

Youth Vaping in PEI

JCSH School Health Coordinators' Committee

December 12, 2019





Vaping 101: The New Look of Nicotine Addiction





Types of Products



**Disposable E-Cigarettes
(cig-a-likes)**



**Tank
Systems**



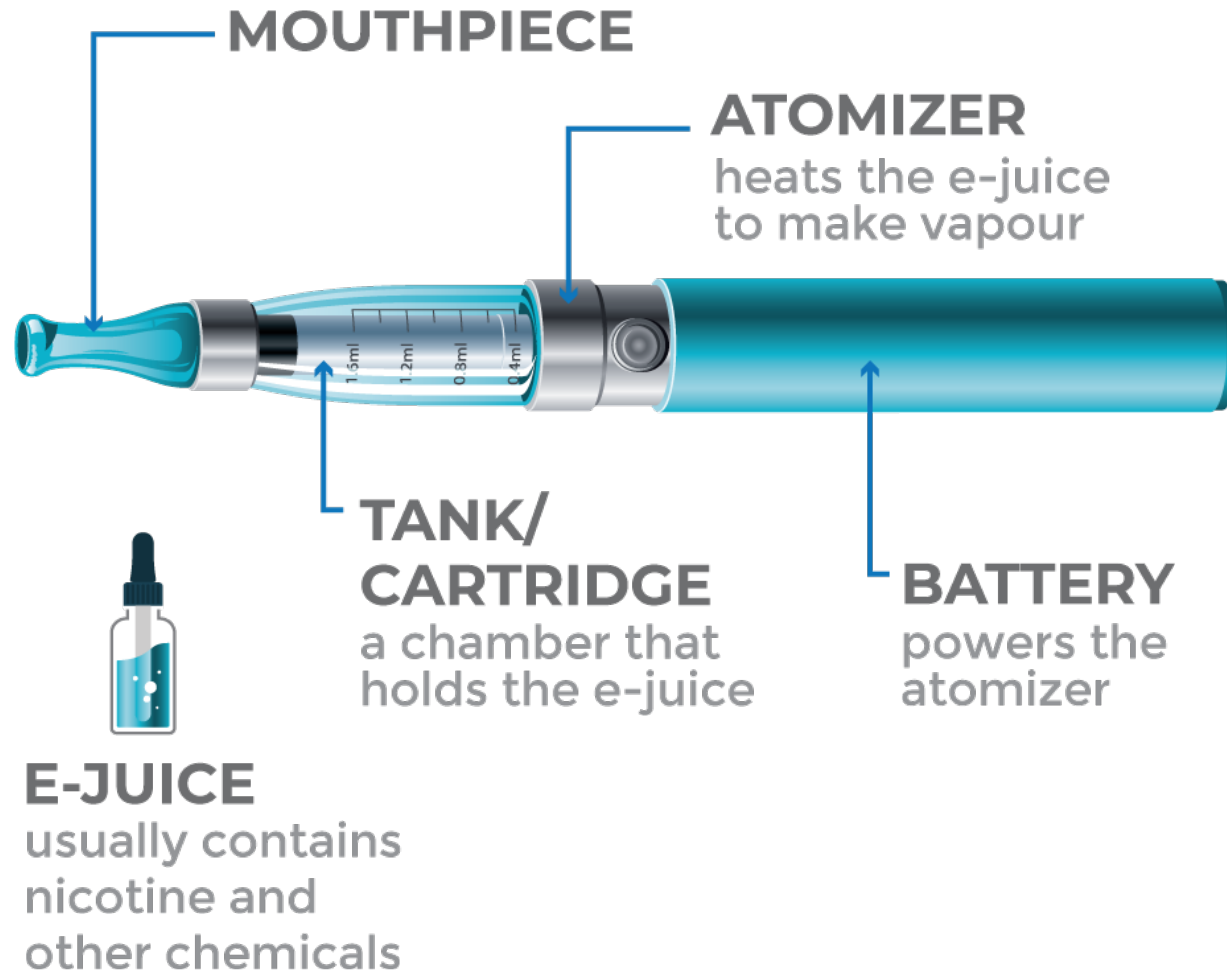
Pipes

Vape pens



**Rechargeable
E-cigarettes
(Pods)**

How it works



Types of Products



E-liquids and E-Juices



Pods



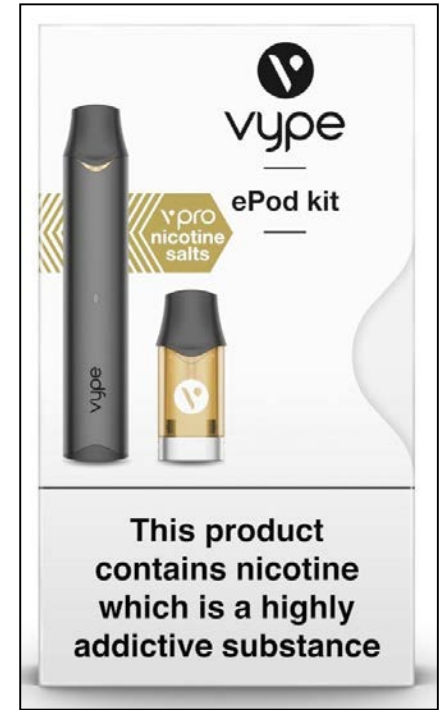
\$64.99

- 1 x JUUL device
- 4 x JUUL pods (50mg)
(Tobacco, Mint, Vanilla, and Mango)
- 1 x USB charging dock



\$24.99

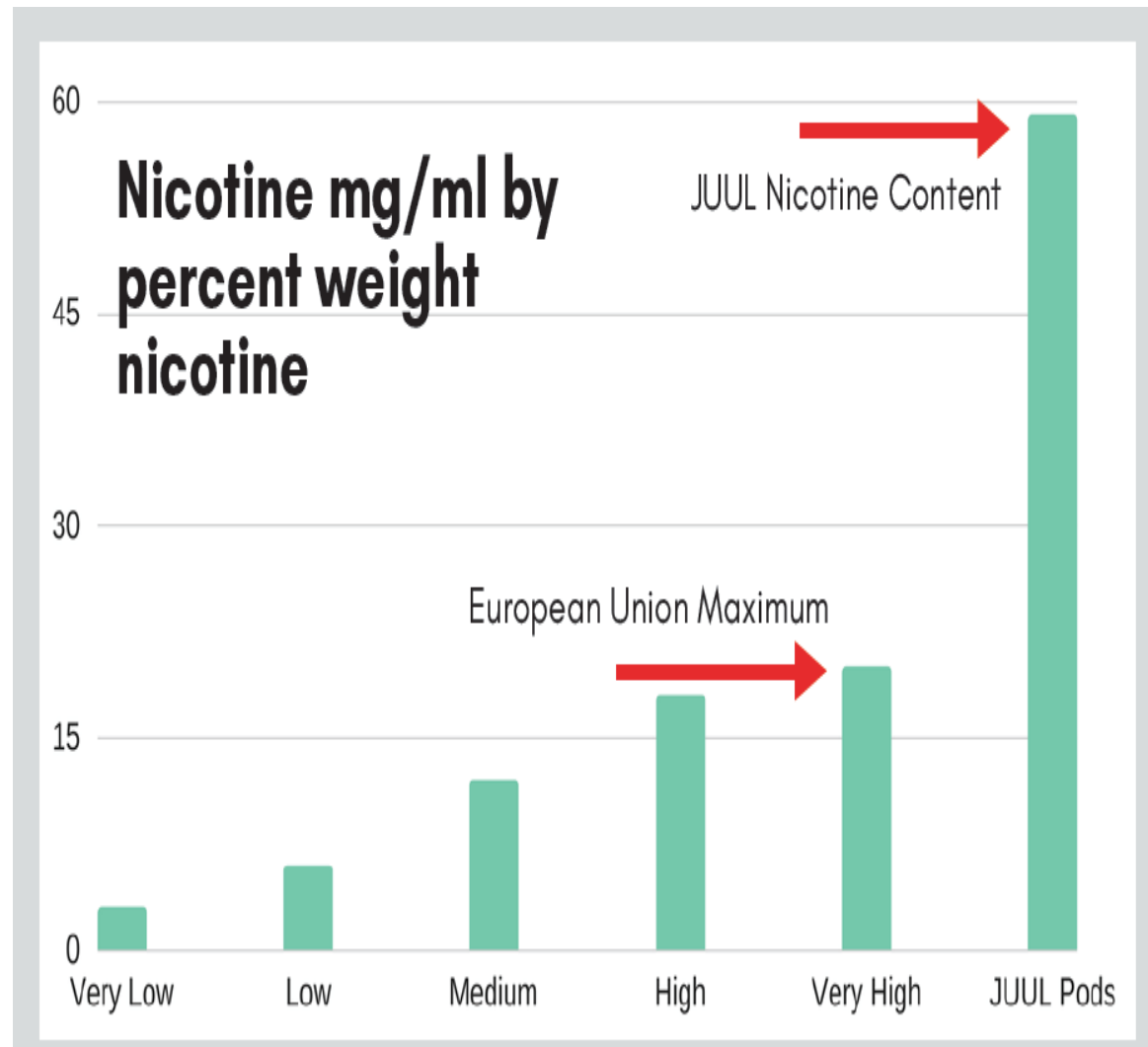
- 1 x STLTH device
- 1 x Berry Blast pod (35mg)
- 1 x micro USB charging cable
- 1 x instruction manual



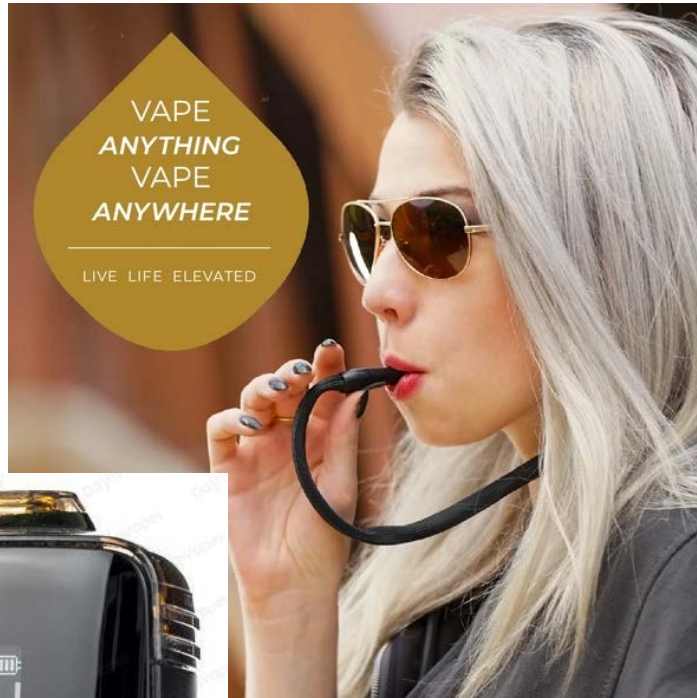
\$8.99

- 1 x ePOD device
- 1 x Mango Wonder cartridge (57mg)
- 1 x magnetic USB charging cable
- 1 x user manual

Risks of pod-based vaping devices



Emerging Products



Flavours, Price, Access and Social Media



Save 40%
on a JUUL Starter Kit today

Email Address

MM DD YYYY

[Sign Up](#)

Must be 21+ to purchase from JUUL.com.
Offer void where prohibited.
[See terms of service](#)

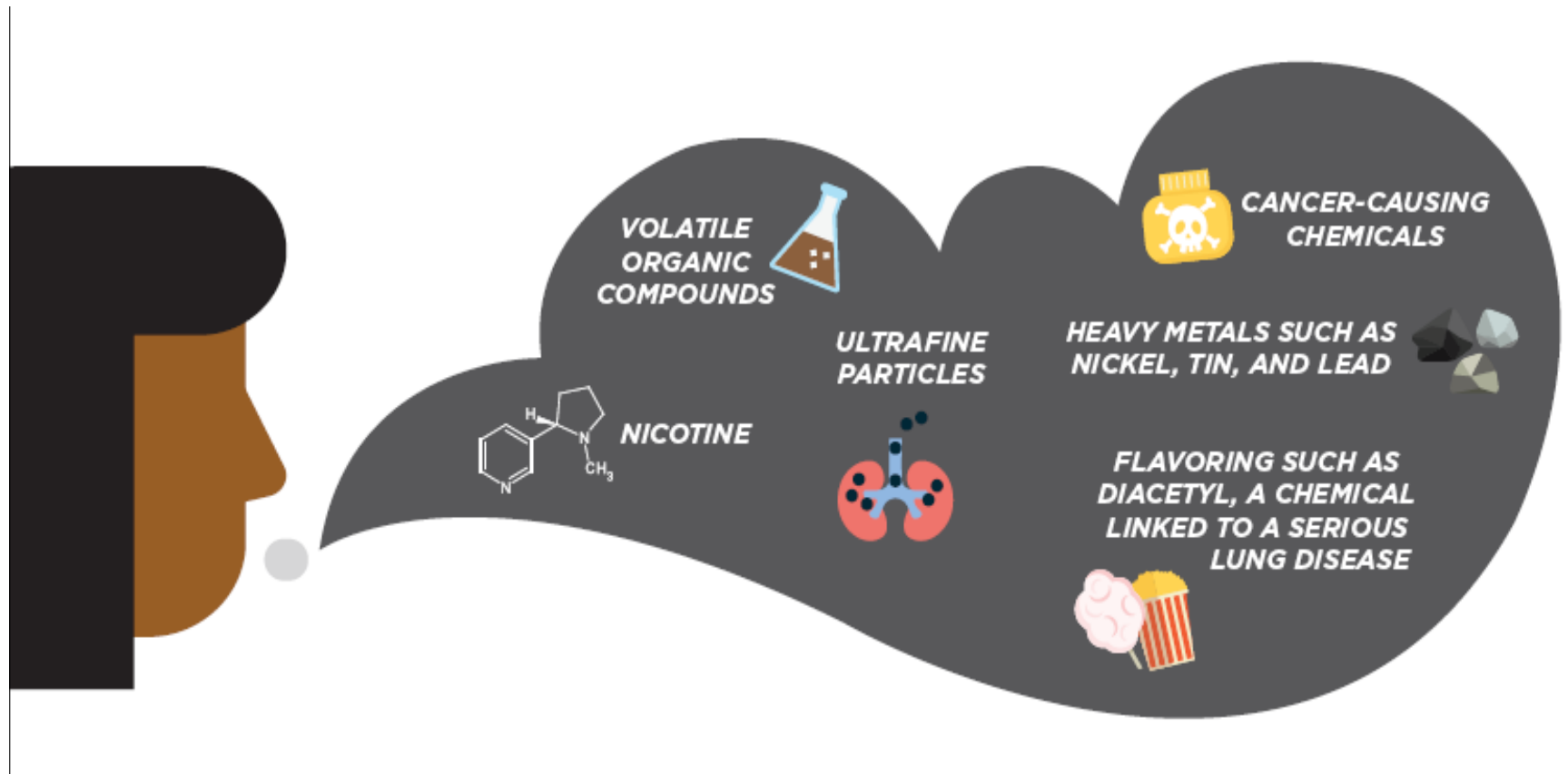
REFER
a
FRIEND!

FREE BOTTLE 60 ML

[Details here...](#)

“Harmless water vapour?”

- ▶ Produces an aerosol, **NOT** water vapor
- ▶ Aerosol can contain harmful substances such as:





Nicotine: Health Risks for Youth

- ▶ Nicotine harms the developing brain
- ▶ Nicotine 'primes' the adolescent brain for addiction
- ▶ Nicotine poisoning
- ▶ Other chemicals





Do all e-cigarettes contain nicotine?

- ▶ No! Most e-juices are sold in varying nicotine strengths, including nicotine-free [0 mg] options.
 - ▶ Note: Popular pod-based devices (e.g., JUUL) do not sell nicotine-free pods.
- ▶ As of Dec 16, 2019, new classes of cannabis products will enter the market (i.e., extracts, edibles, topicals).
 - ▶ **Extracts = Products with highly concentrated THC (60%+)** that take effect quickly (e.g., liquids, resins, wax or shatter, infused pre-rolls, capsules)
- ▶ E-juices and pods containing THC extracts will be flavoured and can be consumed using traditional vaping devices.



New (Vaped) Cannabis Products



HERA
CARTRIDGE

85% THC
0.5ML

MANGO HAZE

NO VG, PG, MCT OR COCONUT OIL

A red arrow points to the '85% THC' text, which is circled in red. Below the text is an image of the yellow and silver HERA cartridge.



THC

19+

daily pen
CO2 OIL
NET WT: 500MG

THC: 87.90%

THCv: 3.25%

CBC: 1.22%

CBD: 0.19%

CBG: 1.73%

LAB TESTED

Zak

AFRICAN KB

Indica 0%

Sativa 100%

CO2 CANNABIS OIL

WARNING: Do not use if pregnant or breastfeeding. Using cannabis during pregnancy may harm your baby and result in low birth weight.

MISE EN GARDE : Ne consommez pas, si vous êtes enceinte ou allaitez. Consommer du cannabis pendant la grossesse pourrait être dangereux pour le bébé et réduire son poids à la naissance.

The packaging features a white background with a clear window showing the pen. It includes a red octagonal THC logo, a green '19+' age restriction badge, and a circular gauge showing 100% Sativa and 0% Indica.



NATURALLY PROCESSED,
SCIENTIFICALLY PERFECTED

LEVEL™

SPARK

SATIVA

A cerebral high:
designed to
stimulate your mind

500 mg - 0.017 oz
CANNABIS CONCENTRATE

JACK HERER
THC: 386 mg CBD: 4 mg
TOTAL CANNABINOID: 84%

PAX
ERA

3X VAPOR

1 HIGH INTENSITY EXTRACT POD

WARNING: CANCER AND RPT. | WWW.PAXVAPORS.COM

The packaging is white with a red and green gradient. It features a '3X VAPOR' badge and a warning symbol. A small image of the PAX ERA cartridge is shown at the bottom right.



E-cigarette and Cannabis Use

Systematic review and meta-analysis (Aug 2019)

Question: Is e-cigarette use associated with marijuana use in adolescents and young adults?

Findings:

- Odds of past or current cannabis use among youth who used e-cigs were **3.5 x higher** than for those who denied e-cig use.
- **Studies conducted in adolescents aged 12 to 17 years** (vs young adults aged 18 to 24 years) **showed a stronger association between e-cig and cannabis use.**



Vaping products have now surpassed tobacco as the most common nicotine-containing products used by Canadian and PEI youth.



Youth Vaping and Tobacco Use



Canadian Youth (age 16-19)

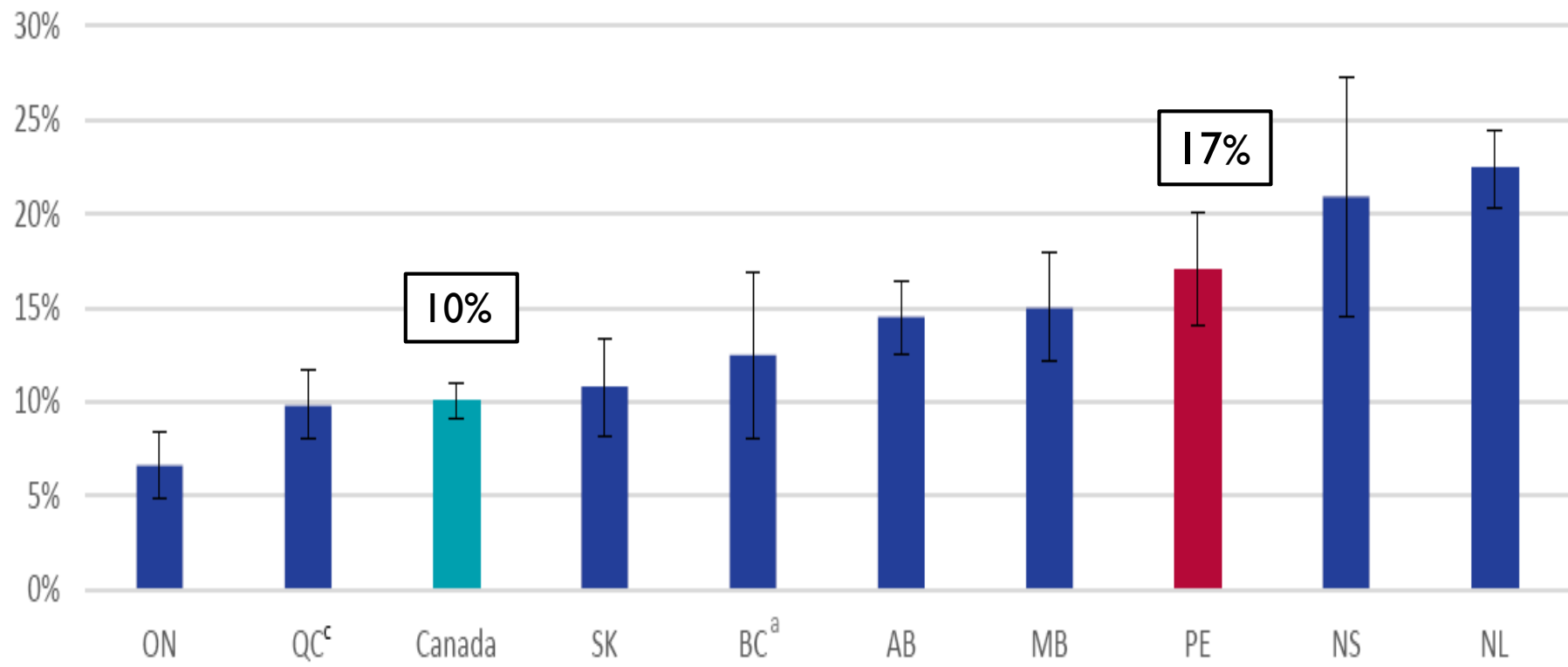
- ▶ **Increase in vaping (past 30 days):**
74% increase from 2017 - 2018
- ▶ **Increase in smoking (past 30 days):**
45% increase from 2017 -2018

PEI Youth

- ▶ **Increase in vaping (past 30 days):**
15% in 2014 to **26%** in 2016 (gr 10-12)
- ▶ **Increase in smoking (current smoker):**
11.5% in 2013 to **15.8%** in 2017
(age 15-19).



E-cigarette Use by Province (grades 7-12)



Among PEI **high school students**, past 30 day vaping jumped from **15%** (2015) to **26%** (2017).

▶ (CSTADS, 2014/15, 2016/2017)



Collective Action to Address Youth Vaping

Protection

Federal: Consultations re: further regulations to “reduce the impact of vaping on youth” (e.g., marketing, contents, packaging, etc.)

PEI: *Tobacco and Electronic Smoking Device Sales and Access Act* (Nov 2019 amendment); *Smoke Free Places Act* (CPHO legislation review)

Prevention

Federal: HC “Consider the Consequences” Vaping Tour

PEI: Youth Vaping Working Group (school-focused)
To come: public education campaign

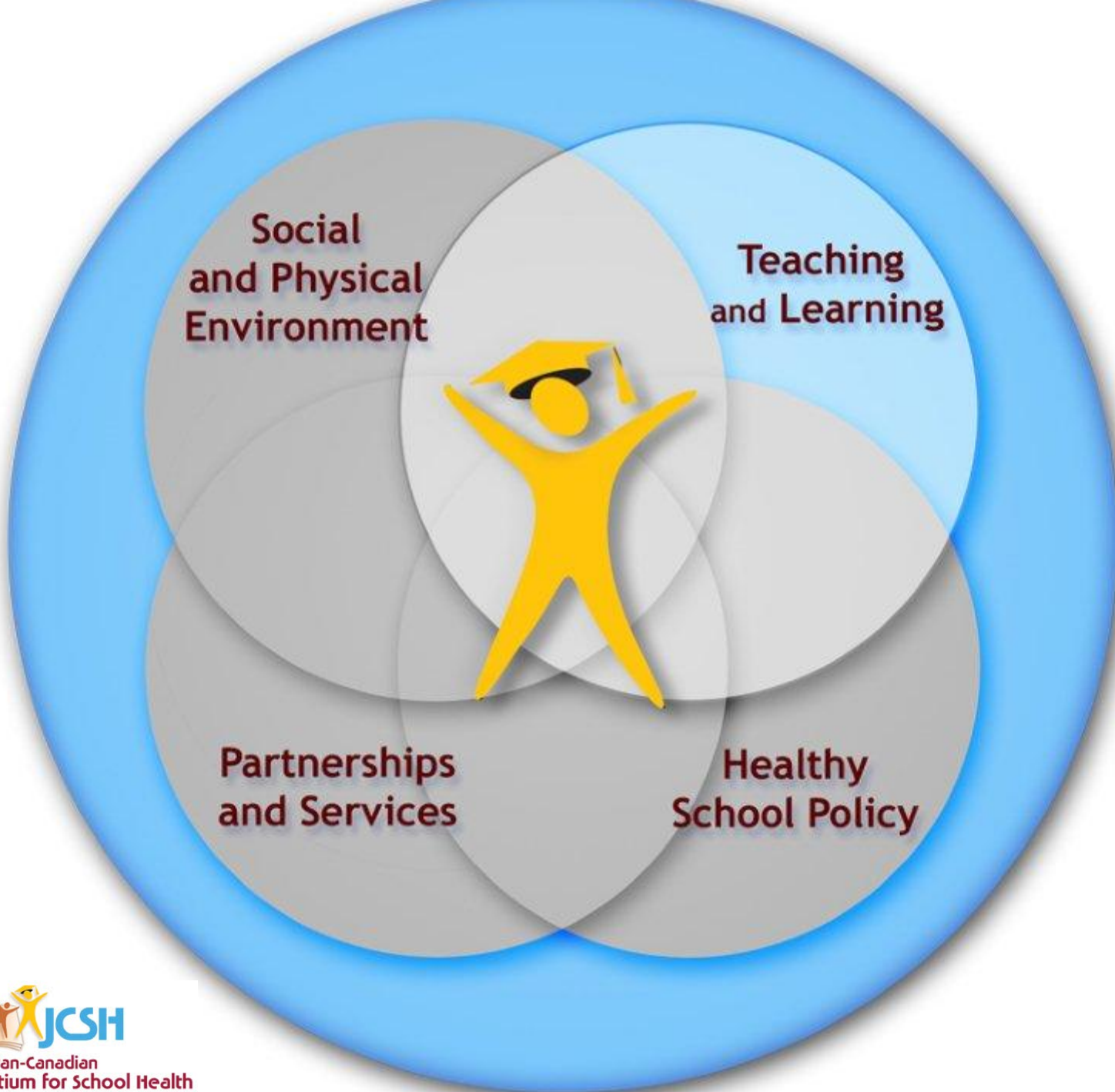


Cessation

Federal: Smokers Helpline; Break It Off

PEI: *PEI Smoking Cessation Program* (tobacco products)
Gap: youth cessation supports





Comprehensive School Health

PETRA

- Posters/Infographic

Health Canada

- Posters/Other Materials



Health/Phys Ed

Grade 1-10 (mandatory)

- harms, decision-making, refusal skills

Grade 3-4

- refusal skills, harms of tobacco products

Education / Health Community

- Vaping web site, Infographic, Fact Sheets

SWT, H&S, PEI Lung, etc.

PEI SFPA/TESDSAA

- Not on school grounds
- Bans tobacco-like products

PSB Alcohol & Drugs Policy

- e-cigarettes = drug paraphernalia





Teaching and Learning

Ensure curricula reflects current and accurate information regarding vaping

- Curricula review

Provide current, relevant resources that address the harms of nicotine and vaping for youth

- Vaping resource shared with all staff
- Identification/sharing of resources
- Support for student engagement

Vaping Resource for Schools

ADDRESSING STUDENT USE OF E-CIGARETTES AND OTHER VAPING PRODUCTS

Youth tobacco use has suddenly increased in Canada. The rapid uptake of e-cigarettes and other vaping devices has reversed a trend of declining teen tobacco use in the country, to the point where public health officials are declaring the issue to be 'alarming'.

Vaping products have now surpassed tobacco as the most common nicotine-containing products used by Canadian and PEI youth. In 2017:

- 30% of PEI students reported 'ever trying' an e-cigarette (up from 24% in 2015).
 - Grades 7-9: 15% of students
 - Grades 10-12: 44% of students
- 17% of PEI students reported using an e-cigarette in the past 30 days (up from 10% in 2015).
 - Grades 7-9: 7% of students
 - Grades 10-12: 26% of students

This toolkit is intended for school staff that are working to address the use of e-cigarettes and other vaping products in schools. It outlines opportunities for action along with resources and information to help.

E-cigarettes and other Vaping Products

E-cigarettes are battery-powered devices that allow users to inhale, or vape, aerosolized liquid (e-juice).

E-cigarettes, vapes, hookah pens, e-pipes, and other vaping products recently surpassed conventional cigarettes as the most commonly used nicotine-containing product among youth. It is critical that school staff, parents, and the general public understand the potential risks of using them.

Nearly all e-cigarettes contain nicotine. Nicotine is highly addictive and can harm the developing adolescent brain. Because the brain is still developing until about age 25, youth and young adult exposure to nicotine can lead to addiction and disrupt attention and learning. No amount of nicotine is safe for youth. There are also cannabis vaping products. These products may be used in devices originally intended to vape nicotine or in separate devices specifically for cannabis. Cannabis vaping products will be legal for

sale in late 2019; they may be available illegally also. These products often have high levels of THC which, similar to nicotine, pose risks to developing brains and are addictive, as well as cause greater levels of impairment and increase risks of short and long-term harms. There may or may not be an identifiable odour associated with cannabis vaping products.

Examples of E-Cigarettes:



In the past year, concern about the health impacts of vaping and e-cigarettes, particularly for youth, has led to more awareness of the importance of a comprehensive school health approach to this issue.

There are four components to a comprehensive school health approach: **Teaching and Learning, Social and Physical Environment, Healthy School Policy, and Partnerships and Services.** All four are necessary and helpful in schools' efforts to support youth and respond to the escalating use of vaping products in schools.



YOUR SCHOOL CAN MAKE A DIFFERENCE BY:

Teaching and Learning

- Ensuring that all educators have reviewed fact sheets about vaping.
 - [PEI Tobacco Reduction Alliance \(PETRA\) – Youth Vaping Web Site](#)
 - [Vaping: Know the Risks - Infographic](#)
 - [Talking with Youth about Vaping: A Tip Sheet](#)
 - [Health Canada's – About Vaping Web Site](#)
 - [Vaping: The Mechanics - Infographic](#)
 - [Talking with Teens About Vaping: A Tip Sheet](#)

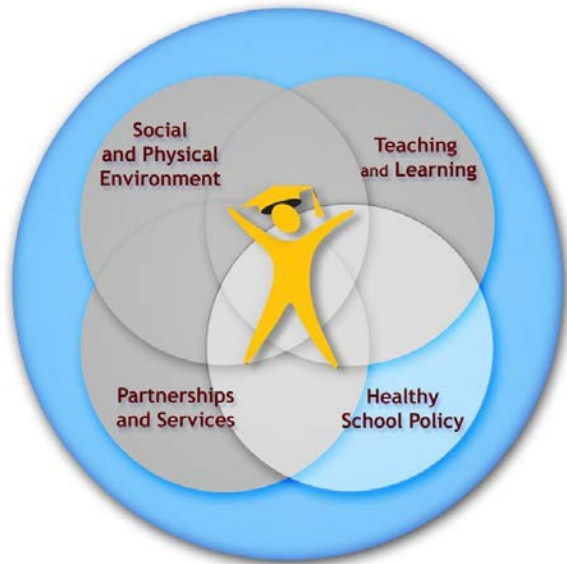


CLEARING THE CLOUD



July 2019

**BRITISH COLUMBIA
LUNG ASSOCIATION**



Healthy School Policy

Ensure PEI school staff are aware of:

- PSB/CSLF 'substance use' policies

- The school's role in dealing with student possession and/or use of vaping products

• Presentation/discussion with:

- School P/VPs

- School Counsellors

- Student Well-being Teams

- P/VPs Think-tank

PEI Public Schools Branch

(Alcohol and Drugs – 606.1)

2.5 **Drug paraphernalia** – Any equipment, product, material or accessory that is used for making, using or concealing drugs.

Drug paraphernalia may include but is not limited to, rolling papers, bongos, **e-cigarettes**, pipes, needles, syringe, etc.

Incident Reference Guideline

Incident: Possession of drug paraphernalia

Notify Parents: Must

Disposal: Make record and dispose

Discipline: Appropriate consequences

Police Contact: No

INCIDENT	NOTIFY PARENTS OF STUDENTS UNDER 18 YEARS OF AGE	DISPOSAL OF PRODUCT	DISCIPLINE	POLICE CONTACT	EXPULSION
Possession of alcohol	Must	Make a record and dispose of alcohol.	3-5 day suspension and/or other consequences.	May	The Public Schools Branch Board of Directors may expel a student in accordance with the Education Act, its regulations and Public Schools Branch policy. A student who has been expelled from school has, for the period of expulsion, lost the right to have access to the education program of the Public Schools Branch.
Being under the influence of alcohol	Must. Student detained until picked up by parent or guardian or responsible adult. Police called if no one available.	Make a record and dispose of any alcohol.	3-5 day suspension and/or other consequences.	May	
Possession of drugs including any quantity of cannabis	Must. Student detained until police are called.	Make a record. Drugs are confiscated and turned over to the police.	3-5 day suspension and/or other consequences.	Must	
Being under the influence of drugs	Must. Student detained until picked up by a parent or guardian or responsible adult. Police called if no one available.	Make a record. Drugs are confiscated and turned over to the police.	3-5 day suspension and/or other consequences.	May (Must if drugs are found)	
Use of inhalants, solvents, etc. for the purpose of intoxication	Must. Student detained until picked up by a parent or guardian or responsible adult. Police called if no one available.	Make a record and dispose of any products.	3-5 day suspension and/or other consequences.	May	
Distribution of alcohol or drugs	Must. Student detained until policy are called.	Make a record. Drugs are confiscated and turned over to the police.	3-5 day suspension and/or other consequences. May result in an expulsion inquiry.	Must	
The possession of drug paraphernalia	Must	Make a record and dispose of any products.	Appropriate consequences.	No	





Support the provision of accurate, balanced, and timely information.

- Presentations to:
 - Home & School
 - Family of Schools
 - Student Well-being Teams
 - Mental Health & Addictions
- PEI Lung Association Toolkit

Partnerships and Services



Available Resources...

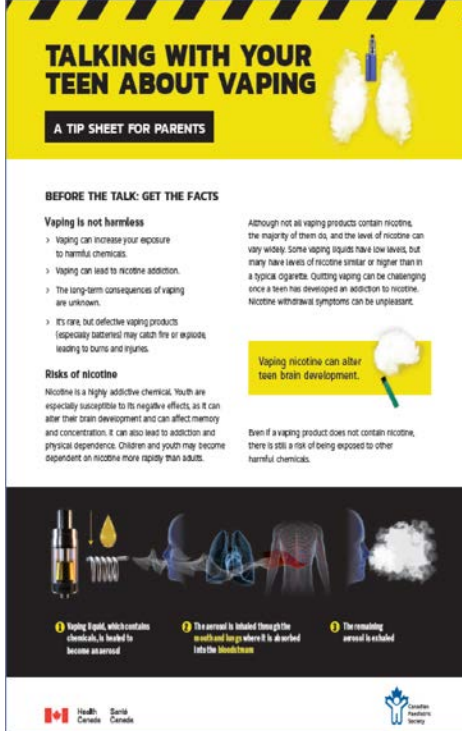


YOUTH AND VAPING

DRUG FREE KIDS CANADA.ORG

D Drug Free Kids Canada Where families come for help

www.drugfreekidscanada.org



TALKING WITH YOUR TEEN ABOUT VAPING

A TIP SHEET FOR PARENTS

BEFORE THE TALK: GET THE FACTS

Vaping is not harmless

- > Vaping can increase your exposure to harmful chemicals.
- > Vaping can lead to nicotine addiction.
- > The long-term consequences of vaping are unknown.
- > It's rare, but defective vaping products (especially batteries) may catch fire or explode, leading to burns and injuries.

Risks of nicotine

Nicotine is a highly addictive chemical. Youth are especially susceptible to its negative effects, as it can alter their brain development and can affect memory and concentration. It can also lead to addiction and physical dependence. Children and youth may become dependent on nicotine more rapidly than adults.

Although not all vaping products contain nicotine, the majority of them do, and the level of nicotine can vary widely. Some vaping liquids have low levels, but many have levels of nicotine similar or higher than in a typical cigarette. Quitting vaping can be challenging since a teen has developed an addiction to nicotine. Nicotine withdrawal symptoms can be unpleasant.

Vaping nicotine can alter teen brain development.

Even if a vaping product does not contain nicotine, there is still a risk of being exposed to other harmful chemicals.

1 Vaping liquid, which contains chemicals, is heated to become aerosol


2 The aerosol is inhaled through the mouth and lungs where it is absorbed into the bloodstream

3 The resulting aerosol is exhaled

Health Canada Santé Canada

PEI Tobacco Reduction Alliance

www.canada.ca/vaping



KNOW THE RISKS: VAPING & YOUTH

Talking with Youth about Vaping: A Tip Sheet

Being open to talking about the harms of vaping with youth can make all the difference.

Learn all you can about the products

For example:

- vaping doesn't leave a smell like smoking cigarettes.
- vaping products have many names such as: mods, vape pens and e-cigarettes.
- vaping substances come in various types and flavours of e-liquids available in stores and online.

Know the Facts

Get reliable information from sites such as:

- Health Canada - www.canada.ca/en/health-canada/services/smoking-tobacco/vaping
- US Health and Human Services - e-cigarettes.surgeongeneral.gov
- TobaccoFreeCA - stillblowingstoke.org

Listen and be patient

- Avoid criticizing - youth are often less receptive to messages when they feel they are being judged.
- Don't lecture - encourage an open dialogue.
- It's okay for the conversation to happen gradually, in bits and pieces.

Get a positive example by being tobacco-free

The following resources are offered free of charge to help Islanders interested in quitting smoking or vaping:

- Health PEI - www.princeedwardisland.ca/en/information/health/pei/quit-smoking
- Smokers' Helpline - www.smokershelpineca.org or 1-877-513-6333

PETRA PEI Tobacco Reduction Alliance For more information visit us online: peitobaccoreduction.com/vape

26% of PEI high school students used e-cigarettes in the past 30 days. (2019/2020)

www.peitobaccoreduction.com/vape

Also, coming in January 2020 – **PEI Lung Association “Youth Vaping Toolkit”** – a local repository of online resources to support parents, educators, and coaches.

Quit Smoking/Vaping Support for Youth

- ▶ **Federal:** Smokers Helpline; Break It Off
- ▶ **PEI:** New *PEI Smoking Cessation Program*



CONNECT TO QUIT
smokershelpline.ca
1 877 513-5333

BE DONE WITH SMOKING
Get tips and tools to help you quit for good.

ADIEU CIGARETTE
Trouve des conseils et outils pour t'aider à arrêter de fumer pour de bon.

BREAK IT OFF
.ca

JE TE LAISSE
.ca

Follow us
Suivez-nous



Social and Physical Environment

Distribute vaping information, posters, and various media to schools.

- Fact sheets, posters, infographics, etc.
- PETRA materials
- Health Canada package to all inter/senior schools

VAPING: KNOW THE RISKS

PETRA
PEI Tobacco Reduction Alliance

Nicotine Harms the Developing Brain

Affects memory, attention, learning and permanently lowers impulse control

Highly addictive



Worsens existing anxiety and depression



Alters brain development



FOCUS
FOCUS
FOCUS

Health Risks:

- Not just harmless water vapour
- Contains toxic and cancer-causing metals, chemicals and flavourants
- Contains ultra-fine particles that can be inhaled deep into the lungs
- Long-term health effects of vaping are still unknown



26%

of PEI high school students used e-cigarettes in the past 30 days (CSTADS 2016/17)

Connection to Tobacco

Vaping among youth and young adults is strongly linked to future cigarette smoking



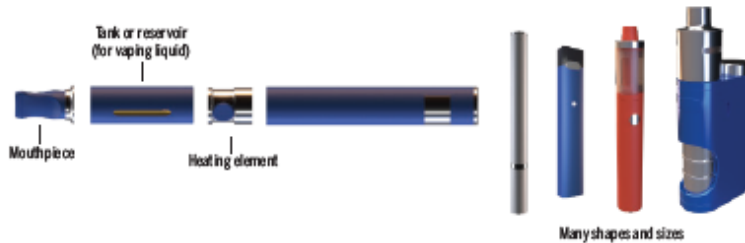
For more information visit us online:

peitobaccoreduction.com/vape

VAPING

T H E M E C H A N I C S

Components of a Vaping Device (e-cigarettes, vape pens, vapes, mods, tanks, e-hookahs)



Contents of Vaping Liquid (e-liquid)



A carrier solvent
Usually propylene glycol and/or glycerol

Flavours
Consists of chemicals

Nicotine (possibly)
Levels can vary

How it Works: From liquid to vapour



1 Vaping liquid, which contains chemicals, is heated to become an aerosol

2 The aerosol is inhaled through the mouth and lungs where it is absorbed into the bloodstream

3 The remaining aerosol is exhaled

Take a closer look: Canada.ca/Vaping

TALKING WITH YOUR TEEN ABOUT VAPING

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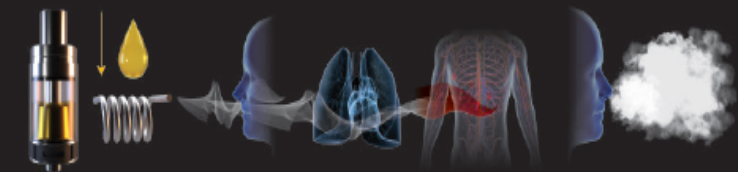
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2 The aerosol is inhaled through the mouth and lungs where it is absorbed into the bloodstream

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What is the lens through which we view youth vaping?



A serious addiction

A student that needs support

An individual problem vs. a social issue

A social norm

A coping strategy

Normal adolescent risk-taking

A way to feel good/feel better

Willful disobedience

A student that needs to be punished

Disruptive behaviour; lost class time

A means to 'fit in'



How is our 'lens' impacting our response?

- ▶ Unique patterns of use, high levels of addiction = different presentation of behaviour in the school setting
- ▶ An addictive behaviour vs. a 'bad' behaviour (preventative/supportive vs. punitive measures)



Spectrum of Approaches to Vaping in Schools

**Preventive
(Proactive Education)**

**Supportive
(Resources)**

**Punitive
(Reactive)**

In-class presentations;
curriculum; posters /
infographics, etc.

Education – Diversion
(involuntary - e.g., Cannabis
“Re-Think program)

Suspensions
(in/out of school)

Parent/staff/public
presentations

Smoking Cessation
counselling
(voluntary)

Referrals to health
care providers;
addictions
counsellors, etc.

Student fines
(under PEI Smoke
Free Places Act)



In summary....

- ▶ For PEI high schools students - past 30 day vaping has doubled
- ▶ PEI youth tobacco use is also increasing
- ▶ There is an association between vaping and tobacco/cannabis use
- ▶ Some new cannabis products can be vaped
 - ▶ These products will have much higher THC concentrations
- ▶ A CSH approach is being used to address youth vaping in schools
 - ▶ PSB policies
 - ▶ Information, educational resources available to support teachers, parents, community members in talking about this issue
 - ▶ Evidence-based supports are available for youth (and adults) who want to quit smoking and/or vaping



Discussion Questions

How is this impacting your P/T? Your schools?

How can we (continue) to work collaborative
across P/Ts?

What is the role of the JCSH?

