

**BACK TO
SCHOOL**

NOT BACK TO JUUL

#backtoschoolnotbacktojuul

parentsagainstvaping.org



Welcome to PAVe!

PARENTS AGAINST VAPING E-CIGARETTES

By signing up for the PAVe Parent Toolkit, you are joining a grassroots movement of parents across the country fighting to **protect our kids from the predatory practices of e-cigarette companies like Juul and its copycats: Big Tobacco 2.0!**

We three moms formed PAVe in the spring of 2018 after we realized our teen sons were Juuling, something at the time we knew very little about. Then we discovered that a Juul representative came into our kids' school through an outside anti-addiction group—without the knowledge of teachers, administrators, or parents—and repeatedly told our then-ninth graders during a presentation that Juul, a product intended for adults, was “totally safe”.

That's when we felt we had to take action—and we're grateful that you feel the same way.

The current youth vaping epidemic is the most serious adolescent public-health crisis our country has faced in decades and it continues to unfold before our eyes in real time. The most recent CDC figures, already outdated, show that almost 4 million young people are using e-cigarettes like Juul with a shocking rate of growth: between 2017-2018, there was a 78% rise in use by high-school students and, perhaps even more troubling, a 48% rise in use by middle-school students. Preliminary data from the 2019 National Youth Tobacco Survey shows this trend continuing, with e-cigarette use increasing another 32% among high schoolers.

The FDA has the authority to remove flavors from the market immediately, but has done nothing more than talk tough. Meanwhile, Juul's mango pods remain for sale at stores across the country (not all check ID, as they should) despite the

company's insistence that flavors like these—that research has proven hook kids—are no longer sold in retail stores. Plus, Juul left its top-seller, kid-favorite mint on the market, anyway. There is every reason to believe that when the CDC releases new figures this fall, the youth-use numbers will be even more staggering.

That's why it's not only urgent but also timely that we parents get involved. We already know that nicotine has a damaging effect on developing brains, rewiring them for further addiction. And every day there is more scientific evidence about how the toxic chemicals in flavored vapes like Juul can cause cardiovascular damage and other possible side effects. **We can not allow our kids to be human guinea pigs for the Juul experiment!**

We hope our basic toolkit will educate you about this issue and empower you to do something about it. Maybe that means printing out educational materials and sharing them with your school principal or school board. Maybe that means writing a letter-to-the-editor of your local paper. Maybe that means putting local vape shops on notice that parents are willing to report those who sell Juul to minors.

Every action that you take—no matter how small—is amplified by our growing chorus of parents who are sending a collective, powerful message: We will not allow Big Tobacco 2.0 to take advantage of our kids, turning them into an entire generation of nicotine addicts!

Let's work together to protect them!

Sincerely,

The PAVe Team

Learn more about how you can help, visit ParentsAgainstVaping.org.



SEND YOUR KIDS BACK TO SCHOOL, NOT BACK TO JUUL.

Juul and other flavored e-cigarette brands have exploded in popularity among teens. These companies have used sweet flavors, tech-chic design and hip marketing tactics to addict young people to massive doses of nicotine.

- Between 2017 and 2018, e-cigarette use by **high schoolers increased 78%, and 48% among middle schoolers.**
- This trend appears to be continuing, according to initial results from this year's National Youth Tobacco Survey. **High school students' use of e-cigarettes increased another 32% from 2018 to 2019**, with 1 in 4 reporting they had used one in the last 30 days.

What are E-Cigarettes and What do They Look Like?

E-cigarettes are sleek electronic battery-powered devices that heat a liquid to deliver an aerosol laced with nicotine, flavorings and other harmful ingredients. The most popular brand by far among teens is Juul, which is partly owned by Altria, parent company of tobacco giant Philip Morris.

- Using an e-cigarette is referred to as "vaping" or "Juuling."
- **E-cigarettes can look like everyday items;** the most popular one is Juul, which resembles a USB flash drive and is small and easy to hide.



EIGHT SIGNS YOUR CHILD MAY BE USING JUUL OR OTHER E-CIGARETTES.

DOES YOUR CHILD:

- 1.** Act **secretive** or spend more time than usual behind closed doors?
- 2.** Make frequent excuses to go to the **bathroom** or outside during gatherings?
- 3.** Have a **sweet smell in their room or on their clothes**, which they try to explain is due to incense/candles/air freshener?
- 4.** Exhibit **increased thirst**, dry mouth, and the occasional nose bleed?
- 5.** Have a **dry cough**?
- 6.** Attempt to **conceal colorful plastic caps**, small electrical devices and charging cords?
- 7.** Exhibit **heightened caffeine sensitivity**?
- 8.** Show signs of **nicotine dependence/withdrawal**, such as irritability and changes in sleeping habits?

Why is Juul so Dangerous?

- Juul's **sleek appearance** can be mistaken for a harmless USB drive.
- Juul's original **youth-oriented marketing** and sweet flavors like mango, mint and fruit make it very popular among teens.
- Each Juul pod delivers **as much nicotine as 20 cigarettes**.
- Kids who use e-cigarettes are **more likely to become smokers**.

How Can Nicotine Affect Your Child?

- Nicotine may be **as addictive as heroin**.
- It can **harm adolescent brain development**, impairing cognitive function, working memory, emotional response and impulse control.
- Along with liquid nicotine, flavored e-cigarettes **contain a cocktail of known carcinogens** like formaldehyde, in addition to metals like degraded nickel from the devices themselves.

What Can Parents do to Prevent Juuling?

- Learn about the different shapes and types of e-cigarettes at [e-cigarettes.surgeongeneral.gov](https://www.e-cigarettes.surgeongeneral.gov).
- Set a **tobacco-free example** for your children.
- **Talk to your child** about how and why e-cigarettes are harmful.
- **Speak with your child's teachers and school administrators** about enforcing tobacco-free school policies that are constructive rather than strictly punitive.

Ready to Talk to Your Child About Juul?

- **Ask what your child knows about Juul** and the youth vaping epidemic. What do they see or experience in school? At parties?
- **Listen closely and ask follow-up questions.** Ask your health-care provider to talk to your child about e-cigarette usage if you're not sure where to begin.
- **Prepare to answer questions** about the harmful effects of nicotine and other e-cigarette ingredients.
- Stress how nicotine can **negatively affect brain development until age 25**.
- **Remember you're not alone.** Other adults trusted by your teen can help you reinforce your message.

Facts on How E-Cigarettes Like Juul Can Harm Kids.

- E-cigarettes are electronic devices that **heat a liquid to produce a nicotine aerosol**.
- They can look like regular cigarettes, cigars, pipes, pens or even small, **sleek USB flash drives**.
- They often come in **sweet flavors designed to appeal to kids**, such as mango, creme, menthol, mint, cherry and more.
- 1 in 4 high schoolers and 1 in 20 middle schoolers use e-cigarettes, most of which are flavored, and kids who use e-cigarettes are **four times more likely to use traditional cigarettes**.

Why is Juul so Dangerous?

- **Juul is the most popular e-cigarette brand among teens** thanks to its original social-media marketing directed at young people, its sweet flavors and its sleek, high-tech design.
- Each Juul pod contains **as much nicotine as at least 20 cigarettes**.
- Juul created the youth vaping epidemic for which it **has not yet been held accountable**. Between 2017 and 2018, e-cigarette use by high schoolers increased 78% and 48% among middle schoolers. In 2019, use of e-cigarettes by high school students went up an additional 32%.
- **Juul has become so well-known among youth** that using an e-cigarette, no matter the brand, is often referred to as "Juuling". Teens do not always associate the terms "vaping" and "e-cigarette" with "Juuling."
- **70% of current youth e-cigarette users** say they use e-cigarettes "because they come in flavors I like." Juul's kid-friendly flavors include mint, menthol, fruit, creme, mango and cucumber.

Nicotine is Unsafe for Youth in Any Form.

- Nicotine can **harm adolescent brain development** which continues until age 25.
- Adolescent nicotine usage can **disrupt the parts of the brain** that control attention, learning, mood and impulse control.
- Each time a person learns something new, synapses are built between brain cells. **Nicotine can change the way these synapses are formed**.
- Nicotine may be **as addictive as heroin**, and can rewire the developing brain for further addiction.

How Can We Combat the Youth Vaping Epidemic?

- Demand a **ban on flavored-tobacco products**.
- Demand thorough **FDA regulation** of all e-cigarette products.
- **Report possible vaping-related health issues** and sales of e-cigarette products to minors or other violations.
- **Spread the word in your network** and on social media about the dangers of e-cigarettes.



Do Your Part to Stop Youth Nicotine Addition.

START BY GETTING THE FACTS FROM:

- The Surgeon General: [e-cigarettes.surgeongeneral.gov](https://www.e-cigarettes.surgeongeneral.gov)
- The CDC: [cdc.gov/tobacco/basic_information/e-cigarettes/index.htm](https://www.cdc.gov/tobacco/basic_information/e-cigarettes/index.htm)
- Campaign for Tobacco-Free Kids: [tobaccofreekids.org](https://www.tobaccofreekids.org)
- Other concerned parents: [parentsagainstvaping.org](https://www.parentsagainstvaping.org)

Sources

- Juul Labs
- International Symposium on Nicotine, Cold Springs Harbor Perspectives on Medicine, Psychopharmacology
- National Youth Tobacco Survey, CDC
- Research into the Impact of Tobacco Advertising, Stanford University

Learn more about how you can help, visit [ParentsAgainstVaping.org](https://www.ParentsAgainstVaping.org).



E-CIG USAGE IS ONE OF THE BIGGEST HEALTH EPIDEMICS FACING YOUTH TODAY.

We Need Your Help to Stop it.

Why Does it Matter?

- The popularity of flavored e-cigarettes like Juul has exploded among middle and high schoolers. Between 2017 and 2018 alone e-cigarette use among high school students rose by 78% and 48% among middle schoolers. And it's getting worse: this year, use of e-cigarettes by high schools students increased an additional 32%.
- Juul is stealth by design, comes in sweet, kid-friendly flavors that entice kids and delivers massive doses of highly addictive nicotine more efficiently thanks to a patented technology.
- A single Juul pod contains as much nicotine as 20 cigarettes.
- Long term research has proven that nicotine can harm adolescent brain development, essentially rewiring the brain for further addiction.
- Teens who use e-cigs are four times more likely to use traditional cigarettes.

Get Involved

Tell your member of Congress to cosponsor the Reversing the Youth Tobacco Epidemic Act

Reps. Frank Pallone and Donna Shalala recently introduced the Reversing the Youth Tobacco Epidemic Act of 2019, which provides the comprehensive strategy we need to reverse the youth e-cigarette epidemic and continue driving down youth tobacco use. And we need to make sure it moves forward.

SIGN THE PETITION →

Demand the FDA Remove Flavored E-Cigarettes from the Market

While we appreciate the agency's focus on this crisis, we believe that tough talk is no longer enough: We urgently need regulatory ACTION! Please ban e-cigarette flavors immediately to slow this epidemic and keep younger kids from starting to Juul! Please save our kids from becoming Generation Nicotine Addiction!

CONTACT COMMISSIONER SHARPLESS →

Report Potential E-Cigarette Sales Violations to the FDA

Report stores in your neighborhood or near schools that are selling tobacco products to minors.

TAKE ACTION

1. Make sure your local schools have access to the facts.
2. Share our graphics and copy on social media.
3. Write an opinion piece or a letter-to-the-editor of your local newspaper or post on a popular neighborhood blog. In a few short paragraphs you can explain the youth vaping epidemic and its impact on your town. Urge parents like you to educate themselves; partner with their teens' schools; and speak openly with their kids about the dangers of vaping.

Learn more about how you can help, visit ParentsAgainstVaping.org.



RESOURCES FOR THE FIGHT AGAINST JUUL AND OTHER E-CIGARETTES

Arm yourself with the facts and statistics necessary to face the latest youth health epidemic—and learn how you can get involved.

ARE YOU A CONCERNED PARENT?

Start with tips for parents from the Surgeon General, available at: e-cigarettes.surgeongeneral.gov/takeaction.html

General Resources

- Surgeon General's resource page: e-cigarettes.surgeongeneral.gov
- CDC: cdc.gov/tobacco/basic_information/e-cigarettes/index.htm
- FDA: fda.gov/tobacco-products/products-ingredients-components/vaporizers-e-cigarettes-and-other-electronic-nicotine-delivery-systems-ends
- National Institute on Drug Abuse (NIDA): drugabuse.gov/publications/drugfacts/electronic-cigarettes-e-cigarettes
- National Academies of Sciences, Engineering, and Medicine (NASEM) report on the Public Health Consequences of E-Cigarettes: nationalacademies.org/hmd/Reports/2018/public-health-consequences-of-e-cigarettes.aspx
- Campaign for Tobacco-Free Kids: tobaccofreekids.org

For Parents and Educators

- FDA-Scholastic Partnership – Resources for Teachers: scholastic.com/youthvapingrisks
- Stanford Medicine Tobacco Prevention Toolkit – E-Cigarettes and Vape Pens: med.stanford.edu/tobaccopreventiontoolkit/E-Cigs.html
- CATCH My Breath – Youth E-cigarette Prevention Program: catchinfo.org/modules/e-cigarettes
- CDC – Know the Risks: A Youth Guide to E-cigarettes: cdc.gov/tobacco/basic_information/e-cigarettes/youth-guide-to-e-cigarettes-presentation.html

For Concerned Youth

- National Institute on Drug Abuse (NIDA) for Teens: teens.drugabuse.gov/drug-facts/tobacco-nicotine-e-cigarettes
- Campaign for Tobacco-Free Kids – Taking Down Tobacco: takingdowntobacco.org
- FDA's Education Campaign – The Real Cost of Vaping: therealcost.betobaccofree.hhs.gov

For Teens Trying to Quit

- Truth Initiative – E-Cigarette Quit Program: thisisquitting.com
- National Jewish Health – Online Youth E-Cigarette Cessation Program: mylifemyquit.com/index.html



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