Kick Butts Day
What are E-Cigarettes?

Manhasset Middle School
Science 7 Presentations by
Manhasset CASA's Youth Committee Club
What is “Kick Butts Day?”

- Day of activism against tobacco use
- Empowers youth to:
  - Stand up
  - Speak up
  - Seize control
- 1,000 events planned across US and world
E-Cigarettes: What are they?

- “Electronic”
- Battery operated
- Components:
  - Cartridge contains liquid solution with nicotine, flavorings, and other chemicals
  - Heating device (vaporizer)
  - Rechargeable battery
- Also called: “hookah pens,” “e-hookahs,” “vape pipes”
- Laws
  - New York: Must be 18 to purchase cigarettes & e-cigarettes
  - New York City and Suffolk County: Age to purchase cigarettes or e-cigarettes is 21
  - Nassau County: Legal age to purchase cigarettes is 19
E-Cigarettes: How do they work?

1. User puffs

2. Battery is activated

3. Heating device turns liquid in cartridge into a vapor

4. Vapor is inhaled ("vaped") by the user
E-cigarette Statistics

- 16.2% of 10th graders and 17.1% of 12th graders reported using e-cigs in the past month (*2015 Monitoring the Future Study*)
- Only 14.2% of 12th graders view e-cigs as harmful
- 51% of poisoning calls involve children (liquid nicotine is lethal when touched)
- January 2016- 169 calls to poison centers

Poison Center Calls Involving E-Cigarettes

<table>
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<tr>
<th>Year</th>
<th>Total</th>
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<tr>
<td>2012</td>
<td>460</td>
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<td>2013</td>
<td>1543</td>
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<td>2014</td>
<td>3783</td>
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<td>2015</td>
<td>3073</td>
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Poison Center Calls Involving E-Cigarettes (Monthly)

<table>
<thead>
<tr>
<th>Year</th>
<th>Calls Per Month (Average)</th>
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<tbody>
<tr>
<td>2012</td>
<td>38</td>
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<tr>
<td>2013</td>
<td>129</td>
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<tr>
<td>2014</td>
<td>315</td>
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<td>2015</td>
<td>256</td>
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TEENS ARE MORE LIKELY TO USE E-CIGARETTES THAN CIGARETTES

64.7% of 12th graders reported vaporizing “just flavoring” in their last e-cigarette; some didn’t know what they inhaled. E-cigs are unregulated so flavored liquid might actually contain nicotine.
E-Cigarettes: Why are they dangerous?

1. In Your Brain and Body:
   - Nicotine - VERY ADDICTIVE and leads to other addiction
   - diminished lung function, airway resistance and cellular changes

2. In the Vapor
   - Acetone (nail polish remover), xylene (paint thinner), diethylene glycol (anti-freeze for cars)
   - Second hand exposure to nicotine, chromium, nickel, and zinc

3. In the Cartridge:
   - Nitrosamines - known carcinogens; formaldehyde - embalms dead bodies
   - Toxic metal nanoparticles
   - Liquid nicotine - less than a tablespoon is lethal for adults, only a teaspoon for children
E-Cigarettes: The Backwards Effect

• What was their original purpose?
  – To help regular cigarette users quit

• Why did this not work?
  – They are a new route towards smoking and nicotine addiction for teens

• What’s the Backwards Effect?
  – Teens who use e-cigarettes are MORE LIKELY to smoke regular cigarettes and LESS LIKELY to quit smoking
E-Cigarettes: Why are they so appealing?

**Advertising**

- e-cig advertising has increased almost 20-fold in 3 years
- sales have increased from 20 mil to 2 bil in 5 years
- 2014 → E-cigarette advertising:
  - 66% of middle schoolers and 71% of high schoolers saw at least one e-cigarette ad in 2014
  - increased from $6.4 million in 2011 to $115 million in 2014

![Graph showing the increase in e-cigarette use among youth](https://www.cdc.gov/vitalsigns/ecigarette-ads)
E-Cigarettes: Why are they so appealing?

False Perception of Safety

- 466 Brands/7,700 flavors
  - Seem like candy/toy
  - Appealing to youth (ALA, AHA)
- Freedom from Regulation
- Availability:
  - mall kiosks, online, stores
E-Cigarettes: What actions are being taken against them?

National:
- In 2014, the FDA proposed requirements for e-cigarettes under the Family Smoking Prevention and Tobacco Control Act
- E-cig manufacturers continue to fight against regulations
- FDA issued warning letters to five distributors of electronic cigarettes for violations (unsubstantiated claims and poor manufacturing practices) of the Federal Food, Drug, and Cosmetic Act

Local:
- Last year Manhasset CASA Youth Committee convinced the Town of North Hempstead to include e-cigs in Open Air Policy
What can YOU do?

• Talk about it with your parents
• Talk with school counselors, teachers, principals, etc.
• Just say “No!”; Come up with reasons to say No!
• BE AWARE OF THE FACTS
• Stay Involved in School and Community Activities that are fun, exciting, and healthy
• Be a Good Role Model to younger students
• Be Smart...Don’t Start!
2015 Kick Butts Day
Manhasset Secondary School

CASA Youth Committee Club (2016)
Thanks for watching! 😊

PLEASE DON’T SMOKE.