



MCFARLAND RADAR (Relevant Alcohol & Drug Awareness Resources) COALITION

AODA PREVENTION NEWSLETTER

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Vaping and Social Media

Now more than ever, social media has become the popular choice for teens to stay connected with friends and to provide a source of entertainment. However, social media also holds a side that far too often gets overlooked and that is the influence it can have on teen vaping. A recent study found that teens who had a higher level of social media use had a greater susceptibility to e-cigarette use compared to those who used social media very little or not at all.



In a report released by the Federal Trade Commission in 2019, they found that from 2015-2018 there was an increase in the sale of fruit and other flavored e-cigarette cartridges amongst youth. Additionally e-cigarette companies like JUUL spent nearly \$643.6 million in 2018 on advertising and marketing alone. At the time JUUL used Instagram and Twitter as a way to promote their products. From 2017-2018, a study collected nearly 4,000 tweets from JUUL's official twitter site and found that a majority of the individuals who "re-tweeted JUUL's posts were underage. On their Instagram page, JUUL would use popular influencers

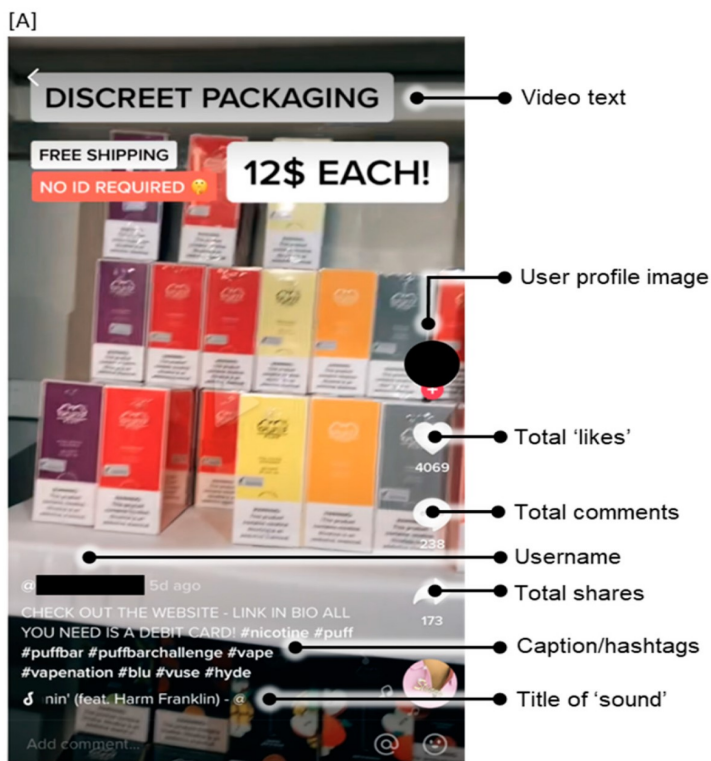
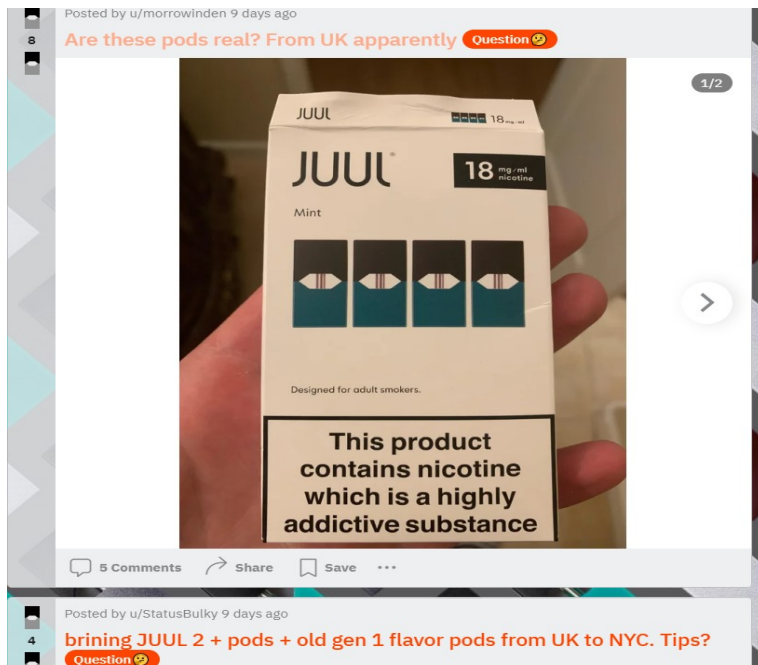
and celebrities to advertise their product and while to an adult this would be another advertisement, a teenager sees it as "If they are doing it then it must be okay."

JUUL's advertisement/marketing came to an end in 2018 after reports started to flood in that they were targeting youth with their marketing campaigns and in February 2020, the FDA began to take enforcement action against illegally marketed e-cigarette devices, aiming at advertisements that specifically targets youth.



Sourcing Flavors & Social Media

Even with the quickly changing flavored e-cigarette policies and imminent removal of popular flavor products, it hasn't stopped teens from finding ways to resource the product. Youth have begun to turn to social media to discuss strategies to work around the ever changing policies. One popular site where this is occurring is on a site called Reddit. Reddit is a social media discussion platform with over 440 million active users, host, moderators, and topic-specific forums called sub-reddits. Because this site provides a platform for in-depth and anonymous discussions, it is a valuable starting point for young teens to uncover ways to get flavored tobacco products.



A study took place from May 2019-May 2020 in which researchers identified over 166,000 posts and comments on the subreddit r/JUUL discussion boards about flavored e-cigarette products and strategies to work around the flavor policies. Of the 166,000 posts and comments, 33,000 were identified as relevant to flavors while 7,500 were explicit discussions on how to evade FDA policy prohibiting flavors.

Another popular social media site that is being utilized for the marketing flavored vapes is TikTok. Videos will get posted on the app with upbeat music and bright colors, which attract viewers to stay on the video and see what it is about. While various different flavors have been pulled from the shelves in the United States, they haven't been in other

countries like the United Kingdom and France. All it takes is a post to TikTok and a conversation in the comment section and a teen in the United States can be sold a flavor cartridge that isn't available in the United States. While TikTok does have a feature to report content, often times it is not taken down.

TikTok has stated that this shouldn't be happening and that it will remove any/all accounts dedicated to posting vaping or e-cigarette content as soon as it becomes aware to them and it will ensure that all account bios are reset that link to off-platform tobacco or vaping sites.

Disposable E-Cigarettes

Disposable e-cigarettes skyrocketed in recent years in popularity, with use increasing by about 1000% among high school e-cigarette users and more than 400% among middle school users during 2019-2020. Several disposable e-cigarette manufacturers use synthetic nicotine – which is nicotine created in a laboratory and not derived from tobacco – to exploit another regulatory loophole that has allowed sweet and fruity flavored products to increase. When products containing synthetic nicotine first came onto the market, some companies claimed that they did not have to be regulated by the FDA, while this was not accurate, the FDA was slow to determine how it would regulate the products.

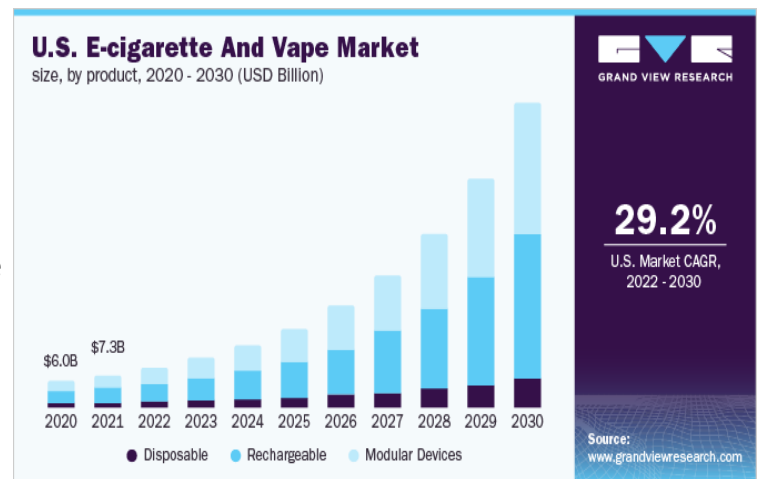


Congress closed this synthetic nicotine loophole in March 2022, passing and signing into law language clarifying that synthetic nicotine products must be regulated by the FDA’s Center for Tobacco Products in the same way that tobacco-derived nicotine products are regulated. Despite the change in law, FDA has not followed the deadlines Congress laid out to remove these illegal synthetic nicotine e-cigarette products from the market.

Nicotine amount in disposable e-cigs: 5% nicotine (50 mg/mL)

Marketing Disposable E-Cigs

According to a recent report, the global disposable e-cigarettes market is expected to reach \$14.8 billion by 2030. Several disposable e-cigarette companies market their products as “tobacco-free” and “healthier” and “better” than products containing tobacco-derived nicotine. The increasing adoption of disposable e-cigarettes being safer than traditional cigarettes, especially among the younger population, is anticipated to further drive the market growth. According to an article published by U.S. Food and Drug



Administration, in March 2022, among high school and middle school students in the U.S., 53.7% used a disposable device. Furthermore, the market is expected to perform well due to the advancements in disposable e-cigarette technology. The offline distribution channel dominated the market share in 2021. The convenience of shopping for different products, flavors, and forms of e-cigarettes including disposable products such as vaping in a single place is the primary driving force for consumers to visit nearby stores including supermarkets, convenience stores, and others.

Nicotine Gummies

In March, Congress passed a law granting the FDA authority over all forms of nicotine, regardless of whether from tobacco plants or manufactured in a laboratory. That closed a loophole in FDA's oversight, which until then only included nicotine from plants. On August 18, 2022 the FDA stayed true to this authority by releasing a statement warning about marketing of illegal flavored nicotine

gummies. They warn that these types of gummies resemble kid-friendly food/candy products and have the potential to cause severe nicotine toxicity or even death among young youth. The gummies in question contain around 1 milligrams of nicotine with 12 gummies per tin. Research indicates that ingesting 1 to 4 milligrams of nicotine could be severely toxic to a child under 6 years of age depending on the child's body weight. However, nicotine toxicity among youth of any age may lead to nausea, vomiting, abdominal pain, increased blood pressure and heart rate, seizures, respiratory failure, coma and even death.



Vaping Caffeine

Seeking to capitalize on the trend of e-cigarettes, several companies have introduced a product that very few people would think to vape and that is caffeine.

Companies like, Eagle Energy, sell vape pens that deliver the same amount of caffeine someone would get a medium size Starbucks drink. Even though it is only caffeine, several medical professionals warn against the consumption of it.

While these products do not contain nicotine, users are still susceptible to being exposed to the metal elements that are located in the coils of the device. Additionally,

consuming too much caffeine will cause symptoms of rapid or fluttering heartbeat, lightheadedness, upset stomach, and overall feelings of jitteriness. As with drugs like marijuana, caffeine is absorbed into the bloodstream faster if you inhale it than if you eat or drink it. With coffee, the caffeine you're drinking is typically diluted with milk or water. But vaporized caffeine can be inhaled much more quickly, and researchers are concerned that caffeine vapers might up their consumption over time. There is still research being done on what the long term effects of vaping caffeine can be.

Another concern that some researchers have is that it could be used as a gateway for young teens to try other vaping products that contain nicotine and THC.

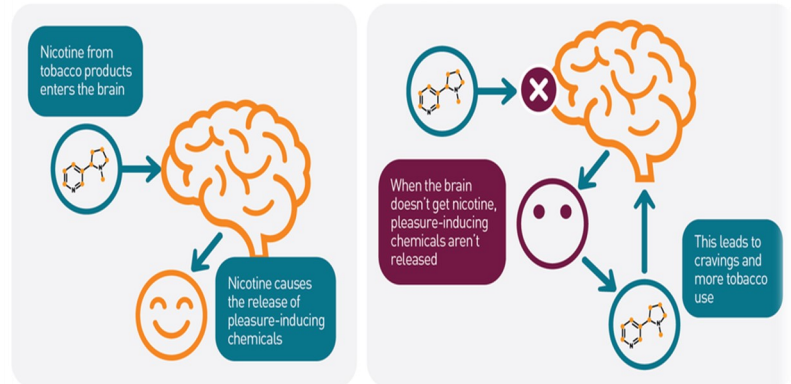


Vaping and Your Body

The Brain

Nicotine can have major effects on the brain, especially in youth. Since the brain continues to develop until about the age of 25, nicotine can actually change adolescent brain cell activity in the parts of the brain that are responsible for attention, learning, and memory. It can also worsen anxiety, irritability and impulsivity as well. Nicotine mimics a chemical in your brain called acetylcholine, which is a sort of chemical messenger in the brain, nicotine “tricks” the brain into thinking that it is this naturally occurring chemical. As a result, this interaction may interfere with certain brain processes that are important to a youth’s memory, focus, impulse control, and overall brain development.

The Brain on Nicotine



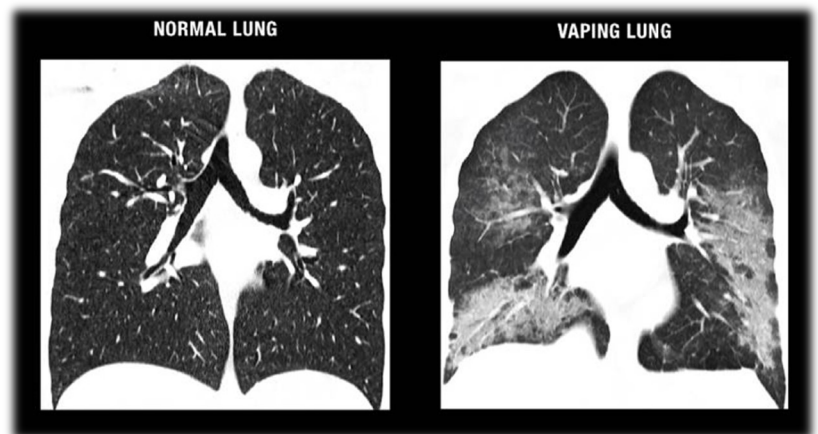
Another factor is the effect nicotine has on dopamine, which is a neurotransmitter with an important role in pleasure, reward and impulse control. When nicotine is ingested, it activates brain receptors, which can cause a dopamine release. The way nicotine and dopamine interact is part of the reason why it can be so difficult to break a nicotine habit. But it’s still not entirely clear what the effects of a nicotine -altered dopamine system are to a teenager. We do know that nicotine, coupled with the pleasant flavors often added to vapes, can have a particularly impactful effect on a teen’s reward system.

The Lungs

Vaping can have devastating and lasting effects on the lungs. There is a common misconception that vape pens produce water vapor and that is what someone is breathing every time they hit a vape pen. In reality, every hit someone takes of a vape pen is coating the lungs with potentially harmful chemicals both from the e-juice and the device itself. Some of the chemicals found in e-juice include:

- Benzene: Found in Explosives, Gasoline and Pesticides
- Formaldehyde: Found in Embalming Fluid, Nail Polish, Foam Insulation
- Acetone: Nail Polish Remover and Degreaser

Diacetyl is another chemical found in vape pens that can cause an irreversible disease called Bronchiolitis Obliterans (BO) or Popcorn lung which the scarring of the tissue in the lungs and can impact a person’s breathing.



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Aerate Lawn	Calendula	Harvest	Picnics	Wave
All Hallows Eve	Candy	Hayride	Pomp	World Series
Anthem	Celebration	Leaves	Pumpkins	Yellow
Autumn	Changing Colors	Marigolds	Rake	
Bands	Chrysanthemum	Mountain	Red	
Barbeque	Concerts	Excursions	Scarecrow	
Baseball	Cool Tem	October	Spooky	
Black Cat	Corn Mazes	Opal	State Fair	
Brown	Cosmos	Orange	Tailgate Parties	
Bugles	Halloween	Overseeding	Trick or Treat	

McFarland is a small community south of Madison in Dane County. In January of 2017, a group of concerned citizens came together to discuss substance abuse problems in the McFarland area. The McFarland RADAR is a result of these meetings

We are comprised of local representatives from schools, businesses, churches, village administration as well as parents, and youth—all working together to promote healthy lifestyles

For more information go to: <https://www.radarmc.com/>



For time, day and place of meetings, please contact Cathy Kalina at CathyK@fsmad.org

The McFarland RADAR (RADAR stands for Relevant Alcohol & Drug Awareness Resources) Coalition works to develop, implement and support environmental strategies to reduce substance abuse.

We believe by working together, we can nurture social and environmental changes to make the McFarland area a safer and healthier place, brightening the future of our children, youth and families.

McFarland RADAR Mission Statement

“The mission of McFarland’s RADAR Coalition is to promote healthy lifestyles in the McFarland area through alcohol and drug abuse prevention and education efforts.”

HOW CAN YOU HELP?

We are asking you to give the gift of time. Make a difference in the lives of our youth and our community by

1. Working with us in providing support for planning, project management and awareness campaigns
2. Helping with coalition events, conferences, workshops, and fairs held throughout the year.
3. Being a voice for change in our community, it is time to come together and be that force for change in the McFarland area.