



# Vaping and Commercial Tobacco

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# Today's Overview

1. Introduction
2. Vaping basics
3. Health impacts of vaping
4. Vaping and commercial tobacco
5. Preventing use of commercial tobacco and tobacco-like products in youth
6. Commercial tobacco: A reminder
7. Available resources



# Acknowledgement

The Tobacco Reduction Program acknowledges the importance of Sacred tobacco to many Indigenous peoples across Alberta.

When we discuss tobacco reduction, we are referring to the harmful use of today's commercial tobacco products.

# Vaping 101

- Electronic Smoking Products (ESPs) or are battery-operated devices that contain cartridges filled with liquid chemicals.
- The chemicals turn into a vapour that the user inhales (this is called vaping).
- They do not contain tobacco.
- They can look like a cigarette, a pen or many other objects.



# Also Known As

**Electronic cigarettes**

**E-cigs**

**Electronic smoking devices**

**E-cigars**

**Personal vaporizers (PVs)**

**E-gars**

**Nicotine vaporizers**

**E-pipes**

**Hookah pens**

**E-fags**

**E-hookahs**

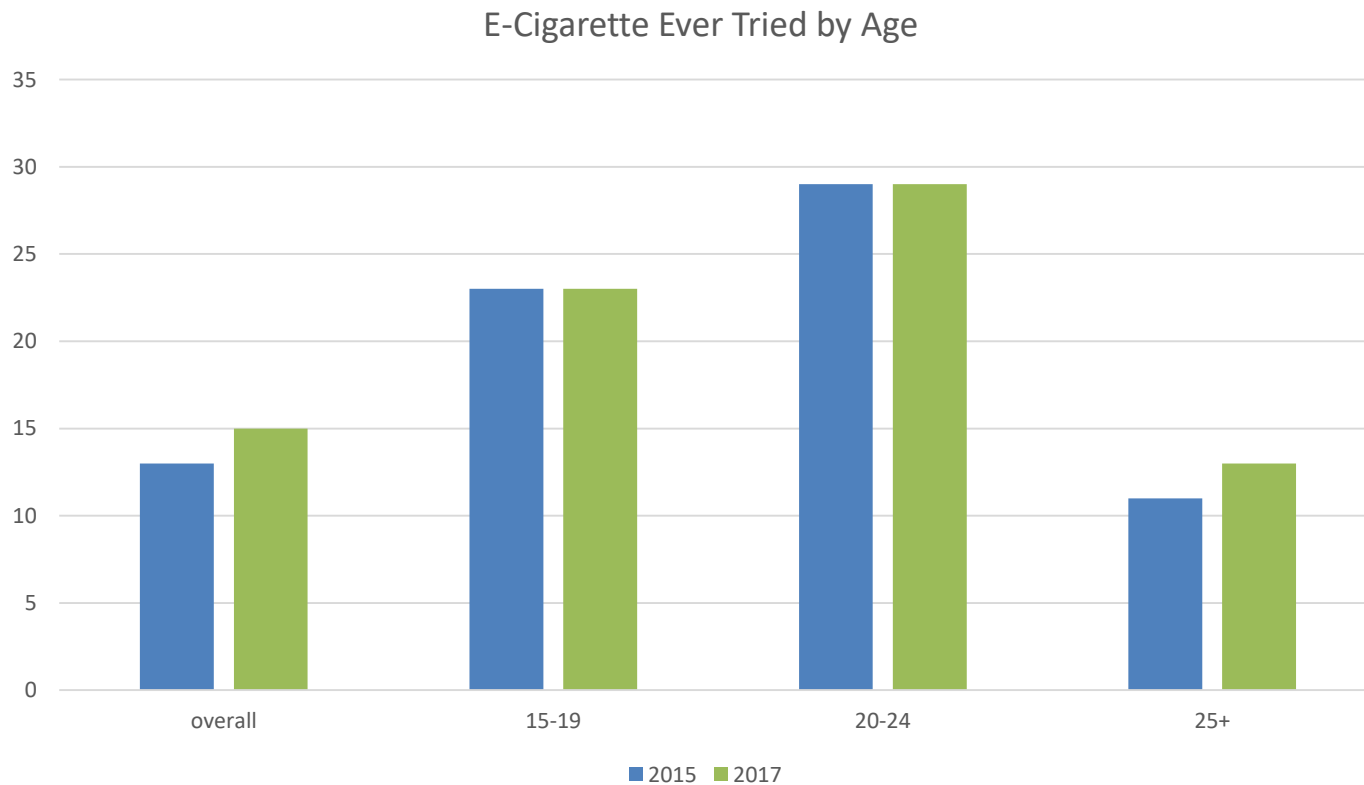
**Mods**

**Vape pens**

# Who Is Using Them?



Ever Use of E-cigarettes by Age Group , Comparison 2015/2017



Data Source: CTADS, 2017

# Controversy

- Some researchers believe that e-cigarettes are the best opportunity in the 21st century to improve public health, and could save millions of lives.
- Others worry that because they look like real cigarettes, ESPs might actually encourage people to smoke, act as a gateway to smoking for young people, and prevent current users from quitting.



# ESPs and Youth

23%

of students in Canada (grades 7-12) have **ever tried** e-cigarettes or vaping. This was an increase from 20% in the previous year.

10%

of these youth had used an e-cigarette in the **past 30 days**. This number was higher in Alberta, at 14.5%.

- 36% of students with past 30 day use reported never having had smoked a cigarette, not even a puff.



# 65%

Of students perceive **smoking** on a regular basis to pose “great risk”.

Whereas,

# 26%

Of students believe that using **electronic cigarettes** pose “great risk”.



Source: 2016-17 Canadian Student Tobacco, Alcohol and Drugs Survey



# Health risks of Vaping

- Brain development
- Aerosol
- Addiction
- Link to tobacco

# Brain development



- Youth and young adults are more at risk than adults for the long-term, long-lasting effects of nicotine. These risks include nicotine addiction, mood disorders, and having a harder time controlling impulses.
- Nicotine also changes the way connections in the brain are formed, and can make it harder to pay attention and learn.

# Aerosol

- The aerosol from vaping is not harmless. It can contain harmful chemicals, nicotine and heavy metals. This is true even for nicotine-free liquids.
- Scientists are still trying to understand the long-term risk of e-cigarettes and of inhaling these elements.





# Link to tobacco

- Cigarettes are the leading cause of preventable death and illness in Canada.
- Some studies show you are more likely to try cigarettes if you vape.
- Many people who smoke also vape, which increases the health risks from both products.

# Are They Legal?

Electronic cigarettes and e-juice are now legal to sell in Canada to adults, 18+, providing they do not make a health claim.



These laws include guidelines for labelling, sale, promotion and product content.

# Poisoning

- Liquid nicotine can be absorbed through the skin, inhaled or ingested—all of which could lead to nicotine poisoning.
- It can be lethal if ingested:
  - 60 mg for adults
  - 6 mg for children
- Even one concentrated teaspoon of nicotine can kill a small child.





# Vaping and Pregnancy

- Vapes should not be used by pregnant women.
- There are at least ten chemicals commonly found in vapes that are linked to cancer and birth defects.





# Vaping and Quitting Commercial Tobacco

- There is some evidence that vaping can help you quit using commercial tobacco.
- There are currently no vape products that are approved as cessation aids.
- Because vaping isn't harmless, it is recommended that other approved cessation aids are tried first.
- For best results, vaping products should be used along with behavioural counselling.

# First-Line Pharmacotherapies

## Nicotine Replacement Therapy (NRT)

- Provides a clean source of nicotine, thereby reducing symptoms of nicotine withdrawal associated with smoking cessation and increasing a client's success rate.
- Using NRT increases the odds of successfully quitting smoking by **1.5 to 2.3 times** depending on the delivery form, dosage and duration of therapy.



# Nicotine Replacement Therapies



# Non-Nicotine Pharmacotherapies

## Bupropion SR

- \$2 to \$3 per day
- Started two weeks prior to quit day
- Taken up to 6 months post-quit.

## Varenicline

- \$3.50 to \$4.50 per day
- Recommends quit day is on day 8 of medication.
- Taken for 3 to 6 months.



# Preventing Commercial Tobacco Use and Vaping in Youth



# What works?

- Addressing social norms
- Healthy public policy change
- Social competence building
- Counter-marketing/Multi-media
- Comprehensive community approach

# What doesn't work?

- Pure information/health education
- Youth as tokens
- Fear appeals

# YOUTH AT THE MARGINS

- When we don't involve youth or allow for their civic participation, they are placed on the margins of society.
- Marginalization leads to negative health outcomes.
- Youth are a key audience for tobacco tactics. They have a right to be involved in tobacco control work.



**YOUTH ENGAGEMENT WORKS!**

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# **YE OUTCOMES**

**FOR YOUTH**

Skills, knowledge, health, academic...

**FOR SOCIETY**

Reduce stereotypes, increase connections..

**FOR PROGRAM**

Increased use, responsiveness, abilities...

**FOR ORGANIZATIONS**

Accuracy, clarity, credibility, influence...

**FOR TOBACCO REDUCTION**

Advocacy, expose industry tactics,  
powerful voice, peer mobilization,  
creativity, authenticity...



# COMMON BARRIERS

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Lack of resources

Adult attitudes

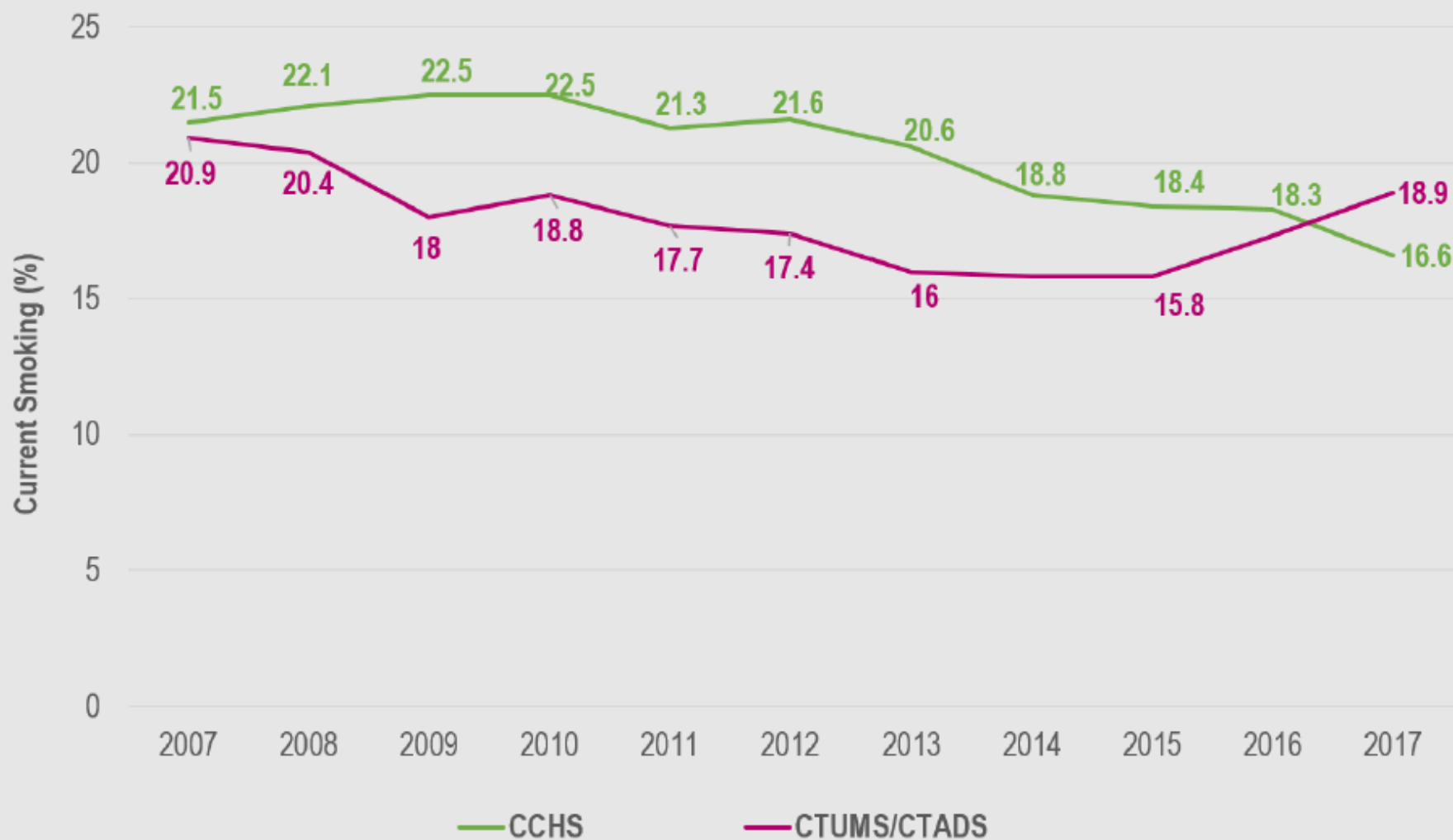
Youth are busy

Lack of representation

Sustainability

# Commercial Tobacco Use: A reminder

# Figure 3. Smoking Prevalence in Alberta, 2007-2017\*



\*Includes daily and non-daily smokers

Data Sources: Canadian Tobacco Use Monitoring Survey<sup>2</sup> (CTUMS), 2007 – 2012; Canadian Tobacco Alcohol and Drugs Survey<sup>1</sup> (CTADS), 2013, 2015, 2017; Canadian Community Health Survey<sup>3</sup> (CCHS) 2007-2017.

# Health Risks of Tobacco Use and Exposure

## CANCERS

Larynx

Oropharynx

Oesophagus

Trachea, bronchus or lung

Acute myeloid leukemia

Stomach

Pancreas

Kidney and Ureter

Colon

Cervix

Bladder

## CHRONIC DISEASES

Stroke

Blindness, Cataracts

Periodontitis

Aortic aneurysm

Coronary heart disease

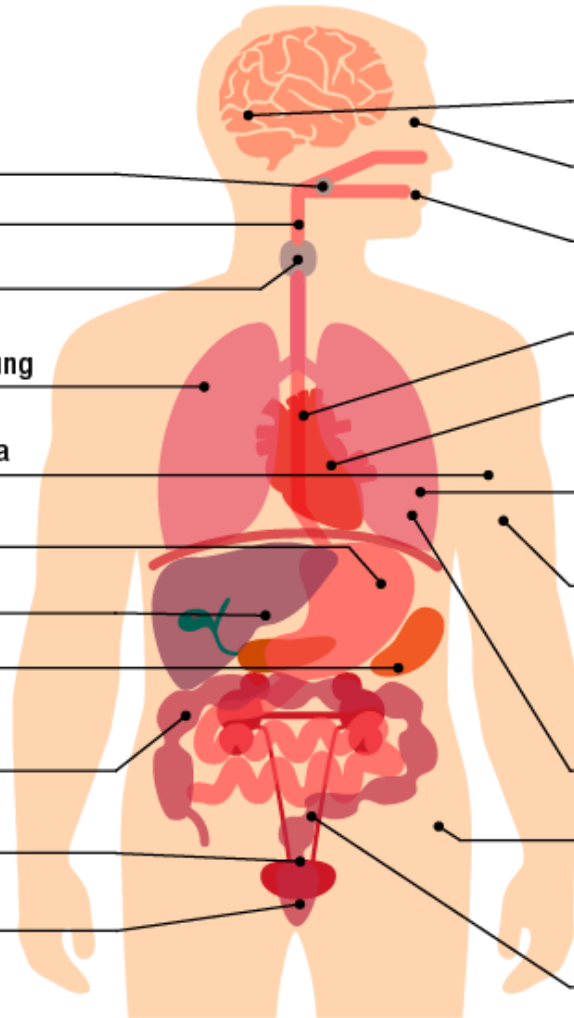
Pneumonia

Atherosclerotic peripheral vascular disease

Chronic obstructive pulmonary disease (COPD), asthma, and other respiratory effects

Hip fractures

Reproductive effects in women (including reduced fertility)



# Commercial Tobacco: A Reminder

# Available Resources

**Tobacco Information Series**

**Smokeless Tobacco**

**Let's Talk About...**

**Electronic Smoking Products and Safety**

Alberta Health Services logo

## Do You Know the Difference?

<b>Commercial Tobacco</b>	<b>Traditional Tobacco</b>
<b>Is a Killer</b>	<b>Is a Healer</b>
Cancer	Wisdom
Stroke	Love
	Respect
	Bravery
	Honesty
	Humility
	Truth

Going without tobacco is hard  
**WE CAN HELP**

**FLIP into ACTION**

**1-866-710-QUIT (7848)**  
albertaquits.ca

**i tobacco** is an important part of many aboriginal cultures. It is used and for ceremonial purposes—as offerings to and blessings from the Creator. It is not intended to be abused in the way that commercial tobacco is used today. Ask the true meaning of tobacco and keep it sacred!

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THANK YOU