



## E-Cigarettes?

# Stronger E-Cigarette/Vape



Image Credit: [https://vaping.com/blog/wp-content/uploads/2017/06/ING\\_18993\\_01762.jpg](https://vaping.com/blog/wp-content/uploads/2017/06/ING_18993_01762.jpg)  
JUUL educational content credit: [tobaccopreventiontoolkit.stanford.edu](http://tobaccopreventiontoolkit.stanford.edu)

# Marketing tactics



<https://www.vox.com/2019/1/25/18194953/vape-juul-e-cigarette-marketing>

## **E-cigarettes are unsafe for kids, teens, young adults, pregnant women, and non smokers.**

- Nicotine is highly addictive and can harm adolescent brain development, which continues into the early to mid-20s.
- E-cigarette aerosol is not harmless.
- Young people who use e-cigarettes may be more likely to use combustible cigarettes.
- E-cigarettes are not approved by the FDA for smoking cessation.



[https://www.cdc.gov/tobacco/basic\\_information/e-cigarettes/index.htm](https://www.cdc.gov/tobacco/basic_information/e-cigarettes/index.htm)



## What Companies Do?

- Promote nicotine free campus policies
- Provide evidence based smoking cessation services for faculty, staff, and students
- Inform contractors and vendors
- Be consistent
- Monitor hot spots
- Get everyone on campus involved
- Review and update initiatives as trends change