



**PUBLIC HEALTH INSTITUTE
OF WESTERN MASSACHUSETTS**
PARTNERS FOR HEALTH EQUITY

FREE WEBINAR

Vaping & Nicotine Pouches: Understanding the New Landscape

 Friday, September 26, 2025
12:00 - 1:00 pm

FEATURED SPEAKERS:



Dr. Nicole Porther

Chair of the Department of Health
Professions, Massachusetts
College of Liberal Arts

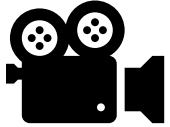


Catherine Brooks

Senior Research Evaluation Specialist,
Collaborative for Educational Services



Housekeeping



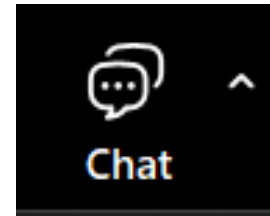
We are recording this webinar.



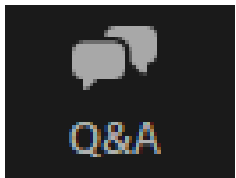
The recording and materials will be emailed to registrants and posted on our website.



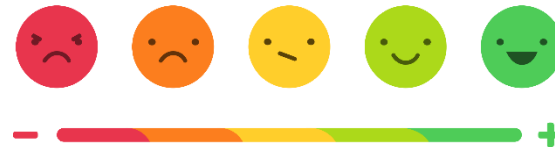
Click “Show Captions” to enable automatically generated closed captioning.



If you encounter technical issues, please message the host, and we will do our best to assist you in resolving them.



There will be Q&A after we hear from the speakers. To submit a question, use the Q&A feature found in your zoom menu.



Before you sign off, please take a survey to tell us how we did.



Who's in the Zoom Room?

Please answer this poll to identify your role in our community:

Healthcare Providers

Educators

Parents/Caregivers

Community Leaders

Youth Representatives

Public Health



Beyond the Cloud: Understanding Youth Vaping

Dr. Nicole Portner

Learning Objectives

1

Examine data on youth vaping and identify key disparities across demographics and risk groups.

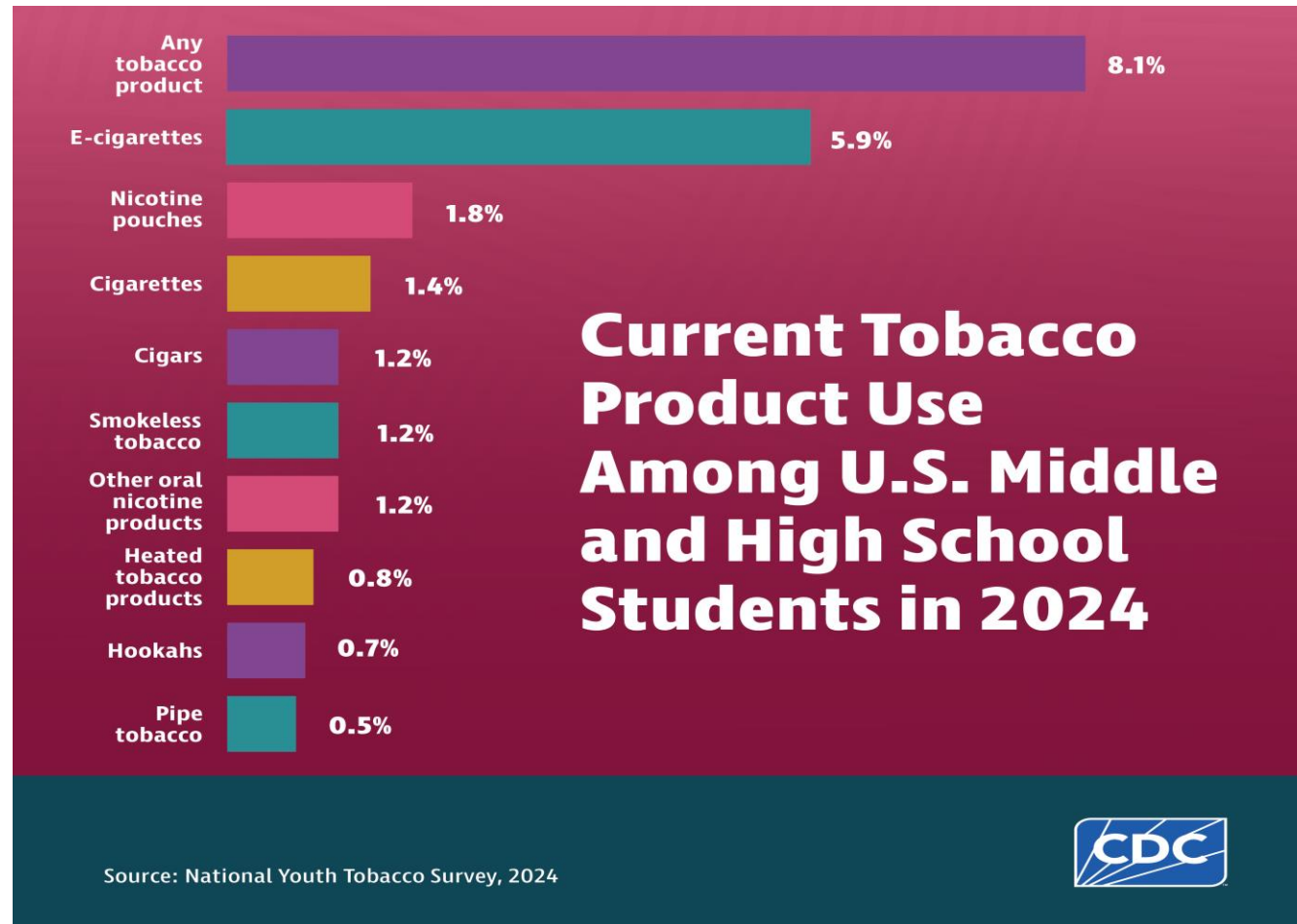
2

Explain the physical, mental, and academic effects of vaping on adolescents.

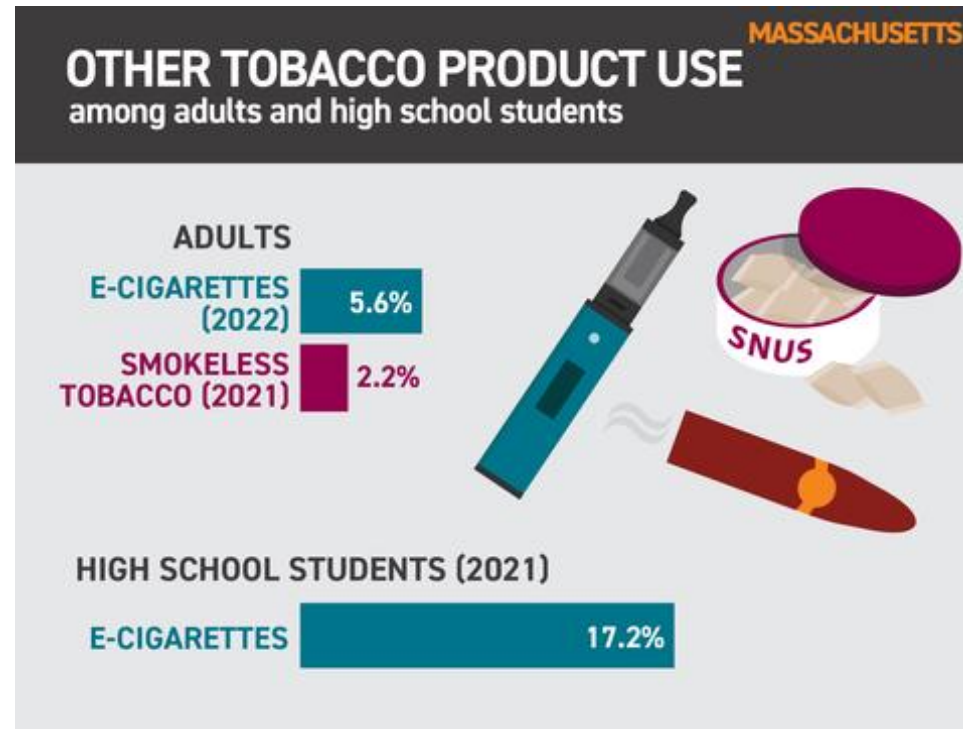
3

Assess how the psychosocial and environmental factors influence youth vaping behaviors.

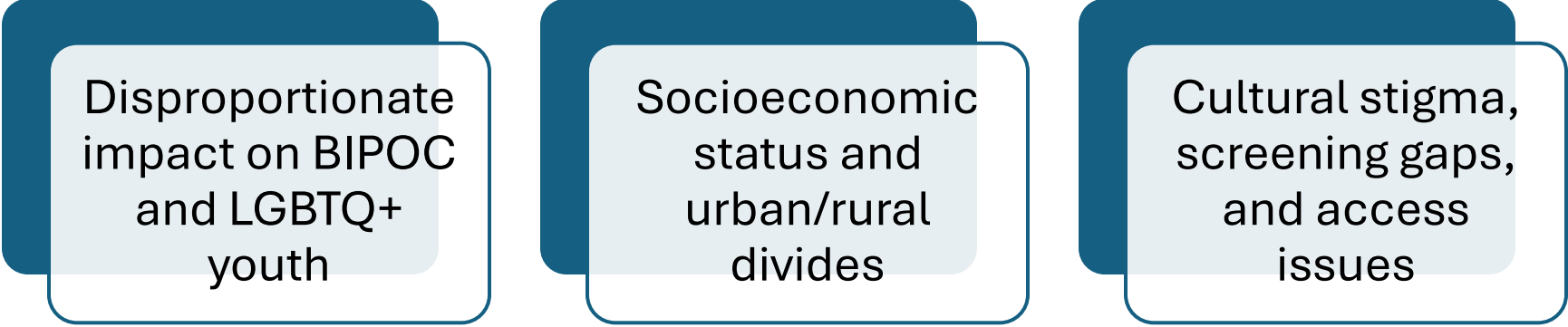
Epidemiological Profile



State Trends and Observations



Health Disparities in Focus



Disproportionate
impact on BIPOC
and LGBTQ+
youth

Socioeconomic
status and
urban/rural
divides

Cultural stigma,
screening gaps,
and access
issues



Rural Communities

32.7% high school use vs.
26.1% urban

Limited cessation resources,
cultural normalization



Socioeconomic Status

Higher rates in **lower-income** households

Marketing targeting, stress
factors, access barriers



Racial/Ethnic

Varying patterns: **Native American** (highest), **Hispanic** (rapid growth)

Historical trauma, targeted
marketing, cultural factors



LGBTQ+ Youth

2x higher usage rates

Minority stress, targeted marketing,
coping mechanisms



Academic Performance

Higher rates among students
with **lower GPAs**

Attention issues, school
disengagement



Mental Health

3x higher among youth with
depression/anxiety
Self-medication, dual diagnosis
complexity

Not all products containing nicotine also contain tobacco.
A breakdown:



One cigarette

6-28 mg

WITH



Can of chewing tobacco

144 mg

TOBACCO

WITHOUT



Single ZYN pouch

6-28 mg



E-cigarette/vape (15 puffs)

0.5-15.4 mg

SOURCE: www.healthline.com

HealthNewsHub

VAPING... A TOXIC MIX

It's more than just WATER VAPOR

BENZENE

Benzene is a widely used industrial chemical. Benzene is found in crude oil and is a major part of gasoline. Benzene can lower bone marrow, and affect blood cell levels.



ACETONE

Commonly used in nail polish remover. Acetone can irritate the eyes, along with depressing the central nervous system.



TOLUENE

Commonly used paint thinner. Toluene is highly toxic. This chemical can cause headaches, nausea, and breathing difficulties.



NICKEL

Commonly used in stainless steel, car production, magnets and batteries. Nickel can cause cancer, lung damage, and immune system failure.



LEAD

Used in car batteries. Lead is highly toxic. It has been banned from many products. Lead poisoning stunts growth, causes brain damage, and can even lead to death!



CADMIUM

Used in batteries, cadmium causes damage to the liver, kidneys, and brain. This chemical takes years to leave the body.



ACROLEIN

Used as a herbicide to control weeds and algae. It is a toxic irritant to skin, eyes, and nasal passages.



FORMALDEHYDE

This is used to preserve dead bodies. It causes cancer and can lead to lung damage. Formaldehyde also leads to skin and digestive system damage.

LIQUID NICOTINE

THE MOST DANGEROUS PART OF VAPING. HIGHLY ADDICTIVE AND TOXIC! EVEN SMALL AMOUNTS OF LIQUID NICOTINE ABSORBED THROUGH SKIN, OR SWALLOWED CAN CAUSE SEIZURES, VOMITING, AND EVEN DEATH IN CHILDREN.



Containers are not childproof, "e-juice" comes in candy flavors, bright colors, and the packaging is very appealing to younger kids.

The products shown contain chemicals found in e-cig vapor. The products themselves are not added to e-cigs and are used for illustrative purposes only.

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1-800-912-4442
WWW.NIMCOINC.COM

Clinical Impact of Vaping

How many of you have observed these in your practice/classroom?

-  Attention/concentration difficulties in known vapers
-  Irritability/mood changes between classes
-  Decreased athletic performance/endurance
-  Sleep disruption patterns

NICOTINE POUCH COMPOSITION



Nicotine Targets Your Whole Body

***Anxiety from
Nicotine Withdrawal***

Nicotine rewires and changes a young person's brain.

Other than the chemicals and toxins in pod-based e-cigarettes, nicotine can independently cause trouble breathing and damage to the lungs.

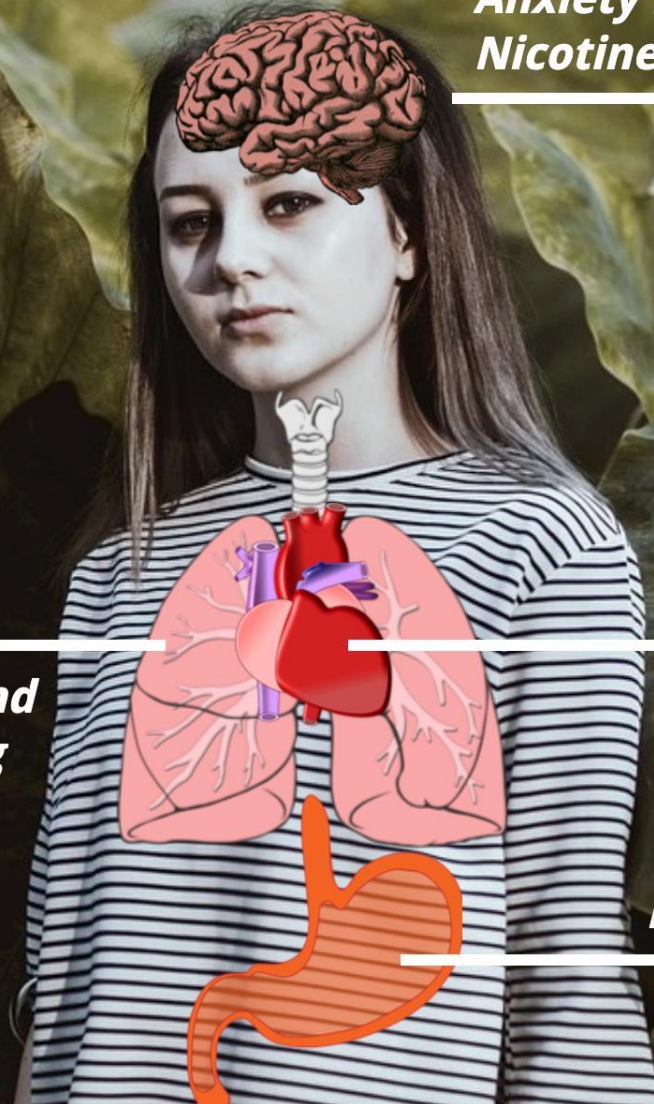
***Mucus and
Coughing***

***Fast
Heartbeat***

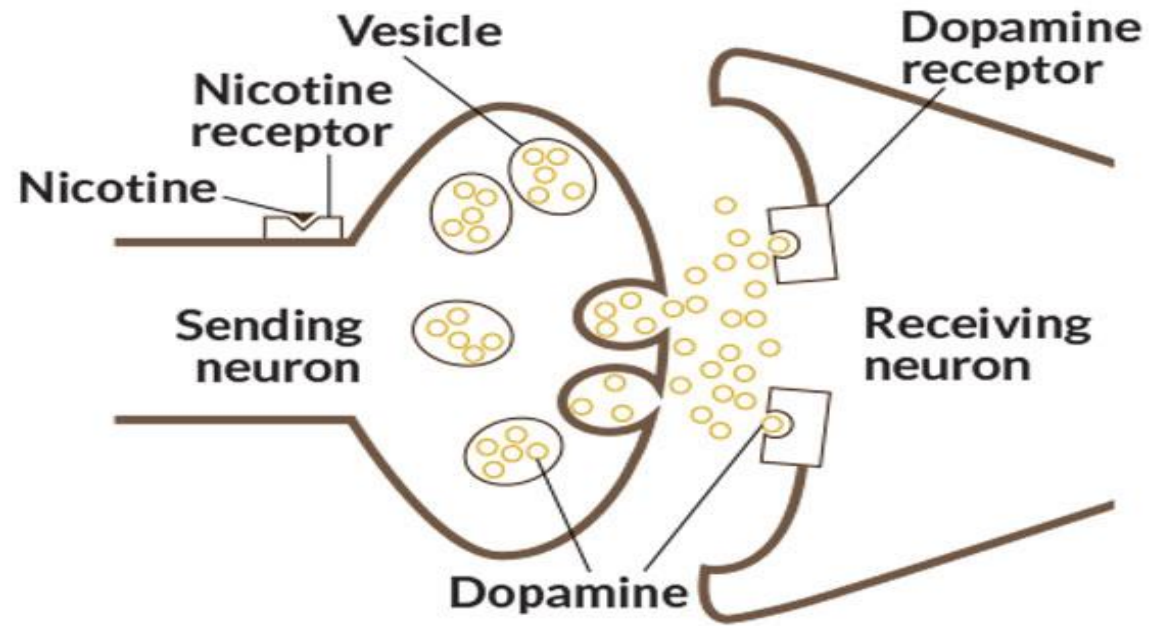
Using nicotine can make your heart beat faster because it activates your "fight or flight response." Nicotine salt e-liquids, such as a Juul or Puff bar, produce a faster heart rate than other e-liquids.

Heartburn

Nicotine can also cause increased acid reflux.



Neurological Impact and Addiction Liability



What percentage of adolescents who vape daily show signs of nicotine dependence?

A. 25%. B. 45%. **C. 68%.** D. 85%

Affect
Others

Vaping creates toxic chemical residue.

Thirdhand Chemical Residue

Toxic residue that sticks to
surfaces and dust after the vape
clears.

Firsthand

Inhaled by a person who
vapes.

Secondhand

Exhaled by a person who vapes.
People around are exposed to
chemicals.

thirdhandsmoke.org

THIRDHAND
SMOKEResource Center

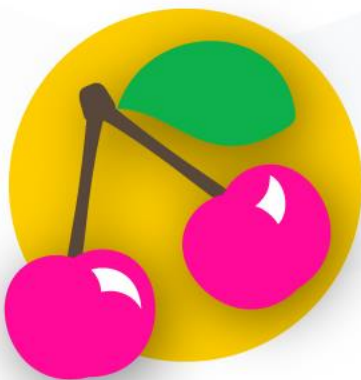
What are the drivers
for youth vaping?

Why do youth vape?

Advertising



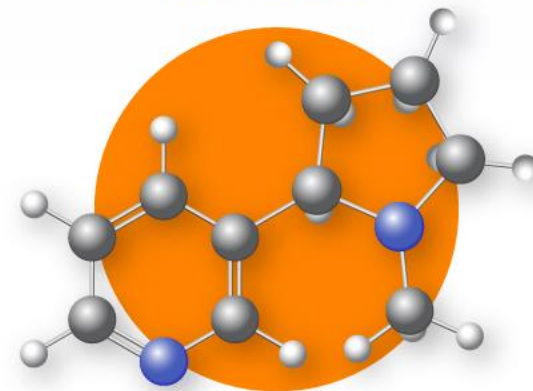
Flavors



Social
influences



Nicotine



[CDC.gov/Vaping](https://www.cdc.gov/Vaping)



What do you observe?



Behavioral & Social Drivers

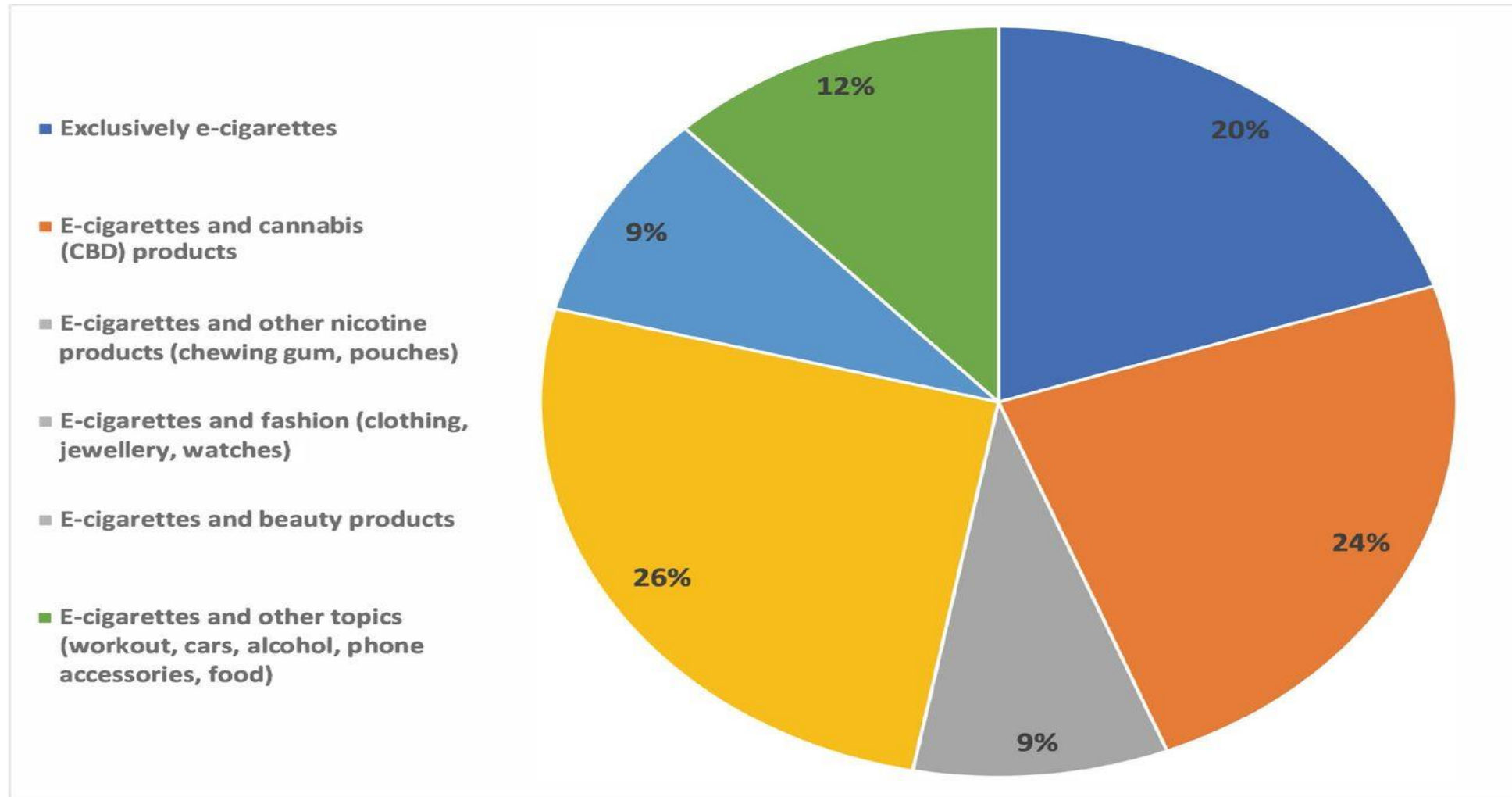


Signs That Your Kid Is Being Negatively Affected by Peer Pressure

Environmental Drivers



Proportion of the influencers (n=55) who posted exclusively about e-cigarettes (n=11 or 20%) compared with the influencers (n=44 or 80%) who posted about e-cigarettes and other topics on Instagram in 2020.



Things to Ponder

Where are youth in our community most likely to encounter vaping culture—at school, online, in the neighborhood?

What can we do to disrupt those environments?"

Identify one modifiable risk factor in the community setting and share ideas for community-level intervention.

Thank you!

Vaping and Nicotine Pouches: Understanding the New Landscape

Findings from a recent review by the
Hampshire Franklin Tobacco-Free Community
Partnership



In partnership with the Collaborative
for Educational Services and with JUUL
Settlement Funding



collaborative.org
Collaborative for Educational Services

OVERVIEW

- **What did we want to find out?**
- **Quantitative Data: The Prevention Needs Assessment Survey**
- **Qualitative Data: Focus Groups with Teens**
- **Summary of Findings**
- **What next?**

What did we want to find out?

- **How do high school age boys view nicotine pouches?**
 - Do they use pouches?
 - Do they perceive pouches to be safer than other forms of nicotine consumption?
 - Are they exposed to advertising, social media, and/or popular culture that promotes pouch use, with particular attention to teen boys and athletics?
- **How do young people who identify as LGBTQIA+ view nicotine use?**
 - Are they more likely than their straight, cisgender peers to use nicotine?
 - Do they see benefits to nicotine use?
 - Do the reasons that they use nicotine vary from those of their straight, cisgender peers?
 - Are they exposed to advertising, social media, and/or popular culture that promotes nicotine use to an LGBTQIA+ audience?

Quantitative Data

Prevention Needs Assessment Survey (PNAS):

- Administered to 8th, 10th, and 12th grade students in Hampshire County every two years
- Administered to 8th, 10th, and 12th grade students in Franklin County every three years (alternating with other surveys)

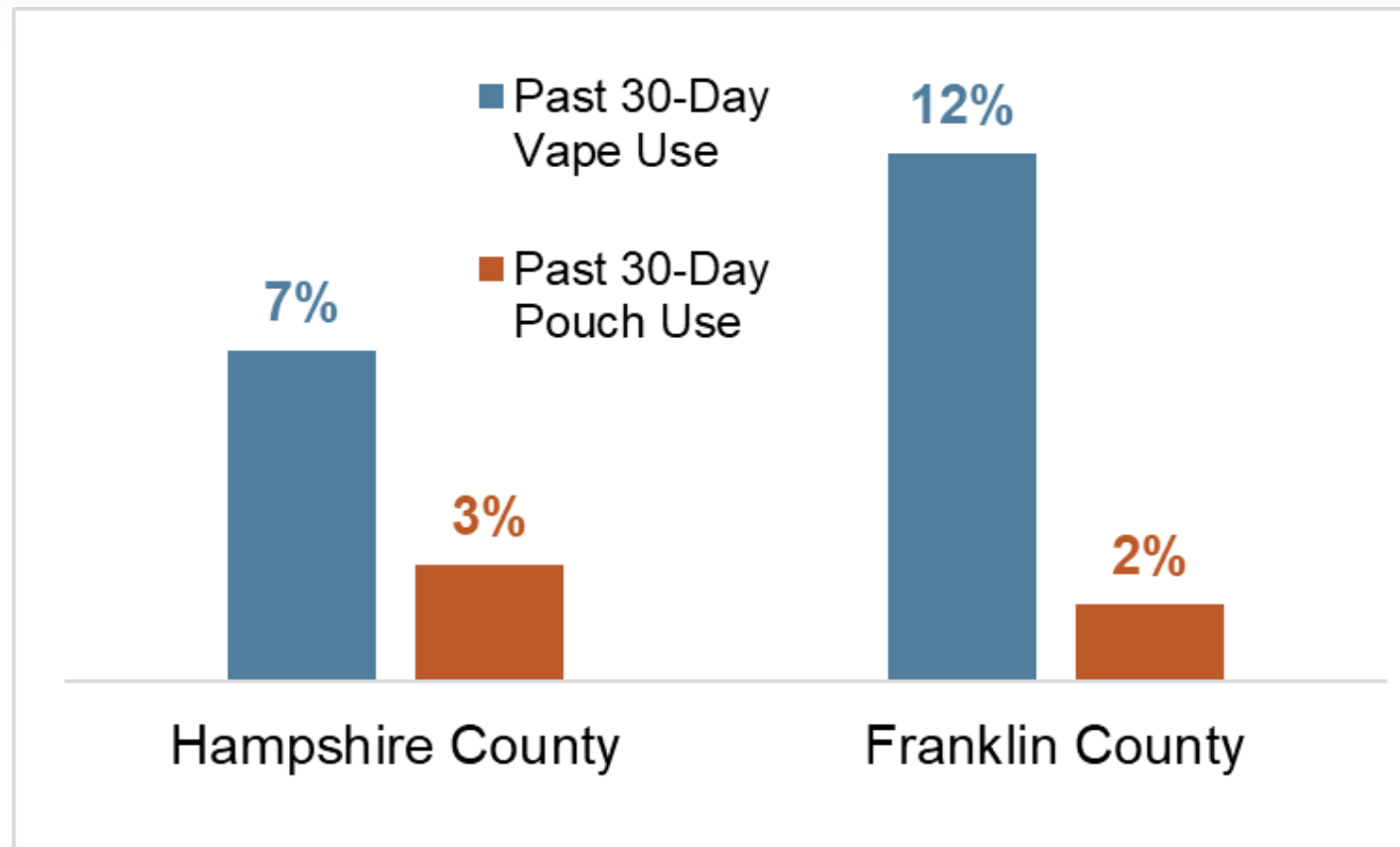
Qualitative Data

Three focus groups with teen participants:

- Two focus groups (13 students) that drew from the LGBTQIA+ community and focused broadly on nicotine use
- One focus group (6 students) with cisgender boys that focused on nicotine pouch use
- Questions about why young people use, what influences them, and whether they perceive some products as safer than others

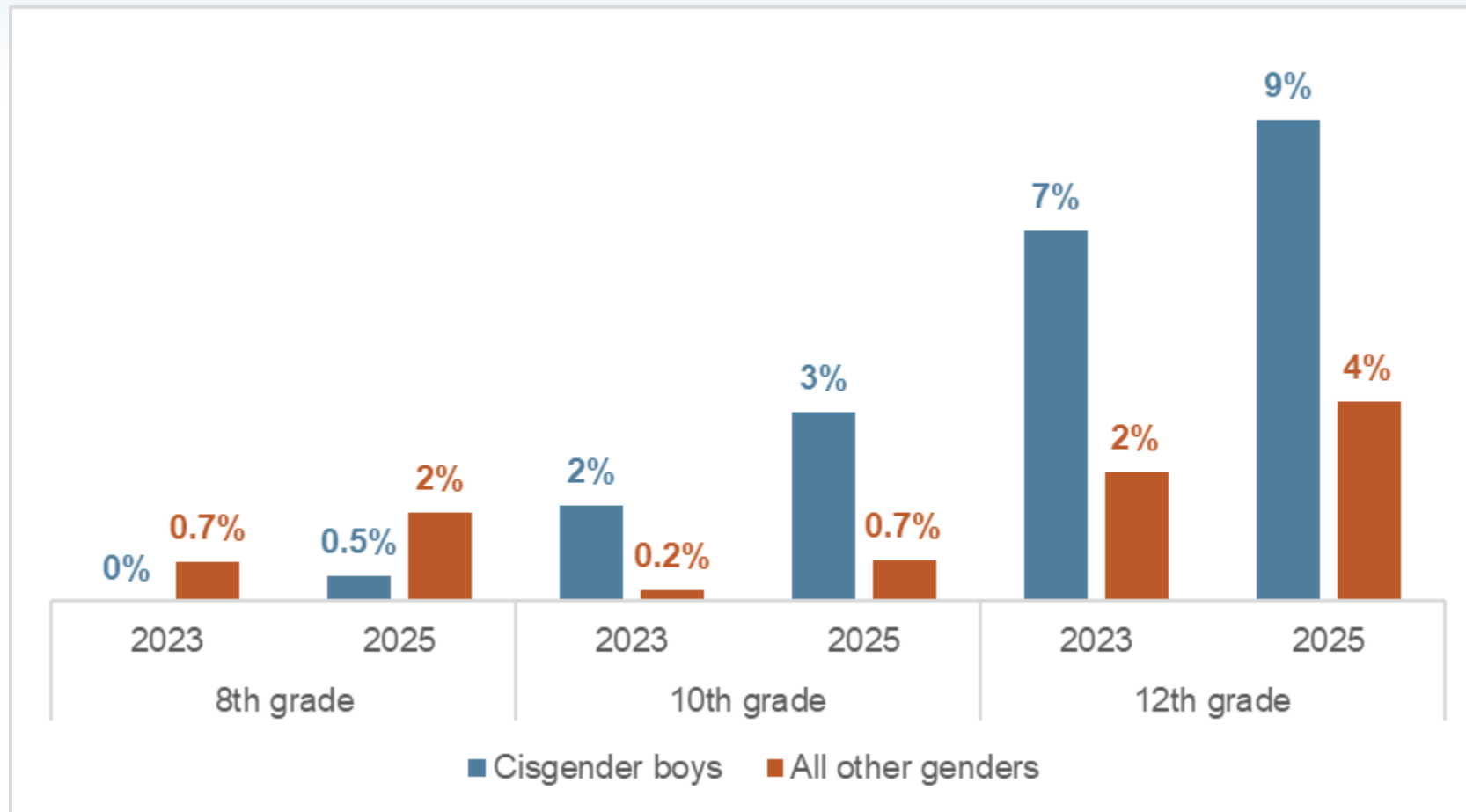
What Did We Learn About Pouch Use?

Students are using pouches - but they are more likely to get nicotine from vaping devices.



What Did We Learn About Pouch Use?

But pouch use is growing, especially among boys.



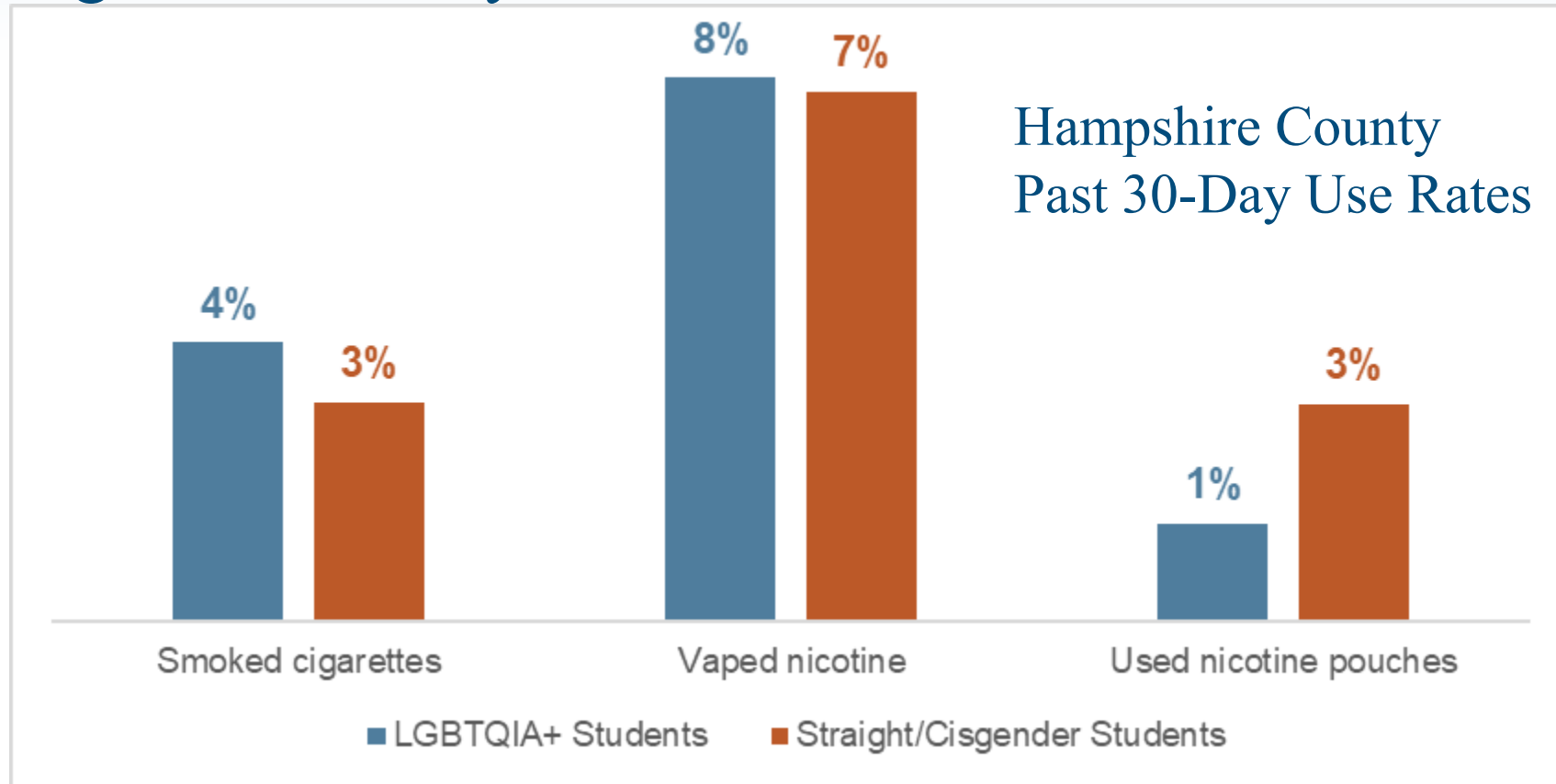
What Did We Learn About Pouch Use?

Some of the things we learned in the focus group that addressed pouch use include:

- Vapes are more popular than pouches - they are easy to get, and easy to conceal.
- Vaping is also more frequently represented in popular culture.
- Participants don't associate pouch use with sports - if anything, they see it as associated with rural youth and/or vocational school students.
- Peer use is a stronger influence on youth than what they see on screens.

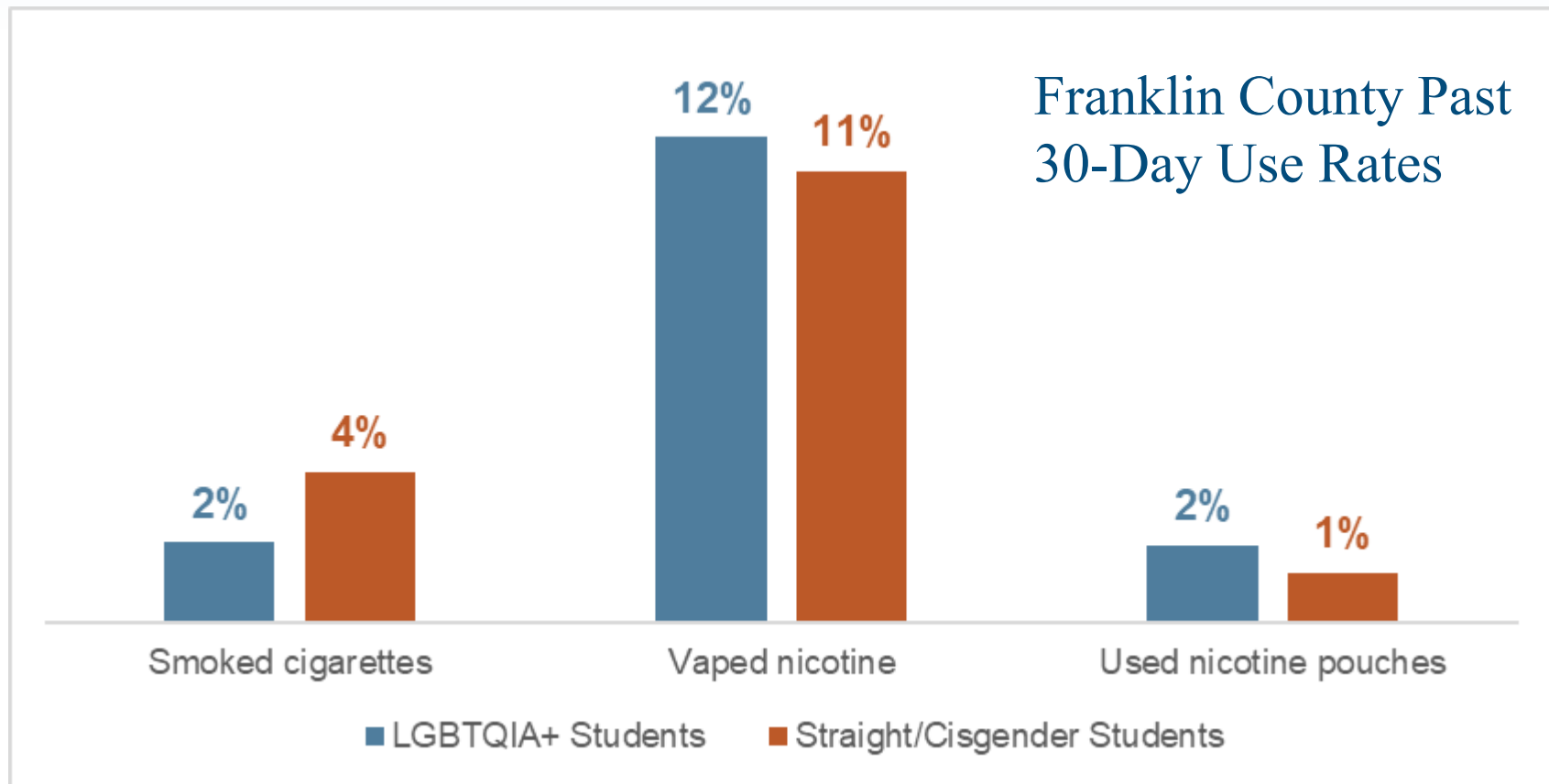
What Did We Learn About Nicotine Use in the LGBTQIA+ Community?

Nicotine use rates are similar in the LGBTQIA+ community and the straight community.



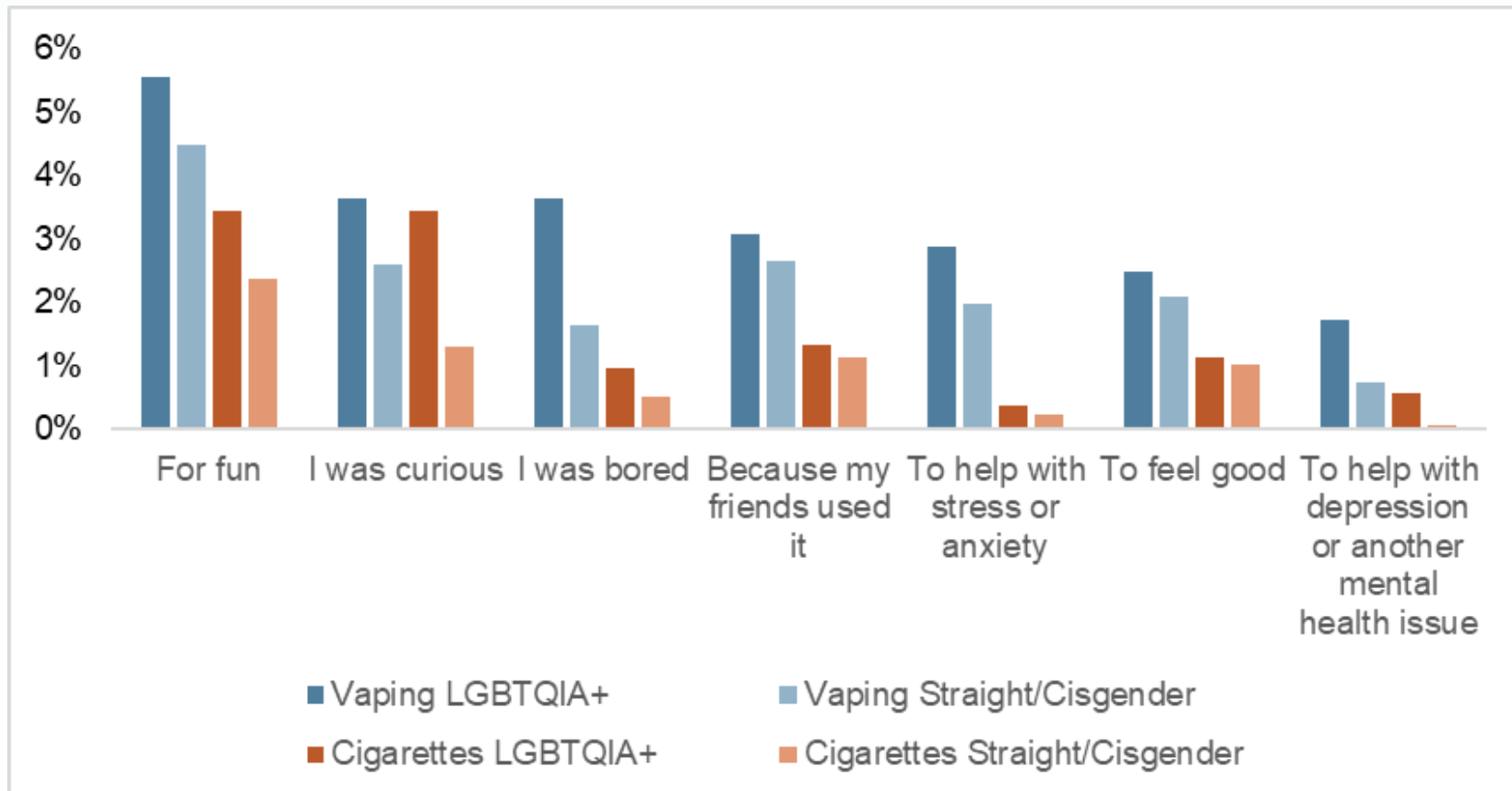
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What Did We Learn About Nicotine Use in the LGBTQIA+ Community?

Here is data from the Hampshire County survey about the most frequent reasons why students used nicotine.



What Did We Learn About Nicotine Use in the LTBTQIA+ Community?

Some of the things we learned in the focus group include:

- As with the students in the nicotine pouch group, young people see peer modeling as an important motivator for use.
- Some thought that queer youth might have difficulty finding accepting friend groups, and might use nicotine to develop friendships.
- Some speculated that queer students might self-medicate with nicotine to deal with the stress that is associated with their identities.

Things to know about Nicotine Pouches

- Contains synthetic nicotine powder (not derived from tobacco plant)
- Potency ranges from 2mg to 42mg of Nicotine
- Come in a variety of flavors including “concept flavors” such as “Chill”
- Increased calls to poison control for ages 0-5 accidental ingestion
- Not FDA approved for cessation - in fact the high levels of nicotine increase dependence.
- Not taxed like other nicotine products—low cost makes them more attractive to youth (along with discreet use and flavors)
- While we are waiting for state laws to ‘catch up’ with pouches, local Boards of Health are regulating them by limiting potency, banning completely or allowing sales in adult only tobacco shops.

What Next?

- Additional monitoring of pouch use in future surveys
- Prevention campaigns that:
 - Are tailored to local findings rather than state, national data
 - Incorporate feedback from the LGBTQIA+ community

What resources are available to help teens quit?

Quitting vapes or other tobacco products can be hard. Here are some ways to help young people get the support they need:

1. **My Life, My Quit**™ has youth coach specialists trained to help young people by phone or text. **Call 855-891-9989 or text *Start My Quit* to 36072** for **free and confidential** help. Now there is a NEW Mobile App for teens **Download now:** [iOS](#) | [Android](#)

For information or to sign up online, visit mylifemyquit.com.



1. **This is Quitting** powered by truth® (now part of EX Program) is a free and confidential texting program for young people who vape. Young people can **text "VapeFreeMass" to 88709** to get started.





Where can I get more information?

www.GetOutraged.org

- Facts
- For parents (tips on talking with your kids)
- For schools
 - Toolkit divided into information for administrators, teachers, school health services, healthcare providers
- Resources to help youth quit
- En Español (select sections available in Spanish)

www.mass.gov/vaping

- Simple information and videos on vaping and quitting resources for youth

Massachusetts Health Promotion Clearinghouse

- Print materials

GET  RAGED!

Next steps

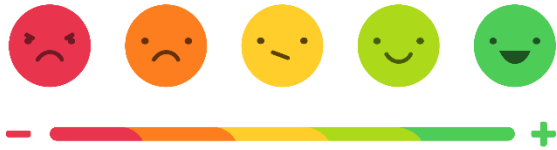
Opportunity for action:

Comment on proposal to tax pouches

<https://tinyurl.com/TFM-ActionAlert>

Tobacco Resources on 413Cares:

<https://www.413cares.org/addiction#Tobacco>



Before you sign off, please take
a survey to tell us how we did



<https://www.surveymonkey.com/r/pouches>