



***Vaping is Smoking* Poster** **A CONVERSATION STARTER**

Beginning the dialogue with your chapter

Vaping has quickly become a common trend among college students. Most recently, JUUL has dominated the e-cigarette market, making it the most commonly-used vaping device. According to the Center on Addiction, JUUL products account for over 70 percent of e-cigarette sales. Marketing comparisons between big tobacco companies and JUUL indicate that the flavored pods produced by JUUL have contributed to significant use by young people, particularly starting with high school students. JUUL pods are similar to flavored tobacco products that have been previously banned over the years due to their appeal to young people and misconceptions about safety due to seemingly harmless flavors mimicking things like fruits or desserts. Research done and reported by thetruth.com indicates that people who vape are four times more likely to start smoking cigarettes due to the high dose of nicotine contained in each JUUL pod. This information brings us to the conclusion demonstrated on the poster that while e-cigarettes may not be as harmful as cigarettes, “safer” does not mean safe.

What classifies as an e-cigarette?

According to the National Institute on Drug Abuse, e-cigarettes consist of four components:

1. A cartridge that holds a liquid solution containing nicotine, flavoring and other chemicals
2. A heating element
3. A power source
4. A mouthpiece the person uses to inhale

Why is vaping like smoking?

The Center on Addiction states that the term “e-cigarette” is used because the device does not produce tobacco smoke. Using an e-cigarette to vape, however, produces an aerosol that simulates tobacco smoke and leads to the consumption of nicotine, just like with smoking a cigarette.

Nicotine affects the brain.

Like other drugs, nicotine is absorbed in the bloodstream and impacts the central nervous system, blood pressure, breathing and heart rate.

The central nervous system, which is made up of the spinal cord and brain, controls most functions of the body. As indicated on the accompanying poster, nicotine is highly addictive and continued use, which impacts the central nervous system and subsequently the brain, can lead to mood disorders and the permanent lowering of impulse control.

Discussion questions

- Why do you think people choose to use e-cigarettes/JUUL?
- What were your previous beliefs about vaping?
- Did you know JUUL pods and other e-cigarette products contain high levels of nicotine? How does knowing this impact your perception of vaping?

Wrap-up

The Harm Reduction Alliance of Alpha Chi Omega, Pi Kappa Phi, Sigma Nu and Zeta Tau Alpha create educational posters to bring awareness and education to topics that impact the health and safety of collegiate fraternity and sorority members. Alpha Chi Omega specifically added a chapter bylaw at the beginning of the 2018–2019 academic year that included e-cigarettes as part of its tobacco and smoking policy because this has become an increased issue chapters are addressing with members. This addition to the bylaws prohibits the use of e-cigarettes inside chapter facilities. As vaping continues to rise in popularity, it is more important than ever for members to know the truth about e-cigarette products. The goal of discussing vaping is to educate members on the potential health impacts of choosing to vape.

Members addicted to nicotine who would like to stop the use of e-cigarettes can visit resources such as their campus health and wellness office or thetruth.com to learn more about vaping, tobacco cessation and tips for quitting smoking.

Additional substance resources

ZTA website → About → Programming → Generation Rx Resources

References

Center on Addiction
National Institute on Drug Abuse
thetruth.com