



VAPING

Community Presentation regarding VAPING

Morgan Hill Unified



VAPING VIDEO- EDUCATION WEEKLY

Vaping Video

WHAT IS VAPING?

- Vaping is smoking but with the use of an electronic devise (ENDS)
 - ENDS- Electronic Nicotine Delivery System



TYPES OF VAPING

E-cigarette with Nicotine

- Battery operated device that vaporizes a liquid nicotine for inhalation
- Names: E-cig, e-hookah, e-pen, vape pen, JUUL



Dabbing- Marijuana wax

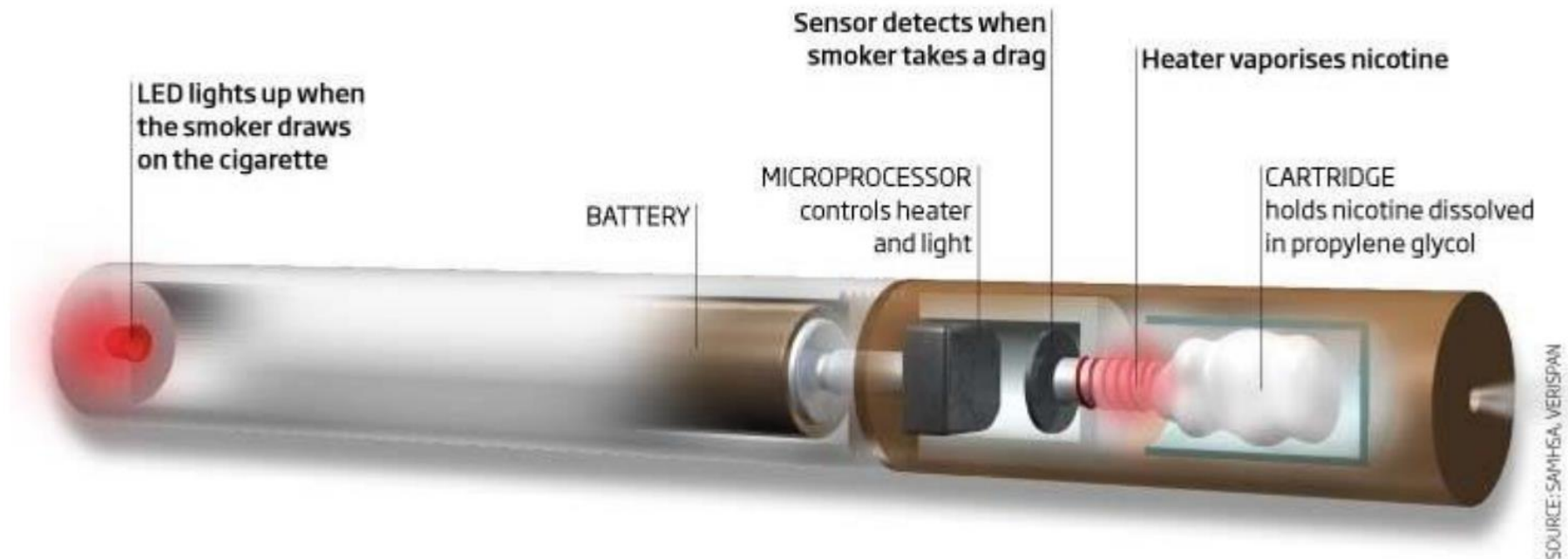
- Uses marijuana wax and melts it in order to release the cannabinoids.



E-CIGARETTES- “SMOKE WITHOUT FIRE”

Smoke without fire

Suck on an e-cigarette and it produces a cloud of nicotine-carrying vapour with none of the toxic by-products of burning tobacco



VARIOUS E-CIGARETTES AVAILABLE



JUUL STARTER KIT VAPING MADE EASY



**JUUL PODS
BACK IN STOCK**

• 2/3/2017 • VAPE PKWY • LIMITED SUPPLY



**CREME
BRULEE**



**COOL
MINT**



**FRUIT
MEDLEY**



**MANGO
COMING SOON!**



E-JUICES (WHAT GOES IN THE E-CIGS)

- Liquids or “juices” typically have 4 main ingredients, however many have traces of many others chemicals.
 - Liquid nicotine
 - Propylene glycol
 - Vegetable glycerin
 - Flavoring
- Come in a variety of concentrations and flavors



THE FACTS

What we do know about vaping...



THE MESSAGE IS DECEIVING

“VAPING IS SAFER THAN SMOKING”

Combustible Cigarettes	Low-dose e-cigarettes	High-dose e cigarettes
12 mg nicotine/ cig	6 mg/ mL	36 mg / mL
20 cigarettes/ pack	15 mL/ bottle	15 mL/ bottle
240 mg of nicotine/ pack	90 mg of nicotine/ bottle	540 mg of nicotine/bottle (2.25 X more)

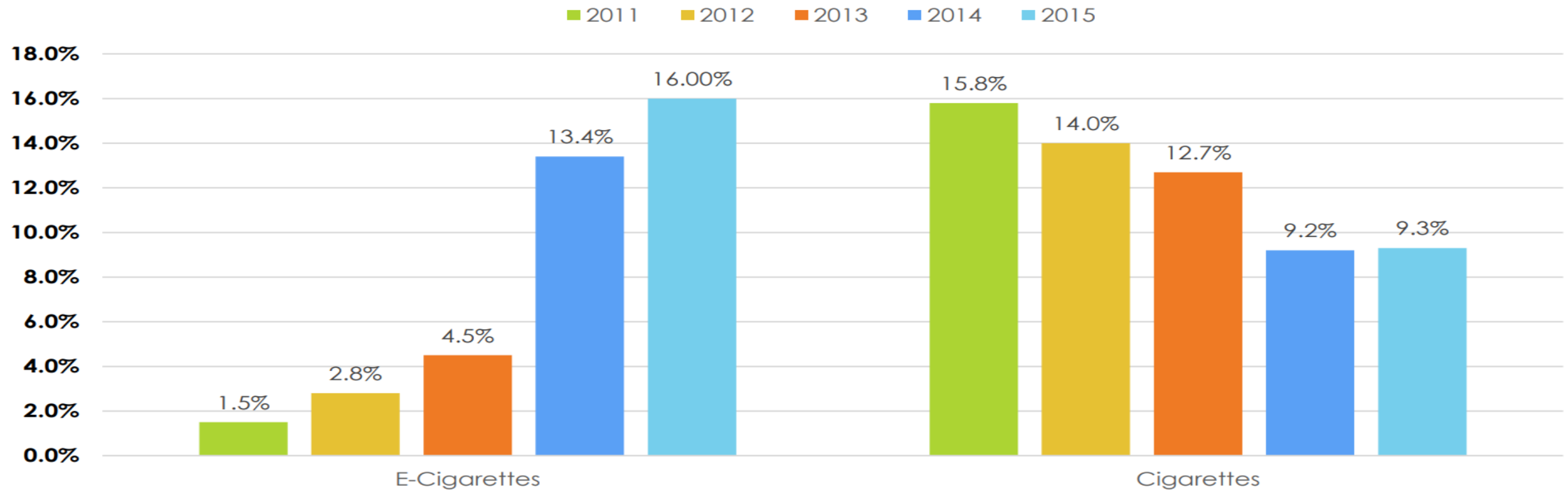
- Vaping smoke has been found contain the following:
 - Formaldehyde- cancer causing
 - Free radicals- cancer causing
 - Diacetyl- may lead to respiratory disease

So while cigarette smoke contains over 7000 chemicals

SAFER does not equal SAFE

VAPING IS AN INCREASING TREND

**Percentage of High School Students Reporting Tobacco Use in the Past 30 Days,
by product, 2011-2015**



RESEARCH

VAPING IS THE "GATEWAY" TO TOBACCO USE

- E-cigs as an entry into traditional tobacco use
 - E-cigarette use youth have a higher "willingness" to smoke cigarettes
- Longitudinal study following students from 10th-12th grade reported:
 - E-cigarette users almost 3X as likely to initiate cigarette smoking a year later (9th graders in LA)
 - E-cigarettes users almost 8X as likely to initiate cigarette smoking a year later (young adults in CT)
- 32% of current adult users of nicotine vape products are not former smokers or had previously quite smoking.

1. Wills, Thomas A., et al. "E-cigarette use and willingness to smoke: a sample of adolescent non-smokers." *Tobacco control* (2015): tobaccocontrol-2015.
2. Leventhal, Adam M., et al. "Association of electronic cigarette use with initiation of combustible tobacco product smoking in early adolescence." *Jama* 314.7 (2015): 700-707.
3. Primack, Brian A., et al. "Progression to traditional cigarette smoking after electronic cigarette use among US adolescents and young adults." *JAMA pediatrics* 169.11 (2015): 1018-1023.
4. McMillen, R.C. et al. 2014. "Trends in Electronic Cigarette Use Among U.S. Adults: Use is Increasing in Both Smokers and Nonsmokers" *Nicotine Tobacco Research*

VAPING-WHAT'S IN IT?



- **Propylene glycol**- Used to make polyester compounds. Found in de-icing agents (antifreeze).
- **Lead**-may lead to lead poisoning which results in ADHS, delayed learning and lower IQ.
- **Acetaldehyde**- used in perfumes, flavoring, and dyes. Causes acute irritation of the eyes, skin and respiratory system.
- **Formaldehyde**- preserving, found in glues, dishwashing fluid, fertilizers and pesticides. Causes irritation of eyes, nose and throat, and in larger amounts cancer.
- **Acetone**- solvent often found in nail polish remover. May cause irritation and dryness.
- **Acrolein**-biocide, causes irritation, and is an immunosuppressive.

DABBING- MARIJUANA WAX

- Dabs are concentrated doses of cannabis:
 - THC + butane = stick oil or dab (known as wax, shatter, budder, etc)
- Student are exposed to advertisements that claim they will “cure” a variety of ailments.



HEALTH

The Cramps Crusher? CBD Suppositories Review



HEALTH

Cannabis and Depression



HEALTH

Hate the Way Cannabis Feels? You May Be Wired to Dislike It



HEALTH

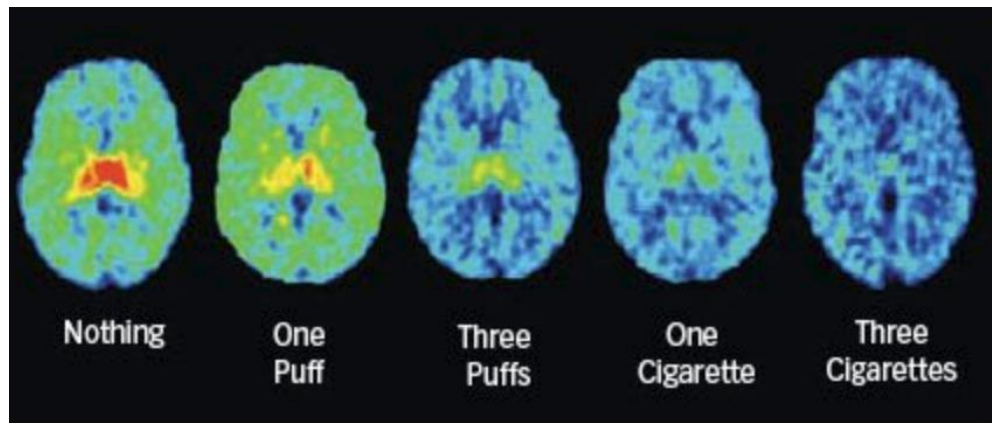
How Cannabidiol (CBD) Works for Treating Anxiety



IMPACTS OF NICOTINE AND MARIJUANA ON THE BRAIN

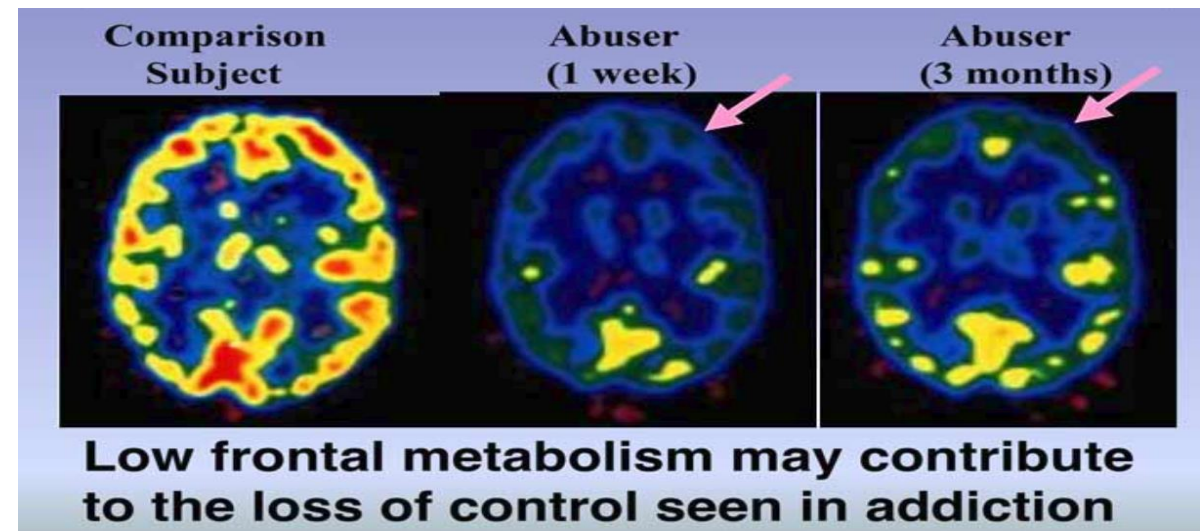
Nicotine

- Nicotine blocks the receptors in the brain. Messages are unable to function as they do without nicotine.
- Builds up in the brain- creating long term receptor damage



Marijuana

- Activity diminishes
- Hippocampus deteriorates creating "false memories"- forgetfulness.



MARKETING

Who are they really trying to target?



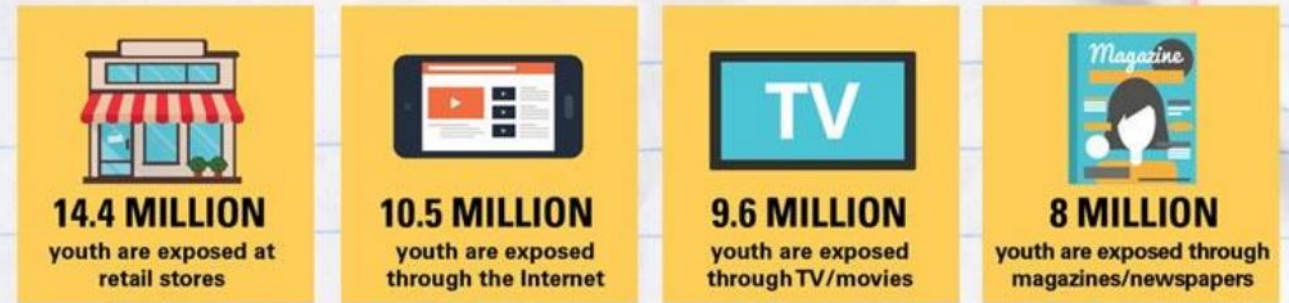
MARKETING

“In 2014, nearly seven in ten (7/10) or 18.3 million US middle school and high school students reported exposure to e-cigarette advertisement from at least one source.”

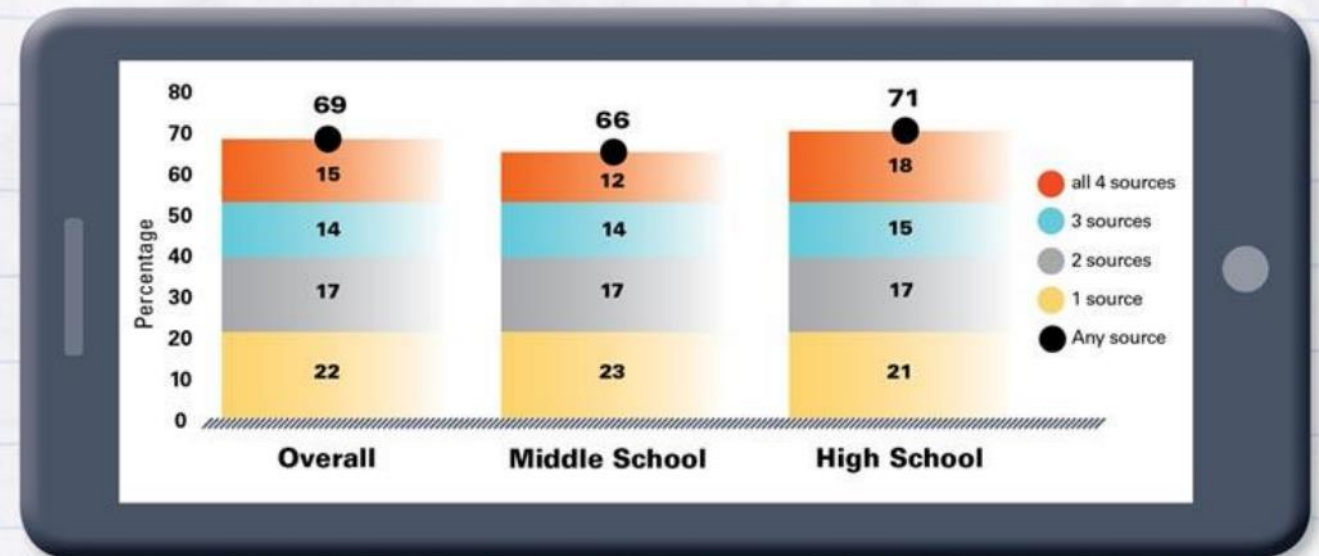
-CDC's vital signs: exposure to electronic cigarettes advertising among middle school and high school students- US, 2014

th are exposed to e-cigarette advertisements from multiple source

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.

UNDERAGE KIDS BUYING VAPE PENS/REFILLS

Video- "What would you do?"



E-CIGS “ARE NOT FOR KIDS”

- Many advertisers say that they are not targeting kids

Our Flavors Are Crazy Good!



SHOP ▾ KITS E-LIQUIDS ▾ BATTERIES PARTS & ACCESSORIES CONTACT US ▾

FRUITS

- Banana Cream
- Beach Bum
- Berry Blast
- Blueberry
- Coconut
- Crazy Berry
- Dragon Fruit
- Fresh Apple
- Fruit Suicide
- Georgia Peach
- Green Apple
- Honey Dew Melon
- Mango
- Perfect Peach
- Pineapple
- Pomegranate
- Raspberry
- Swamp Frog
- Strawberry
- Strawberry Banana
- Strawberry Kiwi
- Strawberry Lemonade
- Sweet Strawberry
- Sweet Tangy Melon
- Sweet Watermelon
- Watermelon
- Wild Crazy Cherry

CANDY

- Blueberry Cotton Candy
- Butterscotch
- Candy Cane
- Caramel
- Circus Cotton Candy
- Crazy Rainbow
- Peppermint
- Sour Apple
- Spearmint
- Sweet Tart
- The Sweets
- Twisted Grape
- Winterfresh
- Zombie Blood
- Zombie Juice

DESSERTS

- Apple Pie Ala Mode
- Banana Nut Bread
- Blueberry Cheesecake
- Peanut Butter
- Twisted Cookie
- Banilla Bean Ice Cream
- Vanilla Custard
- Yellow Cake

DRINKS

- Caramel Cappucino
- Crazy Dew
- Island Getaway
- Raging Bull
- Shipwreck Berry



I Love Blue Raspberry Candy E Juice (60mL)

\$24.99



ADD TO CART



I Love Watermelon Candy E Juice (60mL)

\$24.99



ADD TO CART



Sour Sweet E-Juice By Naked 100 Candy

\$24.99



ADD TO CART



Pink E Juice By Beard Vape Colors




Banana Milk By Moo E Liquids



Meteor Milk E Juice By Space Jam

e-Liquid Flavors

MADE IN THE UNITED STATES
LAB PRODUCED



Exotic

- | | |
|------------------|----------------------|
| 1. Aphrodite | 15. Iced Apple |
| 2. Blue Palms | 16. Gummy Punch |
| 3. ButterHotz | 17. Mythical Reserve |
| 4. Dew Blast | 18. Orange Sherbert |
| 5. Fire Bomb | 19. Papa Bear |
| 6. Fruity | 20. Papa Smurf |
| Pebbles | 21. Peguseuss |
| 7. Cool Aid | 22. RazzBull |
| 8. Pecan Pie | 23. RazzLemade |
| 9. Infernomint | 24. Red Palms |
| 10. Hive Nectar | 25. Red Hot Gummies |
| 11. Jamoconut | 26. ROKStar |
| 12. Kiwi Dream | 27. Strawberry Fig |
| 13. Lime | 28. Sully |
| Sherbert | 29. Watermelon- |
| 14. Lion's Blood | Bubbalicious |



Fruity

- | | |
|----------------------|-----------------|
| 30. Apple Snapz | 39. Mogley |
| 31. Blueberry | 40. PMS |
| 32. Grape | 41. Pomegranate |
| 33. Greek Candi | 42. Smoothie |
| 34. Green Apple | 43. Sour Berry |
| 35. Juicy Lemon | 44. Strawberry |
| 36. Kiwi Strawberry | 45. Tart Kiwi |
| 37. Larry's Lemonade | 46. Watermelon |
| 38. Lemon Meringue | |



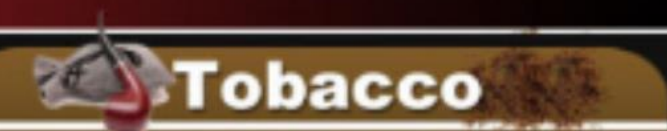
Savory

- | | |
|---------------------------|--------------------------|
| 47. Apple Krisp | 65. Coffee Delight |
| 48. Apple Pie | 66. Cotton Candy |
| 49. Bahama Mama | 67. Double Fudge Brownie |
| 50. Banana Moon Pie | 68. French Toast Krunch |
| 51. Blue Belgian | 69. Nanna Waffle |
| 52. Blueberry Crumble | 70. New England |
| 53. Boston Cream Pie | Cheesecake |
| 54. Bubbalicious | 71. Ocean Blue Breeze |
| 55. Buttery Nipple | 72. Peaches N Cream |
| 56. Carmel Waffle | 73. Peanut Butter Crunch |
| 57. Cherry Banana Custard | 74. Reeses Cup |
| 58. ChocoEclair | 75. Sour Gummi |
| 59. Chocolate Almond | 76. StarBux |
| 60. Chocolate Donut | 77. Strawberries N Cream |
| 61. Cinaswirl Danish | 78. Strawberry Graham |
| 62. Cinnamon Coffee Cake | 79. Strawberry Ice Cream |
| 63. Cinnamon Roll | 80. Sugar Cookie |
| 64. Cinnamon Toast Crunch | 81. Vanilla Smoothie |

Nicotine Strengths


0mg **8mg** **16mg** **24mg**

30mL Bottle - \$16.99



Tobacco

- | | |
|--------------------|-----------------------|
| 82. Blue-Bacco | 86. Hannibal's Choice |
| 83. Camel Sands | 87. Honeywood |
| 84. Cherry Pipe | 88. Latakia |
| 85. Granny's Sweet | 89. Reds |
| | 90. RY-More |



Menthol

- | | |
|-----------------------|---------------------|
| 91. Ande'z | 97. Latakia Mintol |
| 92. Berry Blast | 98. Menthol Kings |
| 93. Candy Cane | 99. Paradise Cooler |
| 94. Cool Lights | 100. RY-Mintol |
| 95. Frescada | 101. Turkish Mintol |
| 96. Kiwi Mint Breezer | |

Flavors of the Week

30mL Bottle for \$14.99!

33. Greek Candi

Red and, Green Apple are back with a good friend to pump up the sweet!

81. Vanilla Smoothie

A creamy and, refreshing vape for those days of relaxation.

201 SMOKE SHOP

WATER PIPES | VAPORIZERS | E-LIQUIDS & MORE

BREAKFAST

BANANA PANCAKE

Fluffy buttermilk banana pancakes drizzled with syrup.

COOKIE MILK

Crispy chocolate chip cookie cereal with milk.

BREAKFAST BERRIES

Sweet crispy cereal with fruity crunch berries.

SWEETS

VAPEDAY

Soft caramel topped with salted peanuts.

KRISP

Crispy marshmallow cereal bar.

PEANUT BUTTER CUP

Milk chocolate cup filled with peanut butter.

SOUR WATER MELON

Sour & Sweet watermelon gummies.

DRIBBLES

Colorful drops bursting with fruit flavor.

BAKED GOODS

APPLE CARAMEL MUFFIN

Fresh and warm apple muffin with caramel drizzle.

CINNAYUM

Baked Cinnamon bun topped with icing.

CREPE

Thin crepe rolled with nutella, banana and strawberry.

RASPBERRY DOUGHNUT

Original glazed doughnut with tangy raspberry filling.

BOSTON APPLE DOUGHNUT

Boston creme doughnut topped with green apple crumb.

DESSERT

COOKIES N CREAM

Vanilla ice cream topped with oreos.

FROSTED LOOPS DOUGHNUT

Vanilla frosted doughnut topped with fruity cereal loops.

TRES LECHES

Three layer sponge cake soaked in sweet milk.

MINT MENTHOL

MINTY THIN CRISPS

Vanilla wafers in minty chocolate.

GREEN FIST

Original menthol.

RED TWIST

Refreshing strawberry menthol.

BLUE KISS

Blueberries and mint.

FRUITS

IBIZA

Mixture of premium tropical fruits.

TWISTED

Strawberry and kiwi.

SPACE

Lemonade of the Gods.

XXX

Acai, blueberry, pomegranate.

BEVERAGES

CHAI

Blackberry Tea sweetened with natural honey.

COCOA LECHE

Chocolate milk

FRAPPENILLA

Coffee blended with ice, milk, and vanilla.

GRAPE SODA

Grape flavored soft drink.

DR VAPOR

Soft drink with a burst of flavors.

ZONA

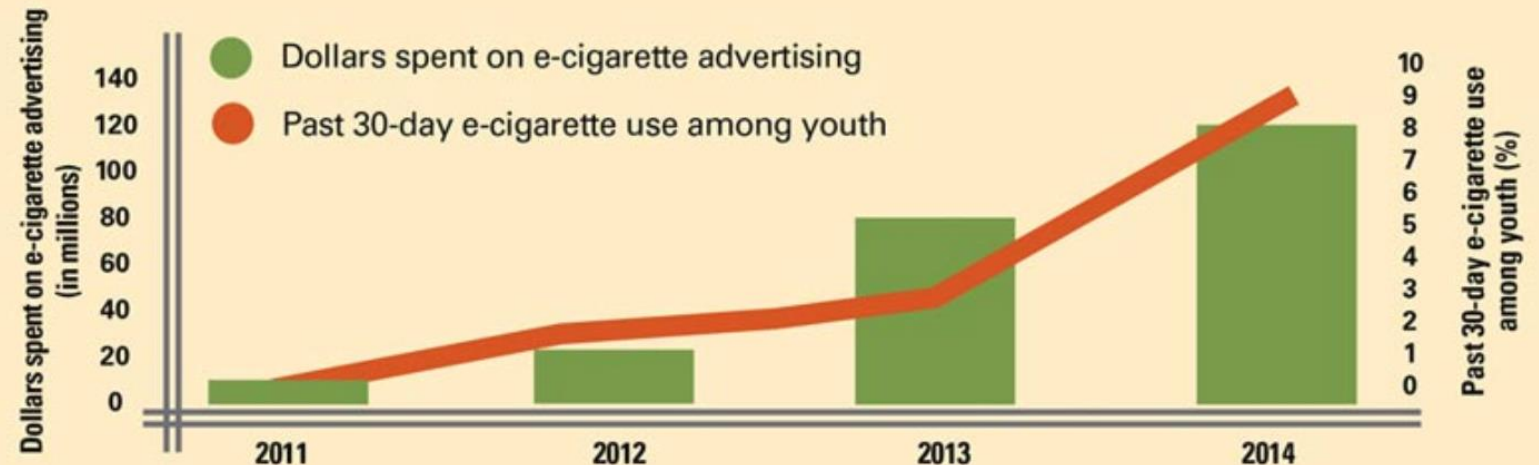
Peach Ice Tea.

WWW.201SMOKESHOP.COM

E-cigarette ads reach nearly 7 in 10 U.S. youth.



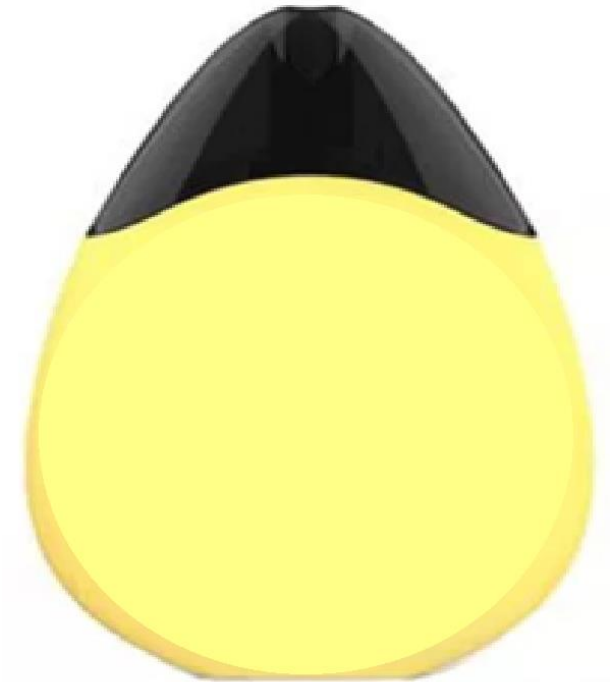
E-cigarette use among youth is rising as e-cigarette advertising grows



SOURCE: National Youth Tobacco Survey, 2011-2014; Kim et al (2014), Truth Initiative (2015).

CAN YOU TELL THE
DIFFERENCE?

- When you look through your kids backpack, would you overlook this?



ARE THERE LONG TERM IMPACTS?

Why did you change to Camels, MAUREEN O'HARA?



Not one single case of throat irritation due to smoking **CAMELS**

—that's what noted throat specialists reported in a coast-to-coast test of hundreds of people who smoked only Camels for 30 days!

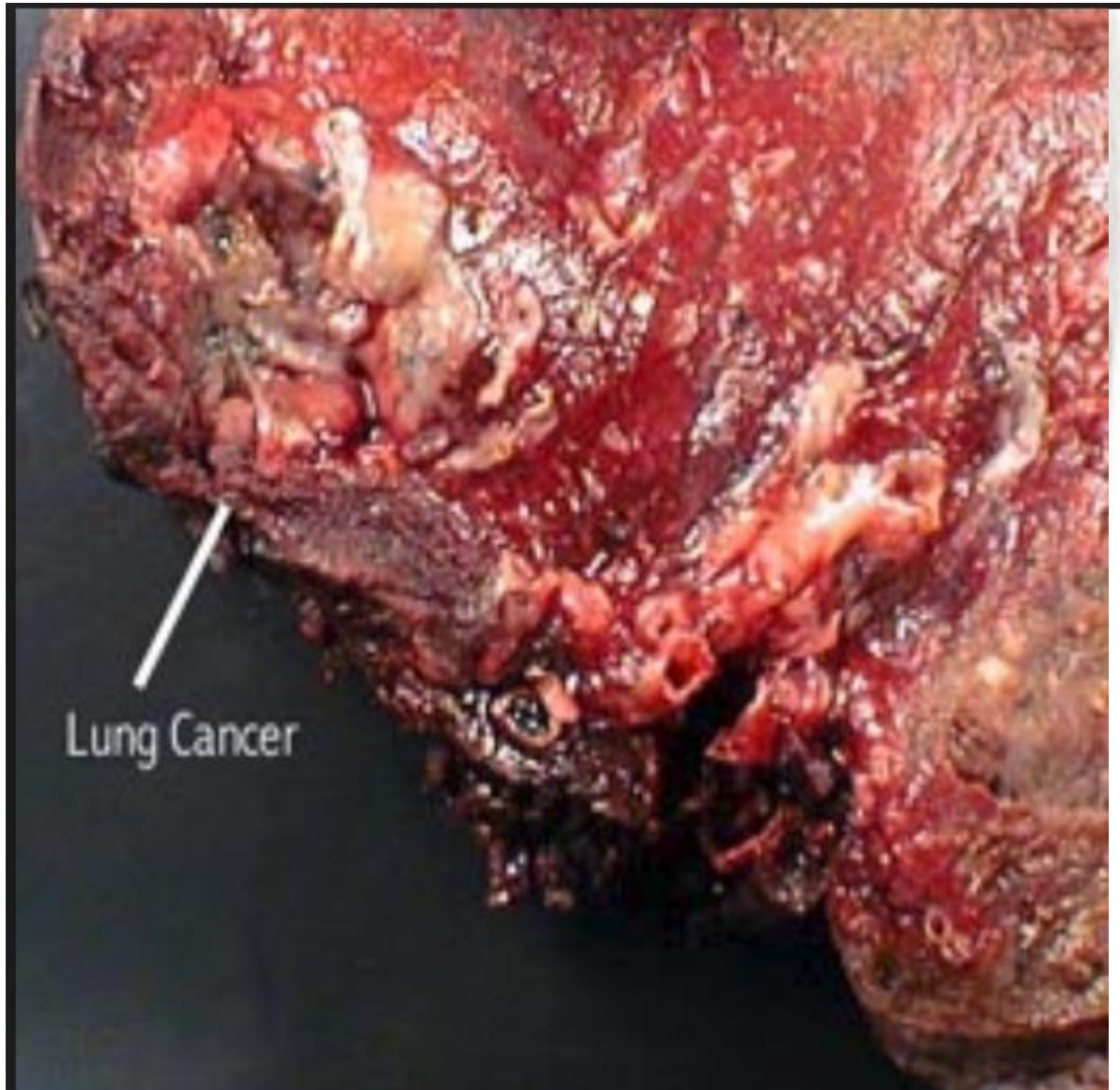
Make your own 30-day Camel test — the one sensible test of cigarette mildness. Smoke only Camels for 30 days ... enjoy Camel's rich, full flavor ... compare Camels with any other cigarette you've ever smoked. You'll discover how mild Camels are ... how well they agree with your throat, pack after pack and week after week.

Then you'll know why, after all the mildness tests ...

CAMEL LEADS ALL OTHER BRANDS—BY BILLIONS!



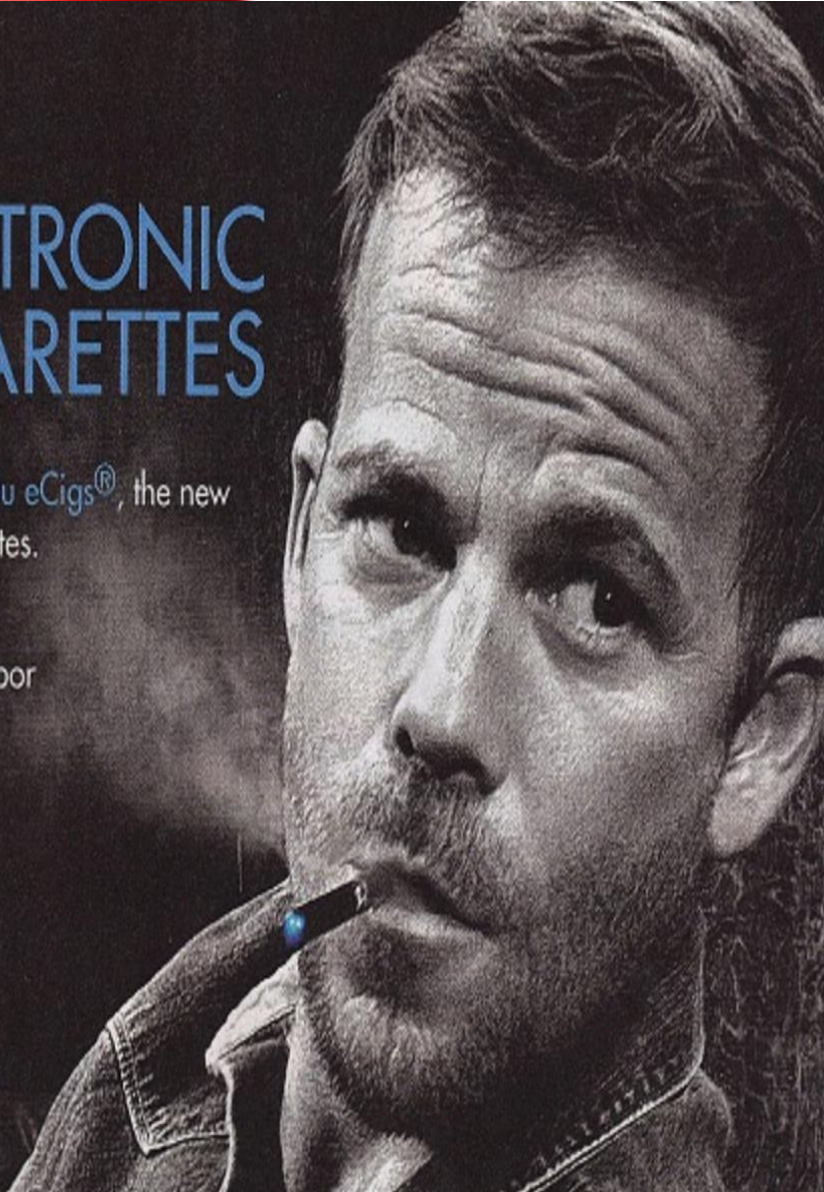
Make your own sensible 30-Day Camel mildness test in your "T-Zone"—T for Throat, T for Taste.



blu[®] ELECTRONIC CIGARETTES

Take back your freedom with blu eCigs[®], the new alternative to traditional cigarettes.

- Smoke Virtually Anywhere
- No Tobacco Smoke, Only Vapor
- Flavors Made in the U.S.A.



IS IT WORTH THE RISK?

About 440,000 Americans die each year from diseases related to smoking.
90% of them started as teen smokers.



**IT'S THE NEXT
GENERATION
CIGARETTE.*
FOR THE NEXT
GENERATION
OF ADDICTS.**

© 2010 California Department of Public Health

StillBlowingSmoke.org

SO WHAT, NOW WHAT?



LEGAL IMPLICATIONS OF DABBING/ VAPING

ED Code 48900

It is **always** against Ed. Code for students to be in possession of, under the influence, selling, trading, or giving away tobacco or marijuana products or the devices used.

Ed code:

48900 D, 48900 H, 48900 J – suspendable/expellable offences

48915- selling of a controlled substance-**mandatory** expulsion.

Penal Code 11357 (d)

Except as authorized by law, a person under 18 years of age who possesses not more than 28.5 grams of cannabis, or not more than eight grams of concentrated cannabis, upon the ground of, within, any school providing instruction in kindergarten or any grades 1-12, inclusive, during the hours the school is open for classes, or school related programs ins guilty of an infraction.



WHAT IS MORGAN HILL DOING?

- Working with sites administration and teachers on educating students and families on Vaping.
- Providing education to our Home and School Clubs.
- Working with the city to develop long term plans to help spread the word about vaping.
- Partnering with the county office on a number of grants to increase funding for education around vaping and marijuana use (TUPE grant).
- Working with families on how to support their student if they are caught at school with vaping, marijuana, etc. through counseling and education.
- SRO, school sites and the district are proactively working together to address the nationwide epidemic.

WHAT CAN YOU DO?

Connect and Encourage

- Encourage teens to do their research and find out information about e-cigarettes.
- Talk about someone close to you, or your own struggles with quitting smoking or the impact it made on their life and the life of those they care about.

Remind and Repeat

- Remind them of the negative impact of e-cigarettes
 - Most teenagers don't use e-cigarettes.
 - E-cigarettes with nicotine can mess with your brain and your brain is still developing until at least 25 years old.
- Remind them that they may be tempted by the flavors or the pressure and that it is ok to say no.
- Repeat that you care and that you don't want them to suffer later.

Share facts and resources

- Vaping can have nicotine (or marijuana) in them -both impact the development of the brain.
- E-cigarettes with nicotine have shown to affect mood and focus.
- Even second hand smoke can expose you to nicotine and chemicals that can be harmful.
- As a teenager it is illegal to have these things at school.