

Top Ten Things Parents Need to Know About E-Cigarettes

1. E-cigs don't all look like cigarettes.

- Not all e-cigs look like alike. Some look like pens, tubes, pipes, or squares and may have wild decorations.
- E-cigs don't smell like traditional cigarettes, so they can go unnoticed when used.

2. Teens don't call them e-cigarettes.

- Ask your children if they are using e-cigs and they may say no
- Ask if they are vaping or using an e-hookah, vape pen or mod and you may be surprised at the answer!

3. They are marketed to teens.

- E-cig flavors include "unicorn" and "peach fuzzy navel" in addition to tobacco and menthol flavors.
- Magazine ads for e-cigs feature sex, independence and rebellion to catch attention.
- Social media and YouTube are cluttered with paid e-cig ads and testimonials.
- Teens exposed to TV ads are likely to try e-cigarettes.

4. Students are using them in school.

- Products that look like pens or highlighters can easily be hidden by students in schools and classrooms.
- Teachers may not recognize e-cigs, and smoke detectors do not detect the aerosol.

5. E-cigarette labels can be misleading.

- E-cigs hook unsuspecting users because they contain nicotine, the addictive drug in cigarettes.
- Even if labels state they are nicotine-free, the e-cigarette may still contain nicotine.
- E-cigs can contain dangerous ingredients not listed on the label.

6. E-cig use may lead to cigarette smoking.

- E-cigarettes may serve as a "nicotine starter" so new users can adjust to nicotine's effects.
- Youth e-cig users are more likely to progress to smoking regular cigarettes than those who didn't use them.

7. E-cigs can be modified for other drugs.

- E-cigarettes are thought of as a way to conceal drug use.
- Ways to modify e-cigs for marijuana use are readily available on YouTube.

8. E-cigs aren't treated like tobacco by the law.

- E-cigs don't have to follow the rules for cigarettes, like not advertising on TV.
- They're also not taxed like tobacco products, meaning they can be cheap to buy.
- Despite federal and state laws restricting the sale of e-cigs to youth under 18, they can still be purchased on the internet without consistent verification of age.
- Call 1-888-847-7222 to report sales to minors.

9. They pose safety concerns for the home, youth using them, and others breathing the air.

- E-cigarettes emit a toxic aerosol containing nicotine and other chemicals, *not water vapor*.
- E-cigarettes or refills can be poisonous for children. Flavorful liquids sold in colorful bottles can be easily mistaken for a beverage. E-juice can also poison if spilled on skin. *Keep both away from children!*
- Nicotine can damage young brains, *permanently* affecting memory, attention, emotions, & decision-making.

10. More and more teens are trying them.

- Youth e-cigarette use rose 900% from 2011-2015 and declined in 2016, when there were still **over 2 million** using them!
- Make sure teens know the dangers of trying e-cigs. Insist on the same or better marketing restrictions as apply to regular cigarettes.

For more information: <https://e-cigarettes.surgeongeneral.gov>

Contact us at www.kcsp.uky.edu or 859-323-4587. Originally created for www.drugfreelex.com

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