

# USB FLASH DRIVE OR E-CIGARETTE?



JUUL, the new e-cigarette device becoming more popular among students in schools

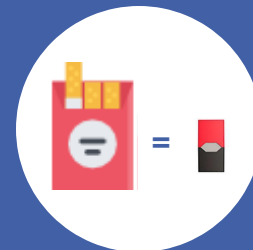
20% of youth age 17 and older are using e-cigarettes in Delaware County

## THE UNDERLYING PROBLEM

- Any use of a tobacco product is **unsafe for youth**.
- **Nicotine is highly addictive** and is shown to harm brain development.
- The human brain has been shown to continue development until about the **age of 25**.
- E-cigarettes are the **most commonly used tobacco product** among students in middle school and high school in the U.S.
- Young people who use e-cigarettes may be **more likely** to use regular cigarettes.
- The aerosol in e-cigarettes can contain **harmful ingredients**.

## JUUL: THE NEW TREND

- JUUL (pronounced "jewel") became available in the U.S. in 2015. As of December 2017, JUUL is the **top-selling e-cigarette** in the United States.
- The use of Juul is sometimes called "**Juuling**".
- JUUL uses a nicotine liquid in a "pod" that is converted to aerosol. The pods come in flavors such as cool cucumber, mango, creme brulee and mint. These **flavors are attractive to youth and young adults**.
- JUUL products contain **high levels of nicotine**. A single pod contains as much nicotine as a pack of regular cigarettes.
- JUUL **doesn't look like other tobacco products**, so use may go unnoticed in school and at home.



## PARENTS & CAREGIVERS

Learn to help prevent and reduce the use of tobacco products, including e-cigarettes, by young people



- Learn about the **different shapes and types of e-cigarettes** and the risks of all forms of vaping for young people.
- **Talk to children about the risks** of e-cigarette use among young people.
- Express firm **expectations** that children remain tobacco-free.
- Set a **positive example** by being tobacco-free.
- Support **tobacco-free schools** and advocate for tobacco prevention education.
- Reject youth tobacco prevention programs sponsored by the tobacco industry and e-cigarette manufacturers. These programs **have been found ineffective** for preventing youth tobacco use.



E-cigarettes or "vapes" can come in many shapes & sizes. They are battery powered and deliver nicotine and flavoring in the form of an aerosol.

**FOR MORE INFORMATION:**

<https://delawarehealth.org/tobacco-free-delaware-county/>  
<https://e-cigarettes.surgerongeneral.gov/resources>  
[https://www.cdc.gov/tobacco/basic\\_information/e-cigarettes/](https://www.cdc.gov/tobacco/basic_information/e-cigarettes/)

