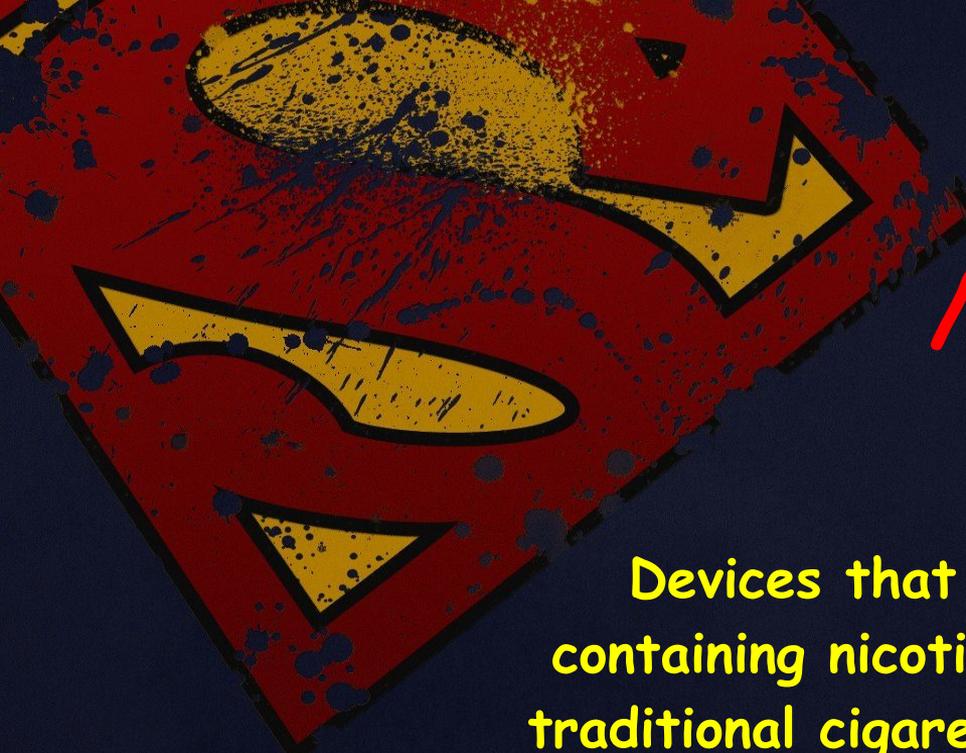


Welcome Superheros!



**BE A HERO IN
YOUR
COMMUNITY!**

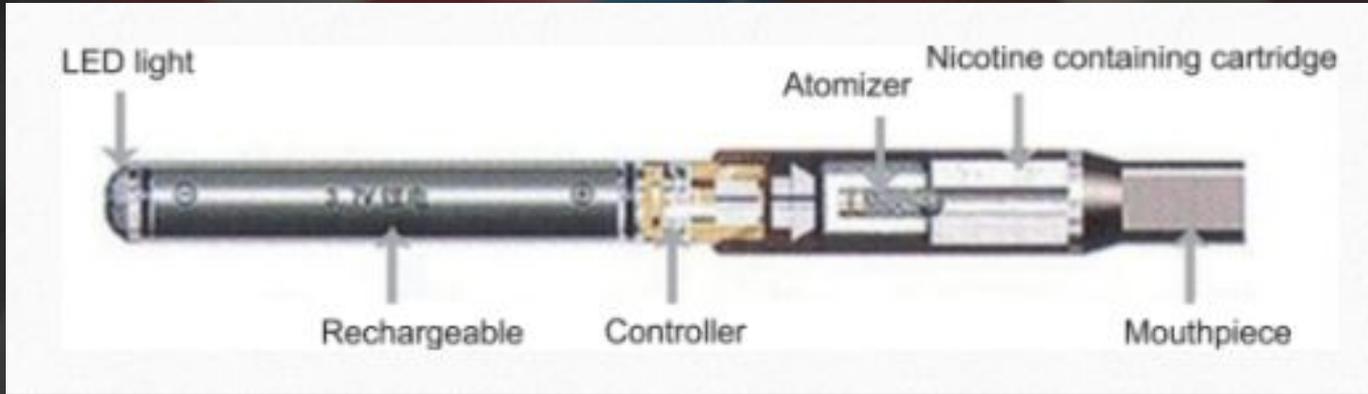
Winter Awareness
Workshop 2017



WHAT ARE E-CIGARETTES /VAPING DEVICES?

Devices that allow users to inhale aerosol containing nicotine or other substances. Unlike traditional cigarettes, e-cigarettes are generally battery-operated, although can be chargeable as well, and use a heating element to heat e-liquid from a refillable cartridge.

FDA DEFINITION AND CONTENTS



Devices that allow users to inhale a vapor containing nicotine or other substances.

E-CIG HISTORY

- First developed in 2003 in Beijing, China by a pharmacist named Hon Li
- By 2006-2007 it was introduced in US
- In 2009 The Electronic Cigarette Association (ECA) is formed
- 2010 AMA (American Medical Association) urges FDA (Food and Drug Administration) to regulate them as a drug delivery device

WHAT'S INSIDE?

E-liquid, created by extracting nicotine from tobacco and mixing it with a base (usually propylene glycol, found in paint and antifreeze). It may also include flavorings, colorings and other chemicals.

A team at the Harvard School of Public Health found that the flavorings are made with chemicals that can severely damage the lungs. The most common chemical was diacetyl. Nearly 500 brands and 7,700 flavors of e-cigarettes are on the market and none of them have been evaluated by the FDA.

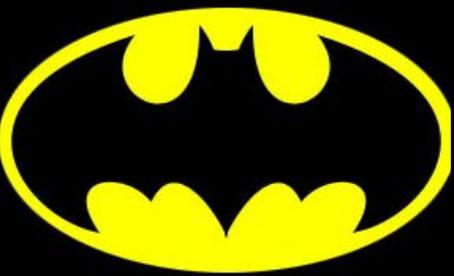
There is no way to tell the difference between nicotine and non-nicotine juices in e-cigarettes and even those reporting no nicotine may actually contain nicotine.



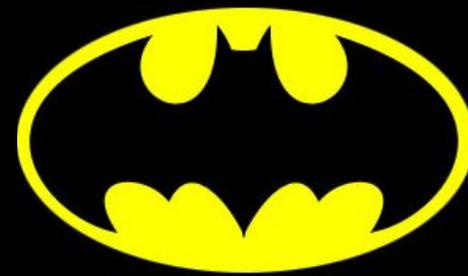
WHAT IS IN THE CHEMICAL AEROSOL EMITTED?

E-cigarettes do not produce smoke instead, they expose others to secondhand emissions. Two initial studies have found formaldehyde (found in glue), benzene (found in gasoline and oil) and tobacco-specific nitrosamines (all carcinogens) coming from those secondhand emissions. Other studies have shown that chemicals exhaled by users also contain, acetaldehyde (used to make perfume) and other potential toxins.





FACTS

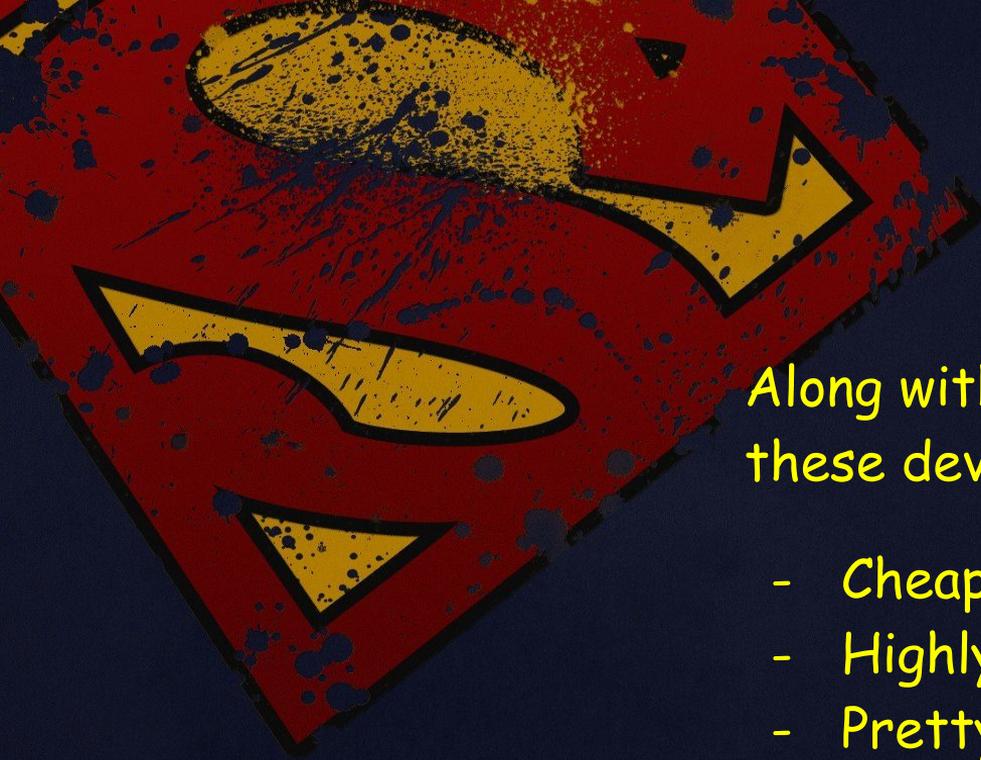


- E-Cigarettes are unregulated tobacco products.
 - The FDA have not evaluated any e-cigarettes currently on the market.
- Almost all e-cigarettes contain nicotine, even those that claim they do not.
 - A 2014 study showed ranging levels of nicotine in these products, and inconsistencies between the listed nicotine level and the contents.
- The use of e-cigarettes among middle and high school students TRIPLED between 2011 and 2013.
 - Aggressive industry tactics, such as using cartoon characters and sweet flavors, have been noticed to be effective ways of enticing children to their cigarettes.

MISCONCEPTIONS

- “E-cigarettes are not marketed to kids”
 - Kid-friendly favors: bubble gum, fruit loops, chocolate, and strawberry.
 - Manufacturers of e-cigarettes use friendly, familiar cartoon characters in order to advertise their product and exploit youth.
- “There are no secondhand emissions from e-cigarettes”
 - The second-hand aerosol contains nicotine and low levels of toxins that are known to cause cancer.
- “E-cigarettes can help smokers quit/they’re a better alternative”
 - E-cigarettes can help smokers quit, but these can also be addictive too. If you don’t smoke, this can lead to starting smoking actual cigarettes later on.





WHAT'S THE PROBLEM?

Along with the misconceptions, the popularity these devices have is insane.

- Cheap
- Highly and easily available
- Pretty/cool looking
- Taste good
- Addictive
- Easy to hide in public places
- Known as "Safer"

HEALTH RISKS

- Getting addicted could lead to the use of traditional cigarettes and their health risks, such as lung cancer.
- The 2nd hand aerosol has a greater area to affect those around the smoker.
- Can result in poisonings
- The devices themselves can harm you.



Father loses ability to walk due to e-cigarette explosion

A young man loses the ability to walk due to a shattered spine. His injuries also included a broken neck and a burnt mouth. During his work break, he was taking a drag when his device's power was too strong. He was in college to be a personal trainer but now he has to deal with the fact that he will never be able to walk again.

First Child's Death From Nicotine Juice

A child from upstate New York was one of the first children to die from liquid nicotine, the substance used in e-cigarettes. Police reported that the 1-year-old child died after ingesting liquid nicotine at a home in Fort Plain, New York, in December of 2014.

Man Electrocuted, Dies While Smoking E-Cigarettes

Michael Del, a 34-year-old construction worker from Boston, Massachusetts, was killed in March of 2015. The e-cigarette he was smoking sent a jolt throughout his body, rendering him unconscious. He was on a lunch break while working an overnight job in Cambridge. After the incident, he was rushed to Massachusetts General Hospital, where doctors were unable to revive him.



MARKET GROWTH & MARKETING

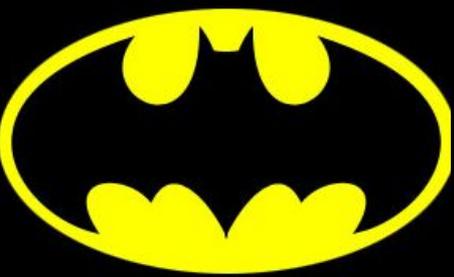
In 2012 e cigs were bringing in around \$200 million

Just a year later in 2013 it spiked up to \$1.7 billion

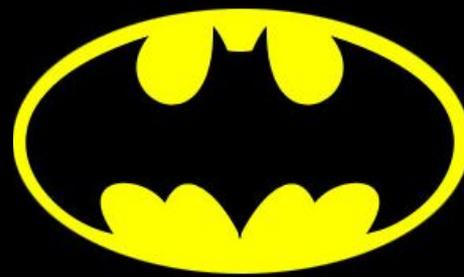
The tobacco industry spends one million dollars an hour at point of sale
(where they're sold)

They spent a total of \$8.6 billion in 2013 on cigarette and smokeless
tobacco marketing at point of sale





THIS IS WHAT THE TOBACCO INDUSTRY CLAIMS



**"You can quit Smoking while smoking e-cigarette!
Absolutely PHENOMENAL!"** - James L.

Here are some of the benefits of Easy As STEP 1,2,3 E-Cigarette Kit!

- ** Gradually quit smoking in 30 days
- ** Replaceable Nicotine Cartridges
- ** Save minimum \$3,600 on a Yearly Basis for heavy smokers
- ** High, Medium, Low Nicotine Levels
- ** You don't have to worry about bad breath and noxious odors
- ** No Residual Clothing or Room Odor... Now That's a Real Benefit!





REGULATIONS

On May 5, 2016, the FDA announced that nationwide tobacco regulations now extend to ALL tobacco products, including:

- E cigarettes and their liquid solutions
 - Cigars
 - Hookah tobacco
 - Pipe tobacco

This restricts the sale of these tobacco products to minors.

U.S. STATISTICS

From 2011-2015, past 30 day use of e-cigs increased.

- More than 10X for high school students (1.5% - 16%)
- Nearly 9X for middle school students (0.6% - 5.3%)

Nearly 3 million US middle and high school students were past 30 day e-cig users in 2015.

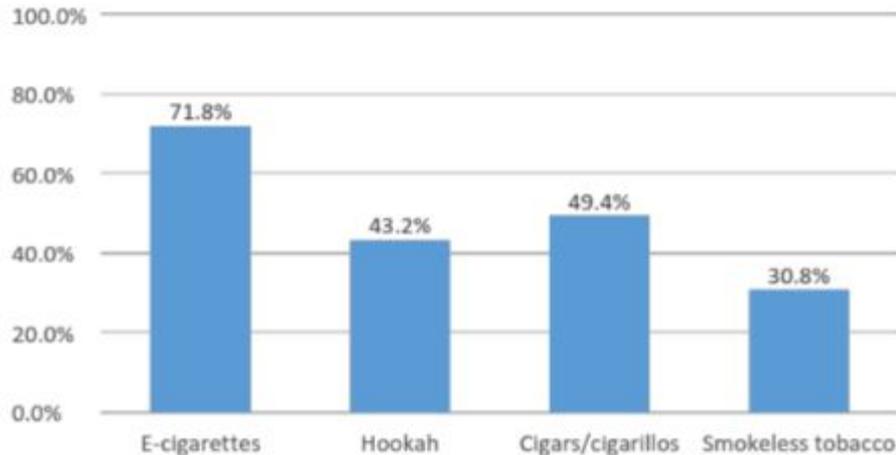
- Including about 1 in 7 high school students.

R.I. STATISTICS

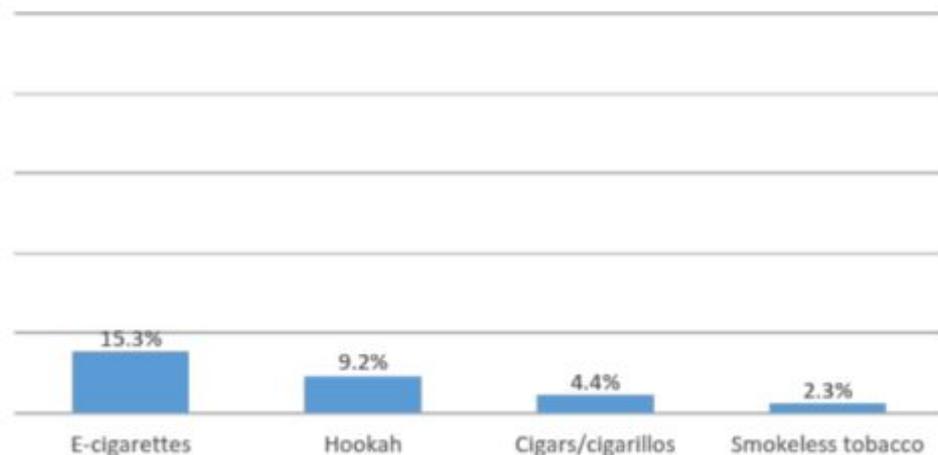
In 2015, 27% of RI high school students reported using at least 1 tobacco product

RI Youth Risk Behavior Health Survey

Youth smoking cigarettes are simultaneously using emerging tobacco products at exceedingly high rates



...And many youth who don't use cigarettes are instead using emerging tobacco products at concerning rates



E-cigs are not approved by the FDA to help people quit smoking. However, the FDA has approved the following seven medicines as safe and effective to help smokers quit:

5 Types of nicotine replacement therapy

- Patch*
- Gum*
- Lozenge*
- Nasal spray
- Inhaler

2 Non-nicotine medications

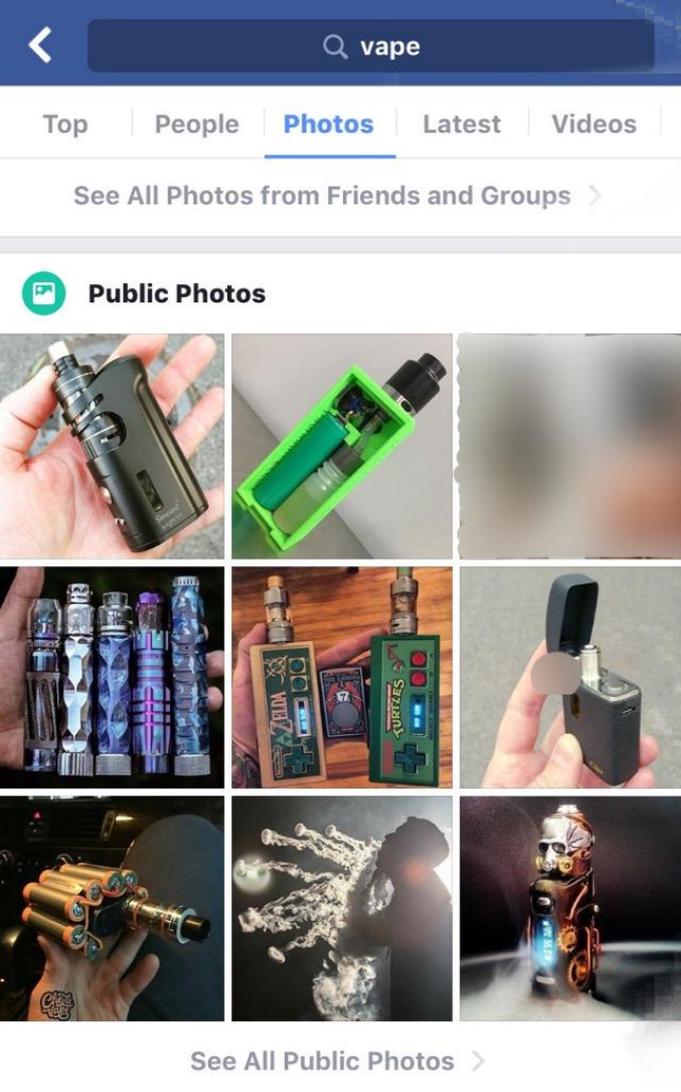
- Bupropion (Wellbutrin)
- Varenicline (Chantix)

**Available without a prescription*



LOOKING UP TOBACCO/ TOBACCO PRODUCTS ON SOCIAL MEDIA





DJ Khaled;
American
record
producer, DJ
& record
label
executive...
Known by
many kids
that listen to
rap.



Loving new Citizen Cig ...
... See More

👍❤️ 9.6K

134 Comments

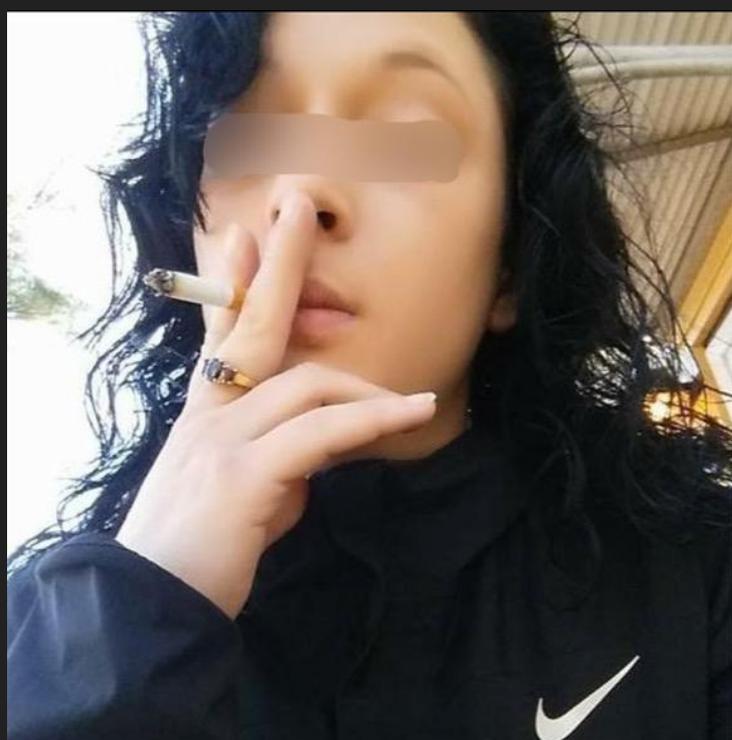
PICS FROM SOCIAL MEDIA



These pictures were taken straight off of a student's Instagram and Facebook. The one to the right is a profile picture. The one on the left has over 43 likes.



43 others



More
profile
pictures
and post
from
Facebook





Pretty women promoting cigarettes by smoking 2 or 4 at a time

Kendra Smoking 4 Cigs!

.. See More



Extreme Pumping 2 Cigs!

. See More



2 Comments



newly born cigs See More

835

34 Comments



People making tobacco funny

CHECK OUT 
LIKES AND
COMMENTS

Throw it back to Thursday with one of the best pics I have ever taken (FAKE CIGS) See More

38.9K

2.3K Comments

Fusion e cigs

****QUICK 24 HOUR COMP****

The shelves at Fusion need restocking but we still have over 50 brands of juice in many many flavours so if you can't find it Fusion e cigs it's probably not worth finding haha :O

Saying that, our own brand 'FUSION HAZE' still outsells the rest so if you want to be in with a chance of winning 100 ml of any flavour from our Fusion Haze range follow the simple steps below :)

1. Share this pic
2. Tag as many vape buddies as you dare
2. comment below with #cravethehaze

Lucky winner will be announced tomorrow night
8th July 2016
Good Luck everyone :)

JULY 7, 2016 🌐

👍❤️👤 308

391 Comments

Contest for tobacco



Bacc-Off Non-Tobacco chew

How bout some free BaccOff Wintergreen???

Share this post to your timeline for a chance to win 2 cans each of ALL of our REAL AS IT GETS Wintergreen Snuff Alternatives!
We'll announce the winner Friday!!

NOVEMBER 30 🌐

👍❤️👤 274

87 Comments

25 mins · 👤

👀👀 100

Yesterday at 6:18 AM · 🌐

Finally got to try these out 🍷 fire af



Not only did someone advertise these cheap flavored cigars for free, but someone then shared the post.



Smoking kills more people than

alcohol, AIDS
car accidents
illegal drugs
murders
and suicides



...**combined.**



TobaccoFreeKids.org

Although, there are a few positive post out there, but check out the difference in likes...



Do your kids use e-cigs? The Surgeon General says vaping could be a gateway to smoking traditional cigarettes. For the first time ever, he stepped out and called e-cigs a public health threat to youth. Hear local experts advice to parents at 3!

DECEMBER 8 🌐



5

CONTACT INFORMATION

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