

DO THE HEALTH RISKS OF VAPE PRODUCTS AND E-CIGARETTES OUTWEIGH THE BENEFITS?

THIS ACTIVITY SHOULD TAKE ABOUT 90 MINUTES. IF LEARNERS ARE ABLE TO REVIEW MEDIA PRIOR TO THE LESSON, ACTIVITY TIME SHOULD BE 45 TO 60 MINUTES.

INVESTIGATE

Read, watch, and listen to the three media resources on the Thinkalong module. Learners can use the Investigate graphic organizer to summarize each piece of media and record new information. Below are summaries of the three pieces of media curated in the Thinkalong module.

THE RISE OF E-CIGARETTES: WHY IS EVERYONE VAPING

Origin of Everything | January 30, 2020 | Video
10:42 minutes

Dr. Bainbridge explores the history and popularity of vaping and why more and more young people are using them.

- 10.8 million American adults used e-cigarettes in 2018, and a 2019 study found that 28% of high school students and 11% of middle school students said they'd vaped in the past month. It's estimated that there are 5.3 million young users in the U.S.
- Concepts for electronic delivery systems have been around since a 1927 patent for an electric vaporizer and an invention in the 1960s that was intended to prevent diseases suspected to be caused by tobacco use.
- In 1964, the U.S. Surgeon General released a report that linked cigarette smoking to illnesses like cancer and lung disease, and created warning labels and put an end to the widespread advertising for tobacco.
- E-cigarette advertisers use similar techniques as tobacco advertisements, but distract users about potential health risks that are not necessarily associated with smoking. Vape companies use new social media tactics, like paid influencers, to reach new, younger customers.
- In 2008, the WHO reported that it did not find e-cigarettes to be a legitimate tobacco cessation tool. In 2011, the American Journal of Preventative Medicine said that vaping devices may have some promise but need to be further studied.
- Juul released pods with flavors that attract younger users, and in 2019 pressure from the FDA led the company to remove these flavors, but Juul still sells menthol pods, the second-most popular flavor among high school students.

PARENTS: TEENS ARE STILL VAPING, DESPITE FLAVOR BAN. HERE'S WHAT THEY'RE USING

NPR's Morning Edition | February 17, 2020 | Audio | [Transcript](#)
3:35 minutes

While there have been efforts to curb teens' use of e-cigarettes, some say one-time-use vapes are adding to the problem.

- Juul pulled flavored pods from the market and new disposable one-time-use products have taken Juul's place.
- Bonnie Halpern-Felsher of Stanford University says that these disposable products come in a variety of flavors and colors and are the e-cigarettes most used by youth right now.
- Disposable vape pens have about 300 puffs in them and can contain as much nicotine as two or three packs of cigarettes.
- Survey data from Rutgers University says that one in four high school seniors has vaped, and there are students who are addicted to e-cigarettes.

Using public media — video, audio and digital reports — about newsworthy topics, these classroom-based exercises help learners to think critically about media messages, develop informed opinions, and practice how to take a stand.

THE FDA POSTPONES A LONG-AWAITED DECISION ON JUUL'S VAPING PRODUCTS

NPR | September 9, 2021 | Audio | [Transcript](#)

3:21 minutes

The FDA announced rulings on some vape products, but postponed a decision on e-cigarette company Juul.

- The FDA blocked 93% of applications that various e-cigarette companies submitted for approval, but did not issue a ruling on Juul, which accounts for 40% of the market.
- One in five high school students and more than 6% of adults now say they vape. The ruling is meant to curb advertising practices that entice younger users.
- The concern is that the rise of vaping has brought young people to become addicted to nicotine, and must weigh the risks for young users against the possibility of products helping cigarette users stop smoking.
- The FDA is eliminating popular flavors like apple crumble and mango, but Juul still markets a menthol-flavored pod.

KEY WORDS

Look out for these important keywords in the news stories. Discuss the definitions with your learners and see how they affect the understanding of the story.

- Cessation
- E-cigarette
- Market share
- Regulation

CONTEMPLATE

Learners will use media literacy questions to critically engage with news by thinking about its purpose, searching for bias and discussing missing perspectives. They will answer the 5 Key Questions of Media Literacy created by the Center for Media Literacy, which are:

1. Who created this message?
2. What creative techniques are used to attract my attention?
3. How might different people understand this message differently than me?
4. What values, lifestyles and points of view are represented in, or omitted from, this message?
5. Why is this message being sent?

A graphic organizer is included in this guide and the Thinkalong website to help learners answer these five questions about each piece of media.

DEBATE

Use the debate tool on the module webpage to help form evidence-based responses to the debate question.

Thinkalong is designed to help learners engage with real issues that are relevant to their lives. [Structured discussions](#) allow learners to practice their critical thinking skills through evidence-based debate with their peers. Discussions are designed to take about 30 minutes. Educators are encouraged to modify aspects that work best for their learners.

To encourage civil discourse, please review the [Code of Conduct](#) with your learners.

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