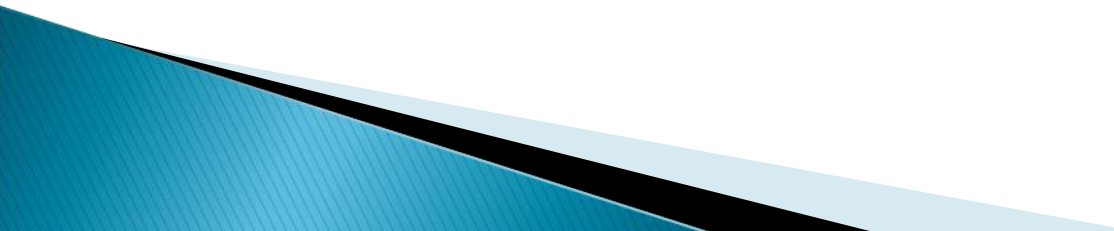


E-Cigarette & Vaping Policy Change Presentation

Oakland Tech Peer Educators Present:



E-Cigarette & Vaping Policy Change Presentation

- We are here to recommend that OUSD adds e cigarettes, vaping devices, and flavored tobacco products language to the existing Tobacco Policy, because we want to protect youth because they are targeted by Tobacco Companies.
- 

Oakland Technical High School



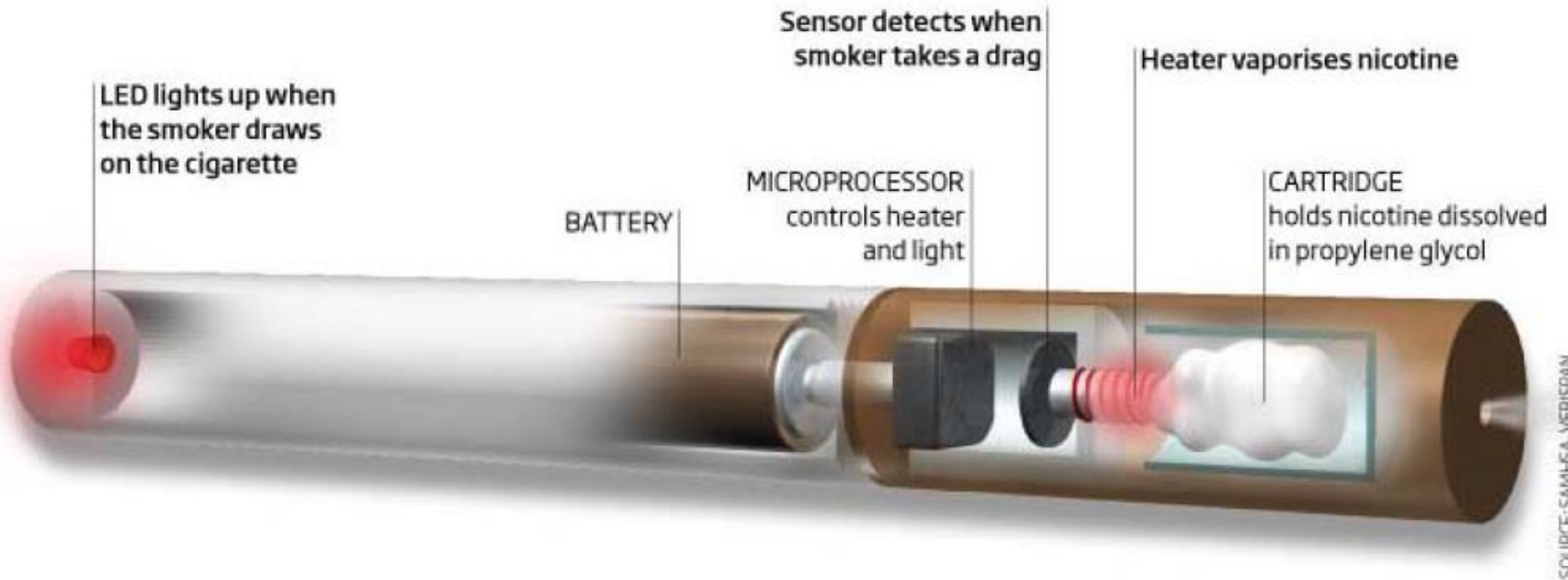
According to the 2015 OUSD Student California Healthy Kids Survey

- **9% of HS students used cigarettes in past 30 days...**
- ***But 10.5% of HS Students reported using E-cigarettes!***

Tobacco Companies are regaining their share of the youth market

(85% of HS students surveyed)

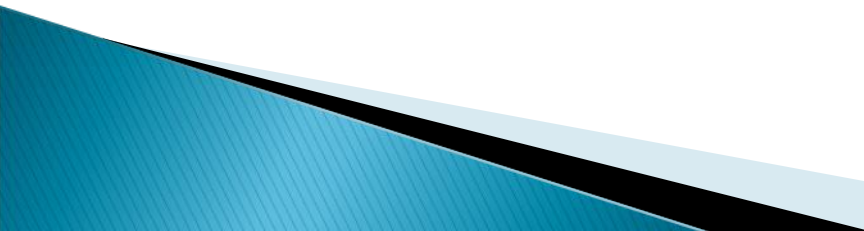
How do E-Cigarettes work?



Why Are E-Cigarettes Bad?

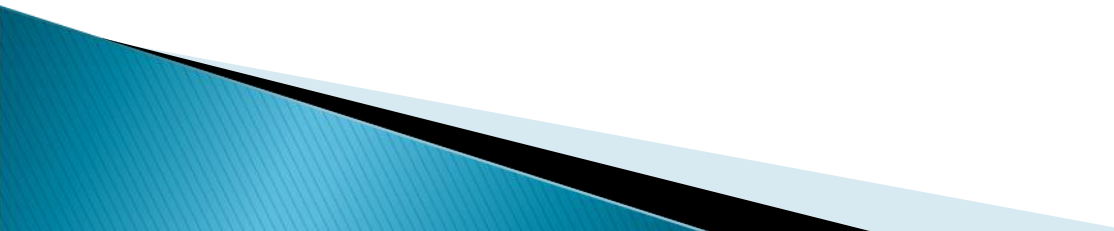
Many students are not aware of the addictive nature of nicotine in e-cigarettes.

There are chemicals and particles that can affect one's health:

- Nicotine *Causes addiction & wrinkles*
 - Metals *Can tear up inside lungs and throat*
 - Formaldehyde *Cancer causing*
 - Acetaldehyde *Cancer Causing*
- 

E-Cig & Vaping Policy Change Presentation

Effects of e-cigarettes on health:

- Addictive effects cause withdrawal symptoms when use stops including depression and irritability
 - Lung irritants cause lung inflammation that can cause susceptibility to other lung diseases
 - Can increase bacterial infections and may cause resistance to antibiotics
- 

Who Are E-Cigarettes Targeted Towards?

Since 2009, Tobacco Companies have bought all of the e-cigarettes on the market and are using unrestricted advertising to market to their favorite consumers:

Target: Youth under age 18!

Over 30 new FLAVORS!
New tobacco blends based on real cigarette brands!



E-Cig & Vaping Policy Change Presentation

- **Youtube video of small children and candy flavored tobacco (1.23 min)**

□ https://www.youtube.com/watch?v=SbwV_uopJZg

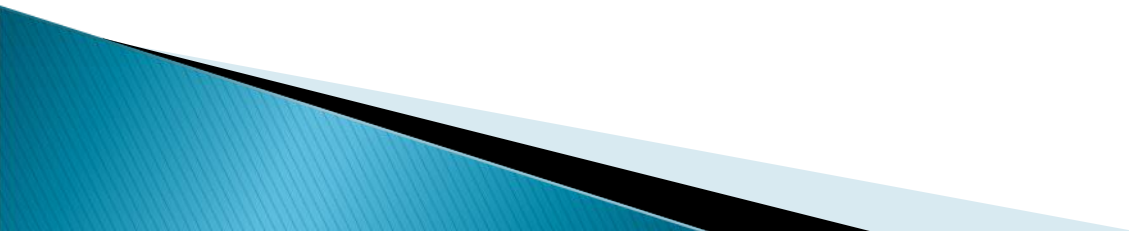
An advertisement featuring a smiling man in a blue vest holding a black e-cigarette. The background is dark blue with a faint image of a hand holding a device. The text 'Rise from the Ashes™' is written in a light blue, stylized font. Below it, a quote reads: "I've made the switch, will you?". At the bottom right, there is a blue button with the text 'See For Yourself'.

Rise
from the
Ashes™

"I've made the switch, will you?"

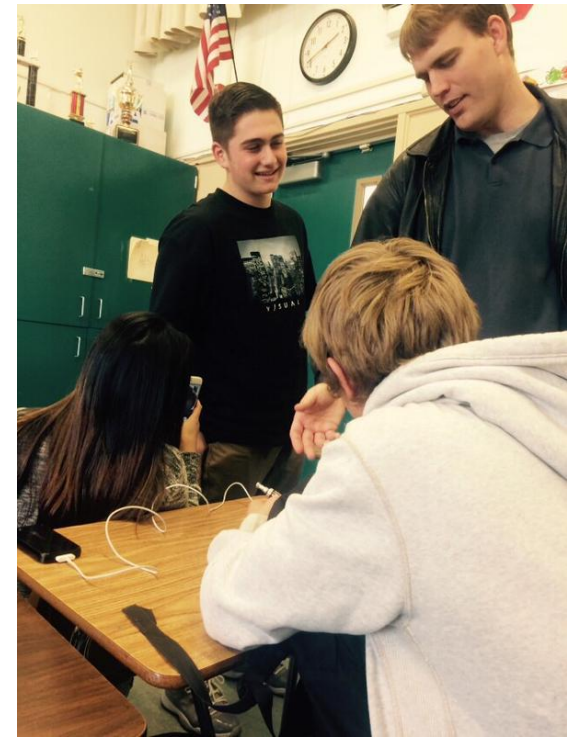
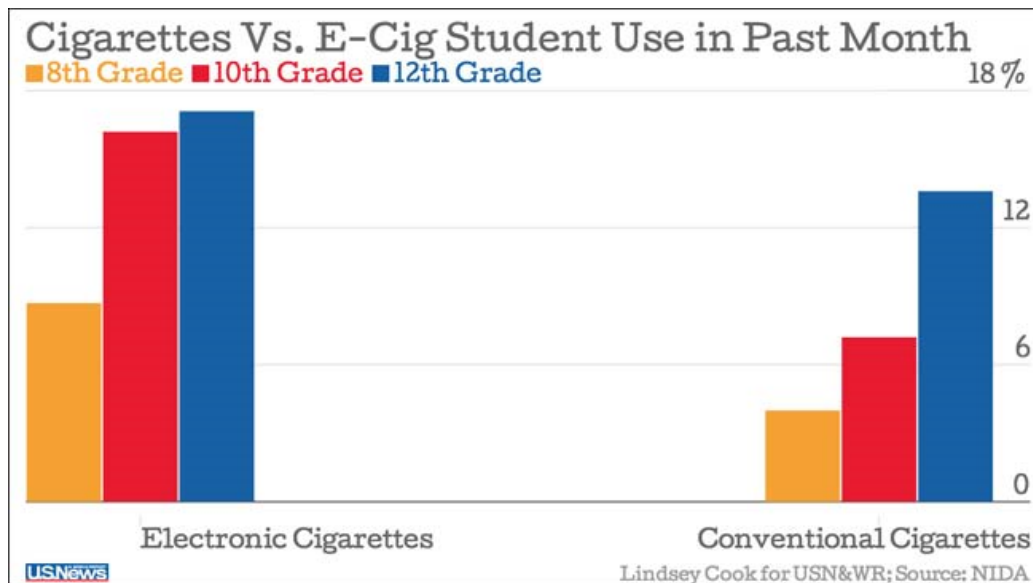
See For Yourself

Sound Bites from concerned Oakland Tech students:



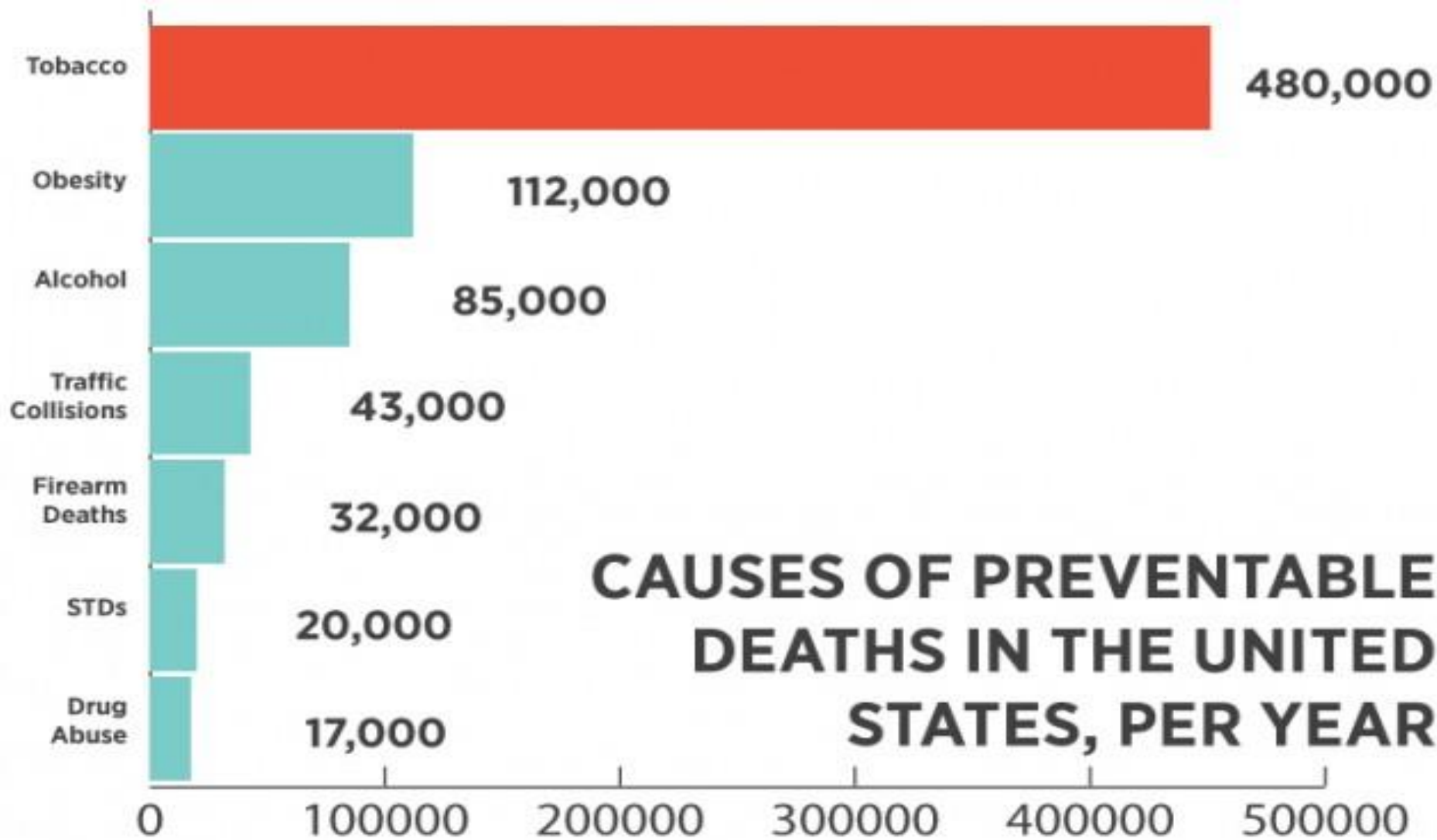
E-Cig & Vaping Policy Change Presentation

- Vaping, E cig usage at Tech – why is use increased by youth?



Poison center calls involving e-cigarettes





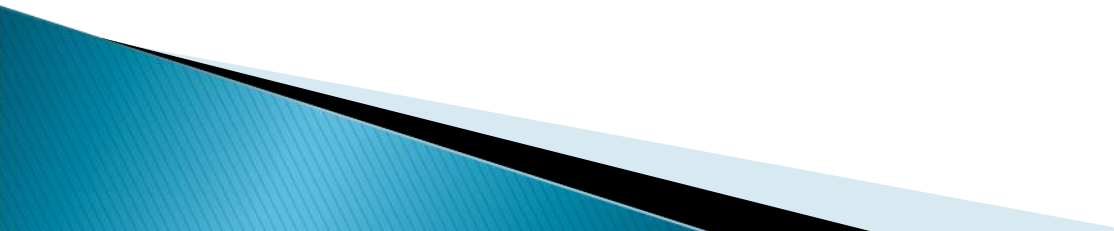
CAUSES OF PREVENTABLE DEATHS IN THE UNITED STATES, PER YEAR

THINKPROGRESS

E-Cig & Vaping Policy Change Presentation

- Erica's story: Tech student personal story about tobacco**

E-Cig & Vaping Policy Change Presentation

- In Conclusion, we recommend that OUSD adds e-cigs, vaping devices, and flavored tobacco products language to the existing Tobacco Policy, because we want to protect youth as they are targets of the Tobacco Companies.**
- 



Questions?

I'll Quit Smoking

When my friends do

When it affects my health

When I don't have to study

Before I graduate

Except when I go to parties/bars

New Years

When I start a family

If not now, When?

Make today the day to stop smoking

□ Thank You!

□ Names of Oakland Tech Peer Educators

Rowan Wood

Jackie Bird

Devon Winger

Ella Manashil

Quincie Howard

Erica Jackson

□ Our Teacher:

□ Ms. Maureen Nixon-Holton Oakland Tech Health Academy and Robert Dousa Program Specialist
Health education

□ &

□ Special Thanks to:

□ Marion McWilliams

□ Deputy General Counsel OUSD

Roseann Torres

District 5 School Board Member

□ OUSD TUPE Program 2015

□ Interns: Jack Packer & Ben Fratti