

# Vapes and Cigarettes

## Different Products. Same Dangers.



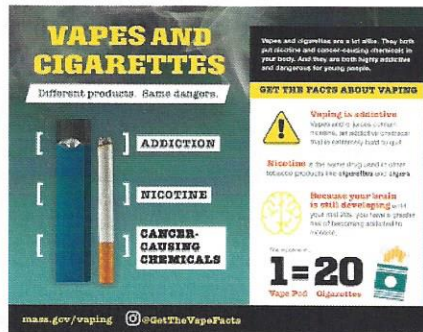
This **poster** can be used in youth-serving organizations (schools, community-based organizations) to inform youth about the dangers of vaping and to help youth make the connection between vaping/using e-cigarettes and smoking combustible cigarettes.

Item TC3481

**Different Products. Same Dangers.** is a statewide public information campaign from the Massachusetts Department of Public Health to raise awareness among middle and high school aged youth about the dangers of vapes and e-cigarette use. The campaign's web page for youth is [www.mass.gov/vaping](http://www.mass.gov/vaping).

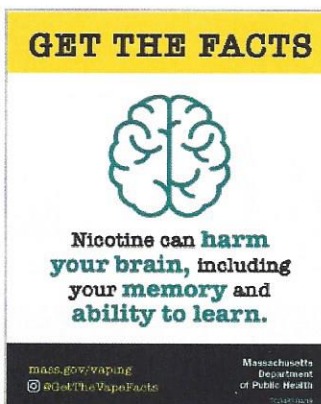
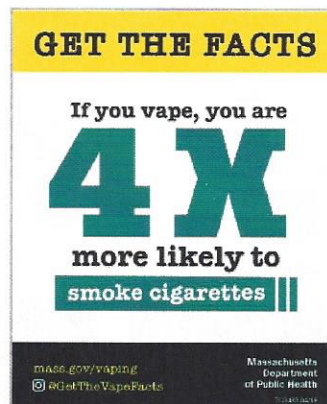
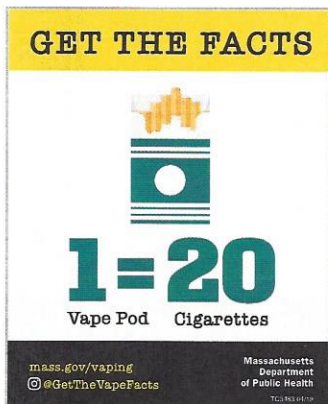
Information about the campaign and ways to implement it in your school or community-based organization is included in a toolkit at [www.GetOutraged.org](http://www.GetOutraged.org) under "For Schools." Information for parents and adults can also be found at [www.GetOutraged.org](http://www.GetOutraged.org).

Different Products. Same Dangers. campaign materials are available free of charge at the Massachusetts Health Promotion Clearinghouse: [www.mass.gov/maclearinghouse](http://www.mass.gov/maclearinghouse).



This two-sided **information sheet** can be used in youth-serving organizations (schools, community-based organizations) to provide young people with facts about the dangers of vaping and resources to explore more information.

Item TC3482



These **mirror clings** can be used in youth-serving organizations (schools, community-based organizations) in areas such as bathroom mirrors, windows and doors. Each package contains 4 individual facts about the dangers of vaping for young people (5 copies of each fact for a total of 20 clings). **Item TC3483**

Massachusetts  
Department  
of Public Health






# The New Look of Nicotine Addiction

**The New Look of NICOTINE ADDICTION**

**TALK WITH YOUR KIDS ABOUT THE DANGERS OF VAPING**



The tobacco and vaping industries have gone high-tech to attract kids and future smokers. E-cigarettes and vaping devices look like pens or thumb drives, and they use sweet, flavored e-liquids to appeal to youth.

They contain nicotine, which can damage a teenager's developing brain and lead to addiction.\*

\* U.S. Department of Health and Human Services. E-cigarette Use Among Youth and Young Adults. A Report of the Surgeon General—Executive Summary, 2016.

**GET OUTRAGED!**  
Get the facts at [GetOutraged.org](http://GetOutraged.org)

**The New Look of Nicotine Addiction** is a statewide public information campaign from the Massachusetts Department of Public Health to raise awareness among adults and parents of middle and high school aged youth about the dangers of vaping.

The campaign's web site is [www.GetOutraged.org](http://www.GetOutraged.org). The site has information about vapes and e-cigarettes; information for parents on how to talk to their kids about vaping; and a toolkit for schools and community based organizations with materials and resources for addressing youth use of e-cigarettes.

**The New Look of Nicotine Addiction** campaign materials are available free of charge at the Massachusetts Health Promotion Clearinghouse: [www.mass.gov/maclearinghouse](http://www.mass.gov/maclearinghouse). Note: These materials are for an adult audience and were not tested with youth. For youth-focused materials, please reference the toolkit at [www.GetOutraged.org](http://www.GetOutraged.org) for information about the Department of Public Health's youth campaign.

< This **poster** can be used throughout the community to inform parents and adults who work with youth about the dangers of vaping. The poster is not recommended for posting where youth will be widely exposed (for example, we do not recommend this poster be used in schools except in teacher lounges and meeting rooms) because the images and messages have only been tested with adults and not with youth. The poster is double sided with English on one side and Spanish on the other side.

**Item TC3478**

**The New Look of NICOTINE ADDICTION**

**Did you know?**

In 2017, 20% of Massachusetts high school students reported currently using e-cigarettes, and nearly half tried them at least once. More high school students used e-cigarettes than all other tobacco products combined, AND they used them six times more often than adults.

**Current Use of Tobacco Products by Massachusetts High School Students, 2017**

Product	Current Use (%)
Cigarettes	6.4%
Conventional Tobacco Products	11.4%
E-Cigs	20.1%

**E-Cigarette Use Among Massachusetts High School Students and Adults, 2017**

Group	Ever Use (%)
High School Students	41.1%
Adults	17.6%

**Talk with your kids!**

Talk with your teens about vaping and make sure they know it's harmful. Nicotine can damage a teenager's developing brain and lead to addiction. The earlier they start, the harder it is to quit.

**GET OUTRAGED!**  
Get the facts at [GetOutraged.org](http://GetOutraged.org)

This **flyer** can be used throughout the community to inform parents about the dangers of vaping. It includes data on youth e-cigarette use and the role of tobacco industry tactics. This info sheet has English on one side and Spanish on the other side.

**Item TC3477**

**Tips for talking with your kids about VAPING**

**Know the facts.** Learn about e-cigarettes and young people before you start the conversation with your child.

- E-cigarettes are known by many different names. They are sometimes called e-cigs, e-hookahs, mods, vape pens, vapes, tank systems, and electronic nicotine delivery systems.
- Most vaping devices contain and deliver nicotine. Nicotine can harm a teenager's developing brain and lead to addiction.
- Simply talking with your teen about these products can help protect them.

**Be patient and ready to listen.** Your goal is to have a conversation, not to deliver a lecture. So avoid criticism and encourage an open dialogue.

**There is no "perfect time" to talk.** Doing so in the car together or waiting at an appointment is often the best time. You can start by mentioning a news story or a friend, or something that you read about vaping. Or, one year child told her dad there about a friend or you witness together such as seeing someone use an e-cigarette, passing a vape, or seeing an e-cigarette advertisement.

**There is no "perfect talk."** Consider your talk with your child about vaping as a learning opportunity for both of you, and peel up just the beginning of an ongoing dialogue. You may have some facts about vaping at hand, but decide that you don't know all the answers. It will go a long way to keep your kids from going on the defense.

**Ask what your child thinks.** Show genuine curiosity. Ask your child, "What's your take on vaping?" or "Do you know kids who use e-cigarettes?"

**Be open and honest.** Be truthful about what you know about the dangers of vaping, and what you don't. You can honestly say, though, "Vaping isn't harmless, I hope you can steer clear of it."

**You can't always control everything your children do when they're not with you. Talking with your kids about vaping will let them know that you're concerned about their health.**

Excerpted from *Let's Talk About E-cigarettes: A Guide for Parents from E-cigarettes Use Among Youth and Young Adults*. A Report of the Surgeon General and other sources taken from *How to Talk to Your Kids about Vaping*, New York Times, February 2, 2018.

**GET OUTRAGED!**  
Get the facts at [GetOutraged.org](http://GetOutraged.org)

This **flyer** contains tips for parents about how to talk with their kids about the dangers of vaping.

**Item TC3479**

**The New Look of NICOTINE ADDICTION**

**FREQUENTLY ASKED QUESTIONS (FAQ) ABOUT VAPING**

**What is vaping?**  
Vaping is the act of inhaling and exhaling the aerosol (often called vapor) produced by an e-cigarette or similar battery-powered device.

**What is an e-cigarette?**  
E-cigarettes are battery-powered vaporizers that simulate the action and sensation of smoking.

**What are other names for e-cigarettes?**  
They are also known as e-cigs, vape pens, e-hookahs, e-pens, tanks, mods, vapes, electronic nicotine delivery systems, or ENDS, and more. Some people refer to vaping devices by their brand name such as JUUL, ECIG, and others.

**What kinds/types of e-cigarettes are there?**  
E-cigarettes come in many different sizes, types, and colors.

Some e-cigarettes are made to look like regular cigarettes, cigars, or pipes. Some resemble pens, small electronic devices such as USB sticks, and other everyday items. The products that are designed to resemble small electronic devices are often compact and allow for discreet carrying and use—at home, in school hallways and bathrooms, and even in classrooms.

**What is in e-cigarettes? My child says it's simply flavored water, what's so bad about it?**  
E-cigarettes contain pre-filled pods or e-liquids—places the user adds to the device. E-liquids generally consist of propylene glycol, glycerin, water, nicotine, and flavorings. Many of these pods and e-liquids come in fruit and candy flavors that appeal to youth.

E-cigarettes produce an aerosol, commonly called vapor, which users inhale from the device and exhale. The aerosol can contain harmful and potentially harmful substances, including:

- Nicotine
- Ultrafine particles that can be inhaled deep into the lungs
- Flavorings such as diacetyl, a chemical linked to a serious lung disease
- Volatile organic compounds
- Cancer-causing chemicals
- Heavy metals such as nickel, tin, and lead

**GET OUTRAGED!**  
For more information, visit [GetOutraged.org](http://GetOutraged.org)

This **brochure** contains Frequently Asked Questions about vaping for parents, teachers and other adults who work with youth.

**Item TC3480**

Massachusetts  
Department of  
Public Health

