

AIBC Views

Spring 2019 Edition



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Teen Vaping: What You Need to Know

Use of JUUL and other highly addictive e-cigarettes is skyrocketing among young people.

Although e-cigarettes have been around for more than a decade, vaping rates have skyrocketed in recent years, especially among teens. E-cigarettes are now the most frequently used tobacco product among adolescents — some 2.1 million middle and high school students were e-cigarette users in 2017 — far surpassing traditional combustible cigarettes.

JUUL, a popular vape device that comes in fun flavors, looks like a flash drive and can be charged in a USB port, is especially concerning. JUUL delivers high levels of nicotine, making the product extremely addictive. The company that makes and markets JUUL recently exceeded a \$10 billion valuation faster than any company, including Facebook. JUUL sales now make up more than half of the e-cigarette market.

Last month the FDA announced that it will be cracking down not only on illegal sales of e-cigarettes to minors, but also the “kid-friendly marketing and appeal of these

What Are Electronic Cigarettes?

Electronic cigarettes are battery powered devices that people use to heat liquid into a vapor that can be inhaled. They're also called e-cigarettes, e-cigs, or vapes.

The inhaled vapor may contain nicotine (the addictive drug in tobacco), flavorings, and toxins—including ones that cause cancer.

The government controls e-cigarettes as tobacco products. This means you must be at least 18 to buy them in the U.S. Despite that, e-cigarettes are more popular among U.S. teens than any other form of tobacco. In 2017, about 1 in 5 twelfth graders reported "vaping" nicotine.

Youth who use nicotine are at risk of long-term health effects. Nicotine affects the development of the brain's reward system and brain circuits that control attention and learning. Continued use of nicotine can lead to addiction and raise the risk for addiction to other drugs.

Some people believe that e-cigarettes can help them quit smoking tobacco. Researchers are testing whether this may be true. However, nicotine patches and many other FDA-approved quit aids are available now to help people quit smoking.

Reprinted from <https://newsinhealth.nih.gov>

products" because "we see clear signs that youth use of electronic cigarettes has reached an epidemic proportion."

Teachers, health professionals and parents are alarmed by this trend and trying to educate not only teens but also themselves, as it's all still so new.

What is vaping?

Vaping is the act of inhaling and exhaling the vapor produced by the heated nicotine liquid (often called "juice") of an electronic cigarette (e-cigarette or e-cig), vape pen, or personal vaporizer. It's also commonly called JUULing (pronounced jewel-ing).

What originated as a smoking cessation aid has quickly become a popular — and addictive — product in its own right. Sarper Taskiran, MD, a child and adolescent psychiatrist at the Child Mind Institute, attributes the recent rise in popularity to packaging and advertising. "The teens are after innovation and they're attracted by sleek design and ease of use," he says. "They look like an Apple product."

Although vaping companies emphatically deny that they are marketing to young people, critics note such features in their advertising as youthful images and colors, animation, actors who appear to be under 21, and suggestions that vaping makes you happier and improves your social status.

Although some of the health risks associated with vaping appear to be less severe than traditional combustible cigarettes (there's no tar, for example), there are still risks.

Some known risks of vaping are:

- E-cigarettes contain high levels of nicotine. According to the company's website, the nicotine content of one JUULpod is equivalent to one pack of cigarettes.
- Because of these high nicotine levels, vaping is extremely addictive — and teens are already more susceptible to addiction than adults because their brains are still developing, which makes them more likely to habituate to using drugs and alcohol.
- Addiction can impact the ability to focus. Dr. Taskiran has observed this with the adolescents he works with, who report that vaping initially increases their alertness and attention, but then experience a decrease in attention span. One student, for example, was able to sit through practice ACT exams but after JUULing for six months "can't sit still because she starts craving, can't think of questions, and just starts fidgeting."
- E-cigarettes and similar devices contain carcinogenic compounds, and a recent study found significantly increased levels of carcinogens in the urine of teens who vape.
- A recent study found that vaping does, in fact, cause lung irritation akin to that seen in smokers and people with lung disease and causes damage to vital immune system cells.
- Taskiran notes that vaping increases heart rate and blood pressure, so can increase circulatory problems. One teen he works with started vaping and found that his swim times dropped because he can no longer sustain the heart rate required for swimming.

Since they leave little odor, e-cigarettes are particularly easy to hide and even use discreetly in public places, including school. Kids are also vaping marijuana at increasing rates, which brings its own health risks.

Why parents should be concerned

One problem with vaping is that teens hear that it's not as bad for your health as smoking cigarettes and think there is no harm. "They really think that they are mostly flavors and that they are inhaling a pleasant gas," says Dr. Taskiran.

A recent study of 12th graders found that kids who vaped (but were not previously smokers) were more than four times as likely to "move away from the perception of cigarettes as posing a great risk of harm." The study and others like it have showed that teens who vape are much more likely to start smoking cigarettes.

The packaging does little to convey the risks. "They are very enticing the way they look. It's not transparent at all. It says 5% nicotine, which sounds like nothing, so teens think 95% is water weight or vapor," laments Dr. Taskiran.

Plus, he points out, smoking never stopped being cool. It's still positively portrayed in movies, and JUUL in particular has re-branded it to make vaping an even cooler alternative. But vaping isn't only for the cool kids — many teens are curious (with flavors like mango, cucumber and crème, who wouldn't be?) and presented with the opportunity will give it a try.

Sarah, a mom of two in Ann Arbor, MI, was shocked to get a phone call the other day from her son's middle school principal, requiring her to come get him immediately for "emergency removal and suspension." He and two friends had been caught vaping on school grounds after school, and a passing parent took photos and sent them to the administration.

Though they didn't find any devices on her son — a straight A student with no prior offenses — the school, like many others, is taking a hard stance. "The principal knows that vaping is common and shared that the businesses in downtown Ann Arbor are selling to teens without asking for IDs," relayed Sarah. "However, she feels the need to let my son and his friends know that it's a really, really big deal."

At this school, students caught vaping have to sign behavior contracts, must attend a Teens Using Drugs Class, and cannot participate in any sports, clubs or special events for the rest of the year. If the kids had been across the street, not on school grounds, it would have been a different scenario. But the principal said that had they been in high school rather than middle school, she would have called the police.

Sarah remembers what it was like to be a teenager so doesn't think trying it is that big of a deal, but is concerned about addiction. "Addiction runs in my family and I worry about my son. Of course, I worry about the damage that the chemicals can do to his lungs and body as well," she says.

Although some places are tightening restrictions locally, kids can still go to a website, click a button that says they are at least 21 years old, and purchase online. "The majority of adolescents I see are purchasing JUUL from the Internet," says Dr. Taskiran.

How to talk to kids about vaping

Dr. Taskiran advises parents to start by educating themselves, so they know what they're talking about going in, and to take an inquisitive and curious approach to what their teen's experience is. "The most important thing is keeping it as a dialogue," he says. "Declarative statements like 'It's bad for you' just end the conversation."

Dr. Taskiran recommends starting the conversation more generally by asking if a lot of kids at school vape. Once the conversation is initiated, you can slowly work up to asking things like, "What is your experience with that? What are the flavors like?" He also suggests getting a sense of what they know (or think they know) about the product, which gives you an opening to start educating them.

The silver lining of Sarah's experience with her son is that he actually told his dad about the experience even before he knew he'd been caught. "They had a full one hour conversation about it after I was already asleep. He told my husband that he tried it for the first time and that it burned his throat and he didn't like it." She got the call from the principal the next morning before her son had a chance to tell her himself. "He's a great kid and doesn't really get in trouble except for talking in class because he's bored. My goal has always been open communication and to keep him talking to us. He did!"

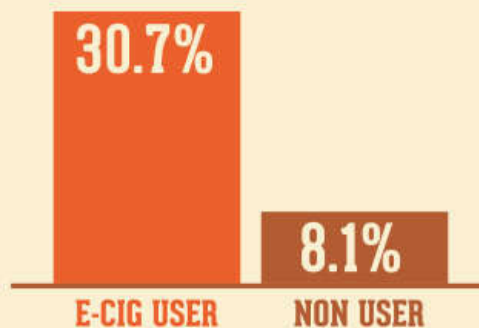
Of course, while parents need to educate themselves, the onus isn't entirely on them. "Schools need to own this as well and provide educational strategies for both teachers and students," says Dr. Taskiran. Prevention is a lot easier than treatment later on, he says, and notes that peer education can play a particularly important role.

If you are concerned that your child has become addicted there are plenty of treatment options. Dr. Taskiran recommends consulting with a clinician who is well-versed in addiction treatments. "This is a true nicotine addiction," he says. "People usually think this is different from cigarette use — but it can be more severe than cigarette use."

*Article reprinted from www.childmind.org
By Katherine Martinelli*

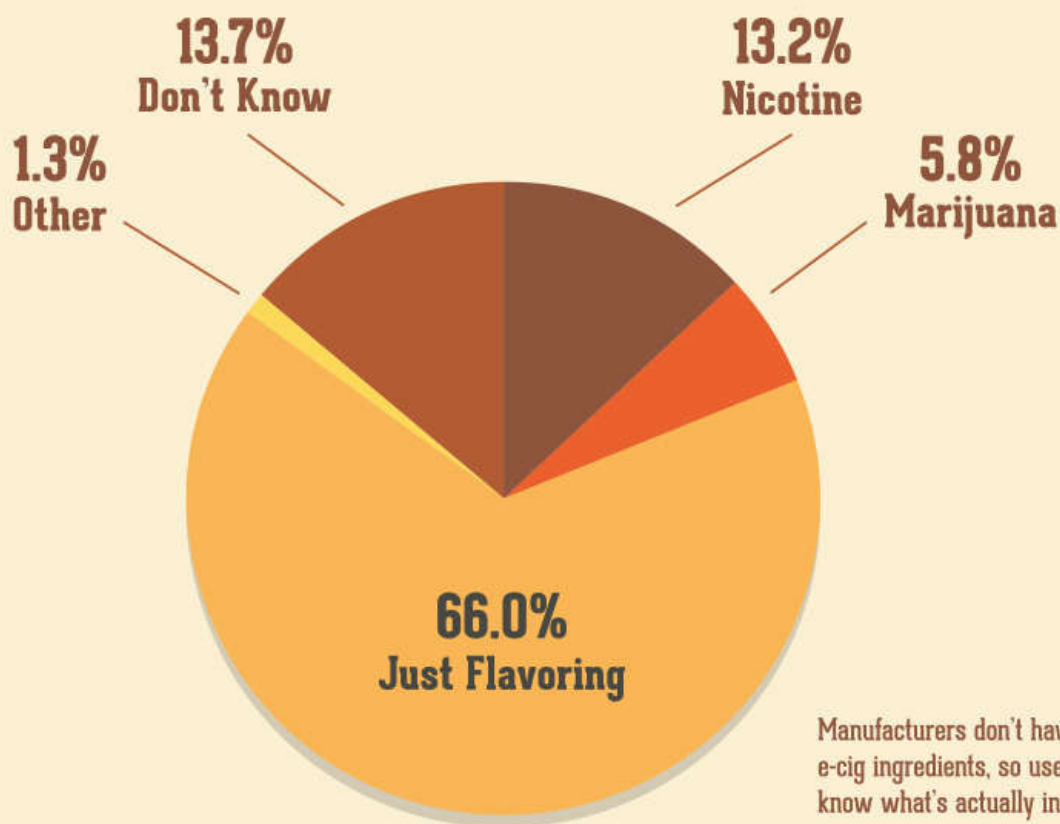
TEEN E-CIG USERS ARE MORE LIKELY TO START SMOKING.

Start Smoking Within 6 Months



*Includes combustible tobacco products [cigarettes, cigars, and hookahs]

WHAT DO TEENS SAY IS IN THEIR E-CIG?



Source: National Institute on Drug Abuse; National Institutes of Health; U.S. Department of Health and Human Services.

Free e-Cigarette Quit Program Now Available to Young Vapers Looking For Help



Truth Initiative, the nonprofit organization behind the youth tobacco prevention truth® campaign, has expanded its quit-smoking resources to include the first-of-its-kind e-cigarette quit program to address the significant rise in youth vaping declared an epidemic by the Surgeon General. This innovative and free text message program was created with input from teens, college students and young adults who have attempted

to, or successfully quit, e-cigarettes. The program is tailored by age group to give appropriate recommendations about quitting and also serves as a resource for parents looking to help their children who now vape. It is being launched and integrated into the already successful [This is Quitting](#) and [BecomeAnEX®](#) digital cessation programs from Truth Initiative. To access the new e-cigarette quit program, users simply need to text “QUIT” to (202) 804-9884 or enroll in either program to get started.

The most recent National Youth Tobacco Survey, funded jointly by the Food and Drug Administration (FDA) and the Centers for Disease Control and Prevention (CDC) released in November 2018, showed e-cigarette use was up by 78 percent among high school students and 48 percent among middle schoolers in just one year. In addition, the frequency of use among current high school e-cigarette users surged with nearly 28 percent vaping more than 20 times per month. As a result, many young people have taken to social media platforms like Reddit, expressing their desire to stop using e-cigarettes and looking for help underscoring the need for a specific youth e-cigarette quit program.

“More than 3.6 million youth who use e-cigarettes are now vulnerable to long-term nicotine addiction — largely because of JUUL — and those new young e-cigarette users, most of whom weren’t smokers in the first place, are four times more likely to go on to smoke deadly cigarettes compared to their peers who don’t vape. This new e-cigarette program provides the much-needed tools to quit vaping before it has the chance to progress into smoking,” said Robin Koval, CEO and president of Truth Initiative.

Truth Initiative, through its digital quit-smoking programs [This is Quitting](#) and [BecomeAnEX](#), has a long history of innovation around developing engaging and effective cessation programs. Developed in collaboration with the Mayo Clinic, more than 800,000 smokers have enrolled in [BecomeAnEX](#). Research shows that following the [BecomeAnEX](#) quit plan quadruples a tobacco user’s chance of quitting, proving the importance of digital resources throughout the quit journey. Text coaching is a proven, powerful strategy to deliver interventions that drive behavior change. The new e-cigarette quit program will deliver tailored messages via text that give age-appropriate advice for quitters age 13 and older, including information about nicotine replacement therapy. Text program users also have the option to connect with online communities and interactive tools for added support through [This is Quitting](#) and [BecomeAnEX](#).

“While the science behind overcoming nicotine addiction may be the same, e-cigarette users don’t identify as smokers. They have different barriers to quitting, and, especially in the case of teens and young adults, many want an anonymous way to go about quitting without involving their parents or friends, which texting provides. We believe this new program will be very effective in getting the right support and information into the hands of anyone looking to quit e-cigarettes, including adults who have successfully used them to quit smoking, but are now looking to quit nicotine completely,” said Dr. Amanda Graham, senior vice president, Innovations, at Truth Initiative who has built [This is Quitting](#), [BecomeAnEX](#) and the EX® Program, a quit-smoking program designed for employers, health systems and health plans to offer employees, members, and their dependents.

In addition, the youth-targeted truth tobacco prevention campaign from Truth Initiative recently launched its first e-cigarette effort, [Safer ≠ Safe](#), to give teens and young adults the facts about e-cigarette use and clear up misperceptions — such as the fact that, according to JUUL, one standard JUUL pod delivers the equivalent nicotine of a pack of cigarettes.

“Beyond educating youth on the risks of e-cigarettes, we felt it was critical to provide the tools to stop vaping. It’s sad and ironic that e-cigarettes, a product intended to help adult cigarette smokers quit, have now addicted a new generation of nonsmokers to nicotine. It certainly makes you question the motives behind JUUL given its new partnership with Altria, makers of Marlboro, the most popular cigarette brand,” added Koval.

For more information on the text-based e-cigarette quit program from Truth Initiative, visit truthinitiative.org/quitecigarettes or text “QUIT” to (202) 804-9884.

We appreciate our members!

The Board of Directors would like to show their appreciation by offering this exciting new benefit to all members of the American Independent Business Coalition!

Read below for details on how you can take advantage of this new benefit!



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AIBC SCHOLARSHIP RECIPIENTS

The Board of Directors is proud to recognize the 2018-2019 scholarship recipients. Each student received a scholarship in the amount of \$2,500 from the American Independent Business Coalition.

Haley Joelle Tomkins - Pensacola Christian College

Brooklyn Rae Westenburg - University of Nebraska-Lincoln

Clarice Anne Patterson - Hanover College

Katelyn Ann Clack - The University of Texas at Austin

Megan Enouen - California Baptist University

Juan Dimas - Regis University

Hunter Andrew Riegel - Wingate University

Erika Schunk - San Diego State University

Jacob Cole Richardson - Texas A&M University

Lee Hedges - University of Wyoming

Grace Roberts - Indiana University Kokomo

Sarah Forchielli - University of Pittsburgh

Shiva Dheer - University of Texas at Arlington

Shaelyn Rae Goecke - Henderson State University

Justin Parmer - Texas A&M University-Commerce

Cody Pittman - University of Northern Colorado

Victoria M Manuel - Shepherd University

William Rose - East Texas Baptist University

Rebekah Simion - Northeastern University

Hailie Higgins - University of Rochester

Jayne Murray - Old Dominion University

Samuel Blumberg - Old Dominion University

Scholarship Application

www.aibcoalition.com



American Independent Business Coalition (AIBC) awards scholarships of \$2,500 each to students who are pursuing undergraduate or graduate degrees in **business-related fields** and who meet the criteria listed below. Awards are based on grade point average and extracurricular activities. All requested information must be received by the Scholarship Committee before your application will be considered. Be sure to complete both sides of the application before submission, and please print clearly.

Application deadline: July 31

Criteria for \$2,500 AIBC Scholarship

1. You must be either: a) AIBC Member whose membership is current and has been in good standing for the past 6 consecutive months; or b) spouse or child (28 years or younger) of an AIBC Member whose membership is current and has been in good standing for the past 6 consecutive months.
2. You must have a 3.0 or higher cumulative Grade Point Average at your current educational facility (high school or college) and you must be pursuing study in a **business-related field**. You must be able to show your GPA to the AIBC Scholarship Committee by e-mailing, faxing or mailing current educational facility-generated documents.

First-time application

Renewal application

Fall 20
Year Applying For

Primary AIBC Member's Name

Applicant Information *(All information will remain strictly confidential.)*

Student's Full Name: _____ Student's Social Security #: _____

Student's Permanent Address: _____

City: _____ State: _____ Zip: _____

Phone Number: () _____ E-Mail Address: _____

I understand that recipients of AIBC Scholar Funds may be advised to declare these proceeds based upon applicable State and Federal income tax rulings.

Applicant Signature: _____

Educational Institution Information

Name of School you are, or will be, attending: _____

Full-time Part-time Number of hours: _____
(Undergraduate full-time is 12 hours or more; part-time is 6-9 hours or more.)

Area of Concentration/Major: _____

Cumulative GPA: _____ Previous Semester GPA: _____ Current Year or # Hours Completed: _____

Please list any additional scholarships and/or grants you have been awarded:

(continue to other side)

Required Additional Information

Scholarship Applications will not be considered without the additional information listed below.

It can be e-mailed, faxed or mailed as attachments along with your application. If sent separately, be sure to identify each item with your name and phone number. The following are separate checklists for first-time applicants and students re-applying for the scholarship.

(Please check off each item as you complete it.)

FIRST-TIME APPLICANT Checklist:

- A brief essay about why you feel you deserve an AIBC Scholarship.** Include your educational goals.
- Two letters of recommendation.** One letter should be from a teacher or administrator.
- Your high school and/or college transcript.** Please send grades from the semester prior to the semester for which you are applying.
- A list of all your extracurricular activities and clubs.**
- Any other information you feel is pertinent to your being considered for this scholarship.**

CURRENT RECIPIENT Checklist (re-applying for scholarship):

- Previous semester's grades.**
- A statement on your progress and any changes you might have made in your educational goals.**

Where committee will send scholarship money, if awarded

Name of School you are, or will be, attending: _____

Name of financial aid contact person: _____

Financial aid contact address: _____

City: _____ State: _____ Zip: _____

Financial aid contact phone number: () _____

APPLICATION DEADLINE: July 31

E-mail, fax, or mail your application and all supporting documents to:

E-Mail: scholar@aibccoalition.com

Fax: **636-530-7777 (Attn: AIBC Scholarship Committee)**

Mail: **AIBC Scholarship Committee
16476 Wild Horse Creek Road, Chesterfield, MO 63017**

Note: Recipients of AIBC Scholarship Program funds may be advised to declare these proceeds based on applicable state and federal income tax rulings.

AIBC Views is published by:
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American Independent Business Coalition
16476 Wild Horse Creek Road
Chesterfield, MO 63017

1-800-992-8044 or (636) 530-7200

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