

INFORMATION FOR SCHOOL  
ADMINISTRATORS, STAFF  
AND PARENTS >>>



# VAPOUR PRODUCTS

**(e-cigarettes, vapes, mods,  
pens, sticks, etc.)**

A range of battery-operated devices of many shapes, sizes and styles, some resembling beauty products or USB sticks.

Devices can be disposable or reusable. Some have a refillable tank and customizable settings or parts. Others require brand-specific, encapsulated pods.

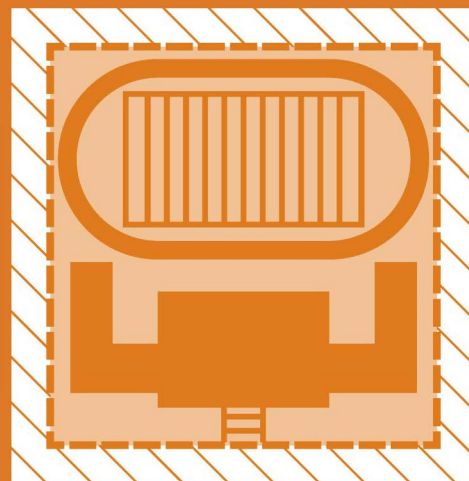
## E-LIQUIDS

**(e-juice, e-substances, etc.)**

Pods contains propylene glycol or vegetable glycerin, flavourings, and sometimes nicotine, are heated into an aerosol (or "vapour"), which is then inhaled by the user.

**This is called "vaping" or "juuling",  
depending on the device.**

**Smoking or vaping within  
20 metres of school grounds  
is not permitted.** This 20m zone is  
in addition to a school's indoor  
space and outdoor grounds.



**20 m**



## >>> USE AMONG YOUNG PEOPLE

Use of vapour products is highest among young people.

**18.9%**

Grade 12 students  
in Ontario that  
report using vapour  
products<sup>1</sup>

**29%**

Young adults aged  
20 to 24 in Canada  
that report using  
vapour products<sup>2</sup>

The brain structure of developing adolescents makes them more vulnerable to long-lasting changes and addiction. This developmental stage also makes them more susceptible to industry marketing and advertising as they seek and adopt cues that help them form an identity.<sup>3</sup>



## >>> KEY TALKING POINTS

- » Vaping, like smoking, is banned on and within 20 metres of school property, at all times.
- » **Many e-substances contain nicotine. Some contain as much nicotine in a single cartridge as 1 pack of cigarettes.**
- » Nicotine can alter youth brain development and can affect memory and concentration.
- » **There is growing evidence that vaping leads to nicotine dependence and cigarette smoking.**
- » Vaping, if completely replacing cigarette smoking can reduce exposure to harmful chemicals.
- » **However, vaping is NOT harmless. Short- and long-term health effects are still being studied.**







## >>> HEALTH IMPACT

- » According to Health Canada, completely replacing cigarette smoking with a vaping product will reduce exposure to harmful chemicals. However, less harmful does NOT mean safe. If you don't smoke, don't vape.



**HPEPH recommends  
that those interested in quitting  
should discuss their quit goals  
with their healthcare provider.**

In addition, people in search of nicotine replacement therapy (NRT) should use products that have been proven to be safe and effective. These products include the nicotine inhaler, patch, lozenge and gum.

- » **Nicotine vapour products are addictive and there is substantial evidence that e-cigarette use increases the risk of ever using combustible tobacco cigarettes among youth and young adults.**<sup>4</sup>
- » Vapour product use can cause light-headedness, throat irritation, coughing, increases in heart rate and blood pressure, and can negatively affect lung function.<sup>5</sup> Long-term health impacts are not yet fully known.
- » **Propylene glycol and flavouring agents are generally safe for oral consumption. However, prolonged inhalation into the lungs may cause lung disease.**<sup>6,7,8</sup>
- » During the heating process, the e-liquid interacts with the device resulting in other chemicals being produced and inhaled, including: carbonyls (formaldehyde, acetaldehyde), volatile organic compounds, metals (tin, silver, nickel, aluminum, chromium, lead) and particulate matter (fine, ultrafine particles).<sup>5</sup>
- » **The high-dosage levels of nicotine provided by vapour products may have possible harmful effects on cardiovascular health.**<sup>9</sup>
- » Although rare, there have been reports of accidental injury and death from vapour product device malfunction (i.e. explosion).<sup>10</sup> Product labelling and accuracy have also been called into question.<sup>11</sup>





## >>> VAPOUR PRODUCT MARKET

Vapour products are widely available in convenience stores and vape shops in Hastings and Prince Edward counties. Several tobacco companies have invested in the vapour product market. These are inspected and test shopped yearly by HPEPH staff. Big Tobacco, since it has existed as an industry, has been bending the truth, faking their science, endorsing other people to lie for them, and using countless other questionable practices for the purpose of profiting from a highly addictive product.

### New Vapour Products in Ontario

#### JUUL

- » New to Canada, extremely popular among youth in the U.S.
- » Refills are sealed pods available in 1%, 3% and 5% nicotine strength.
- » One 5% strength pod has the equivalent nicotine content of a pack of cigarettes and is cheaper to buy than regular cigarettes.
- » Juul pods contain nicotine salts that produce an intense throat hit similar to regular cigarettes.
- » Devices are small, easy to hide and produce very little vapour, making their use hard to detect. Resembles a USB stick and can be charged via a USB port.
- » Has its own verb for use: “juuling”
- » Comes in various flavours that are appealing to youth, such as mint, mango and vanilla.



#### Vype

##### Vype ePEN3

- » Stores are being given incentives to stock Vype across Ontario.
- » Vype ePEN3 pods are made of e-juice that contains various levels of nicotine.
- » Sleek device that comes in various flavours that are appealing to youth, such as dark cherry and infused vanilla.



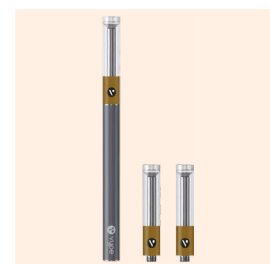
##### Vype ePOD

- » Vype's newest product on the market which is designed to compete with Juul.
- » Vype ePod vPro cartridges are available in 5% nicotine strength. They contain nicotine salts that produce an intense hit similar to regular cigarettes.
- » Comes in various flavours that are appealing to youth, such as mango wonder and polar mint.



##### Vype eStick

- » Very new product from Vype and available for sale in Canada.
- » Cartridges deliver approximately 200 puffs.
- » Comes in various flavours that are appealing to youth, such as toasted tobacco and cool spearmint.



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