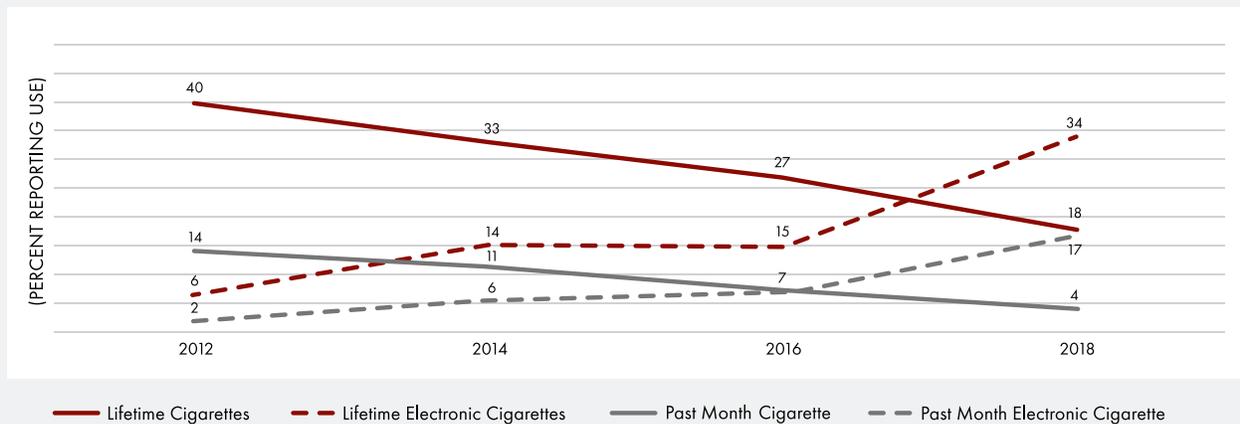
**LITTLE CIGARS,  
CIGARILLOS, CIGARS**

**13.6%**

**E-CIGARETTES**

\*Source: 2017 Delaware Youth Risk Behavior Survey (YRBS)

### Electronic Cigarettes Vs. Cigarette Use Among Delaware High School Students, 2012-2018



\*Source: Delaware Youth Tobacco Survey (YTS)

## WHAT CAN YOU DO?

Our youth deserve healthy lives free from the effects of predatory marketing from tobacco companies. As a parent, educator, coach, counselor, or mentor, you may not be able to address the larger conditions that allow vape devices to fall into students' hands. But you can play an important role in protecting our youth. It can begin with something as simple as engaging in discussions about the dangers of e-cigarette use. Educators can also develop, implement, and enforce tobacco-free and e-cigarette-free school policies.

In addition, free vaping-specific lesson plans and prevention/intervention programs are available from leading educational and health organizations, including Botvin, Scholastic, Stanford Medical School, and the American Lung Association. To view and/or download them, visit [www.VapeFreeDE.com](http://www.VapeFreeDE.com).

**VapeFreeDE.com**

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