

There has been an alarming increase in student use of electronic cigarettes (e-cigarettes). The Department of Health shares the concerns of school personnel, parents and community members in wanting to protect youth from e-cigarettes, harmful nicotine exposure and potential addiction.

Since launching in 2016, JUUL has become the most popular e-cigarette brand on the market; youth and young adults commonly refer to use of this device as “JUULing.” JUUL looks like a USB flash drive and comes equipped with a USB charging dock. Because it is small in design, like many e-cigarette competitors, including Suorin Drop and Justfog Minit, it can be used discreetly in schools and at home. JUUL always contains nicotine, along with other harmful chemicals, and, like other pod devices, can also be used to vape cannabis extract and honey oil.

In collaboration with partners, the Health Department is taking steps to raise awareness of the vaping epidemic and support the community with educational resources, including:

- Launching **BreakDown**, a youth education campaign on the truth about vaping, in 2019.
- Collaborating with the Burlington Office of Local Health, which lends expertise in youth substance use prevention, on an **e-cigarette education toolkit**, to be released in February 2019.
- Disseminating an e-cig **memo** to superintendents and principals with the Agency of Education.
- Distributing a news release on the harms of vaping, along with an Op Ed written by Health Department Commissioner Levine, M.D., to statewide media outlets.
- Creating a video with the Health Department Commissioner on the epidemic of youth vaping.
- Developing two new **one-page fact sheets** for school personnel and parents.
- Meeting regularly with staff from the Department of Liquor Control, Attorney’s General Office and Agency of Education to strengthen enforcement and education efforts.
- Sharing broadly the Health Department’s [Public Health Advisory on E-Cigarettes and Youth](#) for parents and teachers, a Public Health Advisory for Providers and an **E-Cigarette PowerPoint** presentation for use by partners, school educators and interested community members. Visit the Health Department’s [website](#) for additional resources, including smoke-free signage.
- Providing free **802Quits** cessation support for youth 13 years of age and older, 24/7 by phone, at 1-800-QUIT-NOW. For additional tips and tools, visit [802quits.org](http://802quits.org).
- Sharing key materials from national and local prevention partners:
  1. [Stanford Medicine Tobacco Prevention Toolkit](#) on Vape/E-Cigarettes
  2. Centers for Disease Control and Prevention (CDC) [Infographic](#) on E-Cigarettes
  3. [Surgeon General’s Fact Sheet](#) and [Parent Tip Sheet](#)
  4. [Truth Initiative E-Cigarettes Fact Sheet](#)
  5. Facts on nicotine poisoning from the [Northern New England Poison Center](#)
  6. A [data-based lesson and research activity](#), along with educational resources, from the FDA and Scholastic to help educators combat the youth e-cigarette epidemic. For more information, contact [CTPOutreach@fda.hhs.gov](mailto:CTPOutreach@fda.hhs.gov).
  7. Recorded [public forum](#), sponsored by the Howard Center, on e-cigarettes, vaping and JUUL, with students from BE the Above youth group at Edmonds Middle School, Essex High School Nurse Dianne Kirson-Glitman and Health Department Commissioner.

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