

NOT AN EXPERIMENT

School Newsletter Inserts

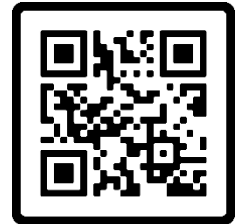
Did you know vapes can contain more nicotine than a whole pack of cigarettes?

This makes vapes **very** addictive. Making matters worse, the developing youth brain gets addicted to nicotine faster with less exposure compared to adults. Nicotine changes how the youth brain develops, affecting memory and concentration and reducing impulse control. It can also cause behavioural problems. Not only that, but youth addicted to nicotine are more likely to start smoking cigarettes and may be more likely to develop addictions to other drugs.

If your kid is vaping, they may think they're in control of their vaping, but addiction can take them off guard.

Help them take back control – there are supports to help youth quit!

Talk to your child about vaping, they listen more than you think! Learn more at NotAnExperiment.ca/parents.



Did you know vaping is not just harmless water vapour?

It is an aerosol that contains a mixture of particles and chemicals, none of which belong in the lungs or body. Vaping has long-term health effects, including heart disease and severe lung damage, similar to that caused by smoking. The chemical formaldehyde, which is known to cause cancer is produced when vaping. The high levels of nicotine in vapes can lead to nicotine addiction, which changes brain development, affects memory, concentration, and impulse control, and even causes behavioural problems.

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Did you know vaping relieves nicotine withdrawal, not stress?

Vaping increases feelings of stress and anxiety in several ways. For example:

- ❖ **Vapes contain nicotine, a highly addictive drug.** When someone is addicted to nicotine, their body feels stressed when it does not get the nicotine it is used to (this is called withdrawal). Vaping makes those uncomfortable feelings go away for a little while but before they know it, the “stressful” feelings (withdrawal) return making them feel the need to vape again. This is nicotine addiction.
- ❖ **Stress hormones.** Nicotine causes adrenaline to be released – one of the same hormones released when a person is stressed. So, when vaping the body responds in a similar way to how it does when it is stressed or anxious.

The good news is, there are supports to help youth quit!

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Do you know the vaping industry is targeting your child?

Youth smoking rates are the lowest they have been in almost 20 years, which is great news for everyone except the tobacco industry. The tobacco industry needed to reinvent itself to addict a new generation to nicotine, they did so with vapes, and they want your child!

Just as they did with smoking, the industry is targeting youth using questionable marketing techniques. Influencers endorse vapes on their social platforms, use fun fruity flavours that appeal to youth and give the perception that vapes are harmless, and create high-tech designs that youth are drawn to. The industry cares about profits not people.

Help your child spot the industry’s tricks. Talk to your child about vaping, they listen more than you think! Learn more at NotAnExperiment.ca/parents.



Did you know seeing others vape can tempt youth to try it?

There is a good chance your child has been exposed to vaping either at school, through friends, on social media, on TV or in the movies. This exposure may make youth feel curious or pressured to try vaping.

People of all ages may think vaping is harmless, but it isn't. Among the risks of vaping for kids are immediate and long-term health effects including lung damage, changes to the brain, addiction to nicotine, difficulty learning, and increased anxiety and stress.

Make sure it's your voice they hear and help them understand the risks of vaping.

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Did you know it's illegal to vape or smoke *anywhere* on school property, inside the school or outside within 20m of school property, 24 hours a day, 365 days a year?

The law applies to everyone on school property, students, staff, and visitors. It also means it is illegal to vape or smoke on school athletic fields during after hour activities or vape or smoke in school washrooms. There is a fine of \$305.00 for vaping or smoking on school property.

But why do youth vape at school? Vapes contain nicotine, which is a highly addictive drug. Nicotine addiction is extremely powerful, develops quickly and youth may not realize they are addicted. Once addicted, they need nicotine regularly or they will experience withdrawal, making it hard to get through the school day. Some youth will vape on school property, like in the washrooms, for relief from the uncomfortable symptoms of nicotine withdrawal.

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