

# Vaping & E-cigarette Use Among Maine Youth

Data from the Maine Integrated Youth Health Survey (MIYHS)



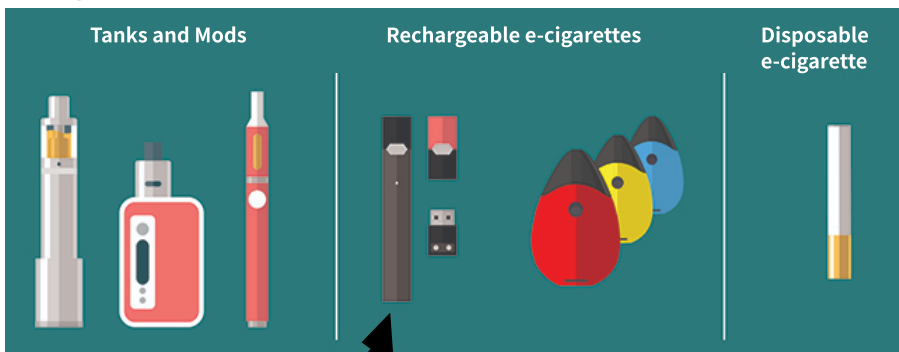
E-cigarette use, commonly called "vaping," has significantly increased among youth in recent years, both nationally and in Maine. E-cigarette use is dangerous and has many adverse short- and long-term health effects.

## E-cigarettes are:

- ➔ Also called electronic nicotine delivery systems (ENDS), vapes or e-cigs.
- ➔ Devices that heat liquids into an aerosol that the user inhales.
- ➔ Products that deliver nicotine—the highly addictive chemical in tobacco products. The aerosol may also contain flavoring, other chemicals, heavy metals, or THC, the active ingredient in marijuana.<sup>1</sup>

- ✗ **Not safe** alternatives to cigarettes. During periods of brain development, use of nicotine disrupts the growth of brain circuits that control attention, learning, and susceptibility to addiction.
- ✗ **Not legal** in Maine for anyone under 21 to use or to buy in stores or online.<sup>2</sup>

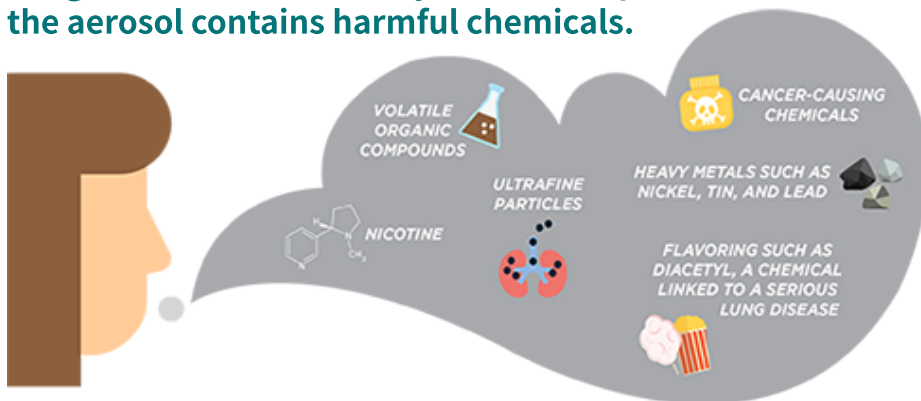
## E-cigarettes come in lots of shapes and sizes.



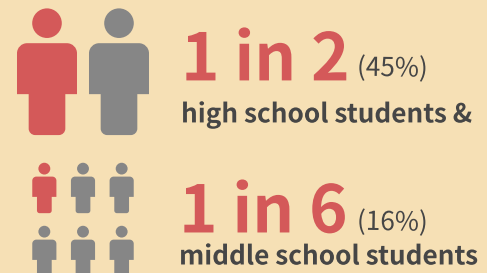
### What is JUUL?

JUUL is the most common brand of e-cigarette. Devices are shaped like a USB drive and pods always contain nicotine. Using an e-cigarette is sometimes called "JUULing."

## E-cigarette aerosol is NOT just water vapor--the aerosol contains harmful chemicals.

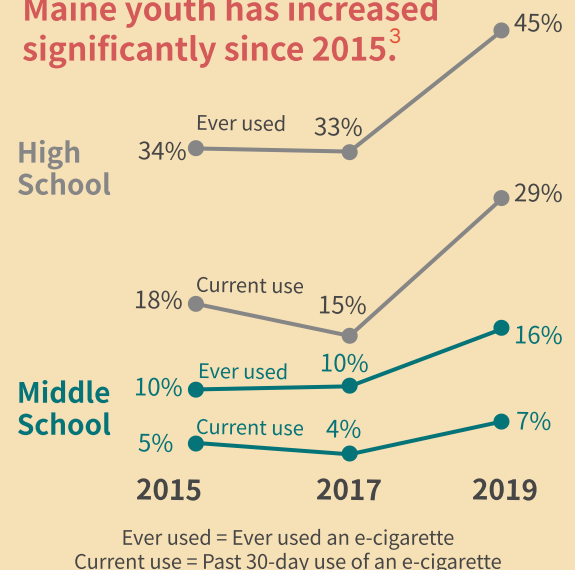


## E-cigarette use by Maine youth:



have **ever used** e-cigarettes.

## E-cigarette use among Maine youth has increased significantly since 2015.<sup>3</sup>



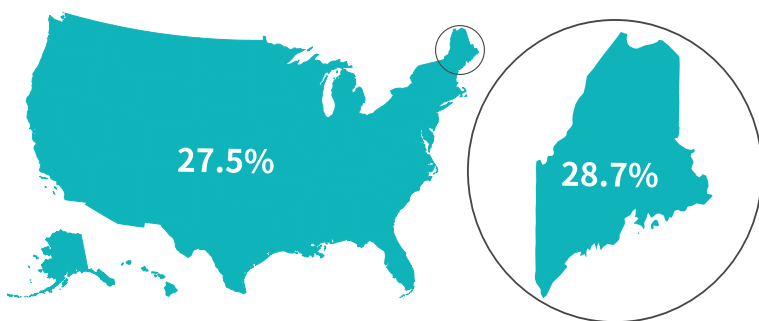
1. US Department of Health and Human Services. *E-Cigarette Use Among Youth and Young Adults: A Report of the Surgeon General*. Atlanta, GA: US Department of Health and Human Services, U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health, 2016.

2. Individuals who were 18 on or before July 1, 2018 are still able to purchase tobacco products.

3. 2017 MIYHS data on e-cigarette use may be underestimated as JUUL was not specifically mentioned in the e-cigarette use questions. JUUL was not on the market at the time of the survey in 2015. The 2019 survey did specifically include JUUL as an e-cigarette brand.

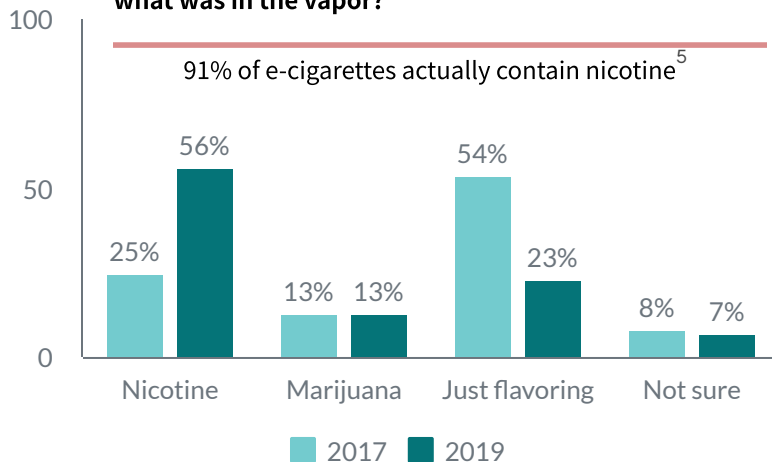
## E-cigarette use is a problem everywhere.

The U.S. and Maine have similar rates of e-cigarette use among high school students.<sup>4</sup>



## Many Maine high school students are not aware that e-cigarettes contain nicotine, but awareness is increasing.

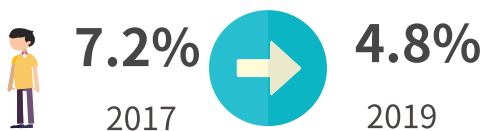
Last time you used an electronic vapor product, what was in the vapor?



## Underage sales may be declining in Maine.

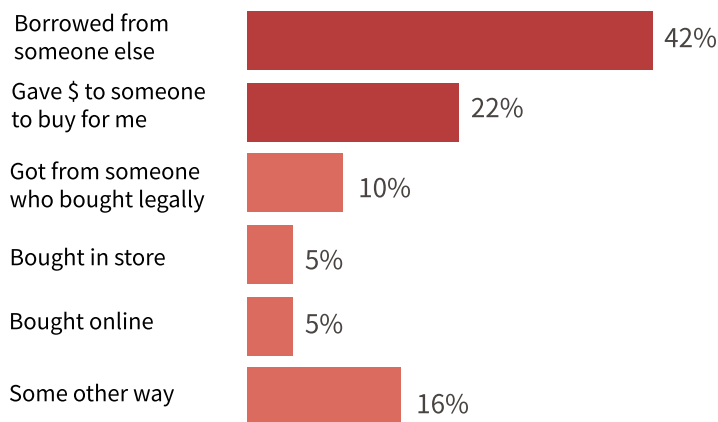


Over time, fewer high school students are buying their e-cigarettes from physical stores.



**Most Maine high school students who vape borrow e-cigarettes or get someone else to buy them.**

During the past 30 days, how did you usually get your electronic vapor product? (2019)



## How adults can prevent & reduce youth vaping

- **Learn** about the many forms of e-cigarettes and their associated health risks.
- **Talk** to youth about the risks of e-cigarettes and express firm expectations about being tobacco-free.
- Set a **positive example** by being tobacco-free.
- Develop, implement, and enforce tobacco-free **school policies**.

## Prevention & Treatment Resources

- **The Maine Tobacco HelpLine:** 1-800-207-1230
- **Conversation Guide for Parents:** <https://www.lung.org/stop-smoking/vape-talk/>
- **Maine Center for Tobacco Independence Vaping Resource Page,** Toolkits, Infographics: <https://ctimaine.org/resources/ends-vaping/>
- **Maine CDC website** for updates on Maine numbers, resources, links to current articles and health alerts, resources for patients and clinicians: <https://www.maine.gov/dhhs/mecdc/vaping.shtml>

## About the Maine Integrated Youth Health Survey (MIYHS)

The MIYHS is a collaboration between the Maine Department of Health and Human Services and the Maine Department of Education, conducted biennially since 2009. Its purpose is to identify emerging trends facing youth by quantifying the health and related behaviors and attitudes of 5th through 12th graders using direct student surveys. All middle and high schools in Maine are invited to participate in the survey. For more information visit: <https://data.mainepublichealth.gov/miyhs/home>

Questions? Contact Korey Pow, MIYHS Project Coordinator, at [korey.pow@maine.gov](mailto:korey.pow@maine.gov) or 207-287-5084.

## Footnotes

4: Past 30-day electronic cigarette use. U.S. numbers are from the 2019 National Youth Tobacco Survey, as National Youth Risk Behavior Survey data are not yet available. Maine numbers are from the 2019 MIYHS data.

5: Raymond BH, Collette Merrill K, et al. (2018). The Nicotine Content of a Sample of E-cigarette Liquid Manufactured in the United States. *Journal of Addiction Medicine*. Mar/Apr;12(2):127-131. doi: 10.1097/ADM.0000000000000376.