

VAPING IN YOUTH

A TIP SHEET FOR HEALTH PROFESSIONALS

YOUTH VAPING: FACTS

1. SMOKING AND VAPING

- In NS, close to 20% of youth reported using tobacco products after they began to vape [1].
- In NS, around 15% of youth and young adults currently report using e-cigarettes and tobacco products [1].
- A review by the Ontario Tobacco Research Unit concluded that there is inconclusive evidence on the effectiveness of e-cigarettes as a smoking cessation aid [2].
- In one high quality study conducted in England, 18% of smokers were able to quit smoking for 1 year using e-cigarettes, yet 80% of them continued to use e-cigarettes [3].

2. USE

- On average, males vape more than females (877 versus 521 puffs per/wk) and young adults vape more than youth (746 versus 681 puffs/wk) [1].
- The majority of youth who vape (67%) use 50 mg/ml nicotine concentrations or higher.
- On average, NS youth who vape use 3 pods/week [1].
- JUUL, one of the most popular pod brands, provides around 200 puffs [4] and can contain a similar amount of nicotine as 1-2 packs of cigarettes.

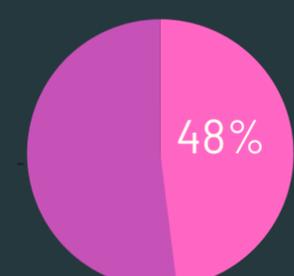
3. E-CIGARETTE SAFETY

- 18 cases of vaping-associated lung illness have been reported to the Public Health Agency of Canada as of February 2020 [5] and rates continue to rise.
- The majority of these patients reported a combination of shortness of breath, gastrointestinal, and/or constitutional symptoms, such as fever or weight loss [5].
- In NS, 12% of youth and young adult vapers report E-cigarette and Vaping Associated Lung Illness (EVALI) symptoms such as coughing, headaches, nausea and wheezing [1].

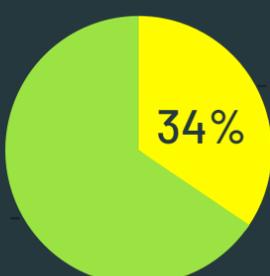
SOCIAL MEDIA IMPACT



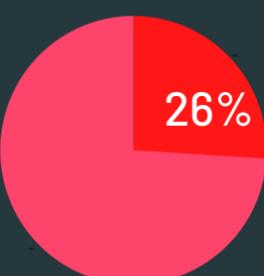
INSTAGRAM



SNAPCHAT



YOUTUBE



The percentages represent the proportion of Nova Scotian youth reporting being exposed to vaping related content on social media [1].

ENABLERS IN NOVA SCOTIA [1]

NICOTINE:

- A nicotine rush is a main reason for continuing to vape and may be related to sustained addiction. This is consequential as it can lead to nicotine dependence [6].
- Youth, especially males, are more attracted to nicotine's psychoactive effects of arousal, relaxation, and muscle relaxation, compared to young adults.

SOCIAL MEDIA:

- 32% of youth report being exposed to vaping-related content on social media such as reviews of brands/products and inadvertent promotion of vaping through videos posted by peers.
- Females are more susceptible to social media as they display a stronger desire to conform to trending activities and behaviours among a population they admire (i.e., their peer group).

FLAVOURS:

- 96% of youth stated that they prefer flavoured over unflavoured vape juices. Flavours are related to increased chances of starting to vape and continuing to vape [7].

DETERRENTS IN NOVA SCOTIA [1]

NICOTINE:

- There is a love/hate relationship with nicotine as it is simultaneously both the top enabler and the top deterrent to vaping.
- Females are more likely to report nicotine effects as negative compared to their male peers.

RESPIRATORY EFFECTS:

- Youth are more sensitive to respiratory effects such as shortness of breath and throat pain, than young adults.
- Negative side effects are reported by 14% of youth vapers, and 73% of those were respiratory-related.

GENERAL HEALTH CONCERNS:

- There is a general understanding that there are health risks associated with the behaviour and much of the risk remains unknown or not well understood.
- Males and females are equally concerned about the health consequences of vaping.



HELP YOUTH CONQUER CRAVINGS

DELAY

Suggest they wait 5 minutes when they feel the urge to vape and the feeling will pass.

DISTRACT

Suggest they do something else to take their mind off of their desire to vape, such as going for a walk or have a healthy snack.

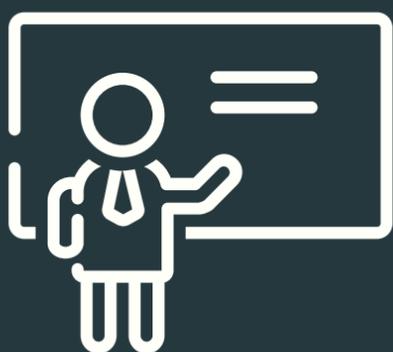
DEEP BREATHING

Guide them to inhale through their nose and hold it for a count of 5, then slowly breathe out through their mouth for a count of 7. Suggest they repeat a few times.

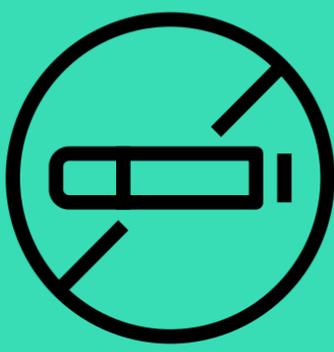
DRINK WATER

Advise to replace the vaping habit with a healthy one. Drinking water will change the feeling and taste and will help reduce cravings.

HELP YOUTH IN SCHOOLS



Use harm reduction strategies, such as teaching skills to counter peer pressure or how to develop a healthier hobby [8].



Implement a no e-cigarette use policy on school grounds [9].



Teach youth the harm of vaping using evidence, such as the association with lung injury [10].

LEGISLATION AND POLICIES IN NOVA SCOTIA

1. The sale of flavoured products has been banned to reduce youth attraction [11].
2. Restriction on the sale or offering of electronic cigarettes with a concentration of nicotine greater than 20 mg/ml [12].
3. Introduction of the Vaping Products Tax to reduce affordability [13].
4. Enforcement to retail locations to reduce violations to legislation [14].
5. Advertisement ban for all products, including packaging and branding [15].

RESOURCES

1. QUIT LINE: Youth can work with a trained counselor to help them develop a personal quit plan that's right for them. They can get help with cravings and withdrawal, or maybe they just need to talk. Support is there when they need it. They can call or register with [Tobacco Free Nova Scotia](#).
2. ONLINE RESOURCES AND FORUMS: Find videos and posters with self-help information on the [Health Canada](#) website.

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