Q. What is KNOW VAPE?

A. KNOW VAPE is a statewide campaign designed to raise the alarm about the dangers of youth vaping in Idaho.
A. The campaign includes a documentary; a video contest and social media campaign for teens and tweens; free resources for parents; and a standards-based, multi-grade-level curriculum for educators.

Q. Who is behind KNOW VAPE?

A. Idaho Public Television received funding from the Idaho Millennium Fund to create an awareness campaign about youth vaping.
A. IdahoPTV partnered with Idaho’s seven public health districts on the project and will continue to expand partnerships with other state agencies as the campaign progresses.

Q. What is the Idaho Millennium Fund?

A. The Idaho Millennium Fund is an endowment created from the master settlement agreement reached with tobacco companies and states in 1998.
A. States sued tobacco companies for marketing to minors via cartoons, sports teams, celebrities, etc.
A. Each year Idaho receives money from this ruling. The money is used to prevent underage tobacco use.
A. Since the settlement, U.S. combustible cigarette consumption dropped by more than half and combustible cigarette smoking by high schoolers dropped from its near peak of 36% in 1997 to a low 6% in 2019.
A. Unfortunately manufacturers created a different nicotine delivery product that has addicted a new generation of Idaho’s youth.

IdahoPTV.org/KnowVape
Q. What is Nic Sick?

A. *Nic Sick: The Dangers of Youth Vaping*, is a documentary about youth vaping in Idaho.
A. Viewers can watch the five-minute trailer for *Nic Sick* online at idahoptv.org/knowvape.
A. The full documentary is available on-demand at idahoptv.org/knowvape.
A. “Nic sick” is the slang term teens use for nicotine addiction.
A. The documentary features Idaho teens from every corner of the state talking about their struggles to overcome vaping addiction and the resulting health and legal consequences.
A. *Nic Sick* also features parents, health, toxicology and law enforcement experts as well as vaping cessation and prevention counselors from Idaho.

Q. Why a campaign about youth vaping?

A. Idaho’s youth vaping rates have skyrocketed in recent years.
A. Vaping is highly addictive and dangerous to developing brains, bones and lungs.
A. It’s estimated that more than 2.5 million youth vape in the U.S.
A. In Idaho, one in five kids has vaped. It’s estimated that number could be closer to one in three.
A. Health care providers are calling youth vaping in Idaho an epidemic.
A. Idaho health experts report seeing children as young as seven years old with vaping-related injuries.

Q. What is a vape?

A. Electronic cigarettes (today commonly called vapes) were developed in China and introduced to the U.S. market in 2007.
A. Vape devices are powered by a battery and filled with liquids and chemicals that are heated and inhaled.
A. In 2015, a vape manufacturer called JUUL began marketing to youth using social media channels followed predominantly by teens and tweens. This coincides with the sudden rise in youth vaping. (*In September 2022, JUUL agreed to pay more than $438 million to settle investigations by nearly three dozen states over how it may have marketed to teenagers. The company did not admit any wrongdoing. Idaho received more than $8 million from the settlement.*)
A. According to the CDC, most teens and tweens use vapes with candy or fruit flavorings. There are about 25,000 flavored vapes on the market with names like s’mores, cotton candy, apple and blueberry.
A. Vapes are disguised by manufacturers to look like USB drives, lipstick containers, pens, watches, small speakers, tumblers and more.
A. Vapes can be hidden easily and are often consumed inside classrooms and in front of adults and parents without their knowledge.

Q. Aren’t vapes safer than cigarettes?

A. Vapes are not safer than cigarettes. Most vapes contain very high amounts of nicotine (for example, one JUUL pod contains the nicotine equivalent of 20 cigarettes).
A. The high level of nicotine in most vapes make them very addictive and especially dangerous for developing brains.
A. Vapes also contain cancer-causing chemicals, aerosols and metals. Chemicals inhaled directly by the person who is vaping include FORMALDEHYDE, ACROLEIN, ACETALDEHYDE and NICOTINE.
A. The Federal Drug Administration wasn’t able (through a series of lawsuits by the vape manufacturing industry) to start regulating e-cigarettes/vapes until 2016. This has led to a delay in research about the harmful effects of vapes.
A. There are millions of vaping products on the market today that have yet to be evaluated by the FDA.

Q. Why should we care about youth vaping in Idaho?

A. Idahoans should care about the youth vaping crisis because vapes are poisoning our kids and disrupting our families and schools.
A. Vape manufacturers are creating a new generation of nicotine addicts with a device that is known for its harmful effects on young bodies and potentially lifelong health challenges.
A. Youth vaping has led to life-threatening lung disorders. An under-18-year-old male from Idaho received a double lung transplant due to a vaping-related illness.
A. The human brain is the last organ in the human body to finish developing. And it doesn’t finish fully forming until about the age of 25. Which means nicotine from vaping has a greater chance of causing irreversible brain damage in youth.
A. Studies have also shown that flavored vapes adversely affect adolescent bone development.
Q. What can parents and other adults do to prevent vaping?

A. The most important thing parents and adults can do to prevent youth vaping is to talk to kids about the dangers of vaping as early as possible. Studies show that the health effects of vaping is the most compelling reason why

Q. What are four things parents should know about youth vaping?

➔ The negative health and behavior effects of adolescent vaping
  ● Nicotine addiction can rewire your kids’ brain; vaping harms lungs and bones in developing bodies.

➔ How to spot the vape
  ● Vapes are designed to be easy to hide -- many look like common school supplies such as USB drives and pens.

➔ The signs that your child might be vaping
  ● Do their clothes smell sweet, fruity or minty? Do they make excuses to go to bathroom or outside during family time? Do they have dry mouth, are thirsty, a cough or nosebleeds? Are they more irritable or anxious? Have their eating habits changed?

➔ How to prevent your child from vaping
  ● Kids who check in with their parents about where they're going, who they're with and when they'll be back are less likely to vape.

Q. What are the laws relating to vaping in Idaho?

A. Vape products cannot be sold in vending machines (unless in an adult-only facility).
B. It is illegal to sell e-cigarette/vapes in person or online to anyone under age 21.
A. Buyers have to show their photo ID to purchase e-cigarettes/vapes verifying that they are 21 years or older.
A. It is illegal to hand out free samples.
A. Minors in Idaho caught vaping are subject to a range of punishment including fines from $17.50 to $300 and jail time. Community service and vape awareness classes may also be applied.

Q. Where can I find FREE resources about the health dangers of youth vaping or get help quitting?

A. IdahoPTV.org/knowvape