



E-CIGARETTES HELPING SPARK NEW iSMOKE GENERATION

E-cigarette use triples among middle and high school students in just one year

National Jewish Health

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SUGGESTED TEASE	STILL TO COME, E-CIG USE IS RISING AMONG HIGH SCHOOL AND MIDDLE SCHOOL KIDS. HEAR WHAT EXPERTS WARN THIS COULD MEAN TO THEIR HEALTH. DETAILS NEXT IN HEALTH NEWS.
ANCHOR LEAD	ALARMING NEW STATISTICS RELEASED TODAY FROM THE CDC. E-CIG USE IS RISING SHARPLY AMONG TEENS. INFACT, TEENS ARE USING MORE E-CIGARETTES THAN ANY OTHER TOBACCO PRODUCT, INCLUDING CONVENTIONAL CIGARETTES. AS CLARK POWELL SHOWS US, EXPERTS SAY THE IMPACT OF E-CIGARETTES ON CHILDREN IS ALREADY OBVIOUS, AND STEPS TO PROTECT THEM ARE LONG OVERDUE.
	(Nats - Camera flash) :02
CG: Courtesy: National Jewish Health Shots of e-cig imagery Shots of teens using e-cigs	THE IMAGERY IS SLICK, SEXY AND ENTICING. AND UNLIKE MARKETING FOR TRADITIONAL TOBACCO PRODUCTS, IT'S EVERYWHERE. AND IF YOU ASK THE EXPERTS - THERE IS NO QUESTION WHOM IT'S TARGETING. :10
CG: Amy Lukowski, PsyD National Jewish Health :11-:19	"This is not mom and dad's cigarette, this is something new, this is a novelty, and that plays directly into the development of an adolescent." :08
(graphic) CDC Study 2013-2014 Middle and High School Students who use e-cigarettes has tripled in 1 year. Shots of teens vaping	ACCORDING TO THE CDC, E-CIGARETTE USE HAS TRIPLED AMONG MIDDLE AND HIGH SCHOOL STUDENTS IN JUST ONE YEAR. AND IT'S NOT JUST WHO'S SMOKING BUT WHAT THEY'RE SMOKING. :13
CG: David Tinkelman, MD National Jewish Health :32-:40	"There's <u>no</u> control over the dosing of these products. And potentially, the dose of nicotine that's delivered, is, in fact, toxic." :08

<p>Shots of Dr. Tinkelman in office</p> <p>Shots of quitline operators</p> <p>Shots of e-cigarettes on table</p> <p>Shot of MRI brain scan (iStock)</p>	<p>DOCTOR DAVID TINKELMAN IS MEDICAL DIRECTOR FOR HEALTH INITIATIVES AT NATIONAL JEWISH HEALTH IN DENVER - WHICH OPERATES TOBACCO QUITLINES FOR 12 STATES.</p> <p>HE SAYS MANY OF THESE PRODUCTS CONTAIN NICOTINE - WHICH HAS A PROFOUND IMPACT ON A TEENAGER'S BRAIN. :13</p>
<p>Dr. Tinkelman (CG'd earlier) :54-1:04</p>	<p>"There's a part of the brain that's called the limbic system that is very susceptible to the effects of nicotine and it relates to behavior control as well as emotional development." :10</p>
<p>Shots of teens vaping</p> <p>Shots of Dr. Lukowski in call center</p> <p>Shots of counselors on the phone</p> <p>Shots of teenagers vaping</p>	<p>LONG TERM, NICOTINE MAY BE AS ADDICTIVE AS HEROIN AND STARTING EARLY MEANS QUITTING LATER IS DIFFICULT.</p> <p>AT THE QUITLINE AT NATIONAL JEWISH HEALTH, DOCTOR AMY LUKOWSKI'S (<i>pronounced: luke-OW-skee</i>) TEAM FIELDS UP TO 22-THOUSAND CALLS A MONTH FROM THOSE WHO ARE ALREADY ADDICTED. A NUMBER, SHE'S AFRAID MAY ONLY GO UP. :17</p>
<p>Dr. Lukowski (CG'd Earlier) 1:21-1:32</p>	<p>"We're really taking steps back. We've made so much progress in tobacco cessation and tobacco control and with these new marketing techniques, we've opened the doors to a whole new generation." :11</p>
<p>Shots of teens vaping</p>	<p>AT NATIONAL JEWISH HEALTH IN DENVER, THIS IS CLARK POWELL REPORTING. :03</p>
<p>ANCHOR TAG</p>	<p>EXPERTS SAY THEY WOULD LIKE TO SEE THE F-D-A IMPOSE AGE LIMITS ON WHO CAN BUY AND USE E-CIGARETTES. THEY WOULD ALSO LIKE TO SEE TIGHTER REGULATIONS ON MARKETING CAMPAIGNS.</p> <p>THE F-D-A IS EXPECTED TO WEIGH IN ON THE MATTER IN THE COMING MONTHS.</p>
<p> Share it! Suggested tweet:</p>	<p>Experts @NJHealth say e-cigarettes may be sparking a new iSmoke generation. Details on dangers here: bit.ly/N6JrzZ</p>
<p> Suggested post:</p>	<p>Many big cities are banning the use of e-cigarettes in most public place, but are the new laws going far enough? Doctors at National Jewish Health say we need tougher measures now to keep them out of the hands of our children. Hear their concerns here: bit.ly/N6JrzZ</p>
<p>References -</p>	<p>¹<i>E-cigarette use more than doubles among U.S. middle and high school students from 2011-2012. Centers for Disease Control and Prevention, September 2013. Online: http://www.cdc.gov/media/releases/2013/p0905-ecigarette-use.html</i></p>
	<p>Extra Bites</p>

<p>CG: David Tinkelman, MD National Jewish Health</p>	<p><i>Dr. Tinkelman talks about the dangers of addiction for teens -</i> “Nicotine is, we know for sure an addictive product. Put into the hands of teenagers who are more susceptible to addictive products, this is a problem.” :10</p> <p><i>Dr. Tinkelman talks about the marketing of e-cigarettes -</i> “There’s no question in my mind that these products are aimed at younger users.” :05</p> <p><i>Dr. Tinkelman talks about efforts to create new addicts -</i> “It doesn’t take long from using these products to become addicted to them and, in fact, once that happens, you’ve got someone who becomes a product user for a long period of time - you don’t even have to advertise to that person anymore, they are addicted.” :13</p> <p><i>Dr. Tinkelman talks about regulations he’s like to see -</i> “For this product, I would like to see an age limit also, until we know more, of 21. And that can be done through regulation by the Food and Drug Administration.” :09</p>
<p>CG: Amy Lukowski, PsyD National Jewish Health</p>	<p><i>Dr. Lukowski talks about TV marketing of e-cigarettes -</i> “We haven’t seen a tobacco commercial since 1971. And now they’re on every station.” :06</p> <p><i>Dr. Lukowski talks about increased use of e-cigs in students -</i> “The use of e-cigarettes has doubled from 2011 to 2012 for middle and high schoolers.” :06</p> <p><i>Dr. Lukowski talks about the rapid rise of e-cigarette popularity -</i> “Really, what I’ve seen, is that the popularity is really out-pacing our knowledge.” :05</p> <p><i>Dr. Lukowski talks about the impact of e-cigarettes -</i> “We’re re-normalizing smoking and the behavior. We’re making it seem glamorous and we’re giving the message that, it’s OK.” :09</p>
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