

# VAPING 101: What you need to know

## What is Vaping?

Inhaling the water vapor produced from a battery powered, electronic device which heats a flavored e-liquid contained within the device. The e-liquid may contain varying concentrations of nicotine or only flavoring.

## What are the risks?

- ◆ E-liquids (whether containing nicotine or not) contain harmful chemicals; exhaled vapor contains chemicals known to cause cancer
- ◆ Nicotine is highly addictive
- ◆ Nicotine can damage the developing brain
- ◆ Less than 1/2 tsp of nicotine containing e-liquid can be fatal to a toddler
- ◆ Youth who vape are more likely to use other tobacco products in future

## DID YOU KNOW?

- ◆ Vaping rates among high school youth have increased 900% since 2011
- ◆ Exhaled vapor contains cancer causing chemicals— diacetyl, benzene, and heavy metals—lead, tin and nickel
- ◆ Up until late 2016, vaping products (devices and liquids) were not regulated by the FDA
- ◆ Vaping products are illegal to sell to youth under 18 (21 in some towns), but can be easily purchased online
- ◆ Vaping is a \$2.5 billion dollar industry in US; \$125 million is spent on advertising—much of it geared toward youth
- ◆ 7,700 e-liquid flavorings exist—many appealing to kids including fruity, candy or bubblegum flavorings; 85% of e-cigarette users aged 12 –17 use flavored e-liquids
- ◆ Vaping devices can be used for other drugs like cannabinoids

## What Kinds of Vaping Devices are Available?

Source: [centeronaddiction.org](http://centeronaddiction.org)

	<p><b>Vape pen</b></p>	<ul style="list-style-type: none"> <li>• Looks like a pen</li> <li>• Come in variety of sizes and colors and contain flavored liquid with or without nicotine</li> </ul>
   <p><i>Photo credits: www.juulvapor.com</i></p>	<p><b>Hookah pen</b></p>	<ul style="list-style-type: none"> <li>• Can be disposable</li> <li>• Some are rechargeable and can be refilled with e-liquid</li> </ul>
 <p><i>Photo credits: www.slimvapepen.com; vaping360.com</i></p>	<p><b>JUUL</b></p>	<ul style="list-style-type: none"> <li>• Resembles a long USB stick</li> <li>• Small, light, portable</li> <li>• Uses disposable e-liquid “Juul pods” each containing nicotine equivalent to a pack of cigarettes</li> <li>• Inconspicuous</li> </ul>
	<p><b>Vape MODS</b></p> <p><b>Personal Vaping Devices</b></p>	<ul style="list-style-type: none"> <li>• Larger devices</li> <li>• Rechargeable</li> <li>• Can be filled with flavored e-liquid containing nicotine or other illicit substances</li> </ul>
	<p><b>E-cigarettes</b></p> <p><b>Cig-a-Like</b></p> <p><b>Minis</b></p>	<ul style="list-style-type: none"> <li>• Look like cigarettes</li> <li>• Used to deliver varying concentrations of nicotine</li> <li>• Disposable/rechargeable</li> <li>• May emit light when puffed on</li> </ul>

## What is the norm? Are Tri-Town youth vaping?

**Most** Masco middle and high school youth are making healthy choices and are **NOT VAPING!**

That's the **NORM**

In other words "Everyone" is **NOT** doing it

94% of Masco MS youth  
7 out of 10 Masco HS youth

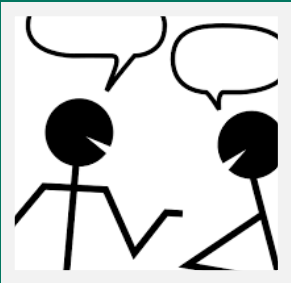
**CHOOSE  
NOT TO  
VAPE**

Source: [2016 Masco MS/HS YRBS](#)

**However**

- Masco 2016 YRBS data shows use of vaping products increases with age, by about 10% each year from the ages of 14-17
- Masco 2016 YRBS data shows more than half of high school youth don't think using e-cigarettes is risky

**SO, what can a parent/caregiver do?**



**Be informed!**  
**Talk with your teen!**

**Education and communication are the  
KEYS to PREVENTION**

Link [HERE](#) for more information about [vaping](#), and other [drug and alcohol related resources](#).

## Minding the Gap Why Norms Matter



**Perception is everything, and so, too, is misperception.** [The Coalition](#) of TTC uses the [Positive Community Norms](#) to "mind the gaps"; when a community focuses on promoting its healthy, positive, normative behaviors, positive changes in human behavior result. If we decrease the *perception* of substance use, we decrease *actual* substance use over time.

**People tend to  
behave in  
ways they  
think is most  
typical of and  
accepted by  
their peers.**

**Positive Community Norms** which asks us to consider, "What choices are **most of us making?**" And "What choices do we *think* others are making?" Jeff Linkenbach, founder of the [Montana Institute](#) invites us all to "**mind the gap**" between perceptions and measured realities of normative behaviors in our community.

What are "normative behaviors" or "norms"? Norms are *actual* behaviors and attitudes of the **majority** of people in a community. What **most** do is the norm.

Perceived norms are people's *beliefs* about the norms of peers. **Positive Community Norms** are based on the idea that choices are largely influenced by what we perceive others are doing, thinking and feeling. These perceptions form the basis of what we consider to be "normal" or "typical" behavior, and tend to behave in ways we think is typical of and accepted by peers. Concerns arise when a community's perceptions of *typical* behaviors do not align with reality—**resulting in a gap**. Linkenbach explains, "If people believe that risky behaviors are typical, some individuals are more likely to engage in those behaviors for several reasons."

- First, people may be more likely to take part in a high risk activity if they misperceive it as the norm.
- Second, those who regularly engage in high risk activities often do so with others and therefore believe "everyone" does it.
- And third, if a bystander believes the risky behavior is the norm, they may fear social disapproval for intervening and therefore be reluctant to intervene to stop the dangerous behavior."

***If we  
change our  
perceptions,  
we change  
our reality.***

**If we change our perceptions, we change our reality.**

**Simple. Profound. Positive.**