

Header: Washoe County Health District Parent/Guardian Vaping Toolkit

Headline

**Nearly half of Nevada kids 13-18 years old have tried vaping.
Is your child one of them?**

What is vaping?

- Vaping is the inhaling of an aerosol created by a battery-powered electronic cigarette (e-cigarette) or other vaping device.
- Vapes have cartridges filled with a liquid that typically contains nicotine, flavorings, and chemicals. See [a list of the toxic chemicals and metals that have been found in these products](#).
- The liquid is heated into a vapor, which the user inhales, thus the name “vaping.”

Who vapes?

- 23% of Nevadans 13-18 years old reported vaping in the past 30 days.
- Almost half of all Nevada teens 18 and under have tried vaping.
- 15 is the average age of first vape use.

Is my child vaping?

- Vape aerosol disappears quickly and is often odorless but can leave an aroma of fruit or candy for a few minutes after use.
- Know what to look for as vape devices are easy to hide. They often look like everyday items, including pens, USB sticks or phone cases. There are hats and backpacks with special stash pockets. And some vape devices — like special hoodies — will even conceal exhaled vapor in hidden tubes and compartments.

Visual Examples

- Be aware of unusual irritability in your child, a sudden decline in school attendance or grades, new secretiveness or a sudden change in social circles.

Why are kids getting hooked?

- Make no mistake, vapes are drugs. Most e-cigarettes contain highly addictive nicotine and one vape pod may contain as much nicotine as one pack of cigarettes.
- The vaping or e-cigarette industry is worth \$14 billion, that’s a lot of incentive for vape companies to market to children. [Learn more about how vaping companies get our kids hooked](#).
- Vaping companies are still able to advertise in TV, movies, magazines and social media, unlike all other nicotine products that have been banned.
- They use colorful ads, social media influencers and event sponsorships to sway youth to vape.

- They attract kids with vape flavors like cotton candy, root beer float and cherry crush.
- They illegally market e-cigarettes as safer than cigarettes and pay to get their representatives in schools and camps to market their products as safe to use.

The dangers of vaping

- In addition to nicotine, e-cigarettes contain other harmful substances. [See this list of potential ingredients](#).
- Vape use significantly increases a person's risk of developing chronic lung diseases like asthma, bronchitis, and emphysema.
- Vape aerosol can harm adolescent brain development, which continues into the early to mid-20s.
- Young people who vape are 4x more likely to smoke cigarettes in the future.

Quitting Vaping

- 72% of Nevada's 13-18-year-old vapers report wanting to quit.
- 44% of them have tried to quit 10 times or more, addiction is real.

How you can help kids quit

Kids are more likely to quit with support and help.

- Start conversations about vaping early (elementary school if you can) and use natural conversation starters like seeing an e-cigarette on TV to engage them. [Vaping conversation guide](#)
- Listen vs lecture
- Share scientific facts about vaping (e.g. "the CDC says vaping can damage brain development in adolescents") vs an emotional response (e.g. "I am so disappointed in you")
- If they want to quit, consider offering judgement-free, punishment-free support.
- Connect them with [free, 1-on-1 coaching and other resources](#).
- Get involved with the [Nevada Tobacco Prevention Coalition](#)
- Additional resources from [Parents Against Vaping](#) including:
 - [A quitting guide](#)
 - [Info on LGBTQ & vape](#)
 - [Vaping and the environment](#)