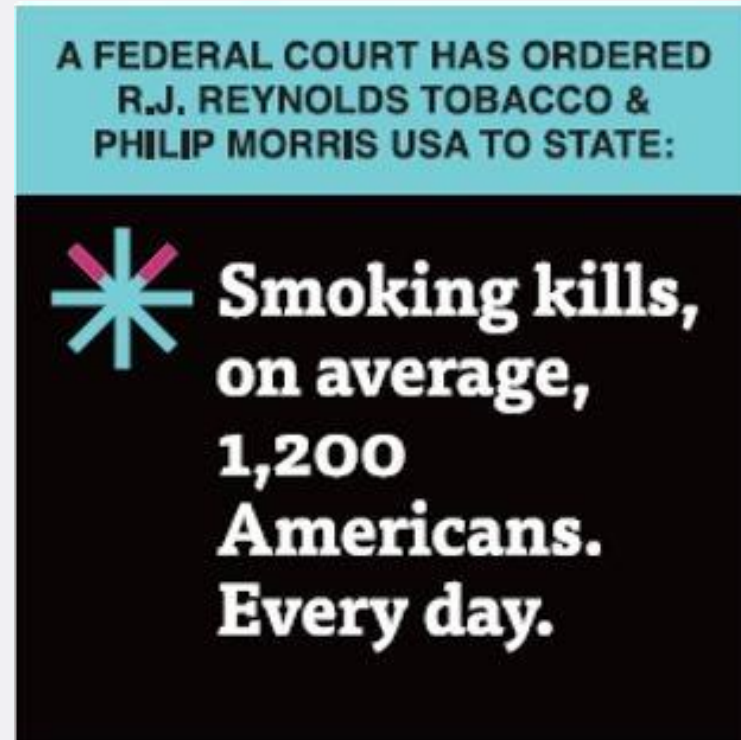

Middle School Trends

*Vaping Among Middle School
Students*

Alternative nicotine products: devices used to consume nicotine – a known carcinogen.



- Major shift in consumption by youths compared to prior decades.
- In 2018, the Virginia Department of Health noted tobacco use by teens was at an all-time low, however the rate of use of alternative nicotine products exceeded tobacco use.

**E-cigarette,
nicotine vapor
devices:** experience
of smoking, having a
cartridge with a heater
that vaporizes liquid
nicotine instead of
burning tobacco.

**If you bought a JUUL
product in the United
States on or before
December 7, 2022, you
may be eligible to receive
a payment from a \$255
Million Settlement.**

- In 2014, there were over 460 brands and 7,700+ flavors
- In September 2022, there was over 2,000 e-cigarette products listed for sale.

Manufacturers claim that e-cigarettes are not marketed towards teens.

Most e-cigarettes are disposable and/or rechargeable and can be purchased over the counter at any local convenience store or vape shop.

Alternative nicotine products are regulated in a physical store- must be 21 years or older to purchase.

Online- “honor system”---click a box stating that you are over 21.

******In order to help stop the sale to minors, various websites are now requesting an Id to purchase products and a signature upon purchase******





Children often start consuming these products in middle school and high school.

Children rapidly become addicted to the relatively high levels of nicotine in these products.

Products are frequently marketed to children and young adults through appealing flavors such as the ELFBAR 7000 puff disposable nicotine vape pictured.



Nationally in the last 30 days:

**3.3% of middle school students
14.1% of high school students
Used alternative nicotine products**

The most commonly used flavors were fruit (69.1%), candy, desserts, or other sweets (38.3%), mint (29.4%), and menthol (26.6%).



E-cigarette brands such as JUUL, Vuse (Alto), blu, and others make up between 65% and 70% of the market and are very popular with youth. The most popular brands in this area are Elfbar, Puffbar, Vuse, and Hyde.

Disposable vape manufacturer ELFBAR – a company based in China – is growing in market share and growing increasingly popular among children and young adults due to their immense profile of flavors – over 600 flavors. These are just a few options.



Strawberry Kiwi



Energy



Peach Mango Watermelon



Strawberry Mango



Sakura Grape



Watermelon Ice



Red Mojito



Lemon Mint



Mango Peach



Cranberry Grape



Kiwi Passionfruit Guava



Blue Razz Ice

Warning:

Vaping devices disguised as school supplies, medications, technology, clothing, accessories...





Other alternative nicotine products: Nicotine pouches

Nicotine pouches are packaged in a similar manner to mints. They often contain higher concentrations of nicotine. It is more difficult to identify their use than e-cigarettes

All nicotine products are now inherently affordable:

Average cost of a nicotine vape: \$20

Average cost of nicotine pouches: \$5





On the first day of school, a student was viewed smoking a vape pen within a classroom.

8/28/2023





ePod 2+ 



DEVICE
LOCK



FIND
MY VAPE



CLOUD
CONTROL



RECHARGE
REMINDER*

* MAY VARY BY
OPERATING PLATFORM



Magnetic charger included



Youth e-cigarette use remains a serious public health threat, with over 2.5 million middle and high school students reporting current e-cigarette use in 2022

Locally, in 2022:

- *There were an estimated 15 vape incidents reported at Berkeley Middle School- some were repeat offenders. Population was 650 students.*
- *James Blair Middle School estimates 10 vaping incidents last year. Population was 540 students.*
- ∅ *Reporting limited to only those who were caught in the act by staff or reported by other students. Many more were suspected but went undetected at both middle schools.*



Parents and Educators:

*******Have a conversation!!!*******

- #1) Get educated: know the facts and research information
(e-cigarettes.surgeongeneral.gov)
- Be patient and ready to listen: avoid criticism and lecture, encourage open communication have conversation in bits and pieces-over time
- Set a good example by being tobacco/nicotine-free
(If need help quitting: smokefree.gov)
- Find the right moment to talk: Avoid saying “we need to talk”- discuss a situation you witness together
 - seeing someone using e-cigs in person
 - passing a vape store while walking/driving
 - seeing advertisements on tv, internet, in stores
- Ask healthcare providers to speak with your child during any visits
- Advise child to speak with a trusted adult: coaches, teachers, school or personal counselors, relatives



QUESTIONS --- COMMENTS --- CONCERNS

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