

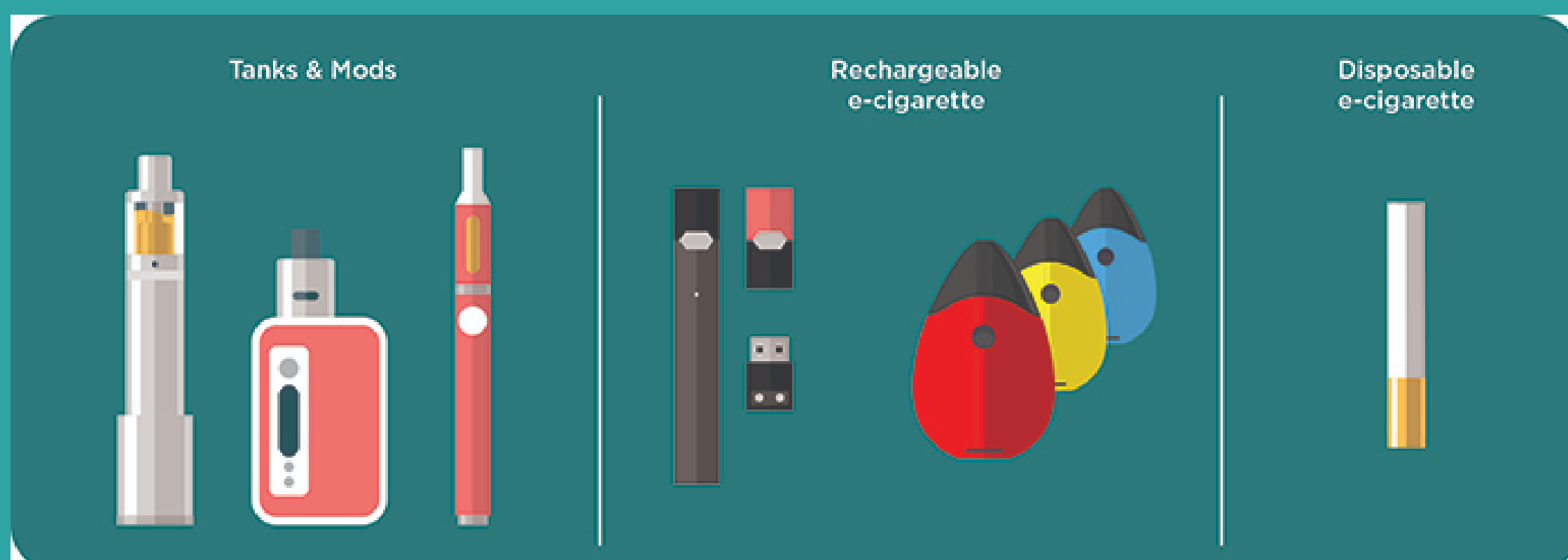
# ENDS: Electronic Nicotine Delivery Systems

## What are ENDS?

Electronic Nicotine Delivery Systems, or ENDS, are battery operated devices that heat a liquid, almost always containing nicotine, into an aerosol that the user inhales into their lungs, simulating smoking.

## ENDS are known as:

- E-cigarettes
- Vaporizers
- Vape Pens
- E-hookahs
- E-Cigars
- Tank Systems
- Mods



Some people may also reference their ENDS use by the brand, such as, JUUL or JUUL-ing or refer to their use as vaping.



"Harmless Water Vapor"



ENDS are defined as a tobacco product in Maine therefore, included in tobacco policies.



In 2017, one in three Maine High School students reported having ever used an electronic vapor product.



National data from 2018 demonstrated a 78% increase in recent use of ENDS devices by high school students.

## A Comprehensive Approach to Addressing ENDS

Combined, these steps are intended to prevent further youth from initiating use of electronic products and better arm schools with the tools they need to educate their staff and students, and address violations.



**Update Tobacco Policy**



**Educate parents, students and staff**



**Incorporate into Health education curriculum**



**Treatment Resources**



**Youth engagement and empowerment**

1) **Update tobacco policy** (ADC and ADC-R) to include the prohibition of all tobacco products, including the prohibition of electronic products such as JUUL.

2) **Educate parents, students and staff** about electronic products, including the dangers of vaping.

3) **Incorporate information** on electronic products into **health education classes and curriculum**.

4) **Treatment resources** - help appropriate school personnel, such as nurses and substance abuse counselors, understand available treatment resources.

5) Provide **youth engagement and empowerment** training and opportunities.

For help with your comprehensive approach to addressing ENDS, contact your local District Tobacco Prevention Partner.

