Tar Wars®

A tobacco-free education program for kids from the American Academy of Family Physicians
Tar Wars 2020 Program Update

The Tar Wars program started off the year with a RECORD number of school presentations across the state. Sadly, we were forced to cancel dozens of presentations scheduled for April and May 2020. Because schools closed prior to the May statewide poster competition deadline, we are extending the deadline for submissions until September 2020. We did, however, finish our new video!
VAPING & COVID-19
TOBACCO & COVID-19

• Medical experts have issued advisories that vaping and smoking can exacerbate the risks of spreading COVID-19
• A recent study in the New England Journal of Medicine found that COVID-19 patients who smoked were more than twice as likely as those who didn’t to have severe infections from COVID-19
• The FDA has stated that "people who smoke cigarettes may be at increased risk of infection with the virus that causes COVID-19, and may have worse outcomes from COVID-19
• Behaviors associated with tobacco products can provoke the spread of the virus ie, wafting smoke and vapor may contain virus particles, tobacco chewers tend to spit on the street, users touch their faces frequently and often share e-cigarettes and cigarettes.
• Tobacco smoke and vape emissions affect the ability to fight viruses and disrupts the immune system causing inflammation in airways. This makes it harder for lungs to fight a new virus and increases risk for severe complications of the infection.
COVID-19 and THE LUNGS

- COVID-19 is from a family of viruses that cause respiratory infections.
- The American Lung Association defines COVID-19 as a lung infection that aggressively attacks the lungs and leaves lung cells and tissue dead which prevents oxygen from getting through.
- Smoking and vaping causes harm to the lungs, leaving lung tissue inflamed, fragile and susceptible to infection and more vulnerable to pneumonia and viruses.
- While there is little US data thus far to assess tobacco use with COVID-19 statistics, heavy smoking is blamed for Indonesia’s 6.6% COVID-19 death rate. Almost 40% of Indonesia’s 271 million population are smokers, the highest prevalence of smokers in the world.
EVALI-The Ongoing Threat

• Youth who engage in behavior that affects their lungs — including smoking and vaping — also may be at a higher risk of complications if they contract the disease, according to the National Institute on Drug Abuse. The CDC has found that 20% of patients sick enough to be hospitalized are ages 20 to 44, and some health authorities are speculating whether there is a connection between this age group’s hospitalization rate and the high rate of vaping among this same cohort.

• Vaping can cause EVALI (e-cigarette or vaping associated lung injury), a broad descriptor of acute respiratory illness which generally manifests with shortness of breath, cough, and rapid, shallow breathing. Studies evaluating the pathological changes in the lungs of people who vape have described acute inflammation, damage to the air sacs that are necessary for oxygen exchange, and focal spots of pneumonia.

• By mid-February 2020, the CDC reported more than 2,800 cases of lung injuries requiring hospitalization across all 50 states, and 68 deaths.

• Health care workers must report any suspected cases of EVALI to their state department of health.
Could vaping be a reason for the number of young people diagnosed with COVID-19?

• Right now we don’t know how vaping habits among young people are connected to COVID-19, but it has been curious that hospitals across the country are seeing younger patients who are quite sick, some of them requiring intubation and ventilation. One theory is that it is more likely that younger people were slower to take up social distancing and to self-isolate when they had early symptoms. Once we get past this initial surge and have a chance to look closely at the data, it will be interesting to sort out whether those patients who needed intubation had a history of smoking or vaping or of other underlying lung disease.

• **Centers for Disease Control data** reports that 38% of hospitalized coronavirus patients in the U.S. were younger adults (20-54 years old), showing that the virus is severely impacting younger people more than previously thought.
COVID STRESSORS & TOBACCO USAGE

• Anxious times — like a pandemic — can lead to unhealthy but self-soothing habits, whether it’s reaching for a bag of potato chips, another glass of wine or vaping and smoking.

• Dr. Jonathan Winickoff, director of pediatric research at the Tobacco Research and Treatment Center at Massachusetts General Hospital explains that a user brings the device or cigarette to their mouth to inhale and does so repeatedly, “You touch the cartridge. You put it next to your face. You are spreading whatever is in your hand into your body. At the same time, many patients who smoke or vape have increased coughing or expectorating. And that’s a recipe for increased spread.

• Another study, published in the European Respiratory Journal, found that smokers have higher levels of the ACE2 enzyme that the novel coronavirus uses to get into lung cells. Having more of those entry points could make smokers more susceptible to infection.
Vaping Industry: Capitalizing on COVID-19 Pandemic

• Quarantined teenagers face magnified depression, anxiety and other mental health challenges.
• During COVID-19 lockdown, isolation and simple boredom drive many teens to adopt coping mechanisms through substance use. Many have turned to vaping out of boredom or to seek a stress-relieving nicotine head rush.
• Vaping Industry has produced “quarantine” themed advertisements targeting youth on Social Media platforms like Instagram and TikTok with viral posts and false claims of “86% of people who vape are protected from COVID-19.”
WARNING: This product contains nicotine. Nicotine is an addictive chemical.

VAPING AND THE CORONAVIRUS
FALSE INFORMATION

Does smoking have an effect on the new coronavirus, COVID-19?

Smoking does not protect against COVID-19.

In fact, smoking is deadly. More than 8 million people die each year as a result of tobacco use. People with underlying health conditions such as heart disease, which can be exacerbated by smoking, are at higher risk of severe COVID-19.

#COVID19
Today's Unique Environment = The Reachable Teachable Moment

• Signs a teen is vaping might include frequent trips to the bathroom, a sweet smell in room or on clothes, jitteriness, weight loss, door closed (secretive) digestive issues, excessive thirst and nosebleeds, unusual items like colorful plastic caps, extra USB drives, small highlighters or pens.

• Home quarantine presents a unique opportunity to open the conversation about vaping between parents and youth.

• Social distancing may offer the perfect opportunity for teens to figure out how to quit vaping for good!

• Social distancing also makes it easier to escape social triggers that reinforce vaping habits, such as hanging out with friends who vape.
Tools For Quitting During COVID-19

Enforced social distancing may be the perfect time to address quitting!

- Plan the conversation. “How to Talk to Your Kids about Vaping”: [https://www.lung.org/getmedia/302f26c0-d4b1-451f-a05a-092a93183b6c/vape-conversation-guide.pdf](https://www.lung.org/getmedia/302f26c0-d4b1-451f-a05a-092a93183b6c/vape-conversation-guide.pdf)

- Consult with your Family Physician to establish a treatment plan. Many are doing virtual office appointments during the COVID-19 pandemic

- Utilize remote smoking cessation programs such as the Truth Initiative program which can be started by sending a text to "DITCHJUUL" to 88709 to enroll and get started

- Stanford Tobacco Prevention Tool Kit [med.stanford.edu/tobaccopreventiontoolkit.html](med.stanford.edu/tobaccopreventiontoolkit.html)

- quitStart app from Smokefree.gov
Vaping Law Changes as a Result of COVID-19

• The House Oversight Committee urged the Food and Drug Administration (FDA) in a letter on April 1\textsuperscript{st} to "clear the market" of e-cigarettes, which makes smokers more susceptible to contracting coronavirus.

• Lawmakers worry that smoking could quicken the spread of COVID-19 and have a chain effect on the already strained health care system by introducing more patients to overflowing hospitals and ultimately endangering the public as the coronavirus pandemic continues to worsen.
Strike a blow to vaping
by educating youth on its true harm and real cost

Stop vaping before it starts with Tar Wars
DID YOU KNOW?

• 5,000 youth start vaping every day.

• From 2017-2019 teen vaping increased by 135 percent!

• In the U.S. 5 million youth – 1 in 4 high school students and 1 in 11 middle school students reported vaping in 2019
What’s in a JUUL/Vape?

- Nicotine
- Vitamin E Oils (acetate)
- Benzoic Acid
- Glycerol
- Propylene Glycol
- Natural Oils
- Extracts and Flavors
- ??? Unknown
- Goodbye flavorings!
JUUL®

- JUUL® is a brand of e-cig or vape
- JUULs® contain as much nicotine as a pack of cigarettes and are just as addictive
  - Nicotine is in the cartridges, which come in flavors to appeal to kids
- Youth who use JUULs® are more likely to use cigarettes later in life
- JUULs® are not safe alternatives – they are still very addictive and have TWICE as much nicotine as other e-cigarettes

Image courtesy of the American Academy of Pediatrics Julius B. Richmond Center of Excellence.
How do Pods compare?

1 Pack of Cigarettes
≈20 mg of nicotine

1 JUUL pod
≈41.3 mg of nicotine

1 PHIX pod
≈75 mg of nicotine

1 Suorin pod
≈90 mg of nicotine

= 20 Cigarettes

= 41 Cigarettes

= 75 Cigarettes

= 90 Cigarettes
Electronic Cigarettes - E-Cigs/Vapes
Using Flavors to Attract Kids

E-CIGARETTE FLAVORS

A 2014 study found over 7,700 E-CIGARETTE FLAVORS with over 240 NEW FLAVORS added EACH MONTH.

KID-FRIENDLY FLAVORS INCLUDE

- Cotton Candy
- Very Berry Slushie
- Vanilla Caramel Swirl
- Rocket Pop
- Gummy Bear and Gummy Worms
- Donut
- S’mores
- Peanut Butter Cup
- Skittles
- Birthday Cake
- Cherry Cola

- Cherry Crush
- Popcorn
- Berry Crunch Cereal
- Fruit Punch
- Cookies ‘N Cream
- Unicorn Puke
- Poptarts (“Pop Drops”)
- Pop Rocks (“Pop Clouds”)
- Apple Pie
- Strawberry Shortcake
- Ice Cream
- Vanilla bean

Image courtesy of the...
Flavored Disposable E-Cigs
Vaping Devices
Hidden Vape Devices
What’s in a cigarette?

Cigarettes contain:

• Nicotine (increases blood pressure and heart rate)
• Carbon monoxide (causes dizziness and headache)
• Mercury (corrodes skin and mucous membranes)
• Arsenic (damages nerves and causes cancer)
How much does Tobacco/Nicotine use cost?

**Price of tobacco**
- $7 per pack x 7 days = $49
- $49 per week x 4 weeks = $196
- $196 per month x 12 months = $2,352
- $2,352 per year x 10 years = $23,520
- Price of a JUUL
  - $35.00

**What you could buy instead**
- Clothes, shoes, concert tickets
- Air Pods, cell phone, Xbox
- Mac Book, video games, vacation
- Car, college tuition
Flavored Cigars and Cigarillos

- Cigars and cigarillos come in flavors such as grape, strawberry, vanilla, pineapple, watermelon, and apple to attract young people and encourage them to try the product.
- Cigars and cigarillos contain nicotine and are bad for your health.
- Cigars and cigarillos **DOUBLE** your risk of oral cancer.

Image courtesy of the Campaign for Tobacco-Free Kids.
Hookahs

- A hookah is a water pipe used to smoke tobacco.
- The heated tobacco passes through a water bowl, and the smoke is inhaled through a mouthpiece.
Hookahs

Hookah smokers:

• Inhale large amounts of smoke (100-200 times the amount of smoke found in a cigarette).

• Are exposed to many toxic substances and more nicotine than cigarette smokers.

• Incur many of the same health risks as those who use cigarettes.

• Share mouthpieces and risk getting colds, the flu, and other illnesses.
Smokeless Tobacco

• Comes in sweet and fruity flavors which appeals to kids, and in different forms
  – Orbs, sticks, strips, lozenges, snuff, and small bags/cans
• Is absorbed through the mouth
• Contains nicotine and causes addiction
• Can cause
  – Gum disease
  – Yellow teeth
  – Mouth, throat and pancreatic cancer

This baseball player had part of his jaw removed after getting mouth cancer from using smokeless tobacco.
Smokeless tobacco-just as harmful as cigarettes

The chemicals in smokeless tobacco destroy cells and tissues, which leads to tooth loss and gum disease.
Why do people use tobacco/vapes?

- Peer pressure: others want you to try tobacco
- Image: to look cool, older, or more grown up, or to feel popular
- Relaxation (but tobacco has the opposite effect)
- Addiction: once you start, you can’t stop
The Power of Advertising

• Tobacco/vaping companies spend billions of dollars each year to promote their products.
• Ads are designed to attract a wide variety of people to motivate them to buy and use the products.
• People who use tobacco and vapes are shown as young, attractive, and cool, but the ads never show the brown teeth, wrinkles, spit stains, and phlegm that result from its use.
Social Media Influences

• A Stanford study shows that greater social media use and heavier exposure to advertisements and e-cigarette content in social media posts are associated with a greater risk for e-cigarette use among adolescents.

• TikTok video circulating that claims Vaping reduces the chance of getting Covid19.

• Companies have paid Social Media “influencers” to illegally promote vape products.
Ads use attractive people to show smoking/vaping is cool
Smokeless Flavored Tobacco Ads

Ads imply you can’t be a real man without using smokeless tobacco.
Behavioral Indicators of Vaping

- Change in clothing
- Depression & withdrawal
- Moodiness & irritability
- Reduced communication with family members
- Deterioration in school performance or truancy
- Physical changes-headache, nausea, asthma
Nicotine Effects on the Body

Teens using JUULs also report:
- headaches
- eye irritation
- nose bleeds
- mood swings
- distractibility

Heart beats faster - activates “fight or flight” response/
Anxiety

Increased acid reflux/
Stomach aches

- trouble breathing
- damage to lungs
(6 deaths in GA – others hospitalized)
Nicotine Effects on the Brain

- Nicotine from e-liquids is readily absorbed from the lungs into the bloodstream, stimulating the production of epinephrine.
- Epinephrine stimulates the central nervous system and increases blood pressure, breathing & heart rate.
- Nicotine also activates the production of dopamine (reinforcer of rewarding behaviors/chemical pleasure)… this motivates continued use of nicotine again & again – addiction.
- Nicotine affects the development of the brain circuits that control attention & learning!
- Nicotine is linked to mood disorders and permanent problems with impulse control.
Lung Damage from Smoking & Vaping

- Smoke from cigars, cigarillos, cigarettes, pipes vapes and hookahs damage lung cells.
- Lung damage from vaping has caused 62 deaths from EVALI.
- People who smoke/vape are more likely to have trouble breathing.
- People exposed to secondhand smoke also have lung problems.
Popcorn Lung
Vaping and Your Lungs

Top picture shows a normal chest scan
Bottom picture shows a 19 year-old vape injury hospital patient.

These Vape related lung injuries (EVALI) have previously only been seen after exposure to toxic chemicals with workers who inhaled fumes at a chemical spill or a soldier exposed to mustard gas resulting in chemical burns to the lung tissue. Source: Mayo Clinic
Smoking and Your Lungs

Healthy Lung

Smoke-damaged Lung
Secondhand Smoke

• Secondhand smoke is a combination of the smoke coming from the burning end of a lit cigarette, cigar, cigarillo, E-cig/ Vape or pipe and the smoke that is exhaled by a smoker.

• This smoke contains cancer-causing agents and chemical compounds.

• There is no safe level of secondhand smoke.

Is your community 100% smoke free?
The Toll of Tobacco in Georgia

- High school students who smoke 7.7% (44,800)
  - National rate 5.8%
- High school students who use e-cigs 12.7%
  - National rate 27.5%
- Kids under 18 who become new daily smokers each year 3500
- Adults in GA who smoke 16.1% (1,290,000)
- Proportion of cancer deaths in GA attributed to smoking 29.2%

(Annual health care costs in GA from smoking $3.18 billion)
How do schools protect their students from these products?

• Institute and enforce comprehensive tobacco-free campus policies, including all e-cigarettes. Punitive policies aren’t effective. Many of our youth are already addicted to nicotine through these tobacco products and therefore efforts are needed to help kids quit. Schools should offer programs on-site to help students quit or connect them with resources to support them in breaking free from their addiction.

• Ensure all teachers, administrators and staff know the different kinds of e-cigarettes on the market and the dangers they pose to young people.

• Participate in the tobacco prevention campaigns to educate teens on dangers of e-cigarettes. Schools can take advantage of free print materials and web content from the Tar Wars campaign.
Who Thought Sucking on a Battery Was A Good Idea?

Vaping is a Health Crisis that’s only just begun
Thank you for participating in Tar Wars!

Questions: Email tarwars@gafp.org

www.georgiahealthyfamilyalliance.org/tarwars

Supported in Georgia by a grant from the W.G. Raoul Foundation