



## LEARN MORE

Watch the VAPING section of the  
PUSD Series on Substance Abuse

1. Go to **bit.ly/2DN1Mwi** or



2. Then select  
**Video Series: Substance Abuse**

*“E-cigarettes have become the most popular tobacco product among youth, continuing to attract and addict our kids to nicotine while exposing them to potentially dangerous toxins and carcinogens.”*

American Lung Association  
CEO Harold Wimmer

Health and Wellness Committee



**Pleasanton**  
UNIFIED SCHOOL DISTRICT

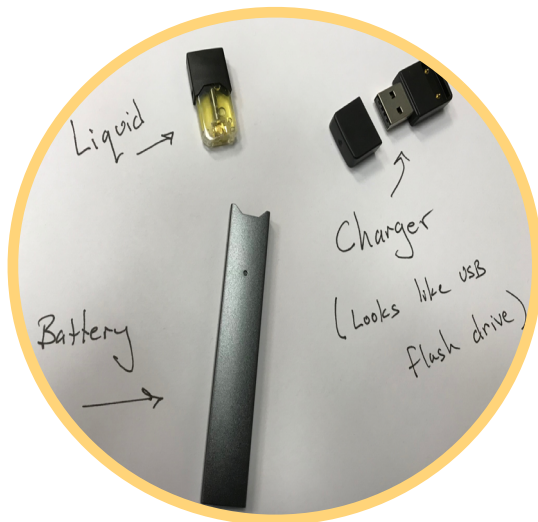
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## WHAT YOU NEED TO KNOW ABOUT VAPING, E-CIGARETTES, & JUULING



## WHAT IS VAPING?

- Vaping is the act of smoking an electronic battery-powered cigarette or vaporizer.
- JUUL is the most popular vaping device, making up 54% of the e-cigarette market.
- “E-liquid” or “juice” is heated by the battery into an aerosol producing harmful inhaled vapor.
- E-cigarettes are addictive and can be used to deliver marijuana and other drugs.



## THE FACTS ON VAPING OR JUULING

- More than a quarter of students in Grades 6-12 tried e-cigarettes in 2015.
- Each JUUL pod contains as much nicotine as a pack of cigarettes
- E-liquid flavorings contain toxic carcinogens.
- Teens are attracted to their sleek flash-drive look and USB charging ability.
- Packages and flavors are kid-appealing, looking like boxes of sour patch candy or nilla wafer cookies, and tasting sweet, chocolaty or fruity.
- Small size makes it easy to hide.

## TALK TO YOUR TEEN ABOUT THE DANGERS OF VAPING



- I want you to be healthy and well. E-cigarettes contain chemicals like nicotine that harm your developing body and are addictive.
- Vaping or JUULing is unhealthy. Your brain is still developing and you are vulnerable to addiction.
- E-cigarettes batteries have exploded and hurt people.
- Watch a video on the health risks e-cigarettes. [surgeongeneral.gov](https://www.surgeongeneral.gov)
- If you smoke, be a good role model and quit.