

Press Release

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FOR IMMEDIATE RELEASE

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**SAFE Glen Cove Coalition: American Lung Association
Awareness Campaign – Get Your Head Out of the Cloud**

"Get Your Head Out of the Cloud" is a youth vaping awareness campaign from the American Lung Association and the Ad Council to provide parents with a simple roadmap to address the dangers of vaping. The campaign offers free educational resources including a conversation guide on their website, TalkAboutVaping.org. Research shows that vaping is dangerous, highly addictive and harmful to a child's health and brain development. And like other addictions, it's easier for kids to never start than try to stop once they're hooked.

The Lung Association has offered the following facts to prepare parents for a conversation with their child.

Isn't vaping just "flavored water vapor"?

No. Vaping involves inhaling "e-juice" in the form of aerosol produced by an electronic cigarette or vape device. The aerosols typically contain flavorings such as diacetyl, a chemical linked to serious lung disease,¹ nicotine and harmful chemicals, including formaldehyde and acrolein.² Vape cartridges or "pods" can also be filled with THC, CBD or other "e-juice."³

Are vape devices and e-cigarettes the same thing?

Yes, e-cigarettes and vaping devices are synonymous. Ever-evolving slang or brand names are also used to refer to vaping, such as "JUULing," or "blowing clouds," a nod to the smoke "cloud" produced by exhaling chemical-filled aerosols.

What do e-cigarettes and vaping devices look like?

E-cigarettes and vape devices come in a number of forms. While some resemble tobacco products, others resemble household objects like USB devices, pens, highlighters and chargers. Vaping companies funded by Big Tobacco are constantly coming out with new products built to skirt regulation and parental detection.

What are the signs of use?

Vaping is easy to hide, and the signs can be easy to miss. Unlike traditional cigarettes, e-cigarettes don't leave the telltale scent of tobacco. If you notice any of the following things, it's best to talk with your child about whether or not they are vaping.

- Presence of Unfamiliar Technology, Online Purchases or Packaging
- Faint Sweet or Fruity Scents
- Behavioral and Mood Changes
- Increased Irritability or Restlessness
- Cutting Back on Caffeine
- Desire for Flavor Due to Tastebud Degradation
- Pneumonia
- Increased Thirst
- Nosebleeds

The American Lung Association is the leading organization working to save lives by improving lung health and preventing lung disease through education, advocacy and research. For more information please visit www.lung.org.

The SAFE Glen Cove Coalition is concerned about youth vaping and its negative consequences. To learn more about the Coalition please follow us on www.facebook.com/safeglencovecoalition or visit SAFE's website to learn more about the Vaping Epidemic at www.safeglencove.org.