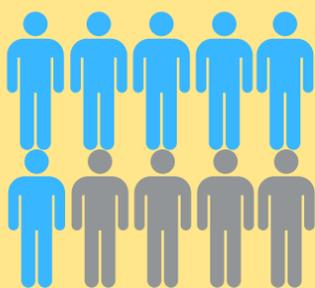
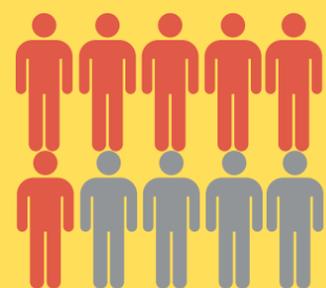


# VAPING IN YOUTH: WHAT DO YOU NEED TO KNOW?

## FACTS FROM NOVA SCOTIA DATA [1]

**59%** OF FEMALE YOUTH VAPERS LIST **FLAVOURS** AS THE MOST IMPORTANT ASPECT ABOUT VAPING.



**55%** OF MALE YOUTH VAPERS IDENTIFY **NICOTINE RUSH** AS THEIR MAIN REASON FOR VAPING.

**20%** OF YOUTH TOBACCO AND VAPE USERS STARTED USING TOBACCO PRODUCTS AFTER HAVING VAPED.



### SOCIAL MEDIA

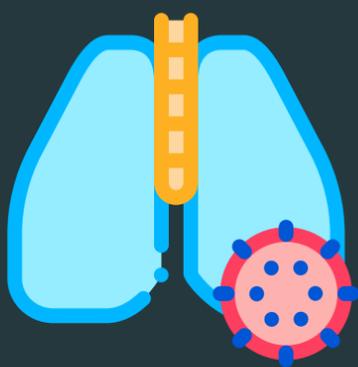
ALMOST **50%** OF YOUTH ARE EXPOSED TO VAPING RELATED CONTENT ON INSTAGRAM.

26%

34%

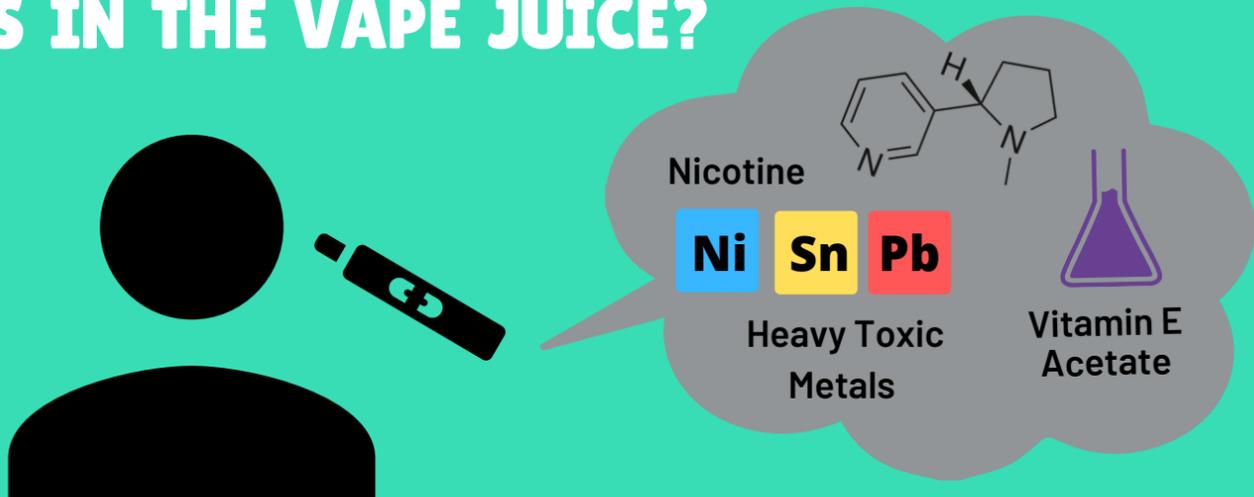
48%

## AVERAGE SPENDING OF YOUTH VAPERS



**12%** OF NOVA SCOTIAN YOUTH VAPERS REPORT SYMPTOMS OF LUNG INJURY (EVALI) ASSOCIATED WITH E-CIGARETTE AND VAPING USE, INCLUDING **COUGHING AND WHEEZING**.

## WHAT'S IN THE VAPE JUICE?



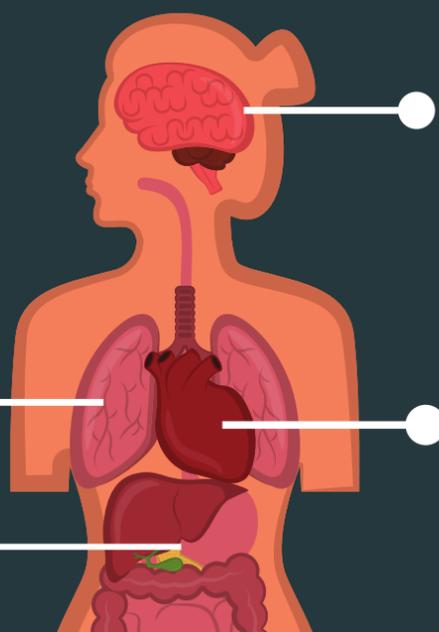
## SIDE EFFECTS

### RESPIRATORY:

- Shortness of breath
- Cough
- Lung irritation

### STOMACH:

- Nausea



### BRAIN:

- Memory loss
- Decreased concentration
- Anxiety
- Nicotine dependence

### HEART & BLOOD PRESSURE:

- Increased blood pressure
- Increased heart rate

# FREQUENTLY ASKED QUESTIONS

## Q1: ARE NICOTINE CONTAINING VAPING PRODUCTS SAFE?

A1: The short answer is no. There have been over 2000 hospitalizations linked to vaping according to the [Centres for Disease Control](#) [2]. Of those 2000, over 70% reported using a nicotine-based vaping product, some in addition to other products (57%) and some used nicotine-based products only (14%).



## Q2: HOW MUCH NICOTINE IS IN VAPE JUICE?

A2: There is a range of nicotine levels in e-cigarettes, with some reaching or exceeding levels found in combustible cigarettes like cigarettes and cigars. Labelling may not always state the correct amount of nicotine in vapes.

## Q3: ARE VAPING PRODUCTS ATTRACTING YOUTH AND ADULTS?

A3: The [2019 Canadian Tobacco and Nicotine Survey](#) [3] revealed that 15% of youth versus less than 3% of adults reported using a vaping product in the past 30 days. Vaping companies may be using marketing strategies, such as small designs, enticing flavours and lots of social-media exposure to make these more appealing to youth.



## HOW TO CONQUER CRAVINGS

### DELAY

Cravings rarely last more than a few minutes; wait 5 minutes when you feel the urge to vape and the feeling will pass.

### DISTRACT

Do something else to take your mind off your desire to vape, such as going for a walk or having a healthy snack.

### DEEP BREATHING

Inhale through your nose and hold it for a count of 5, then slowly breathe out through your mouth for a count of 7. Repeat a few times.

### DRINK WATER

Replace the vaping habit with a healthy one. Drinking water will change the taste in your mouth and will actually help reduce cravings.

## HOW TO QUIT VAPING

In a survey of 240 youth and young adult ex-vapers in Nova Scotia [4], the most common strategies reported for quitting were:

### SELF-RESTRICTION



"I threw out my vape when my juice ran out and never bought any more."

### QUIT COLD TURKEY



"I just threw my vape away and quit cold turkey"

### ADOPTING A HEALTHIER HABIT



"I was chewing gum and going to the gym."

### DISTRACTION TECHNIQUES



"I just threw it away and tried to stay focused and distracted."

## RESOURCES

- **ONLINE INFORMATION:** Find videos and posters with self-help information on the [Health Canada](#) website.
- **QUIT LINE:** Work with a trained counselor. Call or register with [Tobacco Free Nova Scotia](#).

### References:

1. Smoke-Free Nova Scotia. Fact Sheet: The 2019 Youth and Young Adult Vaping Survey Findings. 2019. Available from: <http://www.smokefreens.ca/wp-content/uploads/2019/12/Fact-Sheet-The-2019-NS-Youth-and-Young-Adult-Vaping-Survey-findings.pdf>
2. Cdc.gov. Outbreak of Lung Injury Associated with the Use of E-Cigarette, or Vaping, Products - Electronic Cigarettes, Smoking & Tobacco Use, CDC [Internet]. Center for Disease Control & Prevention. 2020 [cited 2020 Jul 8]. Available from: [https://www.cdc.gov/tobacco/basic\\_information/e-cigarettes/severe-lung-disease.html](https://www.cdc.gov/tobacco/basic_information/e-cigarettes/severe-lung-disease.html)
3. Statistics Canada. The Daily - Canadian Tobacco and Nicotine Survey, 2019 [Internet]. [cited 2020 Jul 8]. Available from: <https://www150.statcan.gc.ca/n1/daily-quotidien/200305/dq200305a-eng.html>
4. Al-Hamdani M, Hopkins DB, Davidson M. Experiences of youth and young adult ex-vapers during the quitting process. Brief report published by the Lung Association of Nova Scotia. 2020 Nov.