



The New Frontier of Adolescent Nicotine Use

Substance Use Disorders Conference 2021

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Disclosures

Neither I nor my spouse/partner has a relevant financial relationship with a commercial interest to disclose.



Part I: Adolescent Nicotine Use

Tobacco Use is a Pediatric Disease



Most Tobacco Users Start Before the Age of 21

**95% of U.S. adult smokers
start before age 21 (IOM Report, 2015)**

Tobacco use during youth:

- Has immediate health consequences
- Accelerates development of chronic diseases over the lifespan



**People who
have not
used tobacco
by age 21 are
unlikely to
ever start.**



Nicotine and the Adolescent Brain



- Nicotinic acetylcholine receptors (nAChRs) widely distributed throughout the brain
- Neurochemical effects of nicotine greatest in young users
 - Immaturity of NACHRs (e.g., heightened expression and binding)
 - Greater sensitivity to nicotine, particularly in regions central to reward and cognition
- Prefrontal cortex still developing through age 25
 - Decision making, impulse control, executive functioning

Adolescents are Uniquely Vulnerable to Effects of Nicotine

- Behavioral response to nicotine is distinct during adolescence
 - Greater sensitivity to the rewarding effects of nicotine (which is predictive of chronic use)
 - Blunted responsivity to negative effects of nicotine and less prominent withdrawal
- Greater vulnerability to nicotine addiction
 - Become addicted more quickly, at lower levels of use



Adolescents and Poor Quit Rates

- More than half of adolescent smokers think seriously about quitting and make a quit attempt each year
- Treatment for adolescents shows reduction in the amount smoked, but overall abstinence rates are low
- Only 4% of adolescent smokers successfully quit smoking each year
 - Starting smoking at a younger age is associated with lower quit rates

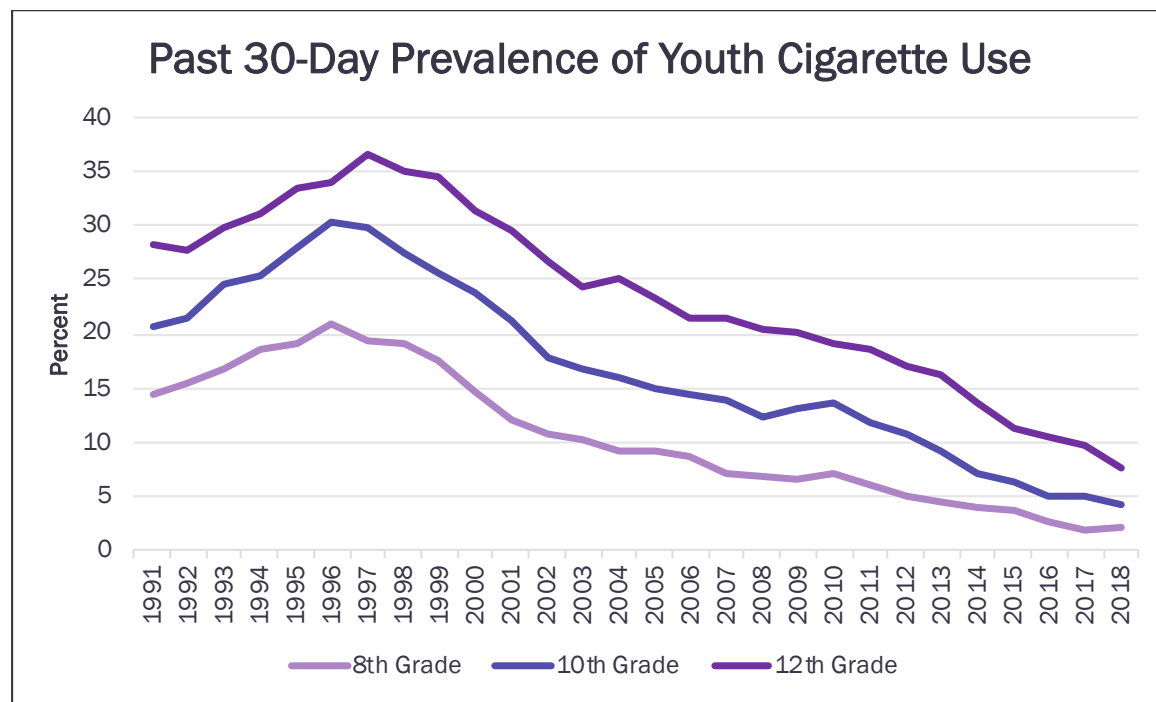
Adolescent Nicotine Use and Cognitive Functioning

- Nicotine withdrawal related to deficits in working memory, attention, verbal memory, and inhibitory control
 - Most prominent in adolescent users
- Cross-sectional studies show adolescent nicotine users have poorer academic performance than non-users



Shifting Landscape of Adolescent Nicotine Use

Prevalence of past-month cigarette use among youth has been nearly eradicated, with rates dropping from ~21% (1991) to ~4% (2018) among 8th-12th graders.



Miech, R. A., Schulenberg, J. E., Johnston, L. D., Bachman, J. G., O'Malley, P. M., & Patrick, M. E. (December 17, 2018).

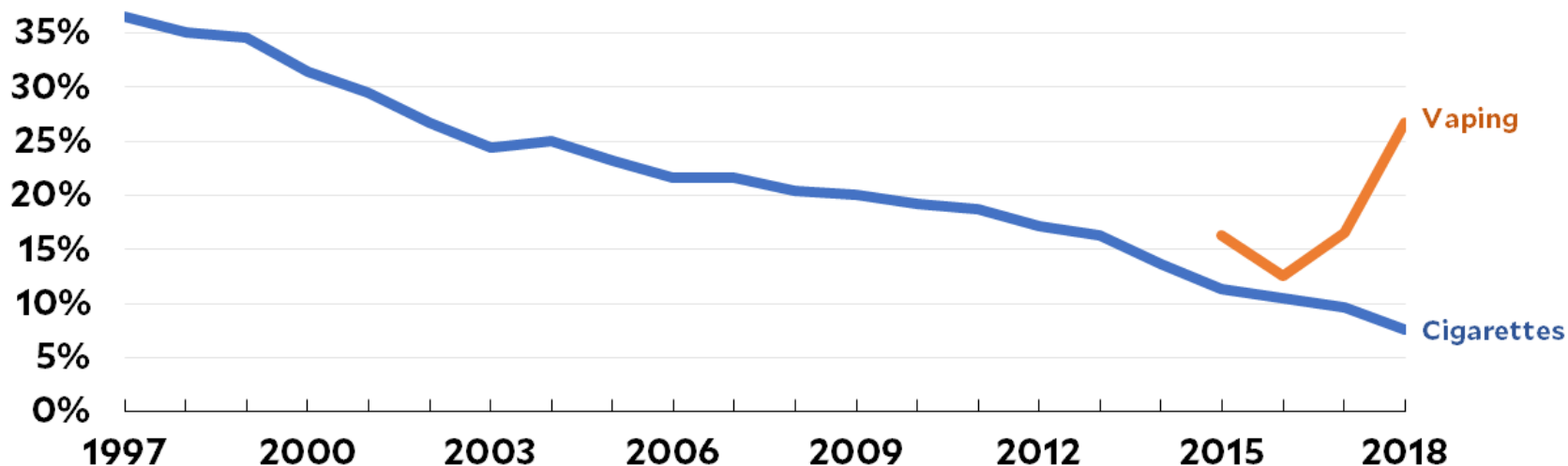
"National Adolescent Drug Trends in 2018." Monitoring the Future: Ann Arbor, MI. Retrieved MM/DD/YYYY from

<http://www.monitoringthefuture.org>

Shifting Landscape of Adolescent Nicotine Use

However, while cigarette use has been falling, prevalence of vaping use among youth has increased substantially

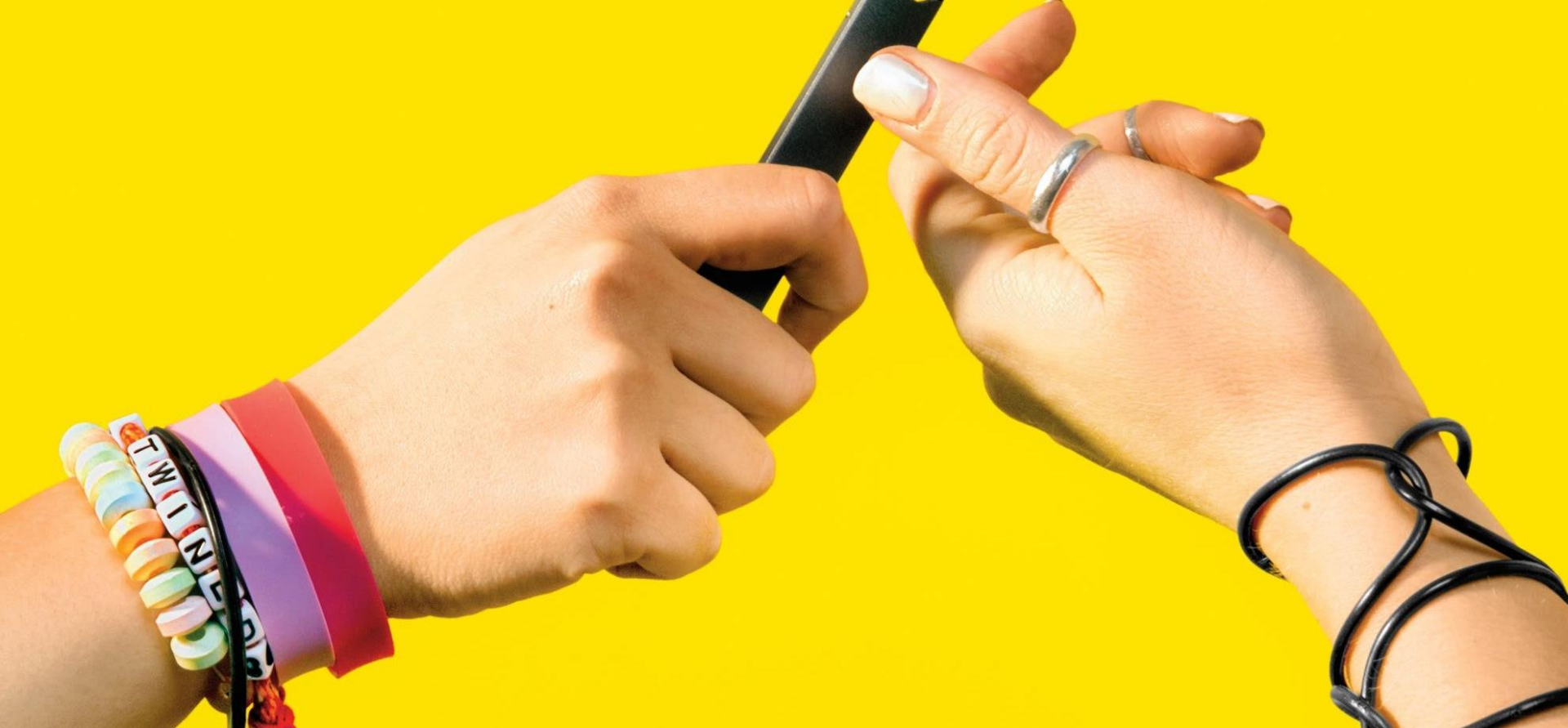
Trends in Vaping and Cigarette Use 12th Graders



Data source: Miech, R. A., Schulenberg, J. E., Johnston, L. D., Bachman, J. G., O'Malley, P. M., & Patrick, M. E. (December 17, 2018). "National Adolescent Drug Trends in 2018." Monitoring the Future: Ann Arbor, MI. Retrieved MM/DD/YYYY from <http://www.monitoringthefuture.org>
Graph source: <https://www.motherjones.com/kevin-drum/2018/12/the-juul-fad-is-far-bigger-than-i-ever-would-have-guessed/>

www.mghcme.org





Part II: Vaping

What is Vaping?

- Battery operated devices that heat up liquids to an aerosol. E-liquids generally contain nicotine (or marijuana), vegetable glycerin, propylene glycol, and other chemicals and additives such as flavorings.
- a.k.a. e-cigs, vape pens, JUUL, Puff Bar, e-hookahs, e-pipes, tanks, mods, vapes, electronic nicotine delivery systems (ENDS)
- Many shapes and sizes
 - Some made to look like regular cigarettes, cigars, or pipes
 - Some made to resemble pens, small electronic devices such as USB sticks





HYDRO-VAPE BACKPACK

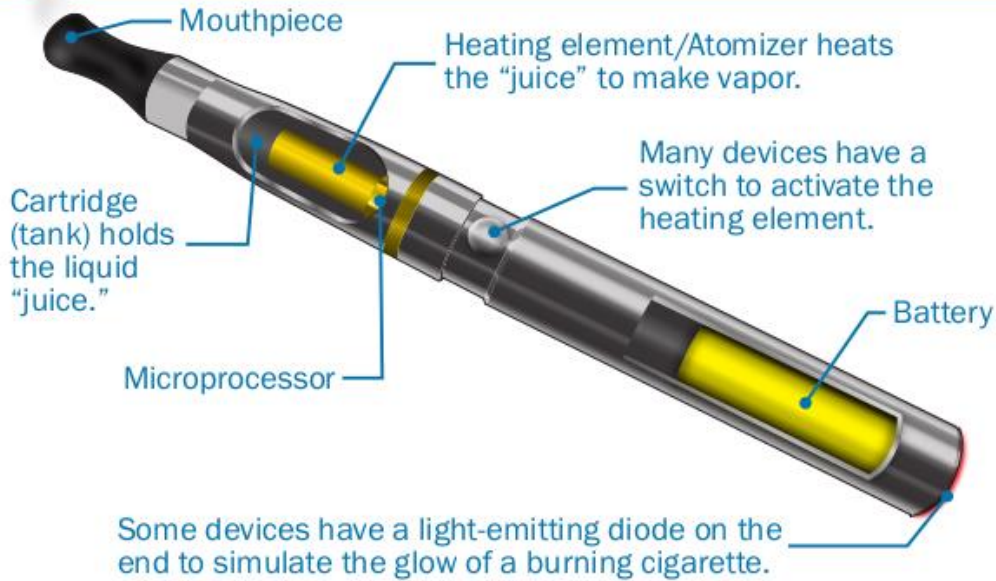


- 1 Stash pocket
- 2 Fleece-lined valuables pocket
- 3 Integrated Drawstring™ vapor system
- 4 Insulated hydro bladder pocket
- 5 Drawstring security straps
- 6 Mouthpiece
- 7 Expandable storage flap
- 8 Tech chamber
- 9 Avalanche whistle
- 10 Waist strap



Many Different Vape Systems: Some are Meant to Deceive

Parts of an Electronic Cigarette



- Vape devices are powered by a battery, which activates a heating element
- This heating element heats the vape "juice," vaporizing it and allowing it to be breathed in through the mouthpiece
- Cartridges can be changed out, and may contain nicotine, THC, and/or CBD, and flavors, among other chemicals

How Do Vapes Work?

What Are the Ingredients Found in E-Cigarette Solutions (E-Juice)?

- Humectant (propylene glycol and glycerin)
- Flavoring
- Nicotine (can be present even when listed as 0 mg/ml)
- Toxicants
- Carcinogens
- Cytotoxic metallic nano-particles (from the coil/heating element)
- Silicates
- Other psychoactive ingredients (added by users)

Initially Designed To Be a Safer Alternative to Smoking

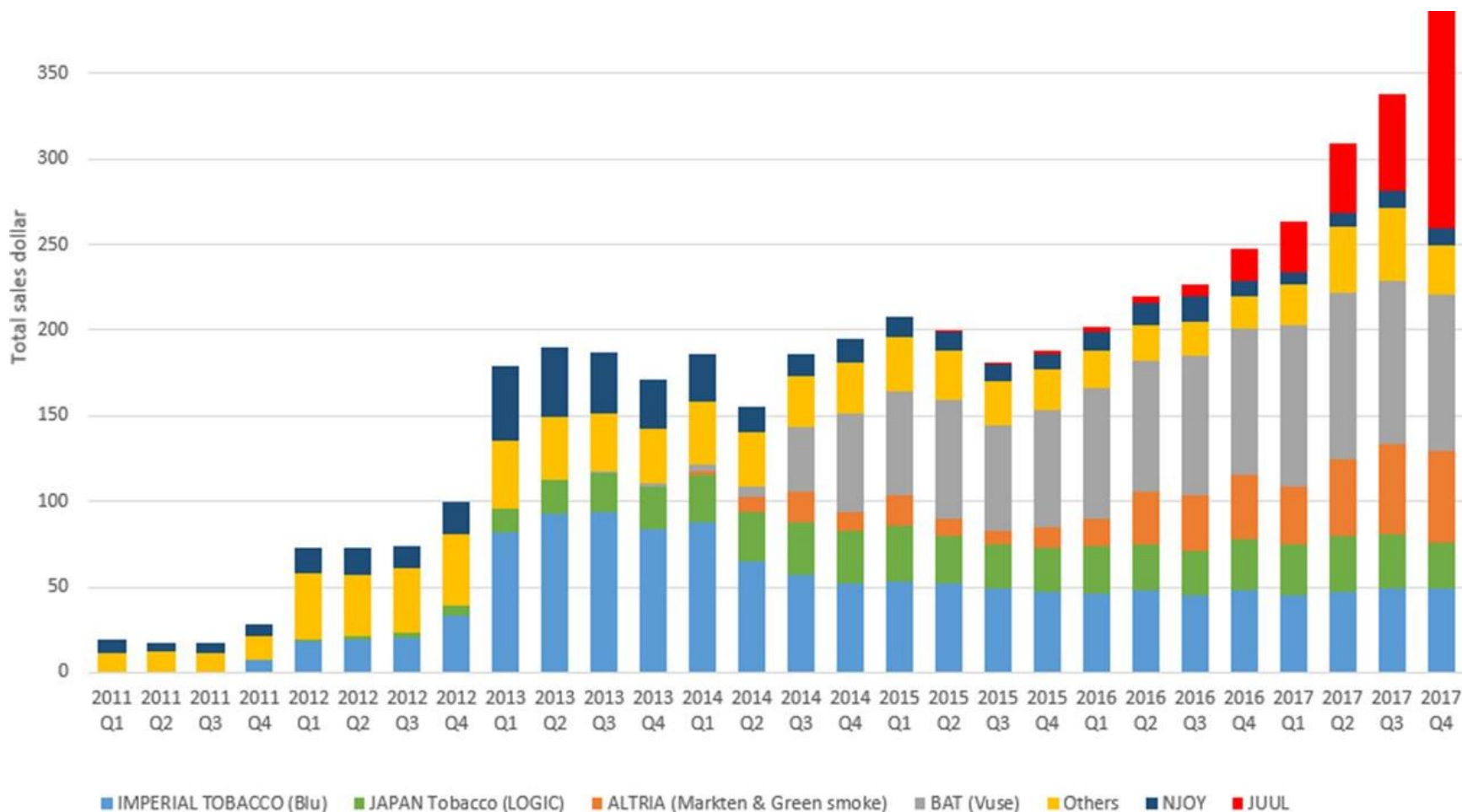
- JUUL initially hired a marketing firm, Cult Collective, which targeted branding for adult smokers and framed JUUL as a technology company
- This marketing strategy contained images of old technology next to a JUUL, with the slogans “Everything changes, eventually” and “The evolution of smoking”
- JUUL rejected this campaign in favor of “Vaporized,” their campaign marketing JUUL as a cool lifestyle product, featuring bright colors and young models



Instead, Marketed to Youth



\$6.6 BILLION Industry Since 2007



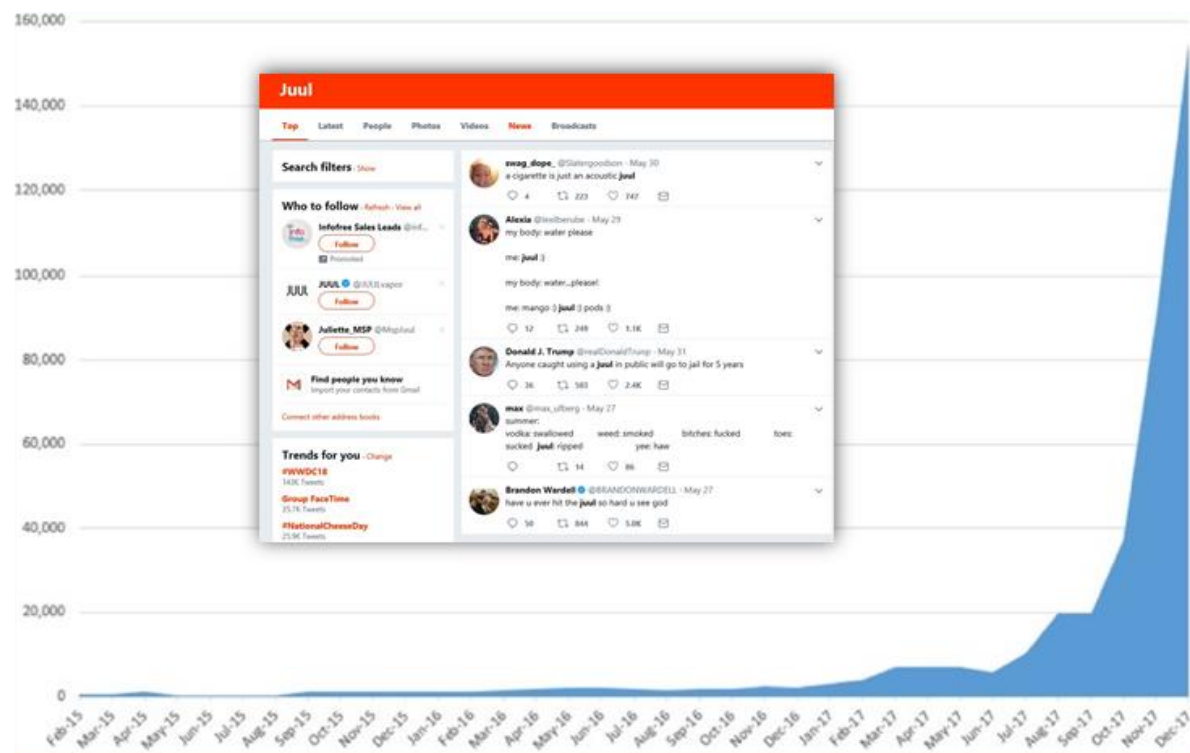
Jidong Huang et al. Tob Control doi:10.1136/tobaccocontrol-2018-054382

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Social Media Has Fueled This Fire

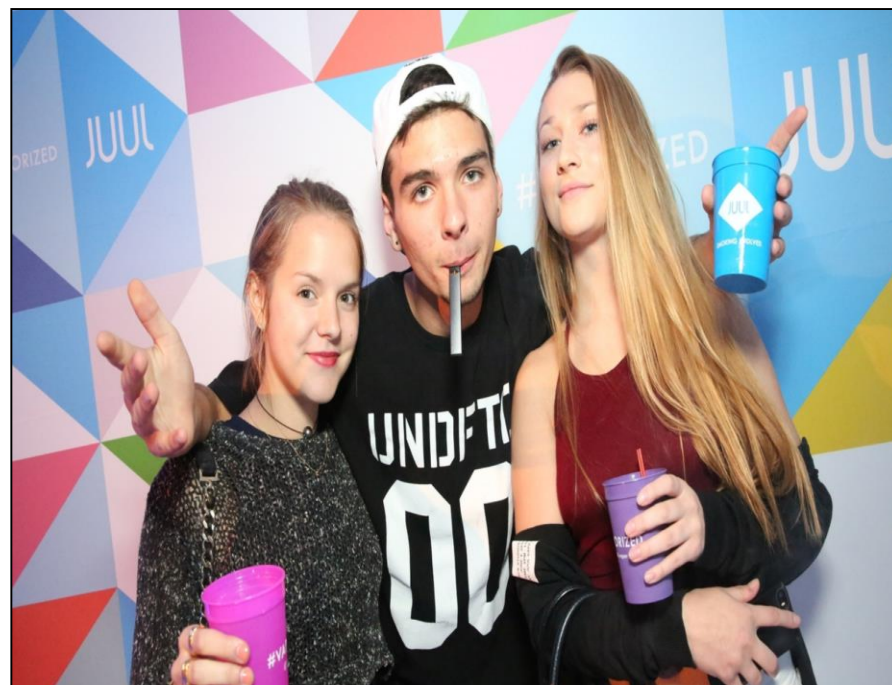


Number of JUUL-related Tweets on Twitter 2015- 2017



Source: Huang J, Duan Z, Kwok J, et al Vaping versus JUULing: how the extraordinary growth and marketing of JUUL transformed the US retail e-cigarette market Tobacco Control Published Online First: 31 May 2018. doi: 10.1136/tobaccocontrol-2018-054382

Social Media Has Fueled This Fire



<http://ads.gawkerassets.com/creative/ads/live/Juul/Launch%20Party/carousel/carousel.html>

What Are The Health Harms of Vaping?

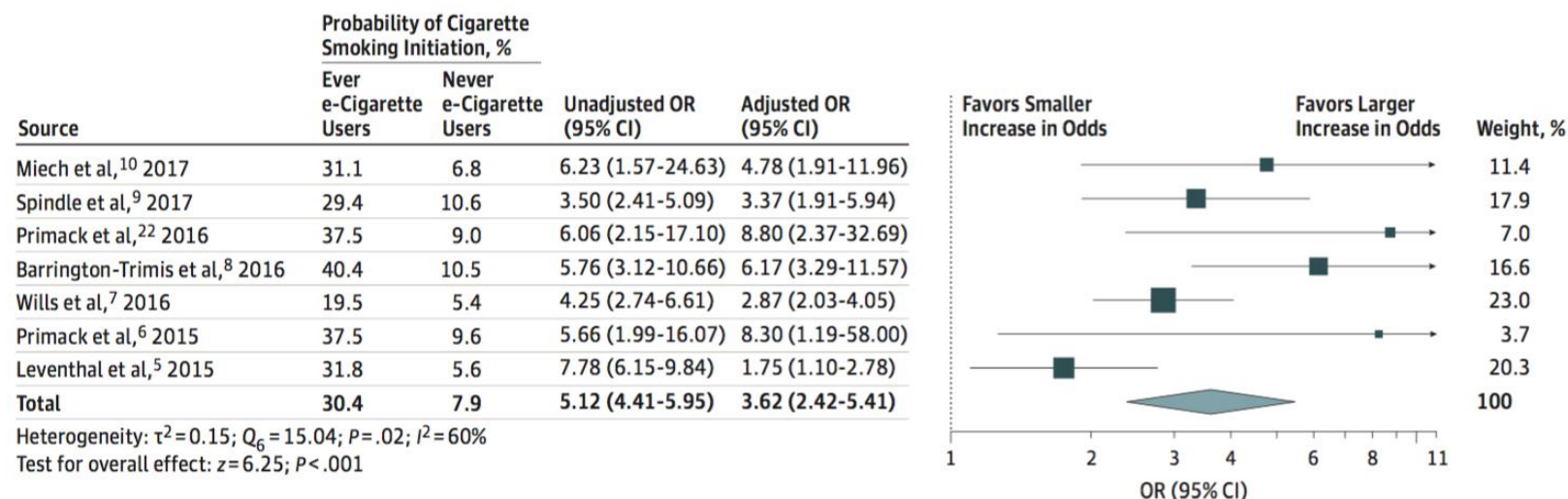
- Relative to smoked tobacco, **less harmful**
- Relative to NO tobacco or medical NRT:
 - Growing concerns for decreased lung function (aldehydes)
 - Poor quality control – explosions, anti-freeze
 - Safety of flavor when heated and inhaled is unknown
- Real hazards of nicotine and toxins to bystanders
- Non- and former smokers may become addicted
- Renormalizing and glamourizing “smoking”
- Poisoning risk to children
- May decrease chances of quitting tobacco—vape when you can’t smoke

Nicotine is Highly Addictive

- Nicotine binds to nAChRs, which leads to the release of dopamine in the brain
- Dopamine signals a pleasurable experience to the brain, which reinforces the behavior and can cause the user to become addicted
- Smoking and vaping are highly efficient methods of use, delivering nicotine to the brain almost instantaneously, and rapidly inducing reward
- Repeated nicotine use quickly builds tolerance and induces withdrawal when not using, further reinforcing the addiction cycle of nicotine

E-Cigarettes: A Gateway?

Figure 2. Meta-analysis of Adjusted Odds of Cigarette Smoking Initiation Among Never Cigarette Smokers at Baseline and Ever e-Cigarette Users at Baseline Compared With Never e-Cigarette Users at Baseline



The odds ratios (OR) for the studies^{5-10,22} are adjusted for a study-specific set of demographic, psychosocial, and behavioral risk factors. The size of the point estimate (black square) is proportional to the weight of the study in the

random-effects meta-analysis model. The weights add to 99.9% and not 100% because of rounding. Q indicates Cochrane Q.



Links with Other Substance Use

- Nicotine primes for other substances, increasing vulnerability to drug effects and addictive liability
 - Effects are unidirectional

Vaping Related Lung Injury: An Epidemic of Severe Respiratory Distress

With acute, severe lung illness rising, often in healthy youth, health investigators call this an epidemic, warn people to stop vaping

- 2,807 vaping-related lung injury cases in 50 states, the District of Columbia, and two U.S. territories
- 68 deaths in 29 states and the District of Columbia
- Many in otherwise healthy young people
 - 15% of cases in those younger than 18
 - 76% have been under age 35
- Laboratory data show that vitamin E acetate, an additive largely found in adulterated THC vapes, is strongly linked to the EVALI outbreak.
 - Though EVALI cases have been noted in some persons claiming to only use vapes containing nicotine

Vaping Related Lung Injury: An Epidemic of Severe Respiratory Distress

- Shortness of breath most common chief complaint
 - Progressive dyspnea, hypoxemia
 - Cough, fatigue, GI symptoms: nausea/vomiting/diarrhea, fever/chills/weight loss
- Bilateral infiltrates on chest imaging: ‘ground glass opacities’
 - Oxygenation compromised
 - ICU for respiratory failure common
 - Intubation and mechanical ventilation in one third of cases, ECMO
- Extensive infectious, rheumatologic and oncologic workups negative
 - Lipid pneumonia?
 - Acute Toxic Lung Injury: Pathology resembles severe chemical injury with dense infiltrate



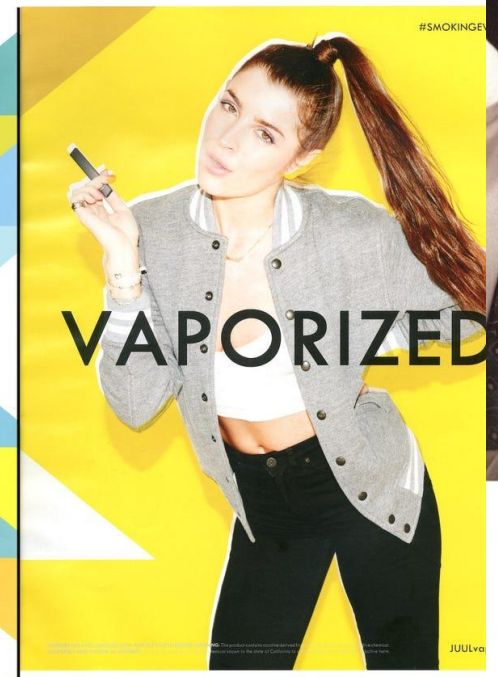
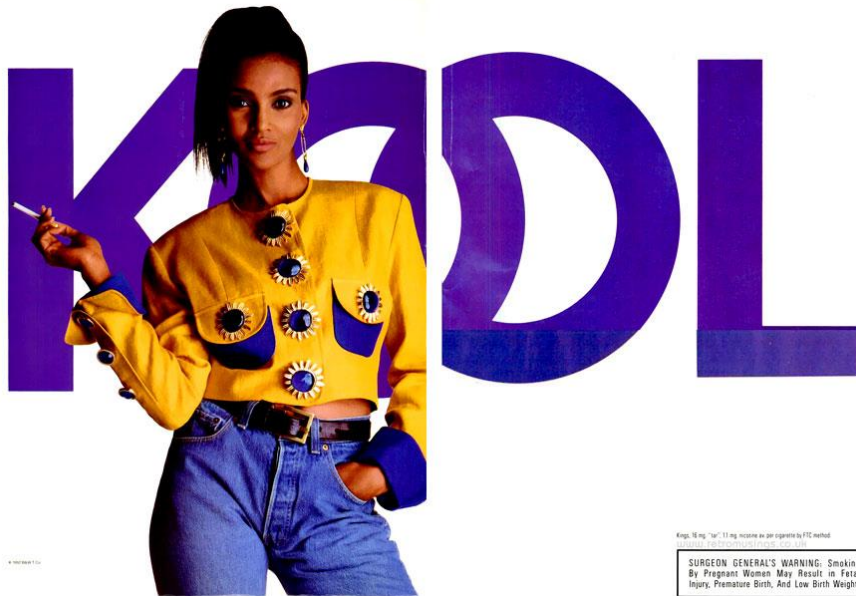
Layden et al, NEJM 2019

Public Health Harm: Renormalizing Smoking

- Allowed in places where smoking is not allowed
- Advertising is completely unrestricted, with TV ads for the first time since 1971
- Advertising is indistinguishable from cigarettes



ngly Similar



iDECIDE

Please reach out with any questions or thoughts...



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