



MODEL UNITED NATIONS

SOCOMUN XXXII

UNICEF

TOPIC: PREVENTING CHILDREN
FROM USING E-CIGARETTES



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UNICEF Preventing Children from Using E-Cigarettes

Greetings Delegates! My name is Monica Koh and I will be your head chair for this year's UNICEF committee. I am a senior at Santa Margarita Catholic High School and this will be my fourth year of MUN. I participate in varsity golf and am very involved in the Alzheimer's Club as the President. I was the vice-chair for this committee last year and I am so thrilled to be your head chair this year! One of my favorite things is collaborating with different people and working with other delegates on well-thought out solutions. This program has helped me improve my leadership skills and collaborative skills, as well as be more aware of the international issues this world faces. I have made a lot of different friendships from MUN and I am so excited for you all to do the same. As for outside of MUN, I enjoy hanging out with my friends and going to different restaurants (as I am a foodie)! I also love golfing with my friends and have been golfing for around 6 years. Overall, I am extremely excited to meet all of you delegates and so appreciative to get the opportunity of being your head chair of this committee. I look forward to seeing you all with your renovative solutions!

Hi, I am Cameron Brown. I will be your Vice-Chair for this committee. I have participated in MUN since my freshman year and learned a lot about the program. Now that I am a sophomore, I am learning more about the world, and I am discovering new ways to resolve them. I cannot wait until the conference starts and good luck on your papers.

Hi delegates! I'm Lida Rahnama and I will be your Rapporteur for SOCOMUN XXX! I am a sophomore, and this is my second year in MUN. Even though I only started as a freshman, I've already learned so much and I'm excited to see you all for this committee. Going to conferences and being able to argue and work on my people skills has honestly been the best part of MUN for me. Outside of school, I love to fence and listen to all kinds of music. My favorite artists include Mitski and Lady Gaga.

If you have any questions, feel free to contact us at socomununicef@gmail.com. We are so excited to meet you all and guide you throughout this conference!

Background:

E-cigarette usage has been a worldwide epidemic, especially during these current years. These E-cigarettes come in many sizes and shapes with (most) a battery and a place to contain liquid. They produce 'aerosol' by heating a liquid base that includes nicotine, which is a highly addictive drug. Nicotine is also commonly included in cigarettes and other tobacco products. The market leaders of E-cigarettes are Imperial Brands PLC, JUUL Labs Inc., British American Tobacco Inc., and more. During the COVID-19 pandemic, the youth's mental health has increased in depression and anxiety, in which smoking can worsen these aspects. It is also important to understand that teenagers cannot understand the long-term effects and they have higher chances to



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develop higher addictions to nicotine. This is because their brains have not fully developed and, at times, are not educated enough in these topics. There have also been illegal resales and redistribution of e-cigarettes which are very dangerous as they may be contained with other drugs that are harmful to the body (without the customers knowing). Addiction, rehabilitation, law, prevention, and other aspects all play a role in this issue. Moreover, most countries have enacted legislation that does not directly prevent the use of e-cigarettes. For example, in Ireland, it is legal to buy, use, and redistribute e-cigarettes once at the age of 15.

The E-cigarette market is recorded to have a CAGR of 13.39% for the next 5 years. E-cigarettes are gaining heavy traction as young adults and adolescents are especially invested in these products. Although alternative cigarettes have reduced health risks such as zero smoke/nicotine, they have not completely gotten rid of health risks for smokers. There has also been high nicotine dependence, especially from younger customers as their developing brains become more adapted to this supply. Not only that but these e-cigarettes are visually appealing to younger audiences as they are much more colorful and shaped in small sizes to hide from their parents. Social media is also a big issue relative to the marketing of E-cigarettes. Instagram is known to be the largest source of e-cigarette marketing where influencers promote these types of content. The followers of these influencers range from 13-17 years old.

E-cigarettes have also been known for unnecessary health risks such as bronchitis, respiratory irritations, asthma, and more. The Centers for Disease Control and Prevention (CDC) confirmed 2,807 cases of vape use associated with lung problems, as well as 68 deaths from this issue. There has been an outbreak of health issues from e-cigarettes. Nicotine, in general, raises blood pressure and spikes up adrenaline which can increase heart rate and heart attack possibilities. It is a very toxic substance that is disguised to be a harmless way to smoke. Although e-cigarettes are used to be a way to quit smoking, they can get smokers to be just as addicted as it includes a high concentration of nicotine. Not only that, but others suggest that this is as addictive as other drugs like cocaine and heroin. Users can also buy increasing strength cartridges, causing a greater concentration of nicotine.

Not only does smoking lead to health problems, but also mental problems as well. Anxiety and depression symptoms increase in youth as 1 in 5 students vape highly addictive nicotine substances in 2020. E-cigarette users also have 1.67 times more likely to have poor mental health, while former e-cigarette users have 1.52 times the odds. Typically, the youth cause early initiation of vape use has been due to trauma exposure. They believe it is a coping mechanism at times. However, they need to know it is not a reliable coping mechanism as anxiety and depression worsen from vaping.

In 2019 of fall, the US Food and Drug Administration (FDA) created a warning to JUUL Labs Inc. for creating appealing marketing for kids under 18. The company had faced several lawsuits for “deceptive marketing practices,” and one from the New York Attorney General’s Office. This simply proves how vape products’ marketing is targeted towards a younger audience rather than those legally of age to vape. The CDC also reported vaping-related illnesses of 2,506 cases. The children percentage of using e-cigarettes by age 14 has tripled since 2014 - being 9% to 29%.

Possible Solutions:



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A few short-term solutions include influencing manufacturers and distributors of e-cigarettes to cut down production amounts of vape products. To do this, we must work with WHO or the World Health Organization and other non-governmental organizations (NGOs) to create incentives for these groups to decrease the production rate. Another short-term solution is to end child targeted marketing strategies and raise prices of e-cigarettes to make them more inconvenient for teenagers to buy. Currently, vape products are more enticing to younger-aged demographic because the flavors are better suited for them. These flavors include cotton candy, berry blasts, strawberry, peaches, and more. They also market their products for younger demographics by utilizing bright colors and small shapes to grab their attention and likings.

Moreover, the perception of e-cigarette products is inaccurate. Currently, many think vape products are healthier and much safer incentives than cigarettes and tobacco. However, it is important for people to know these ‘safer options’ have higher nicotine concentrations at times, or the same levels. Therefore, it is imperative that teens are exposed to this knowledge and are educated in this aspect. This can be done by creating awareness campaigns or health care campaigns to shed light on the tremendous dangers of vaping. It is also important to know that public places are usually against the smell of tobacco or cigarettes. However, the fruity scents of e-cigarettes influence more consumers as it is more regulated and a less disturbing smell. Because of this active use of fruity smells and packaging, teens are enabled to use this frequently.

It is also imperative to understand that there is a positive stigma in vaping due to the number of teens who partake in this action. Vaping culture in schools increase positive attitudes towards vaping. Many teenagers think vaping is “cool” and it is mainly because of social media exposure from influencers. Therefore, setting up a global community guideline that ensure apps like these place strict guidelines in all videos is important. This can be done by implementing a strict flag in any description of vaping or using products of that sort. This action neglects positive depictions of vaping. Next, containment laws are necessary. We must use international legislation regarding marketing by companies to be aimed at youth audiences, age restrictions, and fixed legal quantity sold. Also, purchase times should be consistent around the world and distribution laws must be the same around the world. Globalizing laws for all countries can maintain each country to be on the same page with prevention laws, so that vape products are not imported from different countries. For marketing tactics aimed at youth, countries should globally agree on banning media through billboards, television, and social media (specifically towards young audience). Moreover, it is important to give teenagers education in vaping and the horrible effects of it. Therefore, creating a curriculum in high schools during students’ freshman year is necessary to prevent teenagers from using e-cigarettes. We must collaborate with different countries and providing with ways these educational curriculums can be incorporated into high schools. Please keep in mind that funding is assumed to be provided by the UN, and should not be a prevalent consideration when developing solutions.



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Questions to Consider:

These questions are NOT MANDATORY to answer, however they may aid delegates as they prepare for the conference.

1. What are some of the ways you can convince children and teenagers not to vape?
2. How significant is peer pressure concerning vaping in schools?
3. What has your country done to combat the usage of e-cigarettes with the younger demographic in your country?
4. Are there any frameworks your country has put in place to work against teen usage of e-cigarettes and the various vape products?



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