American Lung Association.

Tips for Conducting Brief Youth Interventions on E-cigarettes and Tobacco Products

The American Lung Association is committed to helping educate, intervene and prevent the use of tobacco and nicotine by the next generation. This is especially important because close to 95 percent of tobacco users start before the age of 21. The guide below offers best practices for how to have the most effective conversation with youth on a tricky subject like vaping and tobacco use.

Watch for signs of use:

- Vaping is easy to hide, and the signs can be easy to miss. Unlike traditional cigarettes, e-cigarettes don't leave the telltale scent of tobacco. If you notice any of the following things, it's best to talk to a student about whether or not they are vaping.
  - Faint sweet or fruity scents
  - Behavioral and mood changes
  - Increased irritability or restlessness
  - Cutting back on caffeine
  - Desire for flavor due to tastebud degradation
  - Pneumonia
  - Increased thirst
  - Nosebleeds
- Keep in mind that even "high-achievers" and athletes vape. Vaping is seen across all middle and high school demographics.

Understand the reasons youth use tobacco products

- Peer pressure and managing stress are some of the main reasons youth start vaping
  - Consider rehearsing or role playing to give students the social tools to refuse tobacco products. Offer some quick facts or an anecdote that they may feel comfortable sharing when offered tobacco products in the future.
  - Help students find healthy outlets for stress relief
- Youth and young adults are the target of Big Tobacco advertising
  - The same companies who funded cancer-causing cigarettes and used cartoon characters to promote them are the same ones behind many vape products like JUUL and Puff Bar.
  - Big Tobacco uses marketing tactics designed to intentionally hook a young audience on nicotine and make them customers for life.
  - Puff Bar, JUUL pods and other e-cigarettes come in fruity flavors because they were intentionally created to hook kids.
  - Remind students that you are both on the same side when it comes to Big Tobacco.
- Some other reasons youth experiment with e-cigarettes include:
  - Rebelliousness/independence
  - Misinformation
  - Social media influence
  - Close family or friend influence
  - Smoke tricks or interest in marijuana

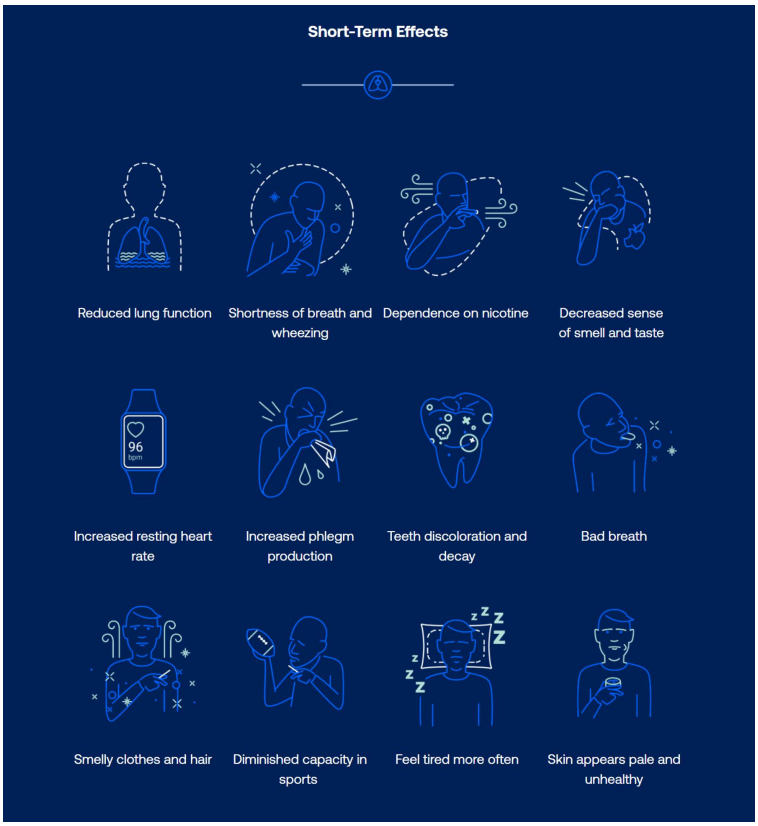
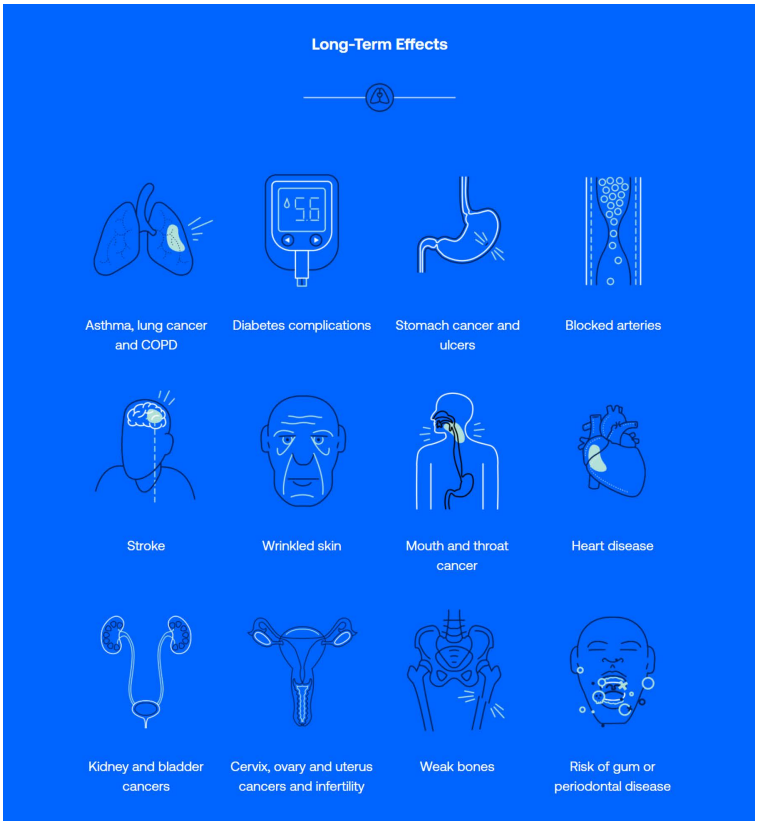
When talking to students, be clear about all of the different tobacco products and the diverse terminology:

- **E-cigarettes:** vapes, JUULing, blowing clouds
- **Smoked:** cigarettes, cigars, cigarillos, hookah
- **Smokeless:** chewing tobacco, snuff, dip, and snus

Explain the risks of tobacco products, including the health effects and unpleasant physical aspects

- Nicotine is the third most addictive substance, behind heroin and cocaine, and can increase the risk for addiction to other drugs
- Nicotine harms adolescent brain development by affecting attention, learning, mood, impulse control, and memory
- Avoid scare tactics, which reduce your credibility and chance of connecting with youth

Vaping isn't just flavored water

- The aerosol cloud produced by e-cigarettes typically contains nicotine, heavy metals, flavorings like diacetyl, a chemical linked to serious lung disease, and other harmful chemicals
- Vape cartridges or "pods" can also be filled with THC or CBD
- Use The Vape Cloud: Is It Just Water Vapor? video to help explain the difference between an aerosol and water vapor. Watch the video at tinyurl.com/vapecloud.

Discuss the resources and support available to help them become nicotine and tobacco-free