

Want to know more?

Here are some interesting videos and websites to make you smarter

Important websites

- Campaign for Tobacco Free Kids
- Truth initiative : Inspiring Tobacco Free Lives
- Quick Facts on the Risks of E-cigarettes for Kids, Teens, and Young Adults- Centers for Disease control and Prevention
- Vaping: Dangerous, Available & Addicting- healthy children.org
- The Impact of E-cigarettes on the Lungs- American Lung Association
- What Do We Know About E-cigarettes?- American Cancer Society
- Surgeon General's Advisory on E-cigarette Use Among Youth
- Exploding E-cigarette kills 24-year-old Texas man- BBC News

Videos on YouTube

- Electronic Cigarettes and Vaping- David Geffen School of Medicine UCLA
- Dangers of E-cigarettes- Lee Health
- E-cigarettes do not help quit smoking- The Hindu

References

¹ HHS, E-cigarette Use Among Youth and Young Adults. A Report of the Surgeon General. Atlanta, GA: U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, 2016.

² HHS, The Health Consequences of Smoking: 50 Years of Progress. A Report of the Surgeon General. Centers for Disease Control and Prevention, 2014.

³ HHS, How Tobacco Smoke Causes Disease: The Biology and Behavioral Basis for Smoking-Attributable Disease: A Report of the Surgeon General. Centers for Disease Control and Prevention, 2010.

⁴ E-cigarettes: Use, Effects on Smoking, Risks, and Policy Implications. Annu. Rev. Public Health. 2018 Vol 39

⁵ Report by WHO. Electronic nicotine delivery systems. WHO, October 2014

⁶ Electronic Cigarettes and Heated Tobacco Products- Campaign for Tobacco Free kids.

⁷ Institute for Global Tobacco Control. Country Laws Regulating E-cigarettes: A Policy Scan. Baltimore, MD: Johns Hopkins Bloomberg School of Public Health.

FACTS

Nicotine is as addictive as Heroin and Cocaine.

Use of E-cigarettes among youth increases the risk of mental health problems later in life.

E-cigarettes in youth can hamper learning and attention.

E-cigarettes may cause permanent damage to the lungs.

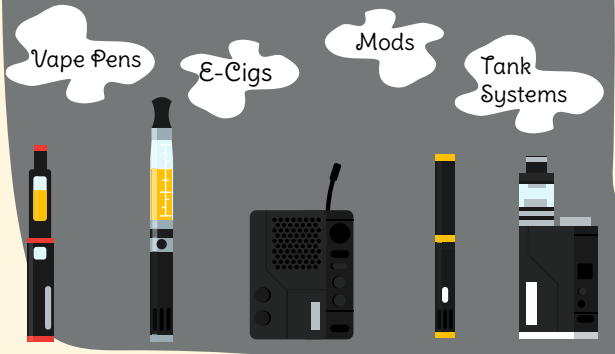
ESCAPE THE VAPE



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www.vhai.org , www.rctfi.org

#Don'tBeAFoolVapelsNotCool

E-cigarettes are also commonly called



What are Electronic Cigarettes?

E-cigarettes or Electronic nicotine delivery systems (ENDS) are battery-powered smoking devices, which have cartridges filled with a liquid that usually contains nicotine, flavorings, and chemicals. The liquid is heated into an aerosol, which the person inhales. Because the aerosol produced resembles vapor, using E-cigarettes is called 'Vaping'.

What does it contain?



HARMFUL SUBSTANCES

These electronic devices do not burn, instead vaporise a solution that consists of nicotine, propylene glycol, and/or vegetable glycerin, may contain heavy metals like nickel, tin, and lead, volatile organic compounds, flavoring chemicals and formaldehyde.ⁱ

How does it cost your health?



HEALTH IMPACT

- Nicotine is highly addictive and can have lasting effects on adolescent brain development and cardiovascular system. ^{ii, iii}
- Heavy metals in E-cigarettes can cause eye, nose and throat irritation, headaches and nausea and can

damage the liver, lungs, immune system, cardiovascular system, and nervous system.

- Some of the flavoring chemicals in E-cigarettes are toxic and can cause serious lung diseases.
- Formaldehyde is a potential cancer causing chemical.
- Second hand exposure to E-cigarettes is potentially harmful as the aerosol produced can contain toxic cancer causing chemicals. ^{iv, v}
- Defective E-cigarette batteries have caused fires and explosions, some of which have resulted in serious injuries.

How is the industry trying to appeal to children and young adults?



MARKETING TACTICS

- E-cigarettes are sold in a variety of flavours like fruit, menthol, vanilla, honey etc. to appeal children, making them fall prey to their marketing gimmicks.
- E-cigarettes are designed to look like modern high tech gadgets like flash drives clearly intended to attract adolescents and young adults.
- E-cigarette industry relies heavily on social media or event sponsorship for marketing which is popular among young adults.
- E-cigarettes are frequently advertised through promotion by social media 'influencers' directly targeting the youth.
- Industry distributes free samples. High nicotine content in E-cigarettes is addictive ensuring children continue to buy them.
- Industry markets E-cigarettes as a safe product, which is not true. Harmful chemicals in E-cigarettes can adversely affect our health.
- E-cigarettes can increase the risk of using cigarettes among youth which is the ultimate goal of the industry. ^{vi}

What does the law say?



REGULATION

- Sale of all types of E-cigarettes is banned in 22 countries in the world.
- The Indian Government presently considers E-cigarettes as an unapproved drug and therefore illegal.
- In August 2018, the Ministry of Health and Family Welfare, Government of India, issued an Advisory that called for states and UTs to prohibit the sale, manufacture, import and advertisement of ENDS including E-cigarettes, Vapes, E-shisha and like devices that enable nicotine delivery.
- Several Indian states (Bihar, Himachal Pradesh, Jammu & Kashmir, Jharkhand, Karnataka, Kerala, Maharashtra, Meghalaya, Mizoram, Odisha, Punjab, Rajasthan, Tamil Nadu and Uttar Pradesh) and Union Territories (Puducherry and Chandigarh) have banned E-cigarettes.
- India's Drugs Act prohibits the sale of products containing nicotine beyond certain quantities.

What do we do as responsible children of the country?

- Say NO to VAPING
- Do not get fooled by the industry whose sole interest is making profit with no concern for your health.
- Do not let peer pressure influence you.
- Be a role model by encouraging friends to quit E-cigarette.
- Identify illegal selling and purchase of E-cigarettes and similar products in your vicinity and share relevant information with teachers and parents.

