

# MIAMI BEACH

OFFICE OF THE CITY MANAGER

LTC #

526-2019

## LETTER TO COMMISSION

TO: Mayor Dan Gelber and Members of the City Commission

FROM: Jimmy L. Morales, City Manager

DATE: October 1, 2019

SUBJECT: Efforts to Communicate Dangers of e-Cigarettes and Vaping Among Youth in Miami Beach

I am pleased to announce the status of the efforts to communicate the dangers of vaping to our Miami Beach youth.

At the January 29, 2019 Youth Commission meeting, members requested support to place promotional materials regarding the dangers of e-cigarettes and vaping in all public youth recreation centers, as well as on Miami Beach trolleys and bus stops as e-cigarette usage among minors in and out of schools continues to grow. The U.S. Food and Drug Administration (FDA) reported that more than 2 million middle and high school students used e-cigarettes in 2017 and nearly 10.7 million teens are at risk for e-cigarette use and potential addiction. New research has started to shed light that e-cigarettes can be just as, or more, dangerous and addicting than tobacco products.

Organizational Development Performance Initiatives (ODPI) and Marketing/Communications are using various outreach efforts via numerous platforms to inform our youth such as inclusion in MB magazine, MBTV, MB Trolley TVs, e-newsletters, organic social media as well as in-school signage (i.e. banners/posters). A comprehensive education campaign developed by the Food and Drug Administration (FDA) in partnership with the Center For Tobacco Products and Scholastic was utilized to advance outreach efforts.

Attached, please find information provided by the FDA that has been posted at Miami Beach Senior High School, Miami Beach Nautilus Middle School, and Miami Beach Fienberg Fisher K-8.

If you have any further questions, please feel free to contact Dr. Leslie Rosenfeld, Chief Learning and Development Officer at extension 26923.

### Attachments

c:  Mark Taxis, Assistant City Manager  
Dr. Leslie D. Rosenfeld, Chief Learning and Development Officer  
Tonya Daniels, Marketing & Communications Department Director

MT/LDR 

**IF YOU DON'T  
THINK VAPING IS  
ADDICTIVE, IT MAY  
HAVE ALREADY  
ALTERED YOUR  
BRAIN.**



**The nicotine in vapes can disrupt the development  
of the teenage brain and lead to addiction.**



**U.S. FOOD & DRUG  
ADMINISTRATION**

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CTP-120

# A NICOTINE-FREE VAPE IS NOT A WORRY-FREE VAPE.



Vapes can expose you to toxic chemicals like formaldehyde  
and acrolein, even if they don't have nicotine.



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CTP-121

In the past year alone,  
**vaping** among  
**high schoolers** has increased

CENTER FOR  
TOBACCO  
PRODUCTS

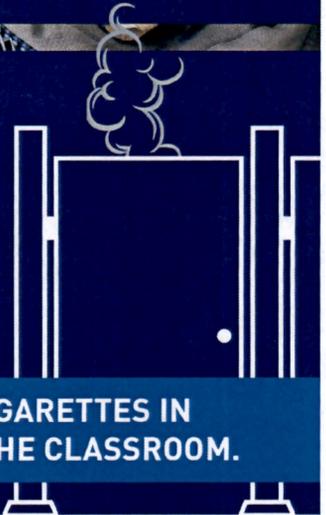


**78%**

How much **do you know** about the epidemic?

E-cigarettes, also known as “vapes,” are becoming increasingly popular among teens.<sup>1,2</sup>

In fact, they are the most commonly used tobacco product among both middle and high school students. You may have already seen or heard about students vaping in your school, but it is important to know that certain types of vapes can be used very discreetly.



**SOME TEENS REPORT USING E-CIGARETTES IN SCHOOL BATHROOMS AND EVEN IN THE CLASSROOM.**

Learning more about the different types of e-cigarette products is an important first step in addressing youth vaping.

## DID YOU KNOW:

E-cigarettes come in a variety of shapes and sizes and may not look like a tobacco product, which can make them hard to spot.<sup>3</sup>

Some devices popular among teens—like JUUL and myblu—are as small as a USB flash drive and even look like one.

Certain products emit very low amounts of aerosol or “vapor,” which makes them easier to use discreetly than combustible cigarettes.

Most e-cigarettes contain nicotine, the same highly addictive drug in cigarettes.<sup>4,5</sup> Some e-cigarettes may contain as much nicotine as a pack of 20 regular cigarettes.<sup>3</sup>

## A Big Problem...

## A SMALL DEVICE



Over  
**10.7 million**  
youth aged 12–17  
are at-risk for using  
e-cigarettes.<sup>6,7</sup>

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# Many teens have dangerous misperceptions that lead them to believe that vaping is harmless.

## Common myths believed about vaping, along with the facts.

**"It's just flavoring."**

Vapes get their flavors from chemicals. While these flavorings are safe to eat in food, they're not safe to inhale. Inhaling flavor chemicals can harm your lungs.<sup>11</sup>

Want an example?

Some buttery-flavored vapes like caramel contain diacetyl and acetoin. Inhaling diacetyl has been linked to popcorn lung, a lung disease that doesn't have a cure.<sup>11</sup>

**"It's just water vapor."**

**But it's not.**

Vaping can expose the user's lungs to harmful chemicals like formaldehyde, diacetyl and acrolein, as well as toxic metal particles like nickel, tin and lead.<sup>4, 8-10, 11-13</sup>

**"I don't have an addictive personality—I won't get hooked on vapes."**

Some vapes that claim they are nicotine-free are not.<sup>8, 17-22</sup>

**"My vape says it's nicotine-free. There's no way I'll become addicted."**

Vaping delivers nicotine to the brain in as little as 10 seconds.<sup>14, 15</sup>

A teen's brain is still developing, making it more vulnerable to nicotine addiction.<sup>16</sup>

**"Nicotine isn't that bad for me."**

Nicotine exposure during the teen years can disrupt normal brain development. It can have long-lasting effects, like increased impulsivity and mood disorders.<sup>23-25</sup>

**"Just because I vape doesn't mean I'm going to smoke cigarettes."**

Research shows teens who vape are more likely to try smoking cigarettes.<sup>26</sup>

### FDA's Efforts to Curb Youth E-Cigarette Use

FDA is committed to protecting youth from the dangers of e-cigarettes. In addition to our national peer-to-peer public education campaign called "The Real Cost," we're joining forces with Scholastic to provide teachers and school administrators with the resources they need to educate their students about e-cigarettes.

Together, we've created a **free lesson plan and research activity** for teachers to educate their students on the health risks of e-cigarette use. Please visit the [Scholastic youth-vaping-risks site](#) to access these resources.

### Share This Information

Please share this infographic with other teachers and school administrators. In addition, if you'd like to learn more about e-cigarettes, check out these resources:

- » [Surgeon General Fact Sheet](#) – E-cigarette use among youth and young adults
- » [Parent Tip Sheet](#) – How parents can talk with their teen about vaping
- » [CDC Infographic](#) – E-cigarette ads and youth infographics
- » [Smokefree Teen](#) – If you know a teen who is addicted to any tobacco product, including cigarettes and e-cigarettes, there are resources to help them quit