# **Vaping Products**

Prepared by Fraser Health Population and Public Health, Wellness Program



#### Surgeon General Warns Youth Vaping Is Now An 'Epidemic'

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THE WALL STREET JOURNAL Schools and Parents Fight a Juul E-Cigarette Epidemic

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'Almost everyone has tried it' increase in teen vaping



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> The New Hork Eimes I Can't Stop': Schools Struggle With Vaping Explosion "

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"I don't know much about vaping, how am I supposed to talk to my teen about it?"

"All my friends are vaping, what's the big deal?" "There is a lot of research on vaping, let's explore the evidence."







### Who uses vaping products?

#### **Student E-Cigarette Use in BC 2016/17**



 % Gr 7-9 Ever
 % Gr 10-12
 % Gr 7-9 Past
 % Gr 10-12

 Tried
 Ever Tried
 30 Days
 Past 30 Days

#### Adolescent Health Survey – 2018:

- 21% of students used a vaping product with nicotine
- 19% of students used a vaping product without nicotine



Source: 2016-17 Canadian Student Tobacco Alcohol and Drugs Survey; 2018 McCreary Centre Society BC Adolescent Health Survey

### Why are youth attracted to vaping?

- The flavours are appealing; the devices look cool<sup>8</sup>
- It makes them feel rebellious: they vape in places that are not allowed as it is easy to conceal
- Their friends are vaping, it helps them fit in
- Curiosity and/or boredom
- They consider the vapour to be water vapour, harmless compared to tobacco smoke
- They like the "hit" they get from nicotine





# When did vaping products first come on the scene?

• 2003: E-cigarettes first developed



- 2007: First appeared in the Canadian market
- Vaping products or ENDS (electronic nicotine delivery device system) have many names







### How do vaping products work?

 All vaping products are comprised of 3 components: a lithium battery, a tank or cartridge of vaping liquid and an atomizer





## How much nicotine is in the e-liquid?

- Nicotine content of e-liquid is available in different strengths, from zero to very high
- Earlier devices do not deliver nicotine very efficiently
- Newer devices that use nicotine salts can deliver nicotine as efficiently as a tobacco cigarette





### Is nicotine addictive?

- Once inhaled, nicotine reaches the brain rapidly
- It stimulates the release of neurotransmitters that affect the brain's reward center
- Increased alertness and euphoria are experienced
- Tolerance is developed and higher amounts of nicotine is needed to achieve the same feelings
- Also, high doses can cause nicotine toxicity or nicotine poisoning

# Isn't vaping liquid (e-juice) just flavourings and water?

- No, "e-juice" contains:
  - propylene glycol: provides throat hit
  - vegetable glycerin: makes the vapour/cloud
  - flavourings
  - possibly nicotine
- Heating the e-juice creates toxicants



# Isn't the vaping cloud just water vapour?

- Toxicants are created from heating the liquid:
  - Heavy metals
  - Carbonyls; Volatile organic compounds
  - Tobacco nitrosamine
  - Polycyclic aromatic hydrocarbons (PAHs)
  - Particulate Matter
- Level of known toxicants are lower than cigarette smoke; varying across and within brands
- Some of the above are carcinogenic



## Summary

- Vaping is a relatively new nicotine delivery system
- Vaping = Device + flavorings +/- nicotine
- Vaping nicotine is as addictive as smoking cigarettes
- E-liquid contains carcinogenic toxicants



# Are there any safety issues with vaping devices?

- Vaping devices are known to have exploded and cause fires and burns
- The root cause of these incidents is the lithiumion battery
- Most incidents have occurred when the device or spare batteries were in a pocket or during use
- Some have also occurred during charging or while being stored



### What is 'Juuling'?

• Juul, as an example, is a vape that looks like USB flash drive



- A JUUL pod contains approximately 0.7mL with 5% nicotine by weight which is approximately equivalent to 1 pack of cigarettes or 200 puffs
- The Juul vapourizes nicotine salts rather than free-base nicotine therefore delivers nicotine as efficiently as a tobacco cigarette



### Who sells vaping products?

 Tobacco giants like Philip Morris, Imperial Tobacco and British American Tobacco all own popular e-cigarette brands

#### Then

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blucigs.com

Available at these fire retailers:

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#### E-Lites E-Cigarettes Japan Tobacco Company



#### Then



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Marlboro Cigarettes Philip Morris International

#### blu E-Cigarettes Imperial Tobacco Company

### What is the cost of vaping?



- Over 1 year vaping liquid is  $\cong$  4 times less expensive than tobacco
  - 30ml bottle of vaping liquid is about \$20 and lasts about two weeks
  - 1 pack of cigarettes is \$13-14; lasts 1-2 days (moderate to heavy smoker)
  - Vaping starter kits are \$25 \$200
  - Single disposable e-cigarette  $\cong$  \$10



### Where can vaping products be purchased?

- Vaping products are available online, at convenience stores and vape shops
- "Vape shops" (adultonly stores) can show customers how to use vapour products and do product testing in the store





It is ILLEGAL to give or sell VAPOUR PRODUCTS to anyone under 19 years of age. Valid photo ID may be required.

Wence and Happer Products Control Act



Source: Surgeon General's Report: E-Cigarette Use Among Youth & Young Adults, 2016

### How is vaping regulated in BC?

- The Tobacco Control Act was amended in 2016 to include vapour products
- To protect youth the Act stipulates:
  - Retail sales not allowed to those under 19 years
  - Retail displays do not target youth; and advertising is not visible to youth
  - Use is prohibited on public and private school grounds



# How is vaping advertising regulated in Canada?

- Federal legislation prohibits promotion of vaping products that appeal to youth e.g. dessert or confectionery flavours
- The Act bans lifestyle advertising; sponsorships and celebrity endorsements
- Prohibits retailers to make health claims





## Summary

- Vaping is supported by tobacco companies
- It is illegal to sell, offer to sell, distribute, advertise or promote the use of tobacco or vapour products to individuals under 19 years of age
- Federal Bill S-5 will restrict advertising to youth



### Isn't vaping safer than smoking cigarettes?

- Vaping is less harmful than tobacco products such as cigarettes, but it is not harmless.
- There are still significant health concerns with vaping given the presence of chemicals, toxic compounds, and nicotine. When people breathe in the vapour, they inhale tiny particles that can harm their lungs.
- Vaping regularly can become a habit, which can be harmful to health.

## Can vaping products be used to help quit smoking?

- The evidence for e-cigarettes to be effective cessation aids is inconclusive
- The direction of the effect seems to be positive in the majority of moderate and strong studies
- There is *moderate* evidence that nicotine ecigarettes are a better cessation aid than no nicotine e-cigarettes





## Vaping Controversy

- Vaping products as 'harm reduction' vs 'being harmful' is highly controversial
- Some health experts advocate for vaping products to reduce the harm caused by smoking tobacco
- Others are concerned about their harmful constituents, the risk they pose to initiation among non-smokers and smoking cessation effectiveness





#### **Health Consequences: Conclusive Evidence**

- That indoor use increases airborne concentrations of particulate matter and nicotine
- Most contain/emit numerous potentially toxic substances
- Devices can explode causing burns and projectile injuries





### Health Consequences: Substantial Evidence

- Nicotine intake can be comparable to tobacco
- The aerosol contains metals
- Use results in symptoms of dependence
- Use increases the risk of ever using combustible tobacco cigarettes among youth and young adults





Source: US National Academies of Science, Medicine and Engineering

### Health Consequences: Moderate Evidence

- There is increased cough and wheeze in adolescents who use vaping products
- There is an association with vaping products use and an increase in asthma exacerbations
- Youth and young adults who use vaping products and move on to smoke combustible tobacco will smoke tobacco more frequently and with greater intensity





### Health Consequences: More Research Needed

- Short-term health effects
- Long-term health effects
- How vaping product use effects initiation of using combustible tobacco
- If vaping products are effective as a smoking cessation aid





Source: National Academies of Science, Medicine and Engineering

## Summary

- Vaping is less harmful than smoking tobacco
- Long term impact of vaping on health is not known
- Vaping likely to lead to smoking initiation in youth
- More research is needed



# How do I have a conversation with my teen?

- Have honest conversations where all aspects of vaping are discussed
- Be patient and ready to listen when taking part in conversations with youth
- Try to avoid criticism and encourage an open dialogue.
- Keep the conversation going, and do not expect to make an impact with just one conversation.

#### **Resources Coming Soon** Resource #1 – Frequently Asked Questions





#### Resource #2 – Information for Teachers

VAPING INFORMATION FOR TEACHERS



Vaping among youth is on the rise and has become an issue in schools and among young people. Currently, the limited regulatory environment for vaping products allows advertising, some flavours and promotions that may appeal to youth. This gives rise to the concern of increased experimentation and uptake of vaping products among youth.

The ultimate aim of this toolkit is to help teachers inform their students about the known and unknown risks of using vaping products. As teachers, you have the unique opportunity to reach students and their parents with credible information about vaping products. Below is an overview of vaping products, the associated risks, and how the activities presented align with the education curricula.

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#### COMPONENTS OF VAPING PRODUCTS

Vaping products are battery powered devices that heat a liquid solution to create an aerosol. The vaping liquid inside a chamber typically contains a base solution of propylene glycol (PG) and/or vegetable glycerin (VG), flavourings, and varying amounts of nicotine. The act of inhaling and exhaling an aerosol produced by a vaping product is commonly referred to as "vaping"; "Breezing" or "Juuling" in reference to popular vaping products in/on? the market.



ies suggest that vaping could lead to lar diseases as smoking: lung disease rt disease and possibly some cancers. e possible health effects continue to be

#### he short-term, vaping can ease coughing and wheezing cause asthma exacerbations. ng products can cause fires explosions and result in inju-

due to defective batteries. vaping liquids contain nicotine

ine is highly addictive and can lead to dence. The psychological cal depr nse of inhaling nicotine is feelings of ure calmness increased alertness and wed focus. The physical response to na nicotine includes ased heart rate and blood ure. Youth are particularly



ng product use may incre risk for future addiction to other drugs, uding tobacco. Vaping products have potential to renormalize smoking (make nal and acceptable) and may attract or k non-smokers. Youth are being ted through advertising and fruit and ly flavoured products.







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#### Resource #3 – Information for Families

#### **VAPING** INFORMATION **PRODUCTS** FOR FAMILIES



The use of vaping products by youth is on the rise, and becoming more prevalent. Currently, there are some misconceptions about the vapour produced, and unknowns surrounding the health effects of these products. As caregivers, you have the opportunity to connect and discuss issues around vaping products with your child/teen. The information provided in this resource is a helpful tool to inform you and help start the conversation.

#### WHAT ARE VAPING PRODUCTS?

Vaping products are battery powered devices that heat a liquid solution to create an aerosol (vapour).

Vaping products have many names such as: e-cigarettes, vapes, vape pens, mods (box or pod), tanks, e-hookahs and are also known by various brand names. These devices do not contain tobacco and do not involve combustion. They consist of the following:

- vaping liquid (e-juice or e-liquid)
- battery
- mouthpiece
- heating element (atomizer/cartomizer/ clearomizer)
- chamber (a cartridge or tank or reservoir to contain a liquid solution)

The liquid inside the chamber is called vaping liquid, and typically contains a base solution of propylene glycol (PG) and/or vegetable glycerin (VG), flavourings, and varving amounts of nicotine (none to very high).



Regardless, be patient and ready to listen when taking part in conversations with youth. Try to avoid criticism and encourage an open dialogue. Remember to keep the conversation going, and do not expect to make an impact with just one conversation. With time, your conversations about vaping will change and influence the pressures youth may face

#### QUESTIONS YOU MAY BE ASKED

Here are some questions and comments you may get from your child about vaping products, and suggestions on how to respond:



Researchers have found that vaping products contain toxic and addictive ingredients that could damage your body. When people breathe in the vapour, they inhale tiny particles that can harm their lungs. Vaping regularly can become a habit, in much the same way we frequently check our cell phones.

#### "Aren't vaping liquids

just flavourings and water?" Vaping liquid typically contains two chemicals as well as flavouring. The two chemicals and flavourings are approved for use in food but the long-term effect of these flavourings on the lungs is unknown. Most liquids also contain nicotine, a highly addictive substance



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Vaping is less harmful than tobacco products such as cigarettes, but it is not harmless. There are still significant health concerns with vaping given the presence of chemicals, toxic compounds, and nicotine.

The long term health effects of vaping are currently unknown. Short term health effects are increased coughing and wheezing, worsened asthma and increased heart rate.



explosions and result in injuries. This is due to defective batteries.



Often calle "juuling" or "breezing" \*\*1 pod = 20 cigarettes

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#### Resource #4 – Infographic





# Conclusions

- A significant public health achievement would result if the great majority of tobacco smokers switched to vaping products, then stop using them; the caveat being only if minors and nonsmokers weren't recruited
- The evidence is sufficient to warn children and adolescents, pregnant women, and women of reproductive age against nicotine containing vaping products





Source: World Health Organization, 2015

# Conclusions

- Vaping products are unlikely to be harmless; long-term use is expected to increase the risk of chronic obstructive pulmonary disease, lung cancer, and possibly cardiovascular disease as well as some other diseases also associated with smoking
- There is no specific figure on how much "safer" use of these products is compared to smoking – for a population benefit it would have to be 3 fold





Source: World Health Organization, 2015

# Conclusions

- Disclaimer:
  - The multitude of past and current studies have presented *contradictory* evidence in regards to vaping products as a cessation aid as well as vaping being a gateway for youth smoking initiation.
  - The information is derived from sources which is believed to be the strongest and most current.



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# Questions



Source: World Health Organization, 2015

## Feedback is appreciated!



#### Survey link -

https://form.simplesurvey.com/f/l/VapingSurreySD

