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TO: Eileen Donoghue, City Manager and Members of the City Council 

FROM: Kerran Vigroux, Director of Health & Human Services

DATE: May 15, 2019

RE: MOTION BY R. ELLIOT – REQUEST CITY MANAGER/HEALTH DIRECTOR  
REPORT ON E-CIGARETTES/VAPING REGULATIONS AND OUTREACH  
PROGRAMS TO INFORM PUBLIC OF HEALTH RISKS

- E-cigarettes and similar products are defined as “tobacco products” in the *Regulation of the Lowell Board of Health Restricting the Sale of Tobacco Products* and, therefore, are treated just like any other types of traditional tobacco products;
- A permit issued by the Health Department is required before any establishments can sell these products;
- The sale of tobacco products to anyone under the age of 21 is prohibited. Violators are subject to fines ranging from \$100 to \$300 and tobacco permit suspensions;
- The sale of any “flavored” tobacco products, including e-cigarettes and similar products, is only allowed at “Retail Tobacco Stores”. Retail Tobacco Stores are “adult-only” establishments engaged primarily in the sale of tobacco products. “Flavored tobacco” doesn’t include mint, menthol, or regular tobacco flavors;
- Vaping is prohibited anywhere smoking is prohibited by local, state or federal laws or regulations. Violators are subject to \$100 fines and those in control of the premises are subject to fines ranging from \$100 to \$300 and suspension or revocation of the license to operate;
- Outreach on the effects and dangers of vaping is conducted by Diane Knight, director of the North Essex Tobacco Free Community Partnership, a program funded by the Mass. Department of Public Health to do education and outreach about the dangers of smoking and vaping, as well as conduct presentations about different types of tobacco products;
- Ongoing retailer education about these products takes place during routine inspections conducted by the Lowell Tobacco Control Program, which operates out of the Lowell Health Department;
- The Massachusetts Department of Public Health launched a statewide public information campaign last fiscal year which focused on educating parents on how to talk to their children about the dangers of vaping. On April 3, 2019, a new campaign focusing on educating middle and high school students was launched during the Kick Butts Day event held at the state house. We’re currently collaborating with the North Essex Tobacco Free Community Partnership to disseminate the attached resources to the Lowell Public Schools.
- Cessation support through counseling and nicotine patches is provided by the Massachusetts Smokers’ Helpline 7 days a week, 24 hours a day through the number 1-800-QUIT-NOW.

# Vapes and Cigarettes

## Different Products. Same Dangers.

**VAPES AND CIGARETTES**  
Different products. Same dangers.

**ADDICTION**

**NICOTINE**

**CANCER-CAUSING CHEMICALS**

**GET THE FACTS**

- Some vape pods have as much nicotine as 20 cigarettes.
- It's not water vapor— aerosol from vaping has cancer-causing chemicals.
- Nicotine can harm your brain, including your memory and ability to learn.
- If you vape, you are 4 times more likely to smoke cigarettes.

mass.gov/vaping @GetTheVapeFacts Massachusetts Department of Public Health

This poster can be used in youth-serving organizations (schools, community-based organizations) to inform youth about the dangers of vaping and to help youth make the connection between vaping/using e-cigarettes and smoking combustible cigarettes.

Item TC3481

**Different Products. Same Dangers.** is a statewide public information campaign from the Massachusetts Department of Public Health to raise awareness among middle and high school aged youth about the dangers of vapes and e-cigarette use. The campaign's web page for youth is [www.mass.gov/vaping](http://www.mass.gov/vaping).

Information about the campaign and ways to implement it in your school or community-based organization is included in a toolkit at [www.GetOutraged.org](http://www.GetOutraged.org) under "For Schools." Information for parents and adults can also be found at [www.GetOutraged.org](http://www.GetOutraged.org).

Different Products. Same Dangers. campaign materials are available free of charge at the Massachusetts Health Promotion Clearinghouse: [www.mass.gov/maclearinghouse](http://www.mass.gov/maclearinghouse).

**VAPES AND CIGARETTES**  
Different products. Same dangers.

Vapes and cigarettes are a bit alike. They both put nicotine and cancer-causing chemicals in your body. And they are both highly addictive and dangerous for young people.

**GET THE FACTS ABOUT VAPING**

**Vaping is addictive**  
Vapes and e-cigs contain nicotine, an addictive chemical that is extremely hard to quit.

**Nicotine is the same drug used in other tobacco products like cigarettes and cigars.**

**Because your brain is still developing until your mid 20s, you have a greater risk of becoming addicted to nicotine.**

The evidence: **1=20**  
Vape Pod Cigarettes

mass.gov/vaping @GetTheVapeFacts

**Vaping can harm your brain and the rest of your body.**

Nicotine can harm your brain, including your memory and ability to learn. Vapes can also contain harmful (and possibly harmful) ingredients such as:

- Heavy metals such as nickel, tin, and lead
- Flavoring with an aldehyde, a chemical known to irritate and damage
- Diethylene glycol (antifreeze)

**It's not water vapor.**  
Aerosol from Vaping Has Cancer-causing chemicals.

The Food and Drug Administration (FDA) is the organization that makes sure drugs are safe and effective. This is called "marketing." The FDA is responsible for regulating a device and making devices, and their parts, safe for use. So be sure to use what is on the market.

**The tobacco and vaping industries target you**  
They target young people so you'll become their next customer. Cigarette makers own and invest in vape companies.

**If you vape, you are 4X more likely to smoke cigarettes.**

**Check out:**

- The 4x youth movement: [the4x.org](http://the4x.org)
- The Truth Campaign: [truth.com](http://truth.com)
- The Real Cost of Vaping Campaign: [www.realcostofvaping.org](http://www.realcostofvaping.org)
- Quit help: [quitline.org](http://quitline.org) or [www.quitline.org](http://www.quitline.org)

**Parents, teachers, and adults:**  
Get the facts and learn what you can do to protect young people from the dangers of vaping at [GetOutraged.org](http://GetOutraged.org).

mass.gov/vaping @GetTheVapeFacts Massachusetts Department of Public Health

This two-sided information sheet can be used in youth-serving organizations (schools, community-based organizations) to provide young people with facts about the dangers of vaping and resources to explore more information.

Item TC3482

**GET THE FACTS**

**1=20**  
Vape Pod Cigarettes

mass.gov/vaping @GetTheVapeFacts Massachusetts Department of Public Health TC3483 04/19

**GET THE FACTS**

If you vape, you are **4X** more likely to smoke cigarettes

mass.gov/vaping @GetTheVapeFacts Massachusetts Department of Public Health TC3483 04/19

**GET THE FACTS**

Nicotine can harm your brain, including your memory and ability to learn.

mass.gov/vaping @GetTheVapeFacts Massachusetts Department of Public Health TC3483 04/19

**GET THE FACTS**

It's not water vapor— aerosol from vaping has cancer-causing chemicals.

mass.gov/vaping @GetTheVapeFacts Massachusetts Department of Public Health TC3483 04/19

These mirror clings can be used in youth-serving organizations (schools, community-based organizations) in areas such as bathroom mirrors, windows and doors. Each package contains 4 individual facts about the dangers of vaping for young people (5 copies of each fact for a total of 20 clings). **Item TC3483**



# The New Look of Nicotine Addiction

**The New Look of NICOTINE ADDICTION**

**TALK WITH YOUR KIDS ABOUT THE DANGERS OF VAPING**



The tobacco and vaping industries have gone high-tech to attract kids and future smokers.

E-cigarettes and vaping devices look like pens or thumb drives, and they use sweet, flavored e-juices to appeal to youth.

They contain nicotine, which can damage a teenager's developing brain and lead to addiction.\*

\* U.S. Department of Health and Human Services. E-Cigarette Use Among Youth and Young Adults: A Report of the Surgeon General—Executive Summary, 2016.

**GET OUTRAGED!**  
Get the facts at [GetOutraged.org](http://GetOutraged.org)

**The New Look of Nicotine Addiction** is a statewide public information campaign from the Massachusetts Department of Public Health to raise awareness among adults and parents of middle and high school aged youth about the dangers of vaping.

The campaign's web site is [www.GetOutraged.org](http://www.GetOutraged.org). The site has information about vapes and e-cigarettes; information for parents on how to talk to their kids about vaping; and a toolkit for schools and community based organizations with materials and resources for addressing youth use of e-cigarettes.

**The New Look of Nicotine Addiction** campaign materials are available free of charge at the Massachusetts Health Promotion Clearinghouse: [www.mass.gov/maclearinghouse](http://www.mass.gov/maclearinghouse). Note: These materials are for an adult audience and were not tested with youth. For youth-focused materials, please reference the toolkit at [www.GetOutraged.org](http://www.GetOutraged.org) for information about the Department of Public Health's youth campaign.

< This **poster** can be used throughout the community to inform parents and adults who work with youth about the dangers of vaping. The poster is not recommended for posting where youth will be widely exposed (for example, we do not recommend this poster be used in schools except in teacher lounges and meeting rooms) because the images and messages have only been tested with adults and not with youth. The poster is double sided with English on one side and Spanish on the other side.

**Item TC3478**

**The New Look of NICOTINE ADDICTION**

**Did you know?**

In 2017, 20% of Massachusetts high school students reported currently using e-cigarettes, and nearly half tried them at least once. More high school students used e-cigarettes than all other tobacco products combined, AND they used them six times more often than adults.

**Current Use of Tobacco Products by Massachusetts High School Students, 2017**

Product	Percentage
Cigarettes	6.4%
Conventional Tobacco Products*	11.4%
E-Cigs	20.1%

**E-Cigarette Use Among Massachusetts High School Students and Adults, 2017**

Group	Current Use	Ever Use
High School Students	20.1%	41.1%
Adults	3.3%	19.5%

**Current Use of E-Cigs**

**Ever Use of E-Cigs**

**Talk with your kids!**

Talk with your teens about vaping and make sure they know it's harmful. Nicotine can damage a teenager's developing brain and lead to addiction. The earlier they start, the harder it is to quit.

**GET OUTRAGED!**  
Get the facts at [GetOutraged.org](http://GetOutraged.org)

**Tips for talking with your kids about VAPING**

**Know the facts.** Learn about e-cigarettes and young people before you start the conversation with your child.

- E-cigarettes are known by many different names. They are sometimes called e-cigs, e-hookahs, mods, vape pens, vapes, tank systems, and electronic nicotine delivery systems.
- Most vaping devices contain and deliver nicotine. Nicotine can harm a teenager's developing brain and lead to addiction.
- Simply talking with your teen about these products can help protect them.

**Be patient and ready to listen.** Your goal is to have a conversation, not to deliver a lecture. So avoid criticism and encourage an open dialogue.

**There is no "perfect time" to talk.** Driving in the car together or waiting at an appointment is often the best time. You can start by mentioning a news story, a TV show, or something that you heard about vaping. Or ask your child what he or she thinks about a situation you witness together such as seeing someone use an e-cigarette, passing a vape shop when you are out, or seeing an e-cigarette advertisement.

**There is no "perfect talk."** Consider your talk with your child about vaping as a learning opportunity for both of you, and perhaps just the beginning of an ongoing dialogue. You may have some facts about vaping at hand, but concede that you don't know all the answers. It will go a long way to keep your kids from going on the defensive.

**Ask what your child thinks.** Show some genuine curiosity. Ask your child, "What's your take on vaping?" or "Do you know kids who use e-cigarettes?"

**Be open and honest.** Be truthful about what you know about the dangers of vaping, and what you don't. You can honestly say, though, "Vaping isn't harmless. I hope you can steer clear of it."

**You can't always control everything your children do when they're not with you. Talking with your kids about vaping will let them know that you're concerned about their health.**

Excerpted from Talk with Your Teen About E-cigarettes: A Tip Sheet for Parents from E-Cigarette Use Among Youth and Young Adults: A Report of the Surgeon General and other content taken from How to Talk to Your Kids about Vaping, New York Times, February 2, 2018.

**GET OUTRAGED!**  
Get the facts at [GetOutraged.org](http://GetOutraged.org)

**The New Look of NICOTINE ADDICTION**

**FREQUENTLY ASKED QUESTIONS (FAQ) ABOUT VAPING**

**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.

**What is an e-cigarette?**  
E-cigarettes are battery-powered vaporizers that simulate the action and sensation of smoking.

**What are other names for e-cigarettes?**  
They are also known as e-cigs, vape pens, e-hookahs, e-pipes, tanks, mods, vapes, electronic nicotine delivery systems, or ENDS, and more. Some people refer to vaping devices by their brand name such as JUUL, IQ, Blu, and others.

**What kinds/types of e-cigarettes are there?**  
E-cigarettes come in many different sizes, types, and colors.

Some e-cigarettes are made to look like regular cigarettes, cigars, or pipes. Some resemble pens, small electronic devices such as USB sticks, and other everyday items. The products that are designed to resemble small electronic devices are often compact and allow for discreet carrying and use—at home, in school hallways and bathrooms, and even in classrooms.

**What is in e-cigarettes? My child says it's simply flavored water, what's so bad about it?**  
E-cigarettes contain pre-filled pods or e-liquids/juices the user adds to the device. E-liquids generally consist of propylene glycol, glycerin, water, nicotine, and flavorings. Many of these pods and e-liquids come in fruit and candy flavors that appeal to youth.

E-cigarettes produce an aerosol, commonly called vapor, which users inhale from the device and exhale. The aerosol can contain harmful and potentially harmful substances, including:

- Nicotine
- Ultrafine particles that can be inhaled deep into the lungs
- Flavoring such as diacetyl, a chemical linked to a serious lung disease
- Volatile organic compounds
- Cancer-causing chemicals
- Heavy metals such as nickel, tin, and lead

**GET OUTRAGED!**  
For more information, visit [GetOutraged.org](http://GetOutraged.org)

This **flyer** can be used throughout the community to inform parents about the dangers of vaping. It includes data on youth e-cigarette use and the role of tobacco industry tactics. This info sheet has English on one side and Spanish on the other side.

**Item TC3477**

This **flyer** contains tips for parents about how to talk with their kids about the dangers of vaping.

**Item TC3479**

This **brochure** contains Frequently Asked Questions about vaping for parents, teachers and other adults who work with youth.

**Item TC3480**

Massachusetts  
Department  
of Public Health

