

# NOT AN EXPERIMENT

## MAKE VAPING A PART OF THE CONVERSATION

Vaping among youth is increasing at an alarming rate. In Ontario alone between 2017 and 2019, past year e-cigarette use doubled among kids in grades 7-12<sup>(1)</sup>.

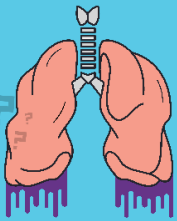
Talking with your kids to help them sort fact from fiction is the first step in preventing a whole new generation from getting addicted to nicotine.

### Quick Facts:



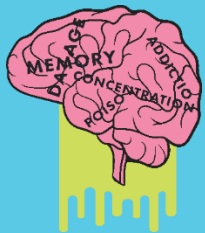
Vaping is not just harmless water vapour. It's a mixture of particles and chemicals, none of which have been proven safe to inhale into the lungs. When heated, some of these ingredients create other cancer-causing chemicals like formaldehyde<sup>(2)</sup>.

For people who have never smoked, vaping is not a safe or healthy addiction to start.



Vaping has long-term health effects. It's been linked to causing lung damage similar to that caused by cigarettes<sup>(3)</sup>, eye, ear and throat irritation<sup>(2)</sup>, exposure to heavy metal particles<sup>(4)</sup>, and severe lung disease (pneumonia type illness).

Most e-liquids contain nicotine. The nicotine levels in e-liquid can be significantly higher than what's found in cigarettes.



The teenage brain gets addicted to nicotine faster with less exposure compared to adults<sup>(5)</sup>. Nicotine changes how the brain develops affecting things such as learning and memory<sup>(6)</sup>. Youth who vape may be more likely to begin smoking cigarettes<sup>(7)</sup>.

With a steady decline in cigarette use, tobacco companies have either purchased existing e-cigarette companies or created their own brands. Tobacco companies are in the business of getting and keeping people addicted to nicotine.



E-liquid is available in 1000s of fruit and candy flavours. Flavours, along with whimsical e-liquid names give the illusion that they are harmless while being very appealing to young people.

Over 50% of youth report that friends are their most common source for getting e-cigarettes.

## SIGNS OF VAPING



USB LIKE  
DEVICE



BLOODSHOT  
EYES



CONCEAL  
UP SLEEVE



WHITE  
SMOKE



FRUITY  
SMELL

### Tips for Talking with Kids about Vaping\*

Keep it informal by looking for natural opportunities to talk (e.g. after seeing a group of people vaping).

Try not to get angry or judgemental if your kids share their honest thoughts or experiences with vaping.

Instead, offer to share accurate information about the risks of vaping and the benefits of staying smoke- and vape-free.

Avoid turning the conversation into a lecture.

Be open and willing to listen.

Vaping is not a one and done topic so keep the vaping conversation going.

Information about vaping can change quickly and conversations should reflect your kids' growing maturity, and pressures they face.

Be a role model by living smoke- and vape-free.

If you do use these products talk about your experiences with quitting, health concerns, regrets you may have etc.

\*Tips adapted from [Health Canada](#).

## Cessation Support

Youth and Adults can get support at [NotAnExperiment.ca/your-quit-plan](http://NotAnExperiment.ca/your-quit-plan) & [SmokersHelpline.ca](http://SmokersHelpline.ca)

## Looking for more information? Check out:

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

[Health Canada](http://HealthCanada)

[Unfiltered Facts](#)

### References:

1. Boak, A., Elton-Marshall, T., Mann, R. E., & Hamilton, H. A. (2020). Drug use among Ontario students, 1977-2019: Detailed findings from the Ontario Student Drug Use and Health Survey (OSDUHS). *Toronto (ON): Centre for Addiction and Mental Health*.
2. Government of Canada. (2019). Consider the consequences of vaping. Retrieved from <http://www.canada.ca/en/services/health/campaigns/vaping.html>
3. Reinikovaite, V., Rodriguez, I. E., Karoor, V., Rau, A., Trinh, B. B., Deleyiannis, F. W., & Taraseviciene-Stewart, L. (2018). The effects of electronic cigarette vapour on the lung: direct comparison to tobacco smoke. *European Respiratory Journal*, 51(4).
4. Hess, C. A., Olmedo, P., Navas-Acien, A., Goessler, W., Cohen, J. E., & Rule, A. M. (2017). E-cigarettes as a source of toxic and potentially carcinogenic metals. *Environmental Research*, 152, 221225. <https://doi.org/10.1016/j.envres.2016.09.026>
5. US Department of Health and Human Services. (2012). Preventing tobacco use among youth and young adults: A report of the Surgeon General.
6. England, L.J., Bunnell, R.E., Pechacek, T.F., Tong, V.T. and McAfee, T.A. (2015). Nicotine and the developing human: A neglected element in the electronic cigarette debate. *American Journal of Preventive Medicine*, 49(2), pp.286-293.
7. Hammond, D., Reid, J. L., Cole, A. G., & Leatherdale, S. T. (2017). Electronic cigarette use and smoking initiation among youth: a longitudinal cohort study. *CMAJ*, 189(43), E1328-E1336.