



# **Guidance and Emerging Trends in Vaping and Nicotine Youth Use**

Tuesday, April 21, 2026

# Who are we?



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# The Vaping Landscape

# What is vaping?

## **What is an e-cigarette?**

E-cigarettes are battery-powered noncombustible (not flammable) tobacco products that simulate the action and sensation of smoking. People use e-cigarettes to vape.

## **What is vaping?**

Vaping is the act of inhaling and exhaling the aerosol (often called vapor) produced by an e-cigarette or similar battery-powered device.





# Types of Vapes

## Types of Disposable vapes



Disposable Vape  
with screen



POD Style



TPD Comliant



Pen Style

## TYPES OF E-CIGARETTES



CIGALIKE



VAPE  
PEN



VAPE POD  
OR POD KITS



POD  
MOD



BOX OR  
VAPE MOD

# CIGS IN AN E-CIG



1 Pack of Cigarettes  
= ~22mg of Nicotine



AMOUNT OF NICOTINE IN

~20

CIGARETTES

1 JUUL Pod  
= ~41.3mg of Nicotine



AMOUNT OF NICOTINE IN

~37

CIGARETTES

1 Vuse Pod  
= ~90mg of Nicotine



AMOUNT OF NICOTINE IN

~82

CIGARETTES

1 Elf Bar  
= ~650mg of Nicotine



AMOUNT OF NICOTINE IN

~590

CIGARETTES

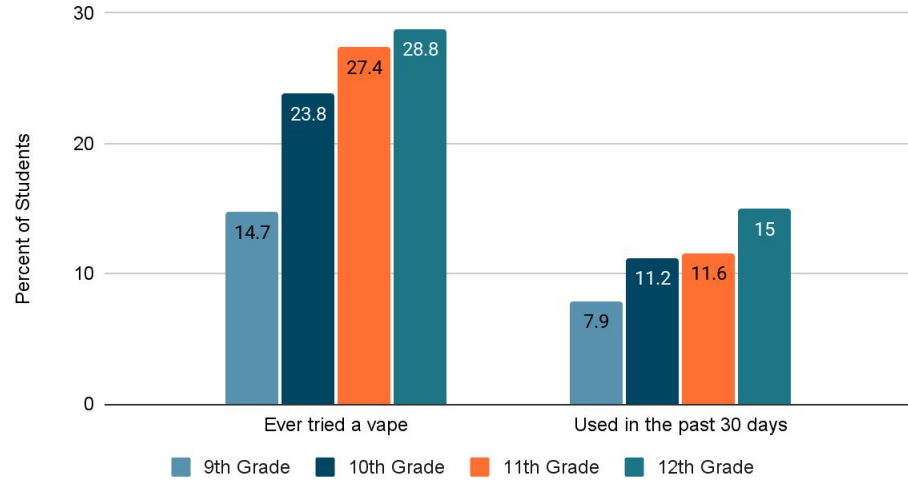


# What percentage of high school students do you think have ever used an electronic vapor product?

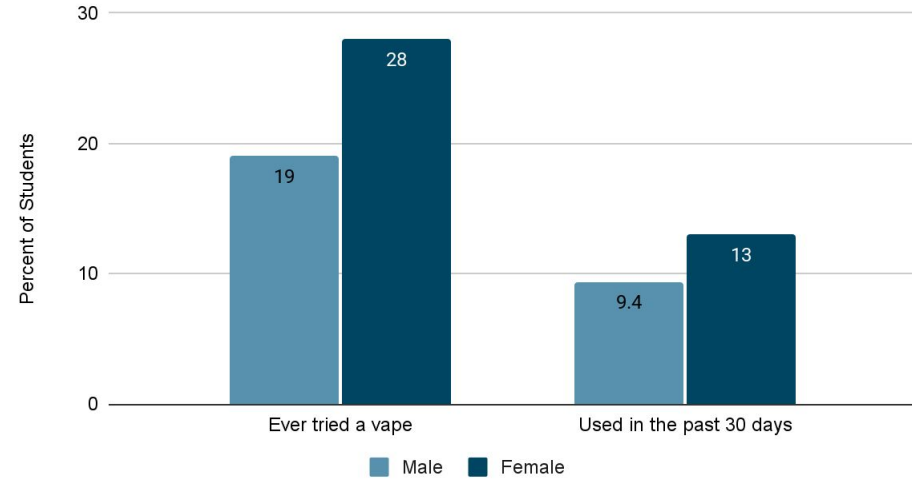
## Massachusetts Youth Health Survey (2025)

- **23.5%** have tried a vape product
  - A decrease from 30.4% in 2023
- **11.3%** have used a vape product in the last 30 days
  - A decrease from 16% in 2023
- **73.3%** of students think most people their age use a vape

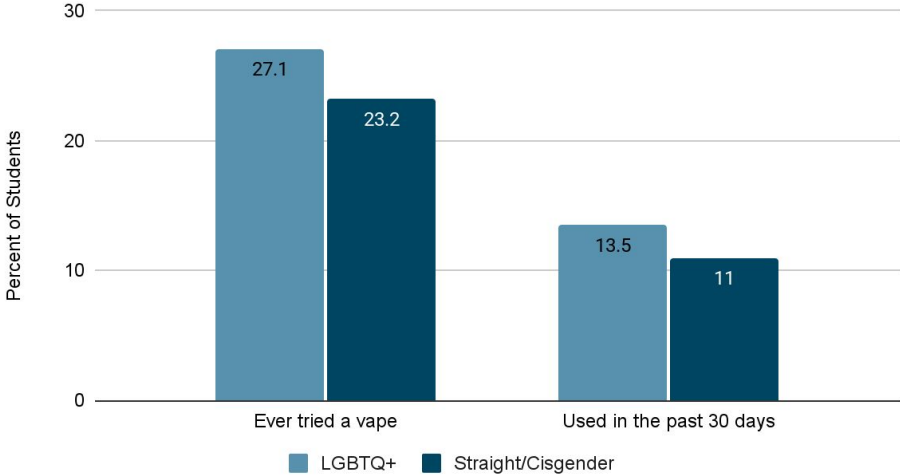
### Increased Tobacco Use with Grade Level



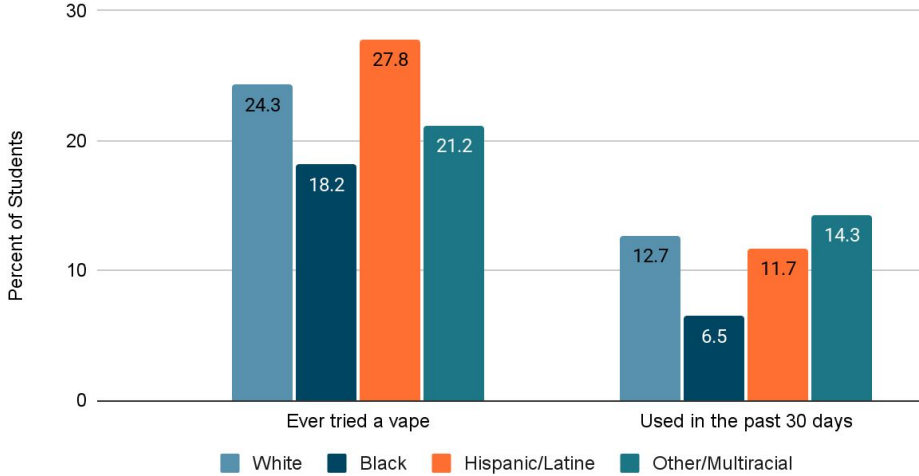
### Higher Rates of Tobacco Use Among Female Students



### Higher Rates of Tobacco Use Among LGBTQ Students



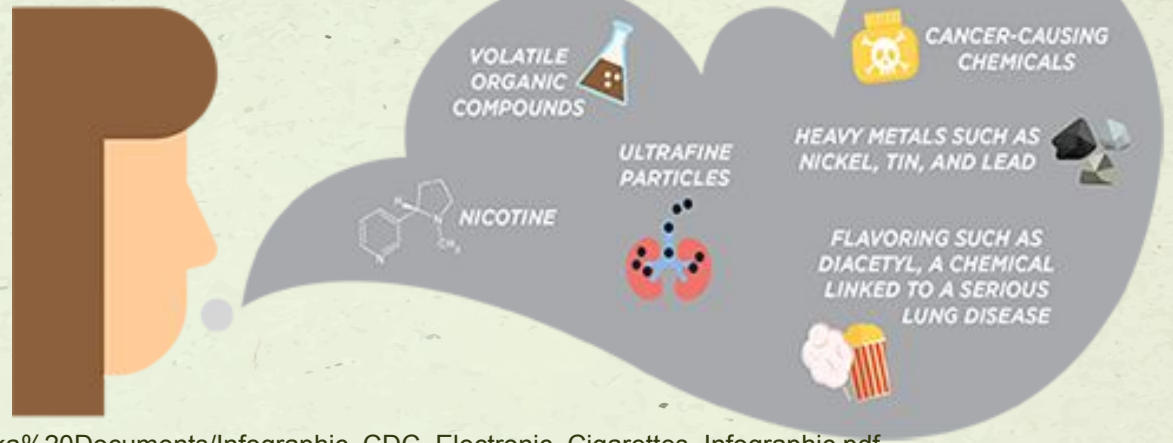
### Higher Rates of Tobacco Use Among Hispanic/Latine Students

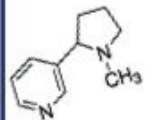




# Health Effects & Risks

- **Common Misperceptions**
  - Vapes are better than cigarettes
  - Vapes are just water vapor
- **E-cigarette use may cause ear, eye and throat irritations**
- **May cause lung and cardiovascular (heart) disease**
- **The FDA has not found any e-cigarette to be safe and effective in helping people who use tobacco products to quit**





Nicotine is a drug found in all tobacco products and it is very addictive

Nicotine is found in all forms of e-cigarettes or other tobacco products. Nicotine found in e-cigarettes is more concentrated and can be highly addictive.

## The truth about Tobacco and Nicotine Products

Chewing tobacco can cause damage to gum tissue and teeth



Tobacco alters the brain. Changes in the brain can be permanent.

Cigarettes release more than 4,000 chemicals when smoked. E-cigarettes contain nicotine, ultrafine particles, heavy metals, and volatile organic compounds.



- Propylene glycol (antifreeze)
- Arsenic (rat poison)
- Styrene (used to make latex gloves)
- Acetone (nail polish remover)
- Rubidium (used to color fireworks)
- Zirconium (used in nuclear reactors)
- Sulfur (gun powder)
- Formaldehyde (preservative used in labs, wood resin)
- Valeric Acid (scent in perfumes)
- Ethylbenzene (paints, pesticides, petroleum)

A 2020 study surveying adolescents and young adults 13-24 years old found that in comparison to non-users, testing positive for COVID-19 was...

- 5x more likely for those who have ever used e-cigarettes
- 7x more likely for those who have ever used e-cigarettes and combustible cigarettes

*Truth Initiative*



You must be 21 years or older to buy nicotine, tobacco or any other smoking products in the United States.

The younger a person starts smoking, the greater the risk of addiction.

80% to 90% of all smokers began smoking in their teens

90% of smokers would like to quit, but fewer than 10% are successful each year

Secondhand smoke, the smoke from a cigarette that goes in the air is responsible for 41,000 deaths a year!

**Common brands:** JUUL, My Jet, PULSE, PHIX  
**Common names for e-cigarettes:** vape pen, mod, tank system, e-hookah



# Vaping & the Developing Brain

- The brain is still developing into mid-20s
  - Prefrontal Cortex (decision-making center) is the last to develop
- Dopamine = chemical linked to pleasure and reward
  - Nicotine floods the brain with dopamine → training the brain to expect quick dopamine “rewards”
  - The brain begins to seek repeated nicotine use to maintain increased dopamine → addiction risk
  - Overtime everyday activities feel less rewarding/satisfying
- Additional changes include: attention, mood and learning

<https://www.cdc.gov/tobacco/e-cigarettes/health-effects.html>

[https://nida.nih.gov/sites/default/files/headsup\\_nicotine\\_StuMag.pdf](https://nida.nih.gov/sites/default/files/headsup_nicotine_StuMag.pdf)

# Vaping on the Environment

- Lack of policies to formalize proper disposal
- Often contain lithium batteries & may cause fires if thrown in with normal trash
- Chemicals, metals, plastic and nicotine may end up in the ocean and ground
- Harmful to animals

# Mental Health


- In 2023 **30.9%** of high schoolers reported that their mental health was most of the time or always not good
  - Some youth use vapes as a form of coping → example of maladaptive coping or negative reinforcement
- Youth who vape are 2x likely to report symptoms of depression
- When youth recognize that vaping worsens mental health it can support their likelihood to quit
- Building your coping basket/bucket/toolbox
  - Grounding techniques
  - Recognizing triggers
  - Preparing for uncomfortable situations

<https://www.doe.mass.edu/sfs/yrbs/>

<https://www.mass.gov/lists/massachusetts-youth-health-survey-yhs#yhs-reports->

<https://www.cdcfoundation.org/blog/connection-between-vaping-and-mental-health-challenges-why-youth-deserve-our-protection>

<https://truthinitiative.org/research-resources/emerging-tobacco-products/new-study-shows-mental-health-messaging-resonates>



# Factors Influencing Youth Vaping

# What flavors of tobacco or vape products do you think are sold in Massachusetts?

- Massachusetts prohibited the sale of flavored tobacco products in 2020
- Tobacco industry is now selling “non-flavored” products: Clear, Chill, Smooth, etc

MA Youth Health Survey (2025) asked students what flavor(s) their tobacco products contained

- 8.3% – fruit, alcohol, or candy flavors
- 5.1% – mint, menthol, or wintergreen flavors

**Where are youth getting flavored products?**





**They flavor menthol cigarettes  
to make them easier to start.**

# Advertising Vapes



# LIGHTS, CAMERA, TOBACCO

Truth Initiative's sixth annual analysis of tobacco imagery in popular entertainment finds increasingly pervasive smoking imagery in 2022's top 15 most popular streaming shows among 15- to 24-year-olds, binge-watched shows, and music videos, as well as youth-rated movies. Compared to the last report, our analysis found that:

The number of tobacco depictions in streaming shows increased by 110% – exposing nearly 25 million young people to tobacco imagery



Tobacco incidents in top binge-watched shows nearly quadrupled.



Tobacco depictions increased in PG-rated movies\*



More than a third of 15- to 24-year-olds surveyed reported exposure to tobacco imagery on YouTube



Twice as many music videos for chart-topping songs featured tobacco and were viewed almost 7 billion times on YouTube as of October 2023

7 BILLION

Peer-reviewed research shows that young people are 3x more likely to start vaping when exposed to tobacco imagery in popular TV shows and 2x more likely to use tobacco following high exposure to smoking in movies.



\*according to an analysis by NORC at the University of Chicago

Read the full report at: [truthinitiative.org/lights-camera-tobacco](https://truthinitiative.org/lights-camera-tobacco)





# Prevention & Strategies

# Peer Pressure

- ❑ Have a way out
- ❑ Saying no with confidence
  - ❑ "I'm not into that"
  - ❑ "My parents would kill me if they found out"
- ❑ Finding the right friends for you
  - ❑ If someone was your real friend, they would not pressure you into doing something you wouldn't want to do
- ❑ Educate peers on health consequences
- ❑ Make a joke



Pier Pressure

# Plans to Talk with Youth

- ❑ Before you talk
  - ❑ Know the facts about vaping
  - ❑ Take an open and calm approach
  - ❑ Find the right time/place to talk
- ❑ While you're talking
  - ❑ Ask for their perspective
  - ❑ Blame vaping companies, not your child
  - ❑ Avoid scare tactics
  - ❑ Connect with what they care about
- ❑ After you talk
  - ❑ Thank them
  - ❑ Help them manage stress/peer pressure
  - ❑ Follow up

# Parent Resources

## FREE MIND

CDC campaign addressing youth substance use and mental health – providing tools for teens and caregivers.



National Alliance on Mental Illness Compass Helpline provides information, ideas, resources, and support for navigating the mental health system.

National grassroots organization educating on the dangers of vaping. They put on many webinars, workshops and share resources.

## VAPES ARE TRASH.

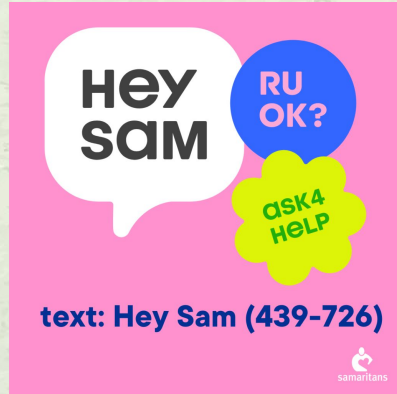
A campaign developed by PAVE on the environmental effects of vapes.

### Massachusetts - Based

- Massachusetts Substance Use Helpline  
1-800-327-5050  
[www.helplinema.org](http://www.helplinema.org)
- Massachusetts Smokers' Quitline  
1-800-QUIT-NOW  
[Website](#)

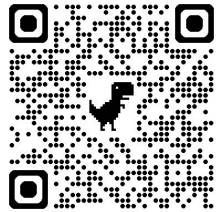


# Teen & Young Adult Resources



Mental health helpline  
staffed by trained  
young people

Free & confidential



Teens can get  
a free  
headspace  
account!

[teen.smokefree.gov](https://teen.smokefree.gov): quitSTART app

Truth Initiative & Mayo Clinic [EX Program](#) - free digital cessation program and text message support line

[My Life, My Quit](#) - app & texting teen support program for quitting tobacco/vape

1-800-QUIT-NOW: Get connected with a free trained coach by phone, online [www.mass.gov/quitting](http://www.mass.gov/quitting)

The Trevor Project: 866-488-7386  
24/7 line for LGBTQ+ young people

SamariTEENS: 800-252-TEEN  
Free 24/7 help line for teens

# 988

SUICIDE & CRISIS  
LIFELINE

# Get Involved

- Find your local/regional youth coalition
  - School clubs: 84, SADD, HOPE Squad, etc.
  - Local public health departments, Youth and Family Services, etc.
- Nicotine Free Generation is an example of a policy approach to tobacco prevention
  - Policy sets a date, and anyone born after that date can never be legally sold commercial tobacco & nicotine products → slowly phasing out the products in that community
  - MA NFG communities: Amherst, Belchertown, Brookline, Chelsea, Concord, Conway, Dover, Hopkinton, Leverett, Malden, Melrose, Manchester-by-the-Sea, Needham, Newton, Pelham, Reading, Somerville, South Hadley, Stoneham, Wakefield, and Winchester





Questions?

# Resources

- <https://www.cdc.gov/tobacco/e-cigarettes/about.html>
- <https://www.cdc.gov/tobacco/e-cigarettes/why-youth-vape.html>
- <https://truthinitiative.org/lights-camera-tobacco>
- <https://www.lung.org/quit-smoking/e-cigarettes-vaping>
- <https://www.lung.org/quit-smoking/helping-teens-quit/talk-about-vaping>
- <https://www.lung.org/quit-smoking/i-want-to-quit>
- <https://sites.google.com/a/lexingtonma.org/lps-prevention-program/home?authuser=0>
- <https://resources.vfhy.org/tobacco-nicotine-prevention-and-cessation-resources>  
(Has all resources)