



Scotiabank.

TAKE A BREATH

A No Smoking No Vaping Initiative



**CONSIDER
THE
CONSEQUENCES**



WHAT IS AN E-CIGARETTE?

Electronic or E-cigarettes are battery operated devices that people use to simulate smoking. They heat a liquid and produce an aerosol, or mix of small particles in the air.

WHAT IS IN AN E-CIGARETTE?

E-cigarettes contain harmful and potentially harmful chemicals, including:

- Nicotine
- Flavorings, such as: diacetyl, a chemical linked to a serious lung disease
- Heavy metals, such as: nickel, tin, and lead
- Volatile organic compounds
- Cancer-causing chemicals.

E-cigarette aerosol is NOT harmless water vapor when users inhale and exhale from e-cigarettes it can expose both themselves and bystanders to harmful substances.

WHAT ARE THE RISKS OF VAPING?

HEALTH RISKS

Vaping has been associated with the following:

- Seizures
- Heart disease
- Lung disease
- High risk of stroke
- Makes teeth surfaces prone to bacteria and cavities

BRAIN RISKS

The part of the brain that's responsible for decision-making and impulse control is not fully developed until the late 20's. Youth and young adults are uniquely at risk for long-term, long-lasting effects of exposing their developing brains to nicotine.

These risks include:

- Nicotine addiction
- Mood disorders
- Permanent lowering of impulse control
- Nicotine also changes the way synapses are formed, which can harm the parts of the brain that control attention and learning.

ADDICTION

Each time a new memory is created, or a new skill is learned, stronger connections – or synapses – are built between brain cells. Young people's brains build synapses faster than adult brains. Because addiction is a form of learning, adolescents can get addicted more easily than adults. The nicotine in e-cigarettes and other tobacco products can also prime the adolescent brain for addiction to other drugs such as cocaine.

MYTHS AND FACTS

MYTH

Vaping is a healthy alternative to cigarettes.

FACT

Vape e-juice may contain nicotine, chemicals that cause cancer, and can lead to health problems including wheezing, coughing, sinus infections, nosebleeds, shortness of breath and asthma.

MYTH

Vaping has nothing to do with smoking regular cigarettes.

FACT

Young people who took up vaping were more than four times more likely to smoke traditional cigarettes a year later, according to one study.

MYTH

It's just harmless water vapor.

FACT

It's not harmless, and it's not just water vapor. It may contain toxins, potentially cancerous agents and dangerous chemicals like diacetyl, which is known to cause a potentially fatal lung disease called popcorn lung. It most often contains a combination of propylene glycol, vegetable glycerin, flavorings and nicotine.

MYTH

It does not contain nicotine.

FACT

Some vaping liquids do not contain nicotine but you cannot always be sure. Health Canada recently found that over half of the vaping liquids labelled as "nicotine free" did contain nicotine. Many vaping liquids have higher amounts of nicotine than cigarettes.

HOW CAN PARENTS HELP?

To help teens understand the risks of vaping and take control of their health, you can:

- Suggest that your child look into local programs and websites that help people quit vaping.
- Lend your support as your teen tries to quit.
- Set a good example by taking care of your own health. If you smoke or vape, make the commitment to quit.
- Talk to your kids about the reports of serious lung damage, and even deaths, in people who vape.



NO SMOKING NO VAPING CAMPAIGN

The Trinidad and Tobago Cancer Society in collaboration with the Scotiabank Foundation are pleased to initiate this Anti Smoking Anti Vaping Campaign. Our objective is to provide necessary educational information and create a greater awareness to teens and parents on the health effects and dangers associated with Vaping and Smoking. As part of the campaign, we will be communicating this vital prevention message through an intense social media campaign and would like to encourage you to support this initiative by sharing our messages and helping us to make them viral.



FOR MORE INFORMATION CONTACT US:

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