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# SERVICIOS DE ABUSO DE SUSTANCIAS

- Educación
  - Estudiantes, Familias, Personal, Comunidad
- Iniciativas de Prevención
  - Semana de la Cinta Roja, Semana de la Salud
- Intervención
  - Asesoramiento 1:1, apoyo a la familia/personal

# OBJETIVOS DE APRENDIZAJE

- Tendencias actuales de los cigarrillos electrónicos
- El impacto en el cerebro en desarrollo
- Adicción
- Estrategias de mercadeo
- Razones comunes para el uso de cigarrillos electrónicos
- Señales de consumo de cigarrillos electrónicos
- Cómo hablar con su hijo/a



# TENDENCIAS ACTUALES DE LOS CIGARRILLOS ELECTRÓNICOS

## ¿QUE SON LAS BARRITAS DE CIGARRILLOS?

Barras de vapeo desechables (de un solo uso) compuesta por un 5% de nicotina salina (fórmula que permite un mayor suministro de nicotina con menos irritación)

Precargadas con e-juice e instadas con baterías precargadas 300 caladas en cada barra - aproximadamente lo mismo que 20 cigarrillos por paquete.

Sabores atractivos para los jóvenes, como N.M.G (Naranja, Mango, Guayaba) que no están sujetos a la nueva política federal que regula los cigarrillos electrónicos porque son desechables

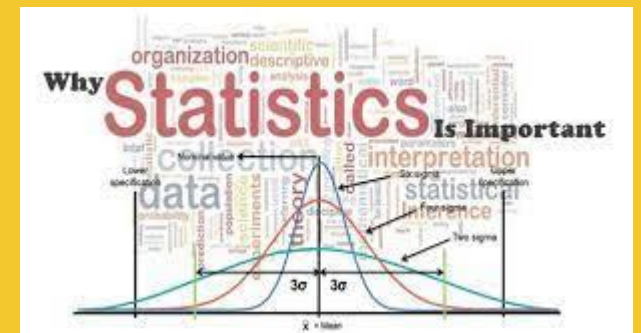
Son populares entre los menores debido a su costo (aproximadamente \$7.99 comparado a \$45 de un dispositivo Juul)



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



LAS ESTADISTIC  
AS



LA NICOTINA TARDA 10 SEGUNDOS EN LLEGAR AL CEREBRO DESPUÉS DE SER INHALADA, LO QUE ACTIVA EL SISTEMA DE PLACER Y RECOMPENSA, CAUSANDO UNA OLEADA DE DOPAMINA.

LA CANTIDAD DE DOPAMINA QUE SE LIBERA ES MUCHO MAYOR QUE LA DE LAS ACTIVIDADES COTIDIANAS PLACENTERAS, COMO COMER UN ALIMENTO FAVORITO.

**El Impacto en el cerebro en Desarrollo**





## 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.



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PORTLAND HEALTH**  
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## 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.

# ADICCIÓN

<https://www.greaterportlandhealth.org>

org/blog/post/starting-the-conversation-youth-vaping-and-stress



- Ofrecer becas-varias  
Varias empresas de cigarrillos electrónicos ofrecen becas de entre \$250 to \$5,000, en las que se pide a los estudiantes que escriban ensayos sobre temas como si el vapeo puede tener beneficios
- Crear un “zumbido” en las redes social
- Patrocinio de eventos musicales y festivales
- Introducción de sabores atractivos

*PELIGRO*

Estrategias de  
mercadeo peligrosas

Teens are  
**7x**  
more likely to vape  
than adults.



¿SON EFICACES LAS  
ESTRATEGIAS DE  
MERCADERO?



**SAW IT.  
BOUGHT IT.**

90% of students see vaping ads on social media.

**the REAL DEAL  
on VAPING**

# MEDIOS DE COMUNICACIÓN SOCIAL

# 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 GEARED 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. KIDS 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 CYBER 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 PEOPLE IN THEIR AREA, AND CHAT WITH STRANGERS. THE GOAL OF THIS APP IS TO 'HOOK UP'.

# MEDIOS SOCIALES

## Y EL USO DE LOS VAPEOS



PORQUE UN AMIGO O FAMILIAR LOS USO (39%)  
LA DISPONIBILIDAD DE SAORES, COMO MENTA, CAMELO, FRUTA O CHOCOLATE (31%)  
LA CREENCIA DE QUE LOS E-CIGARRILLOS SON MENOS DAÑINOS QUE OTRAS FORMAS DE TOBACO, COMO LOS  
CIGARRILLOS (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



[ruffandred.com](http://ruffandred.com)

## SEÑALES DE CONSUMO DE CIGARRILLOS ELECTRÓNICOS

# COMO HABLAR CON SU HIJO/A



- Educarse a sí mismo
- Inicie la conversación
- Intente comprender por qué los jóvenes consumen cigarrillos electrónicos
- Responda a sus preguntas
- Establezca expectativas claras
  - Predicar con el ejemplo
  - Mantener la conversación



# RECURSOS



- 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>