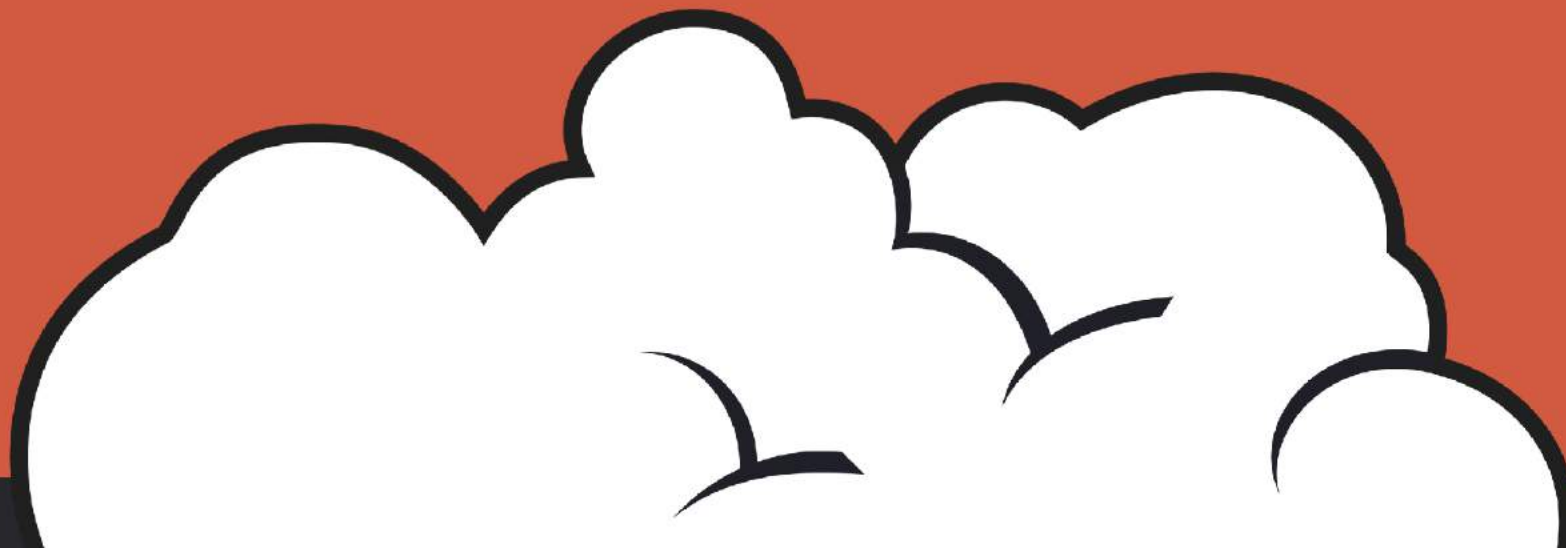


# **NOT AN EXPERIMENT**

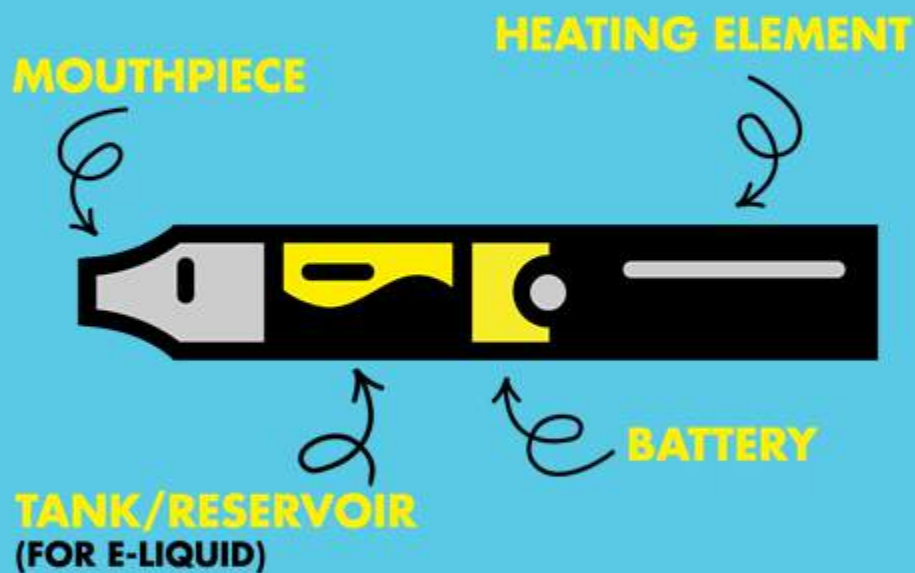
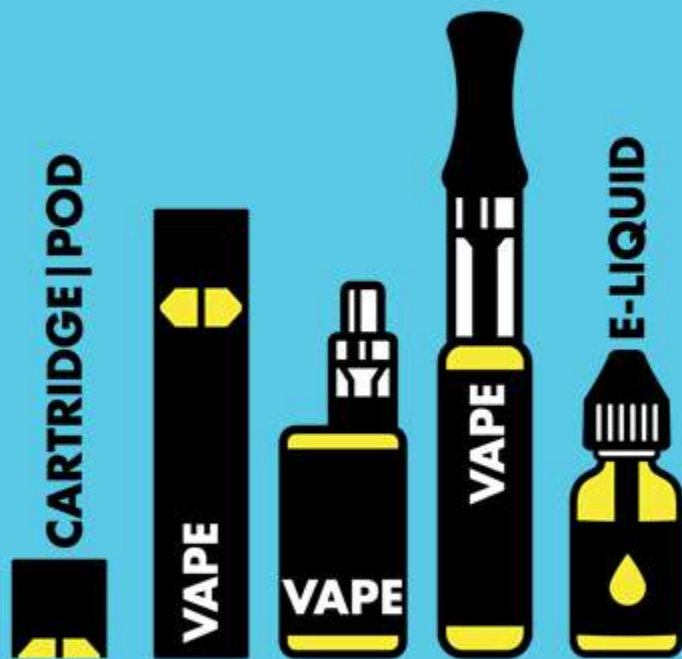
## **CAUTION!**

The long-term effects of vaping are still unknown.  
Today's vapers are tomorrow's test subjects.

**DON'T BE AN EXPERIMENT.**



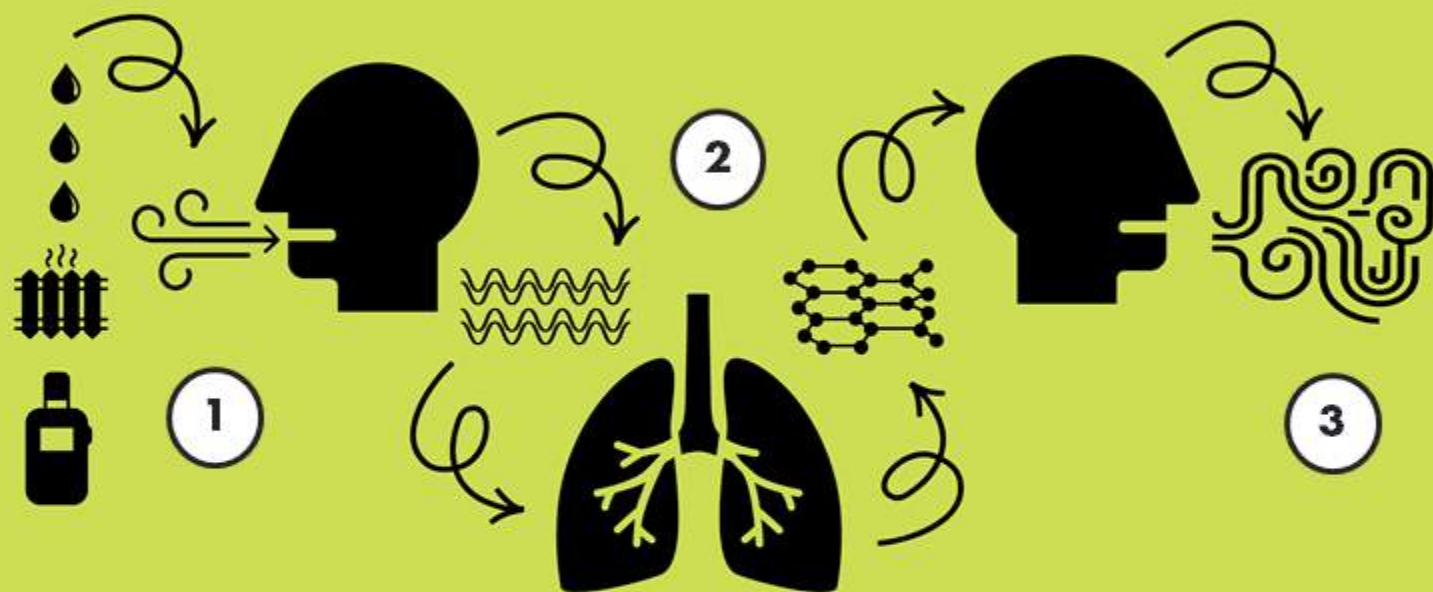
# E-CIGARETTES VAPES PENS MODS TANKS



NOT AN EXPERIMENT

# ~ VAPING ~

## FROM LIQUID TO AEROSOL



1

E-LIQUID IS HEATED INTO AN AEROSOL AND INHALED DEEP INTO THE LUNGS.

2

CHEMICAL PARTICLES ARE ABSORBED INTO THE BLOODSTREAM AND CIRCULATE THROUGHOUT THE BODY.

3

THE REMAINING AEROSOL IS EXHALED.

**NOT AN EXPERIMENT**

# WHAT'S IN E-LIQUID?

---

1



**VEGETABLE  
GLYCERIN (VG)**

2



**PROPYLENE GLYCOL  
(PG)**

3



**CHEMICAL  
FLAVOURINGS**

4



**NICOTINE**

HINT: WHAT'S OK FOR YOUR  
STOMACH IS NOT NECESSARILY  
OK FOR YOUR LUNGS.

**NOT AN EXPERIMENT**

# ***SIGNS OF VAPING***

---



**FRUITY  
SMELL**



**USB LIKE  
DEVICE**



**CONCEAL  
UP SLEEVE**



**BLOODSHOT  
EYES**



**WHITE  
SMOKE**



**COVERING  
MOUTH**

**NOT AN EXPERIMENT**

# HAS YOUTH VAPING *INCREASED?*

**IN CANADA**



**112%**

**INCREASE  
IN YOUTH VAPING**

**IN ONTARIO**



**2017**

**2019**

**YOUTH  
VAPING DOUBLED**

**NOT AN EXPERIMENT**



**ARE THEY REGULATED?**

**NOT AN EXPERIMENT**



ARE YOU AN  
EXPERIMENT?

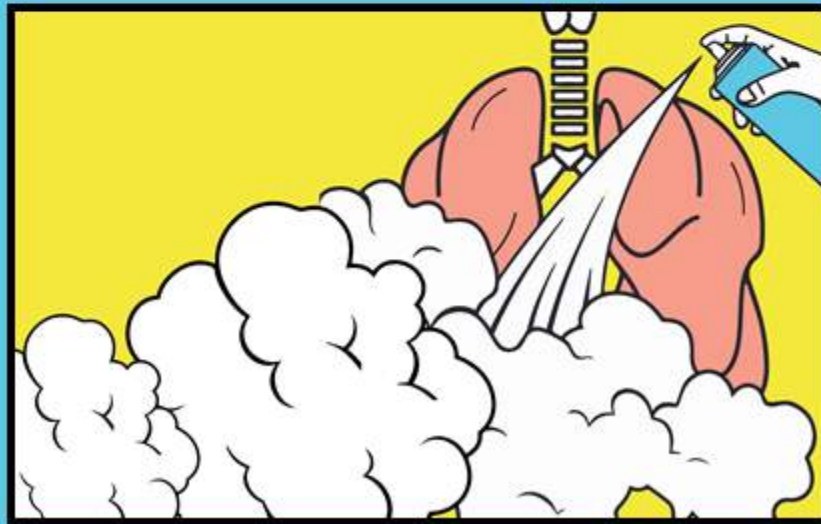
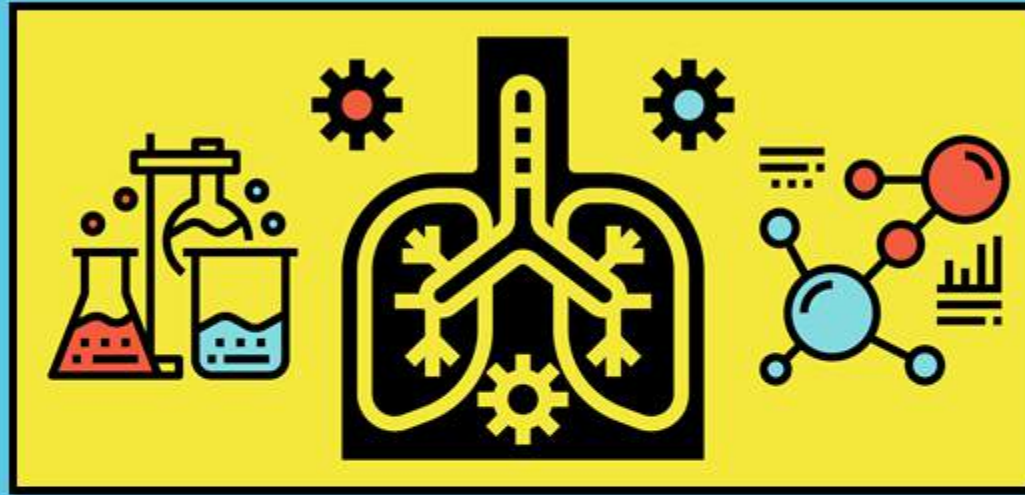
ISN'T VAPING SAFER THAN  
SMOKING?



FOR PEOPLE WHO DO NOT SMOKE, VAPING IS NOT A SAFE  
OR HEALTHY ADDICTION TO START.

**NOT AN EXPERIMENT**

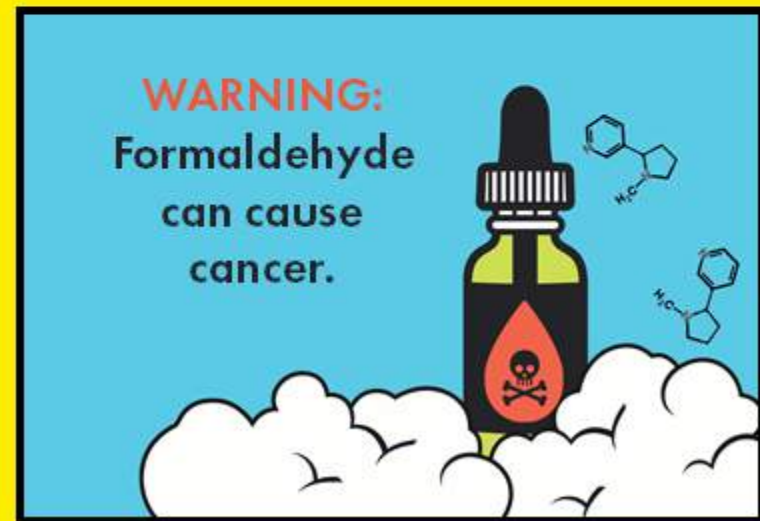
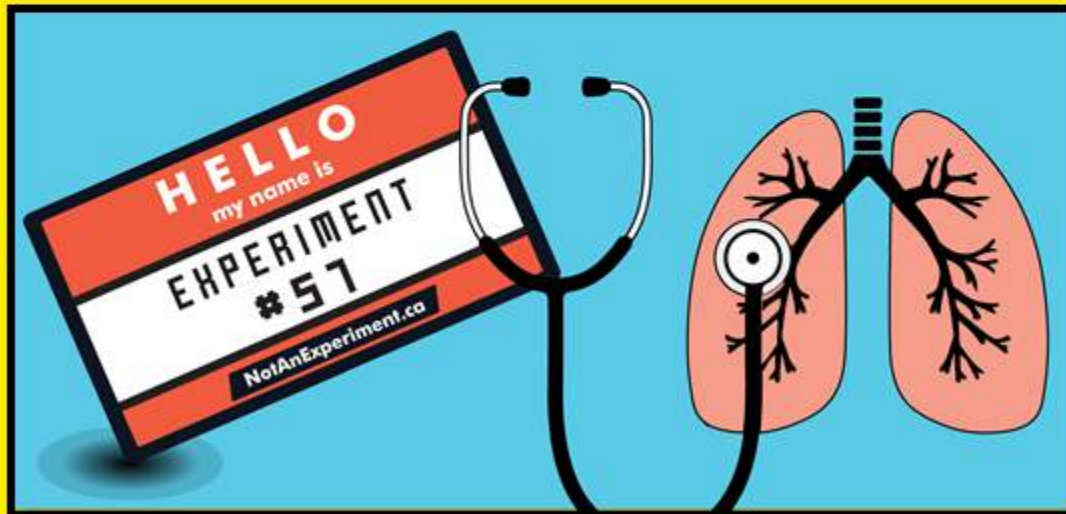
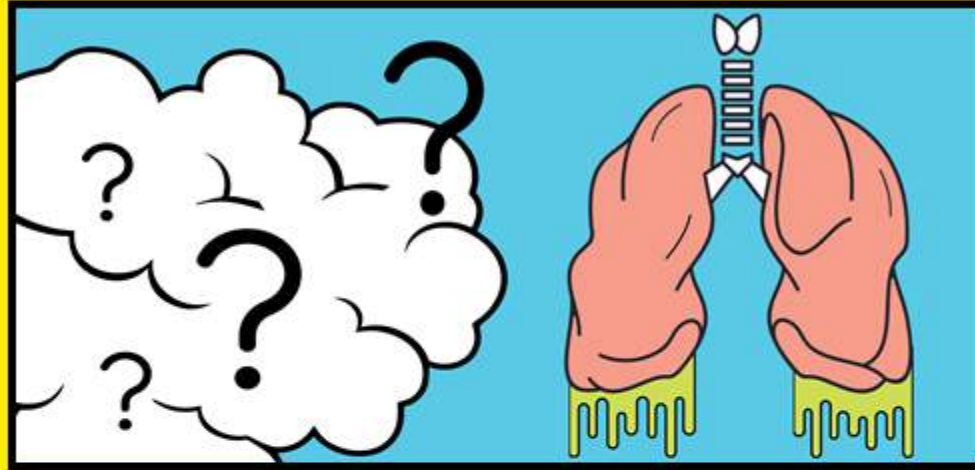
# HEALTH EFFECTS OF VAPING



**WARNING:**  
The effects of heating  
and inhaling chemical  
flavouring is unknown.

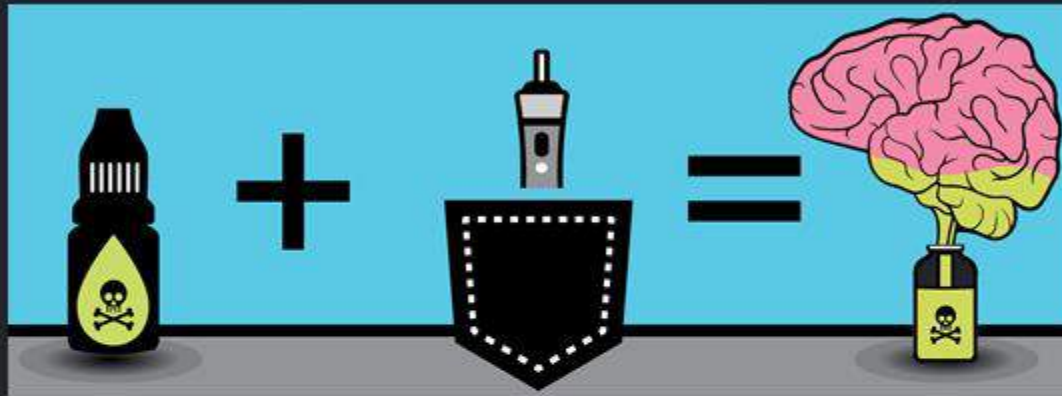
**NOT AN EXPERIMENT**

# HEALTH EFFECTS OF VAPING



# YOUTH AND NICOTINE ADDICTION

---



Thanks to vaping, a whole new generation is getting addicted to nicotine.

**NOT AN EXPERIMENT**

# NICOTINE IS POISON



**HEADACHE**



**DIZZINESS**



**TREMORS**



**VOMITING**



**PASSING OUT**



**DEATH**  
**(if not treated)**

Keep e-liquid out of reach from children and pets at all times.

**NOT AN EXPERIMENT**

# WHERE ARE YOUTH GETTING E-CIGARETTES?

Click on a letter!



- A** Buying them from a store.
- B** From friends and peers
- C** Finding them on the street.



**NOT AN EXPERIMENT**

**Ooops, not that one...**



**TRY  
AGAIN**

**NOT AN EXPERIMENT**

# *That's Right!*

Over **50%** of youth report that **friends** are their most common source.



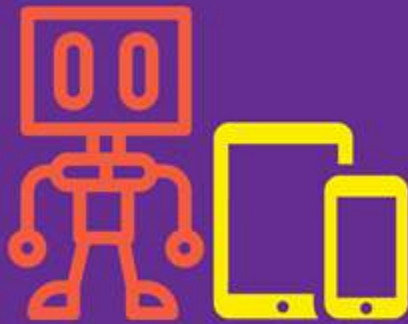
Continue with the presentation 

**NOT AN EXPERIMENT**

# THE INDUSTRY ARE **YOUTH** A TARGET?



## TECHNOLOGY



## MARKETING



## FLAVOURS



**NOT AN EXPERIMENT**

# MARKETING: THE GOOD, THE BAD AND THE TARGETED

## CELEBRITY ENDORSEMENT



## MEDICAL ENDORSEMENTS



## CARTOON CHARACTERS



## LIFESTYLE ADVERTISING



# CURRENT LAWS



**YOU'VE BEEN FINED**  
**\$365**

(STARTING AT \$365 IF YOU SUPPLY VAPES TO ANYONE UNDER 19 OR SELL TO ANYONE - EVEN A FRIEND)



**YOU'VE BEEN FINED**  
**\$305**

(IF YOU VAPE ON SCHOOL PROPERTY, ANYTIME, 24/7)



Illustration of a school building and two school buses, with a double-headed arrow indicating the school zone.

**NOT AN EXPERIMENT**

[NotAnExperiment.ca](http://NotAnExperiment.ca)



**NOT AN EXPERIMENT**

WHAT THE INDUSTRY TELLS YOU

**REALITY**  
NICOTINE  
DIACETYL  
PROPYLENE GLYCOL  
ETHYLENE GLYCOL

**DON'T FORGET TO READ THE FINE PRINT.**  
Dangerous chemicals can hide behind seemingly harmless flavours.

[NotAnExperiment.ca](http://NotAnExperiment.ca)

**ESCAPE THE EXPERIMENT**  
ANNOUNCEMENTS

Escape the Experiment is a private, interactive activity intended to educate young people (grades 7-12) about the dangers of vaping.

**Announcement 1:**  
*Flavour danger!* Although e-liquid flavours may sound tasty, heating a liquid actually produces a number of harmful chemicals. You wouldn't eat an arsenic lollipop or a formaldehyde popsicle, so why would you vape them? Don't treat your health like an experiment. Learn more at [NotAnExperiment.ca](http://NotAnExperiment.ca).

**Announcement 2:**  
Think vaping is safe? E-liquid is full of chemicals that can be addictive and harm your health. These chemicals impact your concentration, memory, and your bank account. Plus, the long-term effects of vaping are still unknown! Don't treat your health like an experiment. Learn more at [NotAnExperiment.ca](http://NotAnExperiment.ca).

**Announcement 3:**  
Think fast! Can you remember these five words? Target, strawberry, experiment. Nicotine addiction affects teenage brain development and decreases levels of concentration. Can you remember the second word I said? If not, maybe vaping is affecting you more than you think. Don't treat your health like an experiment. Learn more at [NotAnExperiment.ca](http://NotAnExperiment.ca).

**Announcement 4:**  
Fun flavours and sleek designs may make vaping look appealing, but the long-term effects of vaping are still unknown. The industry knows that the more you vape, the more money your addiction will put in their pockets. Don't treat your health like an experiment. Learn more at [NotAnExperiment.ca](http://NotAnExperiment.ca).

[NotAnExperiment.ca](http://NotAnExperiment.ca)

NICOTINE AFFECTS YOUR ABILITY TO LEARN AND REMEMBER

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**VAPING CAN CLOUD YOUR MEMORY.**

The long-term effects of vaping are still unknown.  
**DON'T TREAT YOUR HEALTH LIKE AN EXPERIMENT.**

[NotAnExperiment.ca](http://NotAnExperiment.ca)

I PLEDGE TO BE  
**SMOKE & VAPE FREE**

**NOT AN EXPERIMENT**

# COVID-19 AND VAPING

## YOU ASKED...

**ARE PEOPLE WHO VAPE AT GREATER RISK OF GETTING COVID-19?**



**ARE PEOPLE WHO VAPE MORE LIKELY TO HAVE COMPLICATIONS IF THEY GET COVID-19?**



## WE ANSWERED...

- Exposure to nicotine and chemicals in e-cigarettes damages the lungs. (15)
- Lung damage caused by e-cigarettes is similar to damage caused by cigarettes. (16) (17) (18) (19) (20)
- COVID attacks the lungs.
- Young people who use e-cigarettes are 5X more likely to get COVID-19. (21)
- Young people who use both e-cigarettes and cigarettes are 7X more likely to get COVID-19. (21)
- If you vape, now is the time to quit.

- COVID-19 attacks the lungs.
- Symptoms can be mild to severe.
- Lung disease or reduced lung capacity can all affect the severity of a COVID illness.
- Vaping & smoking reduce the body's ability to use oxygen & could put you at higher risk of complications from COVID-19. (19)
- Quitting is the best thing you can do for your lung health.

**NOT AN EXPERIMENT**



**NOT AN**

**EXPERIMENT**

**SUPPORTING YOUTH TO**

**QUIT VAPING**

**NOT AN EXPERIMENT**



***DON'T TREAT YOUR HEALTH  
LIKE AN EXPERIMENT.***

**THE LONG-TERM HEALTH EFFECTS OF VAPING ARE STILL  
UNKNOWN**



**NOT AN EXPERIMENT**