

NEWSLETTER

*Whole School. Whole Community.
Whole Child.*
#05 | May | 2020

World No Tobacco Day

*Protecting Youth from Industry Manipulation and
Preventing Tobacco & Nicotine Use*

May 31, 2020



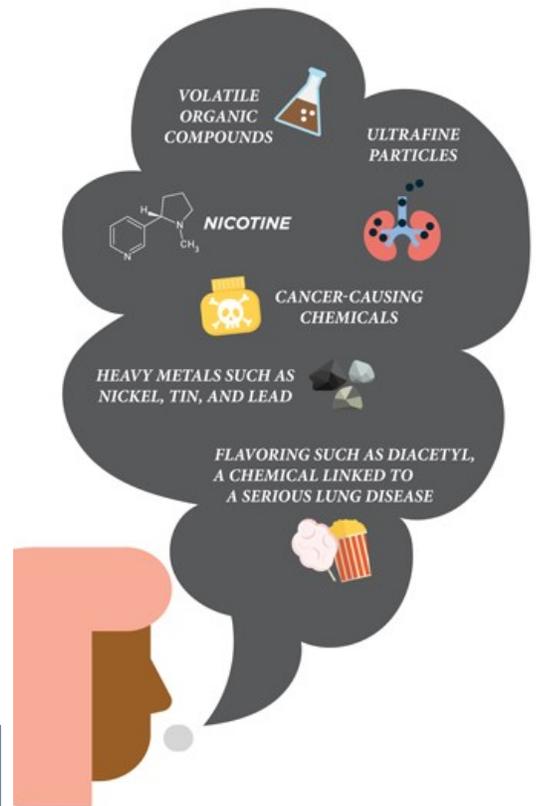
How are our youth being manipulated?

- **Use of flavors that are attractive to youth in tobacco and nicotine products** like cherry, bubble gum, and cotton candy, which encourages young people to underestimate the related health risks.
- **Sleek designs and attractive products**, which can also be easy to carry and are deceptive (i.e. products shaped like a USB).
- **Promotion of products as “reduced harm” or “cleaner” alternatives** to conventional cigarettes in the absence of objective science substantiating these claims.
- **Celebrity sponsorships** and brand sponsored contests to promote tobacco and nicotine products
- **Point-of-Sale marketing at vendor outlets frequented by children**, including positioning near sweets, snacks, or soda.
- **Sale of single stick cigarettes and other tobacco and nicotine products near schools**, which makes it cheap and easy for school children to access tobacco and nicotine products.
- **Indirect marketing of tobacco products** in movies, TV shows and online streaming shows.

Why is nicotine unsafe?

- Most e-cigarettes contain nicotine—the addictive drug in regular cigarettes, cigars, and other tobacco products.
- A recent CDC study found that 99% of the e-cigarettes sold in assessed venues in the United States contained nicotine.
- Some e-cigarette labels do not disclose that they contain nicotine, and some e-cigarettes marketed as containing 0% nicotine have been found to contain nicotine.
- Nicotine can harm the developing adolescent brain. The brain keeps developing until about age 25.
- Using nicotine in adolescence can harm the parts of the brain that control attention, learning, mood, and impulse control.

Looking for training and professional development for everything there is to know regarding e-cigarettes? Tobacco Free for Healthy NJ has created a multi-strategy approach including Youth Action Group, a Vaping Policy Toolkit, and the “Don’t Get Vaped In” training initiative. If you are interested in learning more about this initiative or getting trained please visit <https://www.tobaccofreenj.com/don-t-get-vaped-in-1>.



World Health Organization

#NoTobacco

DON'T LET TOBACCO TAKE YOUR BREATH AWAY

It is never too late to quit.



Within **2 weeks** of quitting tobacco, lung function increases. After **10 years**, the risk of lung cancer is half that of a smoker.

As always, our [School Health Team](#) is available to provide resources regarding school health topics. Feel free to reach out to us any time with feedback or requests for resources. We are dedicated to improving the health and wellness of your school and community! Contact [Ashley](#), for assistance. We would love to hear from you!

