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SUBSTANCE ABUSE SERVICES

- Education
 - Students, Families, Staff, Community
 - Prevention Initiatives
 - Red Ribbon Week, Choose Health Week
 - Early Intervention
 - 1:1 Counseling, Family/Staff Support
- 



LEARNING OBJECTIVES

- Current Electronic Cigarette trends
 - The Impact on the Developing Brain
 - Addiction
 - Marketing Strategies
 - Common Reasons for Electronic Cigarette Use
 - Signs of Electronic Cigarette Use
 - Talking to your Child
- 



CURRENT ELECTRONIC CIGARETTE TRENDS



WHAT ARE PUFF BARS?

Disposable (one-time use) vape bar made up of 5% salt nicotine (formula that allows for higher levels of nicotine delivery with less irritation)

Pre-filled with e-juice and installed with pre-charged batteries

300 puffs in each bar - approximately the same as 20 cigarettes per pack.

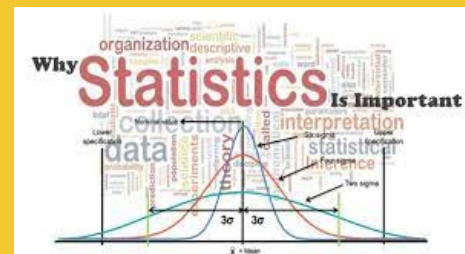
Youth-appealing flavors, like O.M.G (Orange, Mango, Guava) which are not subject to the new federal policy regulating flavored e-cigarettes because they are disposable

Popular with minors due to the cost (approx. \$7.99 vs \$45 for a Juul device)

More than **8 out of 10**
current youth e-cig users use **flavored e-cigs**



THE STATISTICS



IT TAKES ABOUT 10 SECONDS FOR NICOTINE TO REACH
THE BRAIN AFTER IT'S INHALED, WHICH THEN ACTIVATES
THE PLEASURE AND REWARD SYSTEM, CAUSING A
SURGE OF DOPAMINE.

THE AMOUNT OF DOPAMINE RELEASED IS MUCH GREATER
THAN THAT FROM PLEASURABLE EVERYDAY ACTIVITIES
LIKE EATING A FAVORITE FOOD.

The Impact on the Developing Brain



VOICE OF ADDICTION

Withdrawal symptoms can cause discomfort and may even be painful. With the body wanting to return to feelings of relief and pleasure, addiction will influence one to return to their source of instant relief, even if it's not good for them. This is referred to as the voice of addiction.

"Can I get away with hitting my vape in here?"

"I have to make sure to get more vape juice before I run out."

"I need to take a JUUL break."

HALF-LIFE

The nicotine effects peak after around 2 hours, inviting the onset of withdrawal symptoms (*feeling stressed or anxious, irritability, increased depression, etc.*) as nicotine slowly leaves the blood. This is referred to as nicotine's half-life and can arrive sooner than 2 hours with frequent use.

HITS VAPE

Hitting the vape is when E-liquid, also known as vape juice (containing heavy metals, flavoring, propylene glycol, vegetable glycerin, and other unknown properties), or nicotine salts (allowing for a higher - and more addictive - concentration of nicotine) is electrically heated and aerosolized into vapor to be inhaled by the user.

NICOTINE TRAVELS

When inhaling, nicotine is carried into the lungs by attaching onto vapor droplets, then travels to and communicates with the brain within 7-10 seconds. This is why your vape may give you a more immediate reaction.

ALTERS FRONTAL LOBE

Reaching the "reward center" of the brain, nicotine effects release a rush of dopamine, allowing for one to feel a resemblance of relief and pleasure.

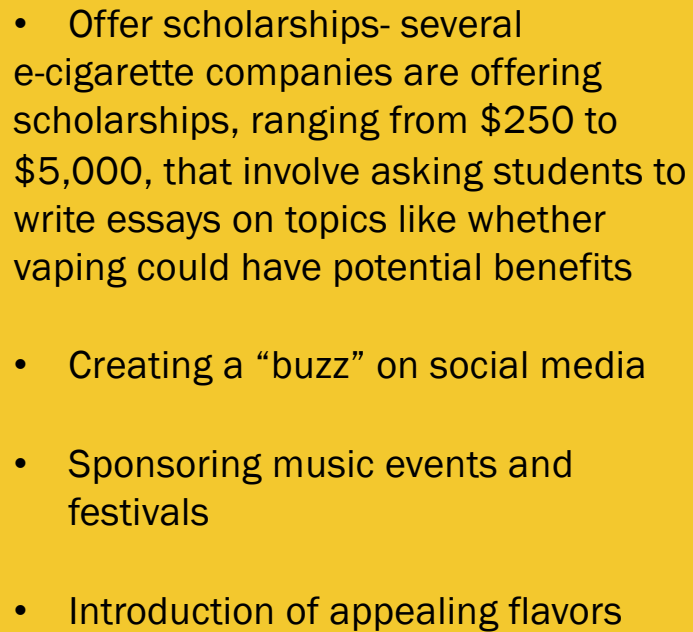
Addiction is a form of learning, making it easier for youth to form addictions. With the brain being in development until around age 25, frequent vaping in youth can lead to long-term cognitive challenges, in addition to being at risk for other health complications.

THE CYCLE OF VAPING



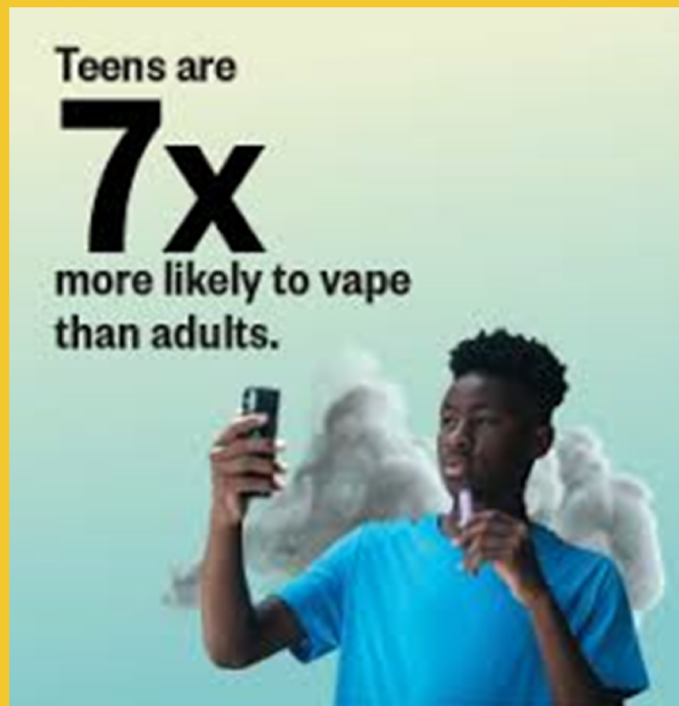
ADDICTION

<https://www.greaterportlandhealth.org/blog/post/starting-the-conversation-youth-vaping-and-stress>

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- A large, dark brown L-shaped bracket graphic is positioned on the left side of the slide, framing the list of marketing strategies. It consists of a horizontal bar at the top and a vertical bar on the right, meeting at a corner.
- Offer scholarships- several e-cigarette companies are offering scholarships, ranging from \$250 to \$5,000, that involve asking students to write essays on topics like whether vaping could have potential benefits
 - Creating a “buzz” on social media
 - Sponsoring music events and festivals
 - Introduction of appealing flavors

DANGEROUS

Marketing Strategies



ARE THE MARKETING
STRATEGIES EFFECTIVE?



SOCIAL MEDIA

FIFTEEN APPS PARENTS SHOULD KNOW ABOUT

MEETME



MEETME IS A DATING SOCIAL MEDIA APP THAT ALLOWS USERS TO CONNECT WITH PEOPLE BASED ON GEOGRAPHIC PROXIMITY. AS THE APP'S NAME SUGGESTS, USERS ARE ENCOURAGED TO MEET EACH OTHER IN PERSON.

GRINDR



GRINDR IS A DATING APP CREATED TOWARDS GAY, BI AND TRANSGENDER PEOPLE. THE APP GIVES USERS OPTIONS TO CHAT, SHARE PHOTOS AND MEET UP BASED ON A SMART PHONE'S GPS LOCATION.

SKOUT



SKOUT IS A LOCATION-BASED DATING APP AND WEBSITE. WHILE USERS UNDER 17-YEARS-OLD ARE UNABLE TO SHARE PRIVATE PHOTOS, KIDS CAN EASILY CREATE AN ACCOUNT USING A DIFFERENT AGE.

WHATSAPP



WHATSAPP IS A POPULAR MESSAGING APP THAT ALLOWS USERS TO SEND TEXTS, PHOTOS, MAKE CALLS AND VIDEO CHATS WORLDWIDE. WHATSAPP USES AN INTERNET CONNECTION ON SMART PHONES AND COMPUTERS.

TIKTOK



TIKTOK IS A NEW MOBILE DEVICE APP POPULAR WITH KIDS USED FOR CREATING AND SHARING SHORT VIDEOS. WITH VERY LIMITED PRIVACY CONTROLS, USERS ARE VULNERABLE TO BULLYING AND EXPLICIT CONTENT.

BADOO



BADOO IS A DATING AND SOCIAL NETWORKING APP WHERE USERS CAN CHAT, SHARE PHOTOS AND VIDEOS AND CONNECT BASED ON LOCATION. WHILE THE APP IS INTENDED FOR ADULTS ONLY, TEENS ARE KNOWN TO CREATE PROFILES.

BUMBLE



BUMBLE IS SIMILAR TO THE POPULAR DATING APP 'TINDER' HOWEVER, IT REQUIRES WOMEN TO MAKE THE FIRST CONTACT. KIDS HAVE BEEN KNOWN TO USE BUMBLE TO CREATE FAKE ACCOUNTS AND FALSIFY THEIR AGE.

SNAPCHAT



SNAPCHAT IS ONE OF THE MOST POPULAR APPS IN RECENT YEARS. WHILE THE APP PROMISES USERS CAN TAKE A PHOTO/VIDEO AND IT WILL DISAPPEAR, NEW FEATURES INCLUDING STORIES ALLOW USERS TO VIEW CONTENT FOR UP TO 24

KIK



KIK ALLOWS ANYONE TO CONTACT AND DIRECT MESSAGE YOUR CHILD. KIK CAN BYPASS TRADITIONAL TEXT MESSAGING FEATURES. KIK GIVES USERS UNLIMITED ACCESS TO ANYONE, ANYWHERE, ANYTIME.

LIVE.ME



LIVE.ME IS A LIVE-STREAMING VIDEO APP THAT USES GEOLOCATION TO SHARE VIDEOS SO USERS CAN FIND OUT A BROADCASTER'S EXACT LOCATION. USERS CAN EARN 'COINS' AS A WAY TO PAY MINORS FOR PHOTOS.

HOLLA



HOLLA IS A SELF-PROCLAIMED 'ADDICTING' VIDEO CHAT APP THAT ALLOWS USERS TO MEET PEOPLE ALL OVER THE WORLD IN JUST SECONDS. REVIEWERS SAY THEY HAVE BEEN CONFRONTED WITH RACIAL SLURS, EXPLICIT CONTENT AND MORE.

WHISPER



WHISPER IS AN ANONYMOUS SOCIAL NETWORK THAT PROMOTES SHARING SECRETS WITH STRANGERS. IT ALSO REVEALS A USER'S LOCATION SO PEOPLE CAN MEET UP.

ASK.FM



ASK.FM IS KNOWN FOR OTHER BULLYING. THE APP ENCOURAGES USERS TO ALLOW ANONYMOUS PEOPLE TO ASK THEM QUESTIONS.

CALCULATOR%



CALCULATOR% IS ONLY ONE OF SEVERAL SECRET APPS USED TO HIDE PHOTOS, VIDEOS, FILES AND BROWSER HISTORY.

HOT OR NOT



HOT OR NOT ENCOURAGES USERS TO RATE YOUR PROFILE, CHECK OUT PROFILES IN THEIR AREA AND CHAT WITH STRANGERS. THE GOAL OF THIS APP IS TO 'HOOK UP'.

SOCIAL MEDIA AND THE USE OF VAPES



BECAUSE A FRIEND OR FAMILY MEMBER USED THEM (39%)
THE AVAILABILITY OF FLAVORS, SUCH AS MINT, CANDY, FRUIT OR CHOCOLATE (31%)
THE BELIEF THAT E-CIGARETTES ARE LESS HARMFUL THAN OTHER FORMS OF TOBACCO, SUCH AS CIGARETTES (17.1%)

HERE ARE SOME SIGNS THAT YOUR TEEN MAY BE VAPING:

Increased
secrecy



Easily
Irritated



Unusual
spending



Less time
spent at
home



unknown
devices



Increase
in thirst



Discreet
packages



Sudden
nosebleeds



ruffden.vapeor.com

SIGNS OF ELECTRONIC CIGARETTE USE

TALKING TO YOUR CHILD



- Education yourself
- Start the conversation
- Try to understand why youth are vaping
 - Answer their questions
 - Set clear expectations
 - Lead by example
- Keep the conversation going



RESOURCES

- Above the Influence (Support for Teens who Choose not to Use Substances) <https://abovetheinfluence.com/>
- Above the Influence (Support for Teens who Parents are Struggling with Substance Use) <https://abovetheinfluence.com/when-a-parent-uses/>
- Alcoholics Anonymous <https://www.aa.org/>
- Al-Anon (ongoing International meetings during COVID-19) <https://www.aa-intergroup.org/directory.php>
- I am Sober: Sobriety App <https://iamsobber.com/>
- Narcotics Anonymous <https://www.na.org/>
- Opioid Awareness, Arlington County, Virginia – <https://health.arlingtonva.us/opioid-awareness/>
- Arlington-teens – <http://www.arlingtonteens.com>