

AMAY, ARNAV, KALYANI, MADU AND PRAKRUTHI
FYS SECTION - K

THE SOCIAL IMPACT PROJECT

WASTE MANAGEMENT

DISPOSAL OF E-CIGARETTES



DISPOSAL OF E-CIGARETTES

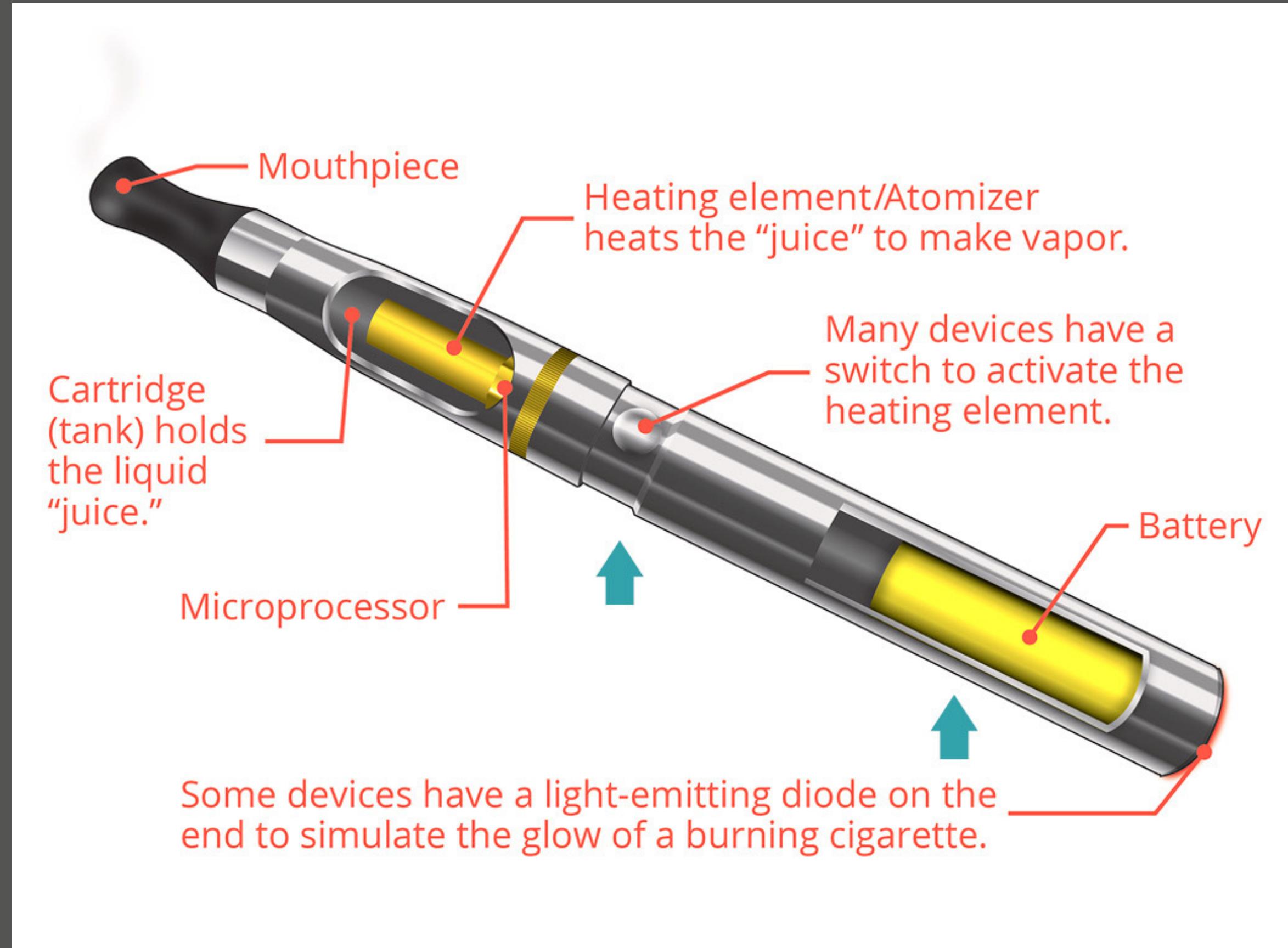
"Almost half (49.1%) of young people don't know what to do with used e-cigarette pods and disposable devices" Vaping, still at epidemic levels among youth with about one in five high school students using e-cigarettes in 2020, generates a significant amount of toxic and plastic waste. Many popular e-cigarettes, like JUUL, are pod-based with single-use plastic cartridges containing nicotine. Generating even more waste are disposable e-cigarettes like Puff Bar, which are designed entirely for one-time use and have skyrocketed in popularity with a 1,000% increase in use among high school students between 2019 and 2020.

With a 399.73% increase in retail e-cigarette sales (excluding internet sales and tobacco-specialty stores) from 2015 through 2020, the environmental consequences of e-cigarette waste are enormous.

More than half (51%) of young e-cigarette users reported disposing of used e-cigarette pods or empty disposables in the trash, 17% in a regular recycling bin not designed for e-cigarette waste, and 10% reported they simply throw them on the ground, according to Truth Initiative research conducted in 2020. Almost half (49.1%) of young people don't know what to do with used e-cigarette pods and disposable devices.

Their actions should come as no surprise as e-cigarette manufacturers fail to provide consumers with guidance or take responsibility for appropriate disposal methods. In a separate study conducted by Truth Initiative in 2019, almost half (46.9%) of e-cigarette device owners said that the e-cigarette device they used currently did not provide any disposal information, such as where to send used batteries or empty pods. Additionally, when e-cigarette device owners were asked about e-cigarette waste disposal, the majority (73.7%) believed that it was difficult to find e-cigarette drop off sites.

ANATOMY OF AN E-CIGARETTE



DISPOSING OF USED E-CIGARETTES AND ACCESSORIES

Many young e-cigarette users reported throwing away, improperly recycling, or littering the devices. Only 15% of young e-cigarette users reported disposing of empty pods or disposable vapes by dropping them off or sending them for electronic recycling.

According to a survey conducted from February to June 2020, e-cigarette users reported how they disposed of empty pods, disposable e-cigarettes, batteries or other vape pieces:

- More than half of respondents (51%) said that they throw empty pods or empty disposable vapes in the regular trash
- 17% of young people disposed of empty pods and disposable vapes by putting them in regular recycling not designed for e-cigarette waste
- 10% disposed of used pods or disposable vapes by littering on the ground.

Respondents also reported keeping or selling the devices, or returning them to a vape shop.

HOW E-CIGARETTE WASTE HURTS THE ENVIRONMENT

- E-cigarettes not only pose substantial health risks to youth and young adults, they pose a significant environmental threat.
- E-cigarette waste is potentially a more serious environmental threat than cigarette butts since e-cigarettes introduce plastic, nicotine salts, heavy metals, lead, mercury, and flammable lithium-ion batteries into waterways, soil, and to wildlife.
- Unlike cigarette butts, e-cigarette waste won't biodegrade even under severe conditions. E-cigarettes left on the street eventually break down into microplastics and chemicals that flow into the storm drains to pollute our waterways and wildlife.

TARGET AUDIENCE

- HIGH SCHOOLERS AND COLLEGE-GOERS
- AGE GROUPS - 16 YEARS TO 23 YEARS

(CASE STUDY STATISTICS)

3000 VAPERS (81.4% MALES AND 18.6% FEMALES, MEDIAN AGE 29 YEARS) PARTICIPATED TO THE STUDY. THE MAJORITY (80%) WERE FIRST EXPOSED TO NICOTINE VIA TOBACCO SMOKING, SLT USE, OR BOTH. MOST OF THE SUBJECTS (79%) BELIEVED THAT E-CIGARETTES WERE LESS HARMFUL THAN SMOKING. THE VAST MAJORITY OF SMOKERS (71.3%) REPORTED SMOKING CESSATION (30.0%) OR REDUCTION IN CONSUMPTION (41.3%) WITH THE HELP OF E-CIGARETTES. SIMILAR CHANGES WERE OBSERVED IN SLT USERS. PARTICIPANTS REPORTED MINIMAL SIDE EFFECTS AND SOME HEALTH BENEFITS AFTER E-CIGARETTE USE INITIATION.

WHY IS THE AWARENESS IMPORTANT?

E-cigarette users reported how they disposed of empty pods, disposable e-cigarettes, batteries or other vape pieces:

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- 17% of young people disposed of empty pods and disposable vapes by putting them in regular recycling not designed for e-cigarette waste
- 10% disposed of used pods or disposable vapes by littering on the ground

HOW IS YOUR AUDIENCE GOING TO BENEFIT?

Even though the majority of survey participants knew about the dangers to the environment presented by e-cigarettes, those who had vaped at least once were significantly less informed about the environmental impact of littering e-cigarettes than those who had never vaped. The 966 respondents who had never vaped more often believed that e-cigarette waste was dangerous to throw in trash compared to the 1,083 respondents who had vaped at least once (81.4% vs. 71%). Fewer of those who had vaped at least once (79.3%) believed that e-cigarettes contained toxic substances compared to those who had never vaped (89.6%).

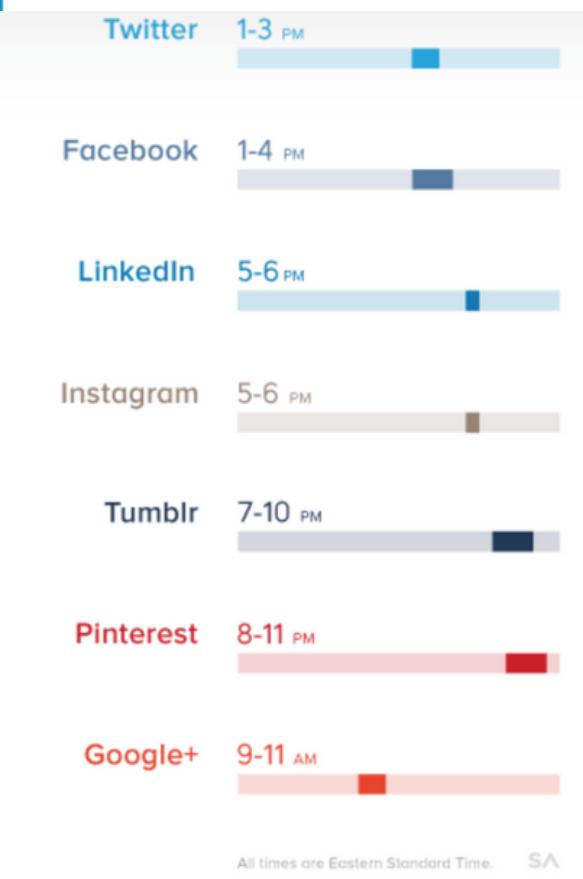
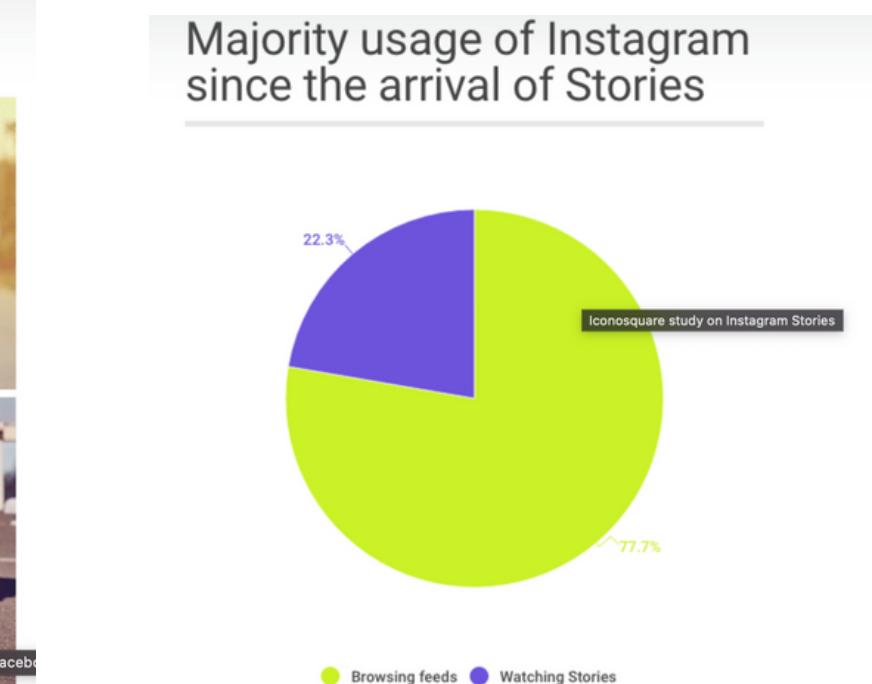
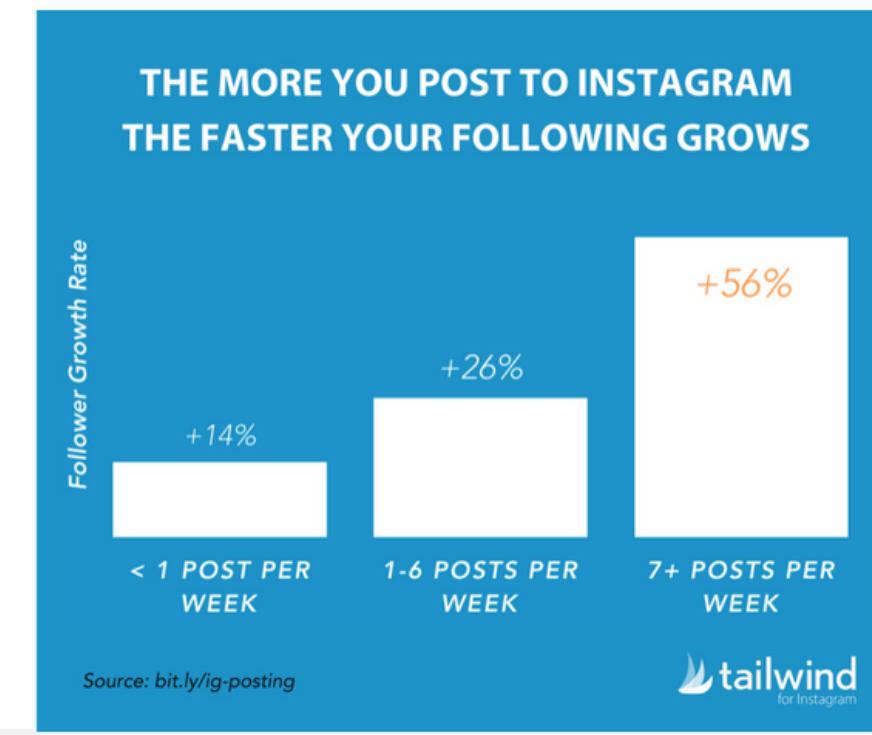
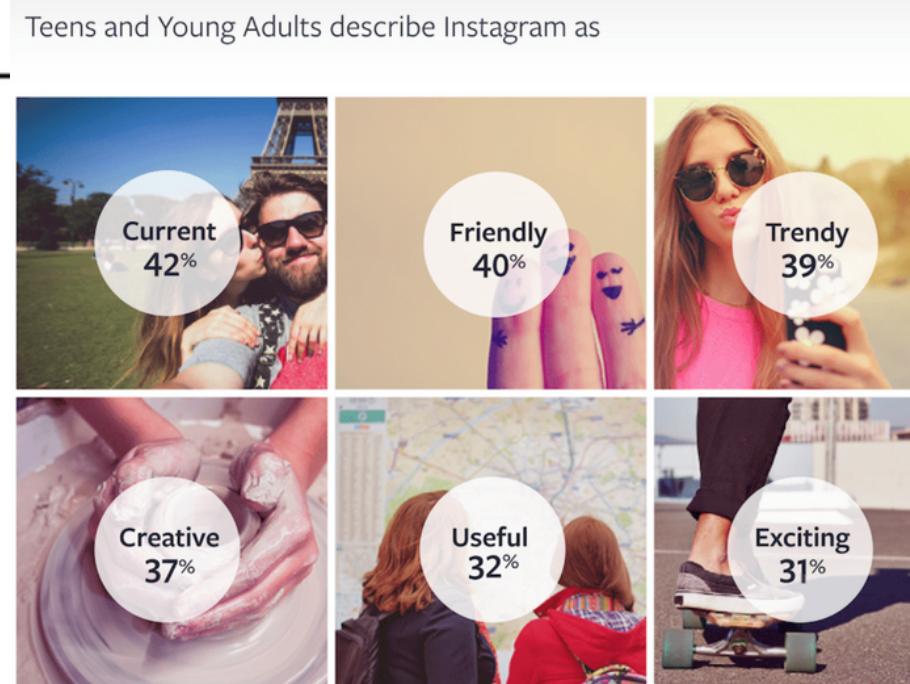
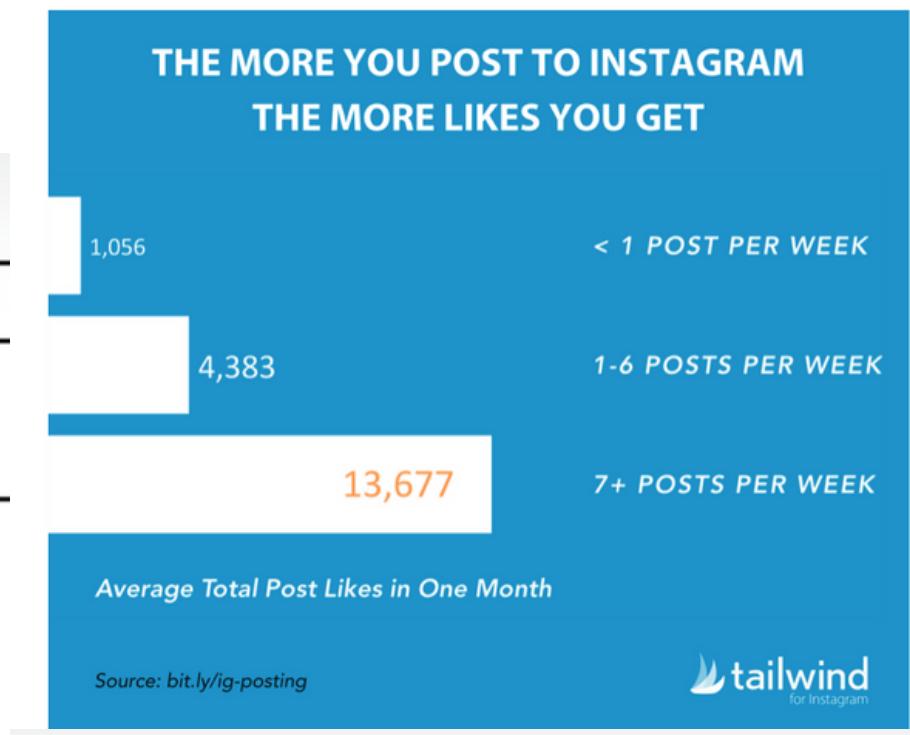
INTENTION

- Stop Flushing e-cigarettes down the sewer system peeps into the groundwater and contaminates our everyday water.
- Stop the chances of secondary harm due to e-cigarettes to people who do not consume them.
- We prevent poisoning due to leaks when throwing e-cigarettes along with household waste.
- We save the waste disposal workers from exposure to hazardous liquids while mass disposal.
- We educate the audience about the hazardous compositions of the e-cigarette component the consumers.

PLAN OF ACTION FOR THE INSTAGRAM POSTS

Fifty-five per cent of online adults between the age of 18 and 29 use Instagram, the highest percentage among all age groups. Thirty-three per cent of online adults between the age of 30 and 49 use Instagram, the second-highest percentage among the age groups. A bigger percentage of women (38 per cent) than men (26 per cent) use Instagram.

% of online adults who use Instagram	
All online adults	32%
Men	26
Women	38
18-29	59
30-49	33
50-64	18
65+	8
High school or less	27
Some college	37
College+	33



PLAN OF ACTION FOR THE INSTAGRAM POSTS

PROBLEMS IDENTIFIED -

- THERE ARE INSTAGRAM PAGES THAT PROVIDE AWARENESS FOR CIGARETTES BUT THERE ARE NO PAGES ON INSTAGRAM THAT SPREAD AWARENESS OF THE HARMFUL EFFECTS OF VAPES.
- THERE ARE ONLY PROMOTIONAL PAGES THAT EXIST UNDER THE APPROPRIATE HASHTAGS.
- THE NGOS THAT PROVIDE AWARENESS ABOUT CIGARETTES AND ALCOHOL ON THEIR PAGE DO NOT SPREAD AWARENESS ABOUT VAPES.
- VAPES HAVE BECOME A TREND ON INSTAGRAM BUT WE FAIL TO SEE ANY INFORMATION ABOUT THE MAKING OF THESE HARMFUL GADGETS

PLAN OF ACTION FOR THE INSTAGRAM POSTS

DESIGNING A MASCOT TO REPRESENT THE CURRENT TARGET AUDIENCE.

THIS MAKE THE POSTS MORE RELATABLE GIVING THEM THE REQUIRED ENGAGEMENT.

1 INTERVIEW WITH THE TARGET AUDIENCE TO ANALYSE THE WAYS OF THE DISPOSAL THEY CURRENTLY PRACTICE. ALSO LEAVING A SUSPENSE FACTOR BY LETTING THEM KNOW WE PROVIDE THE RIGHT SOLUTION AND TO FOLLOW THE PAGE FOR THE INFORMATION.

2. BUILDING A NARRATIVE AROUND THE CHARACTER TO MAKE IT MORE RELATABLE AND TO REPRESENT WHAT THE CURRENT TARGET AUDIENCE DOES WRONG IN TERMS OF DISPOSING OF THEIR E-CIGARETTES.

2. CREATING A STORY WITH A SNEAK PEEK OF THE ISSUE WE WERE GOING TO ADDRESS ALONG WITH A TIMER FOR OUR NEXT POST.

4. ANALYSING THE TRENDS AND CREATING APPROPRIATE HASHTAGS TO CREATE A WIDER REACH AMONG THE TARGET AUDIENCE.

5. CONDUCTING LIVE SESSIONS

6. ANALYSIS OF THE LIVE SESSIONS.

CONTENT PLAN FOR INSTAGRAM

Influence and how can one use it as a tool to bring about change/ reforms:

- What is influence?
- Anyone that they can influence?
- How do we use it to our advantage to make the world a better place?

Discussion on social media platforms:

- What are social media platforms used currently for?
- The most versatile social platform?
- Instagram as a social media platform
- Why do you think it works?
- How can you use Instagram to influence or create an impact?

HOW TO CORRECTLY DISPOSE AN E-CIG?

The comparison between cigarette butts and capsule coffee is surprisingly fitting. Both butts and capsules are intentionally designed to be convenient, single-use products. Both are also nonbiodegradable and unrecyclable. As pervasive and polluting as cigarette butts are, however, the e-waste from e-cigarettes presents an even more apt comparison.

Juul pods are found routinely littered, especially where young people congregate. But because of the double-bind of e-cigarette waste being both electronic waste due to the components and hazardous waste due to the nicotine liquid residue.

WHAT IS INFLUENCE?

Influence is how one can instigate a thought or action in another person via persuasion.

- Anyone that they can influence?

Influenced people we aim to target essentially everyone but we start with our primary target audience.

- How do we use it to our advantage to make the world a better place?

People are very impressionable, if you can be persuasive enough one might even learn from our awareness campaign to implement what we are trying to convey.

DISCUSSION ON SOCIAL MEDIA PLATFORMS:

What are social media platforms used currently for?

- Adding a place of awareness campaign can begin to have some legibility and reference to where people can come back for information, starting off with Instagram as it is the easiest way to reach more people right now.

The most versatile social platform?

- Social media itself is versatile, here we have Instagram as it's the world's leading networking platform along with its initial design of content and photo sharing which has evolved into a networking site for youngsters and adults.

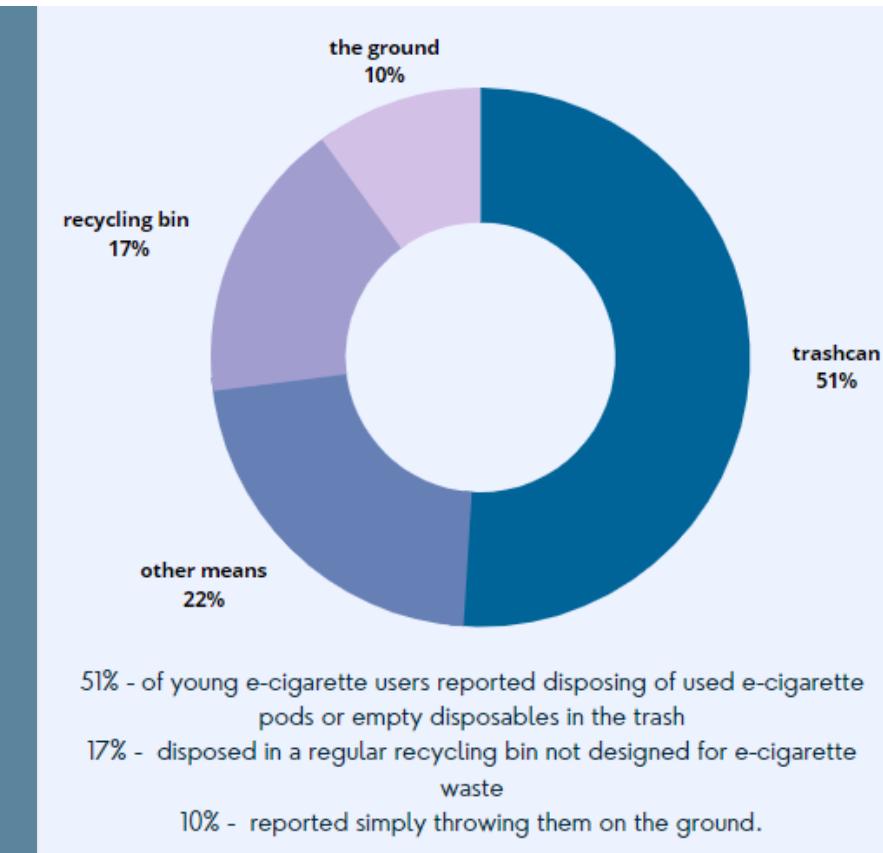
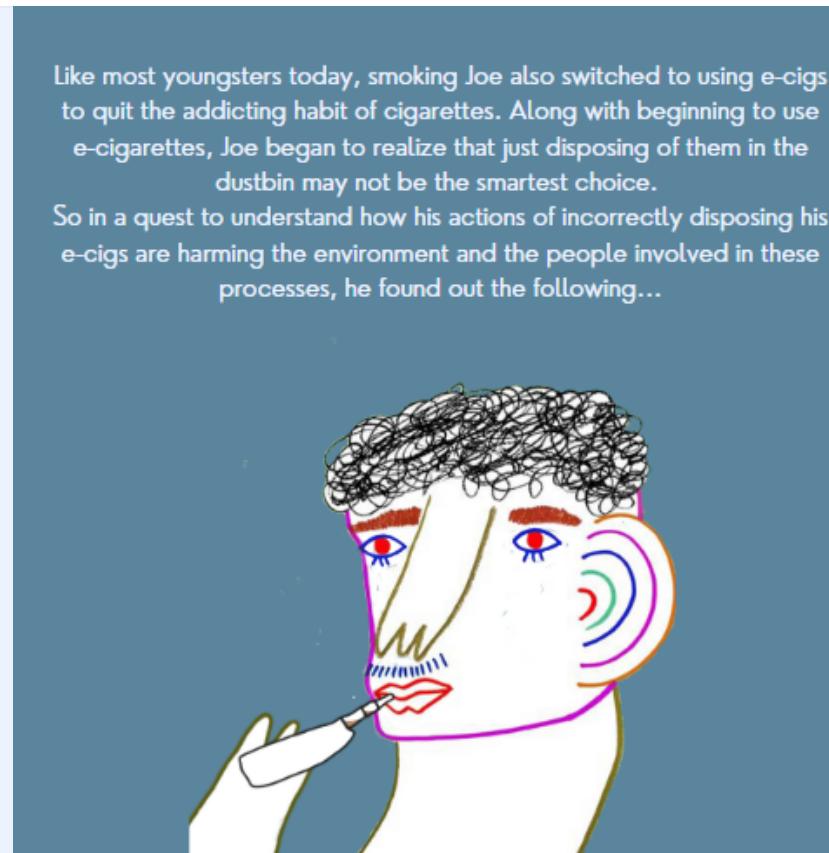
Why do you think it works?

- It works by the means of sharing content with people who are interested in similar content to their liking.

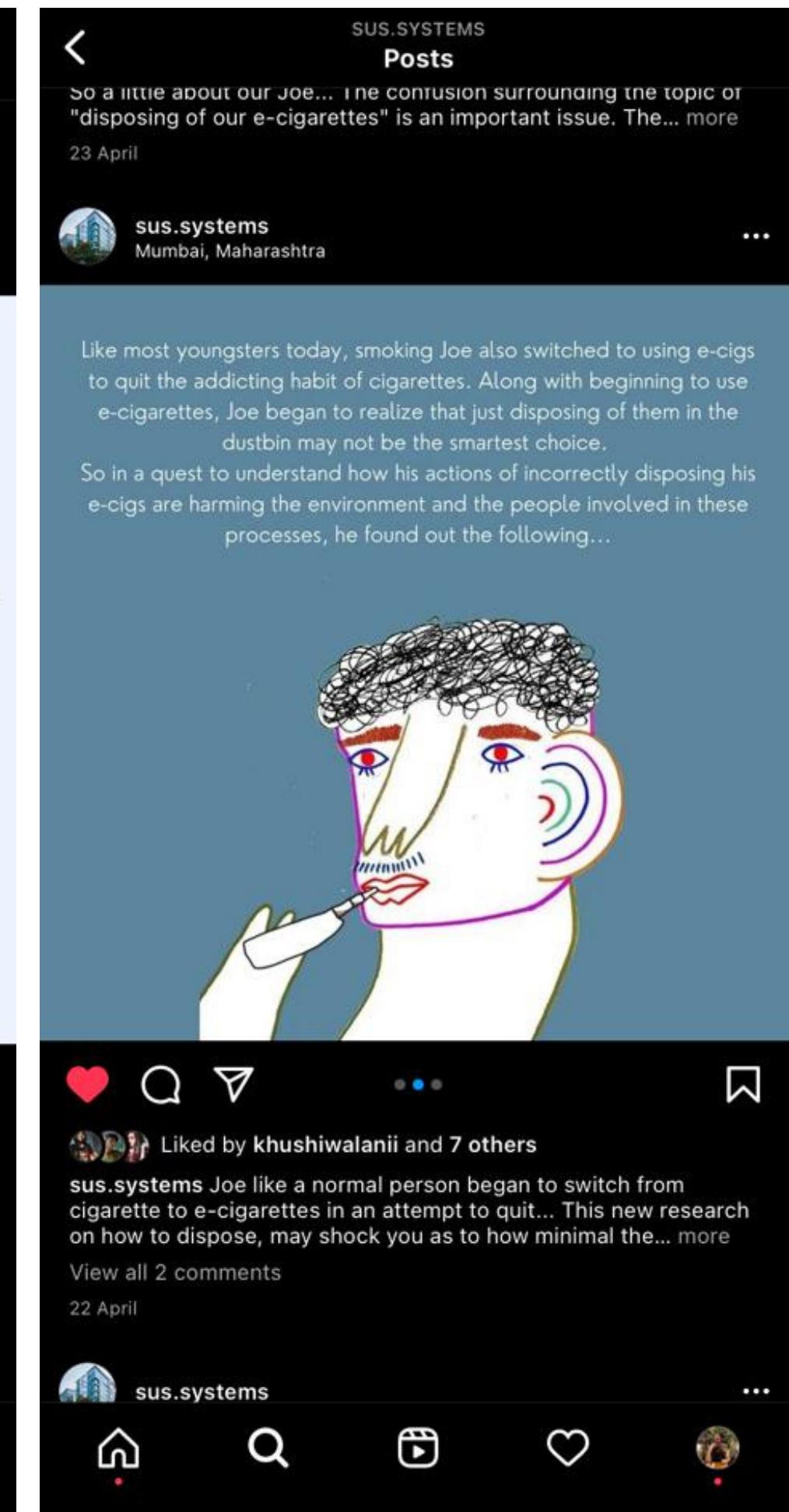
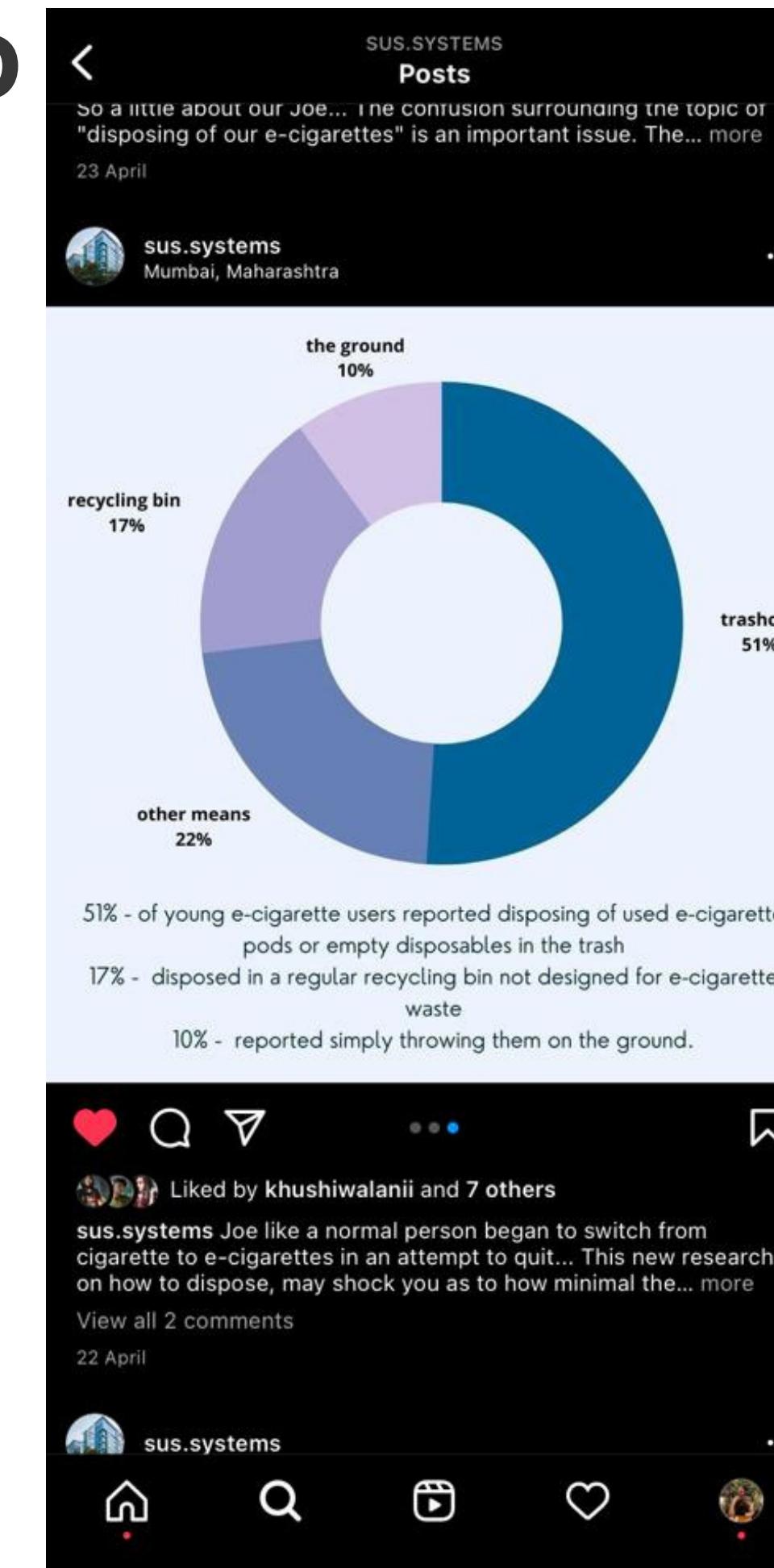
How can you use Instagram to influence or create an impact

- We can use Instagram's hashtags to target the appropriate audience.

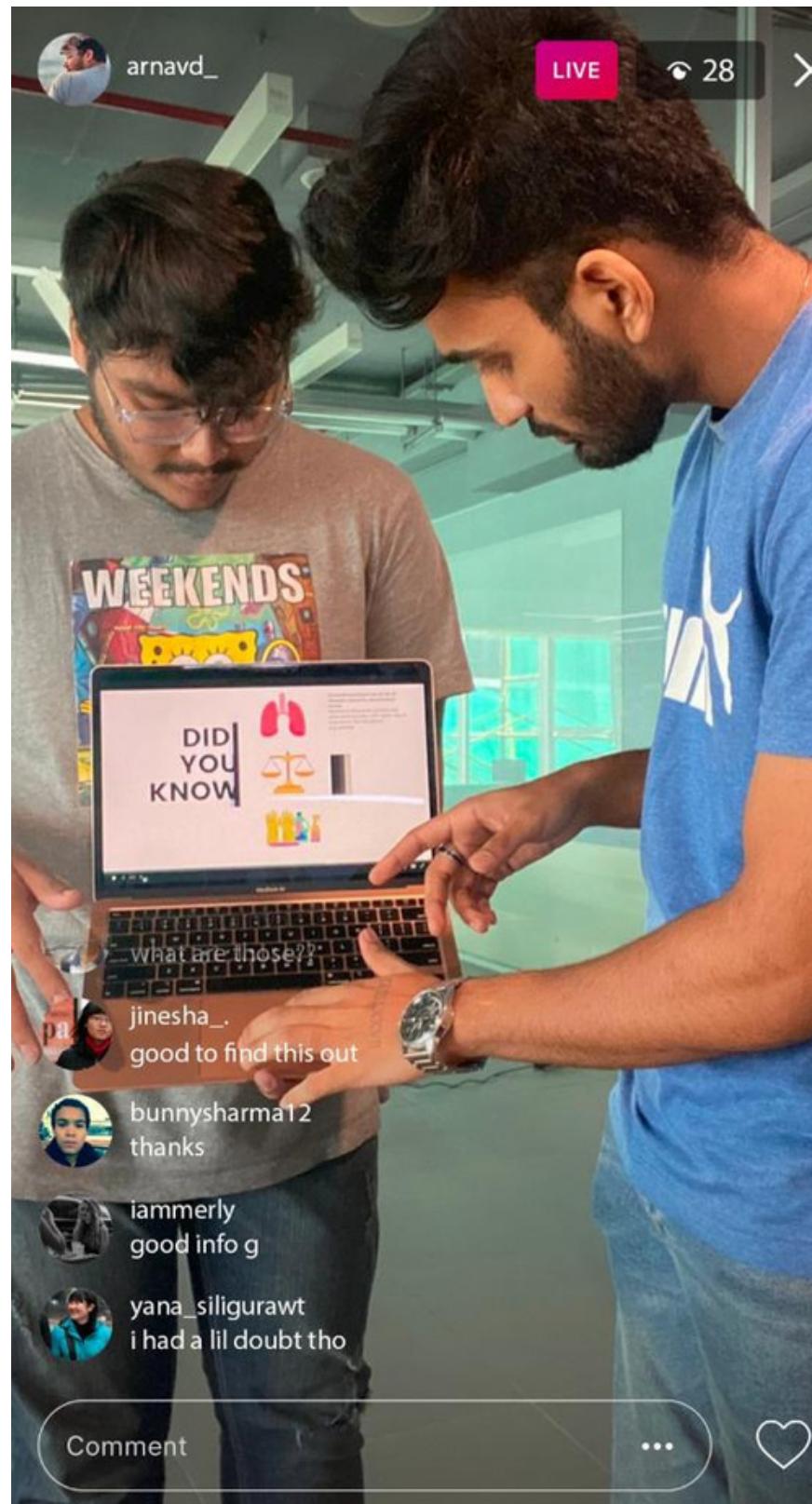
POSTS MADE ON INSTAGRAM



OUR INSTAGRAM FEED



LIVE SESSION ON INSTAGRAM



We conducted a live session through Instagram on the 29th of April. Through the live, we addressed the lack of awareness and the benefits of a smoke-free campus. We also addressed the main issue that's causing harm to the environment which is the proper disposal of the new trend wave "e-cigarettes". As we expected we found out people are still unaware of the disposal process that intern pollutes the environment.

Throughout our life, we managed to educate people about the benefits of a smoke-free campus. Correct disposal of e-cigarettes is the first step toward creating this environment.

PLAN OF ACTION FOR THE AWARENESS MODULE

HOW E-CIGARETTE WASTE HURTS THE ENVIRONMENT

E-cigarettes not only pose substantial health risks to youth and young adults, but they also pose a significant environmental threat (see the Truth Initiative fact sheet on Tobacco and the Environment).

E-cigarette waste is potentially a more serious environmental threat than cigarette butts since e-cigarettes introduce plastic, nicotine salts, heavy metals, lead, mercury, and flammable lithium-ion batteries into waterways, soil, and wildlife.

Unlike cigarette butts, e-cigarette waste won't biodegrade even under severe conditions. E-cigarettes left on the street eventually break down into microplastics and chemicals that flow into the storm drains to pollute our waterways and wildlife.

TARGET AUDIENCE – HIGH SCHOOLS, COLLEGES, CORPORATE WORK ENVIRONMENTS.

BEING A SENSITIVE TOPIC WE WERE BOUND TO LIMIT THE CONTENT WE WANTED TO SHARE.

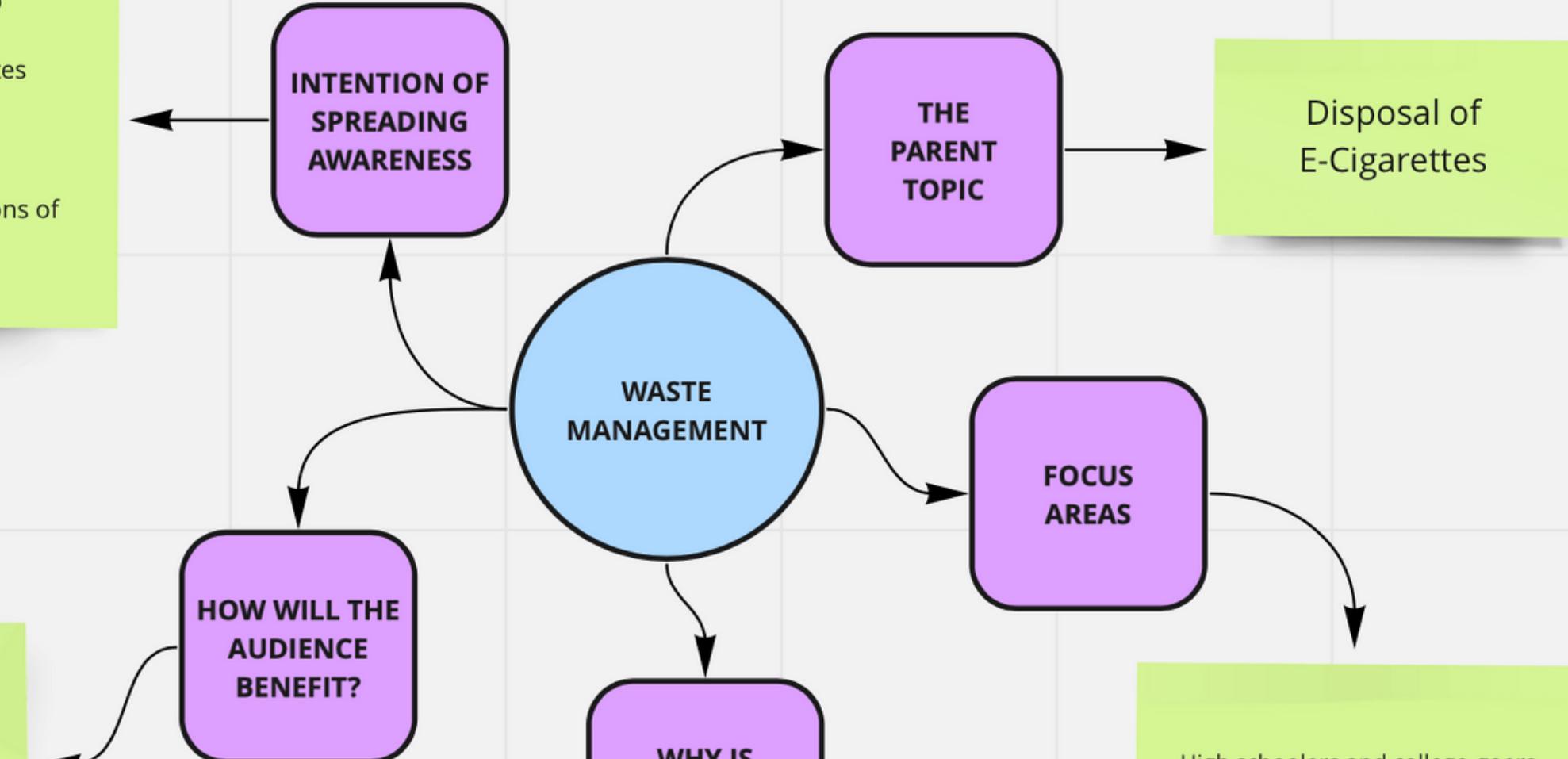
we decided to take a different approach as it is a unique topic that has almost zero AWARENESS and there are no NGOs that work ON this issue.

we decided to come up with a new plan for THE webinar which is AWARENESS related to making the campus smoke free.

We tried to approach our schools as we wanted to use school children as a bridge between college goes and PARENTS or family members who practice vaping.

This approach was a success as we were approved to conduct a seminar with the GREENWOOD school Bangalore. we had to carefully encapsulate the module that was to be shared during the webinar.

- Stop Flushing e-cigarettes down the sewer system peeps into the groundwater and contaminates our everyday water.
- Stop the chances of secondary harm due to e-cigarettes to people who do not consume them.
- We prevent poisoning due to leaks when thrown e-cigarettes along with the household waste.
- We save the waste disposal workers from exposure to hazardous liquids while mass disposal.
- We educate the audience about the hazardous compositions of the e-cigarette component the consumers.



Even though the majority of survey participants knew about the dangers to the environment presented by e-cigarettes, those who had vaped at least once were significantly less informed about the environmental impact of littering e-cigarettes than those who had never vaped. The 966 respondents who had never vaped more often believed that e-cigarette waste was dangerous to throw in trash compared to the 1,083 respondents who had vaped at least once (81.4% vs. 71%). Fewer of those who had vaped at least once (79.3%) believed that e-cigarettes contained toxic substances compared to those who had never vaped (89.6%).

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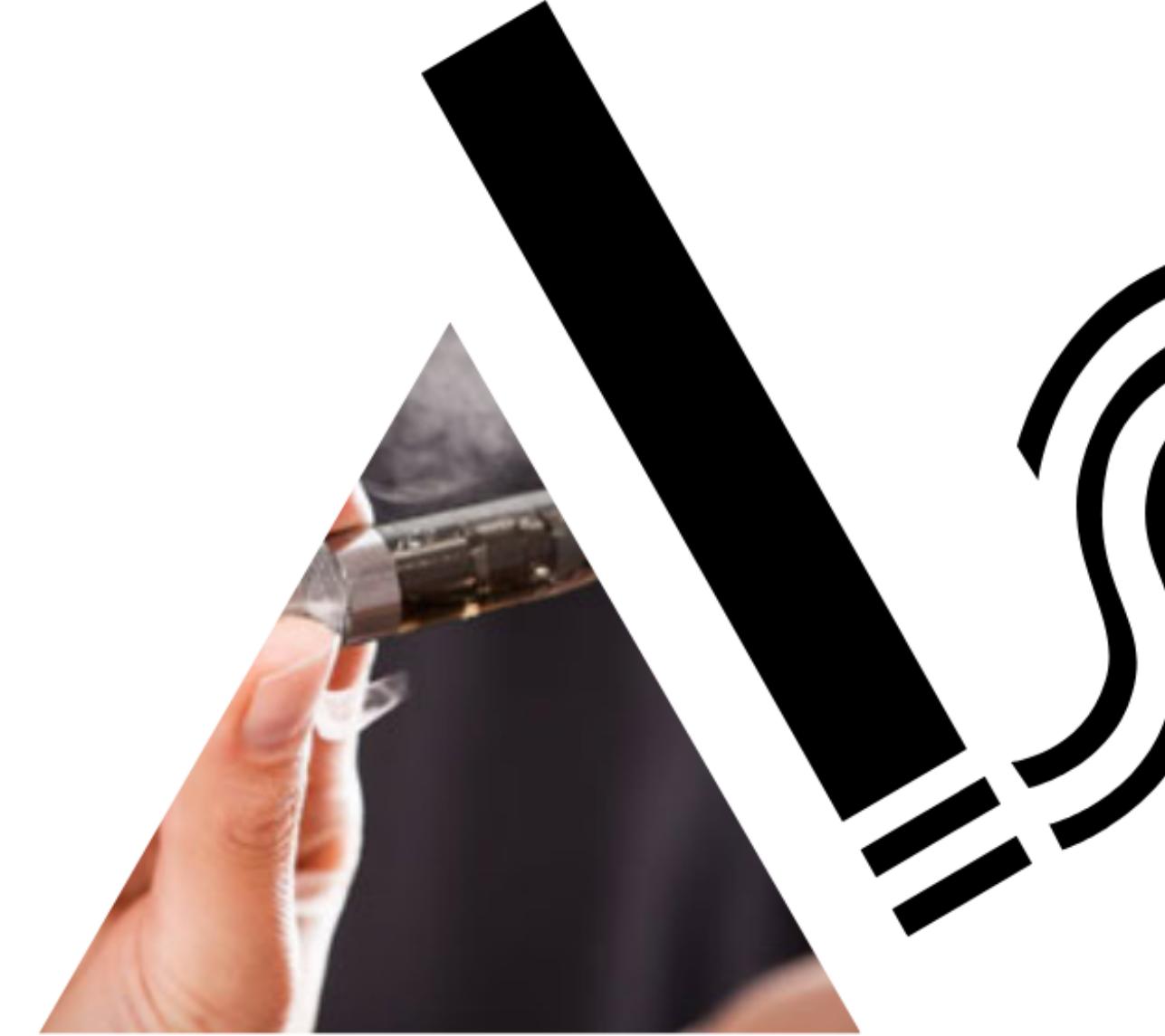
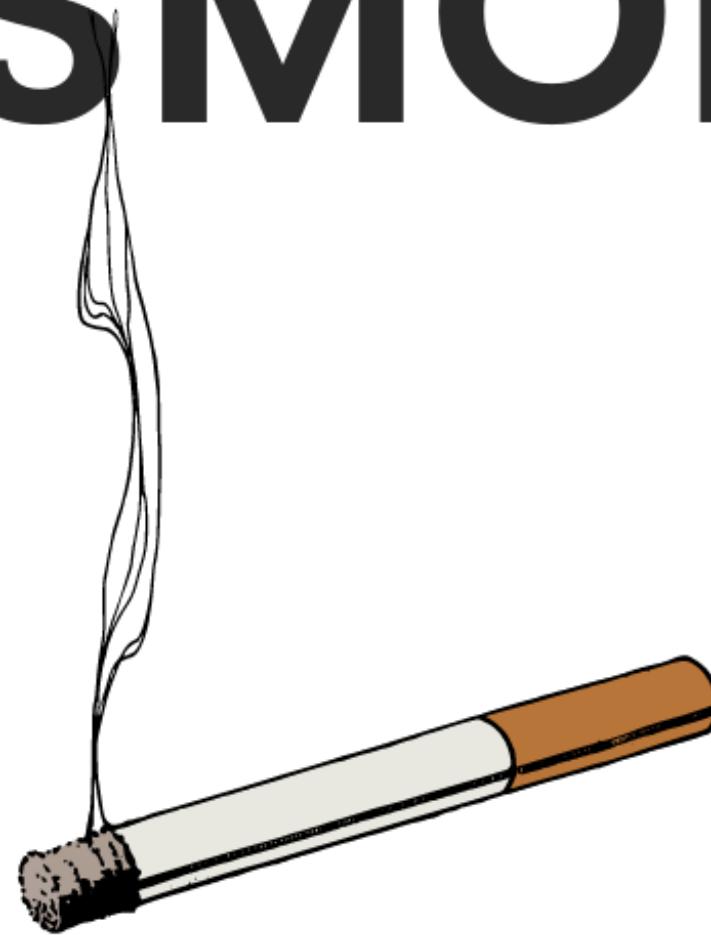
- More than half of respondents (51%) said that they throw empty pods or empty disposable vapes in the regular trash.
- 17% of young people disposed of empty pods and disposable vapes by putting them in regular recycling not designed for e-cigarette waste.
- 10% disposed of used pods or disposable vapes by littering on the ground.

-High schoolers and college-goers
-Age groups - **16 years to 23 years**

PLAN OF ACTION FOR THE AWARENESS MODULE

MODULE DESIGN

HOW TO MAKE YOUR CAMPUS SMOKE FREE



WHY 'SMOKE-FREE CAMPUS'?

DID YOU KNOW



PEOPLE WHO SMOKE FALL IN SICK MORE OFTEN

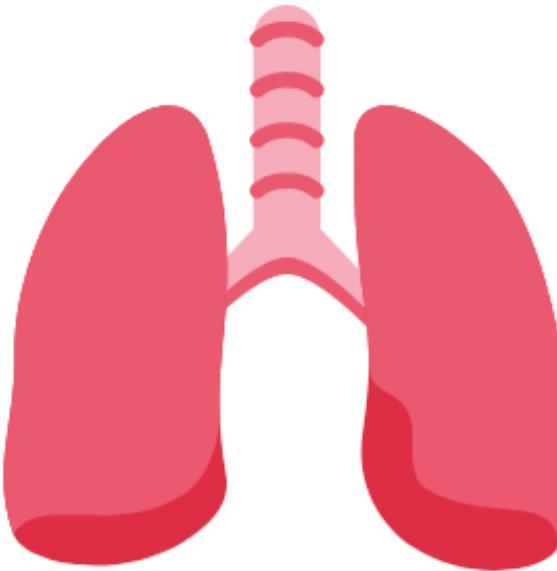
There is a 60% higher risk of lost workdays for men and 15% higher risk of lost workdays for women.

INDUSTRIAL ACCIDENTS, FIRES, AND OCCUPATIONAL INJURIES OCCUR MORE FREQUENTLY^(3,4) IN ENVIRONMENTS THAT ARE NOT SMOKE-FREE.

SMOKING BREAKS TAKE AWAY FROM THE REAL WORK

Research from the United Kingdom found that smokers spend 40 minutes of each work day on smoking breaks. This equates to 20 days each year spent smoking instead of working.

DID YOU KNOW



NONSMOKING WORKERS ARE AT RISK OF DISEASES CAUSED BY SECOND-HAND SMOKE

Workers in restaurants and bars that allow smoking have a 50% higher rate of lung cancer than the general population.

LEGAL RISK EXISTS FROM POTENTIAL LITIGATION BY NONSMOKING WORKERS AFFECTED BY SECOND-HAND SMOKE

CLEANING COSTS ARE HIGHER

Businesses that allow smoking have cleaning bills that can be as much as 10% higher.

**LETS MOVE
TOWARDS A
SMOKE FREE
ENVIRONMENT**

BENEFITS FOR THE EMPLOYEES AND STUDENTS

1. Smoke-free workplaces create a healthier, more productive workforce.
2. The annual health-care costs for employee health premiums are lower.
3. The risk of fire damage, accidents and occupational injuries is reduced.
4. This leads to lower fire and accident insurance premiums
5. Cleaning and maintenance costs also go down
6. There is less risk of legal action by nonsmoking employees due to the adverse health effects of second-hand smoke.
7. The image of a UN organization that is committed to a healthier workplace is enhanced.

BENEFITS TO VISITORS AND STAFF

1. Their exposure to second-hand smoke is reduced. This lowers their risk of adverse health effects resulting from exposure to second-hand smoke.
2. Visitors (including children) in a smoke-free workplace enjoy a fresher and cleaner atmosphere, making for a more positive visit.
3. When the smoke-free signage clearly states that the smoke-free policy stems from a concern for health, visitors and guests perceive a more empathic and caring management.

MYTHS AND FACTS ABOUT SMOKE FREE SPACES

You do not need to make a workplace 100% smoke-free; just designate a smoking area.

You do not need to make a workplace 100% smoke-free; just create ventilated smoking rooms. Ventilation systems can get rid of tobacco smoke indoors.

Smoke-free policies are unpopular with workers.

Smoke-free workplace policies are only needed if there is a national smoke-free law.

Smoking areas imply that workers and visitors are still exposed to second-hand smoke, and that fire and accident risks remain. The only way to eliminate the hazards of tobacco smoke is through a 100% smoke-free policy.

Even the most advanced ventilation system cannot eliminate tobacco smoke or exposure to second-hand smoke. The American Society of Heating, Refrigerating and Air-Conditioning Engineers states that currently the only way to effectively eliminate the health risk associated with indoor exposure to second-hand smoke is to ban smoking.

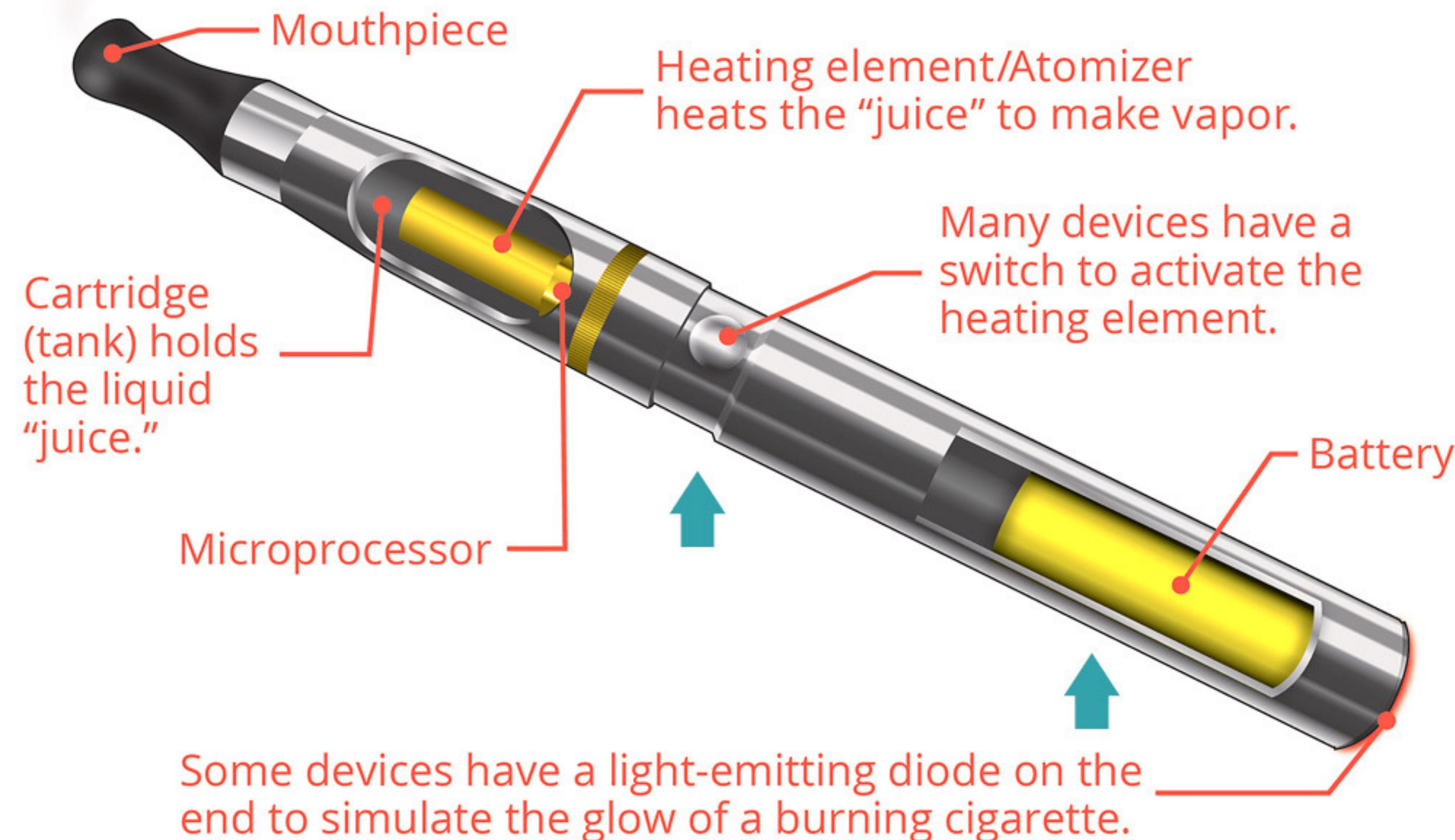
Most smokers support smoke-free policies once they've experienced its benefits.

**BUT TO HAVE A SMOKE-FREE CAMPUS, WE
MUST FOCUS ON THE DISPOSAL.**

**PARTS OF
AN E-CIG...**



ANATOMY OF AN E-CIGARETTE



HOW TO CORRECTLY DISPOSE AN E-CIG?

Best Practices for Safe Disposal:

The comparison between cigarette butts and capsule coffee is surprisingly fitting. Both butts and capsules are intentionally designed to be convenient, single-use products. Both are also nonbiodegradable and unrecyclable. As pervasive and polluting as cigarette butts are, however, the e-waste from e-cigarettes presents an even more apt comparison.

Juul pods are found routinely littered, especially where young people congregate. But because of the double-bind of e-cigarette waste being both electronic waste due to the components and hazardous waste due to the nicotine liquid residue

- Check with your state and local environmental agencies for rules and guidance about e-cigarette and e-liquid waste disposal.



- Turn off the device and remove the rechargeable battery before disposal. If the device isn't yours, have the user do this.

- Deliver the sealed container of e-cigarette waste to a local hazardous waste facility at least every 90 days.

- Store all items--especially rechargeable batteries--in a cool, temperature-controlled environment and in a container that is sealed and clearly labeled for hazardous waste.



- Never throw rechargeable batteries into the trash. Keep them in a separate container for hazardous waste.

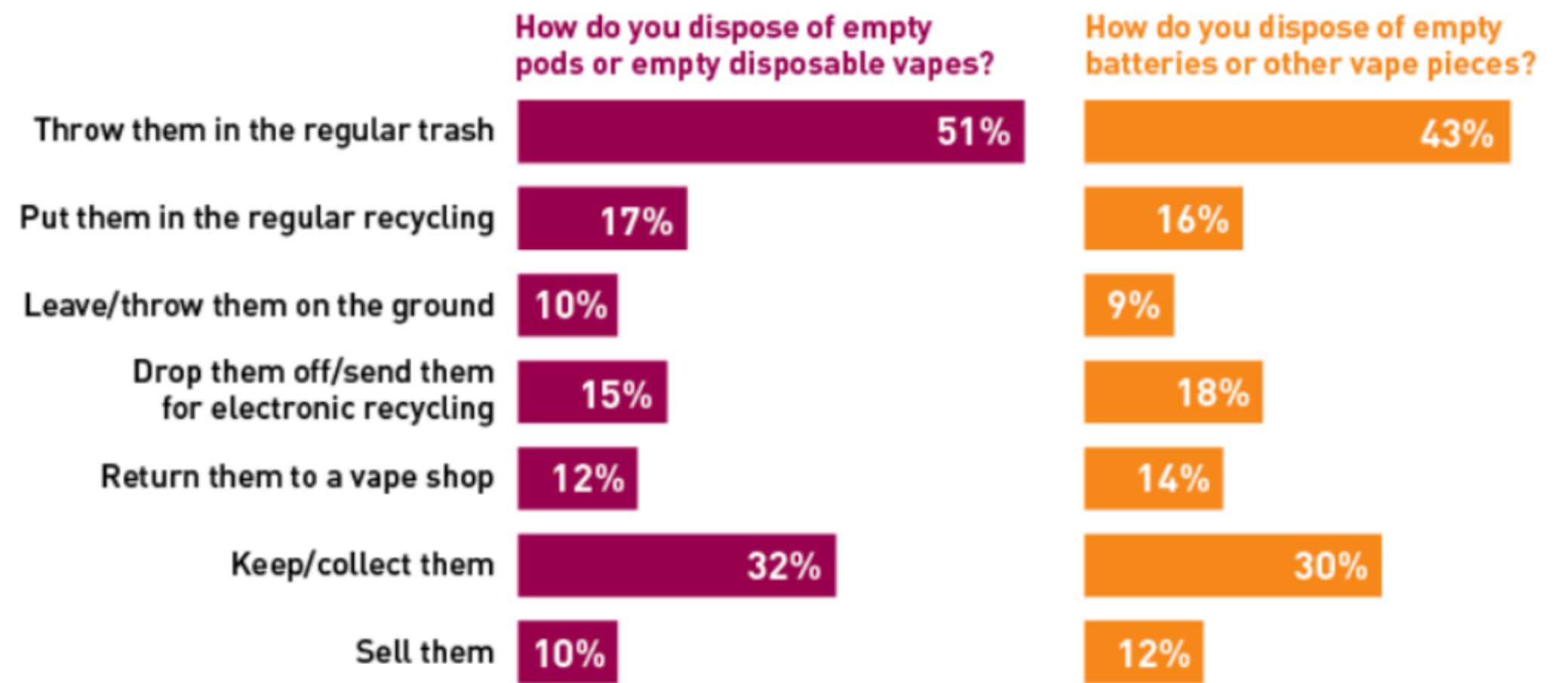
- Do not rinse e-cigarette items, such as spent cartridges, to remove the liquid nicotine residue. That water will become hazardous waste, and you will need to store and dispose of the water properly.

- Handle used and discarded cartridges carefully to avoid unintentional exposure to unused nicotine. Do not throw them away in the regular trash.

- Always be careful handling products. Liquid nicotine can be absorbed through the skin and cause accidental poisoning.



Methods of e-cigarette waste disposal*



*Data were from a survey of 15-24-year-olds fielded February – June 2020 and included 3,757 participants. Participants could select more than one response to questions.

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Their actions should come as no surprise as e-cigarette manufacturers fail to provide consumers with guidance or take responsibility for appropriate disposal methods. In a separate study conducted by Truth Initiative in 2019, almost half (46.9%) of e-cigarette device owners said that the e-cigarette device they used currently did not provide any disposal information, such as where to send used batteries or empty pods. Additionally, when e-cigarette device owners were asked about e-cigarette waste disposal, the majority (73.7%) believed that it was difficult to find e-cigarette drop off sites.

ALMOST HALF (49.1%) OF YOUNG PEOPLE DON'T KNOW WHAT TO DO WITH USED E-CIGARETTE PODS AND DISPOSABLE DEVICES.

DO YOUR PART IN MAKING YOUR CAMPUS SMOKE FREE

Best Practices for Safe Disposal:

- Check with your state and local environmental agencies for rules and guidance about e-cigarette and e-liquid waste disposal.
- Turn off the device and remove the rechargeable battery before disposal. If the device isn't yours, have the user do this.
- Store all items--especially rechargeable batteries--in a cool, temperature-controlled environment and in a container that is sealed and clearly labeled for hazardous waste.
- Never throw rechargeable batteries into the trash. Keep them in a separate container for hazardous waste.
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THE WEBINAR

You are viewing Madu Srinivasan's screen View Options

HOW TO MAKE YOUR CAMPUS SMOKE FREE

A hand holding a cigarette butt, which is being crushed between fingers.

From Prakruthi to Everyone

000000

Unmute Stop Video Participants Chat Share Screen Record Reactions Apps

View

Vaibhavi Jaleesha

vedant

Kalyani

Madu Srinivasan

Mayank

Mayank

A Amay Vashistha

Anoushka

Anoushka

Leave

The screenshot shows a video conference interface. The main slide features a large white 'X' over a graphic of a cigarette butt being crushed. The title 'HOW TO MAKE YOUR CAMPUS SMOKE FREE' is displayed. In the bottom right corner of the slide, there is a small video thumbnail showing a person's face. The video player controls at the bottom include 'Unmute', 'Stop Video', 'Participants' (showing 68 participants), 'Chat' (with 2 messages), 'Share Screen', 'Record', 'Reactions', and 'Apps'. On the right side, a sidebar lists participant names and their video thumbnails: Vaibhavi Jaleesha, vedant, Kalyani, Madu Srinivasan, Mayank, Mayank, Amay Vashistha, and Anoushka. A red 'Leave' button is located at the bottom right of the sidebar.

THE WEBINAR

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Benefits to visitors and staff

1. Their exposure to second-hand smoke is reduced. This lowers their risk of adverse health effects resulting from exposure to second-hand smoke.
2. Visitors (including children) in a smoke-free workplace enjoy a fresher and cleaner atmosphere, making for a more positive visit.
3. When the smoke-free signage clearly states that the smoke-free policy stems from a concern for health, visitors and guests perceive a more empathetic and caring management.

From Vaibhavi Jalotaa to Everyone
???

Participants: 88 Chat: 3 Share Screen Record Reactions Apps Leave

Unmute Start Video



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BUT TO HAVE A SMOKE-FREE CAMPUS, WE MUST FOCUS ON THE DISPOSAL.

PARTS OF AN E-CIG...



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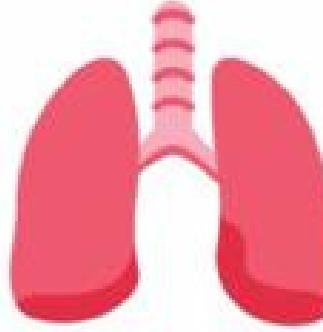
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DID YOU KNOW



Press ESC or double-click to exit full screen mode



Nonsmoking workers are at risk of diseases caused by second-hand smoke
Workers in restaurants and bars that allow smoking have a 50% higher rate of lung cancer than the general population(2)

Legal risk exists from potential litigation by nonsmoking workers affected by second-hand smoke

Cleaning costs are higher
Businesses that allow smoking have cleaning bills that can be as much as 10% higher(6)

Unmute Start Video Participants Chat Share Screen Record Reactions Apps Leave

View Options View

vedant

Kalyani

Madu Srinivasan

Mayank

Amay Vashistha

Prakruthi

POST WEBINAR SURVEY

Post webinar response survey

 kalyani.singh.2021@atlasskilltech.university (not shared)

[Switch account](#)

* Required

Did you attend the webinar session on the disposal of e-cigarettes? *

- Yes
- No

What were your take aways from the webinar? *

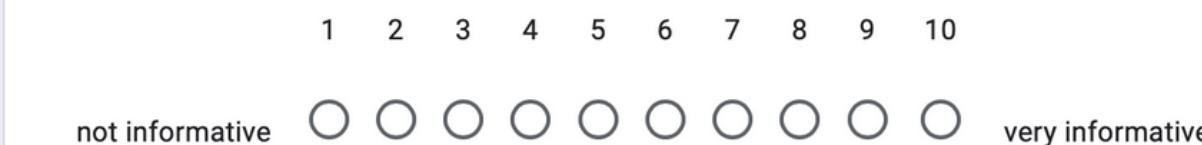
Your answer

What are the right means of disposing e-cigs? *

- segregating the pieces into appropriate waste-bins
- throwing them on the road
- hammer it to pieces and throw it
- flushing them down the toilet
- Storing them at your home

- hammer it to pieces and throw it
- flushing them down the toilet
- Storing them at your home
- throwing them in the bin

On a scale of 1 (low) to 10 (highest) how informative was this webinar in regards * to e-cig disposals?



would you implement the information learned in a real life scenario you might * face?

- Yes
- If, I remember
- No

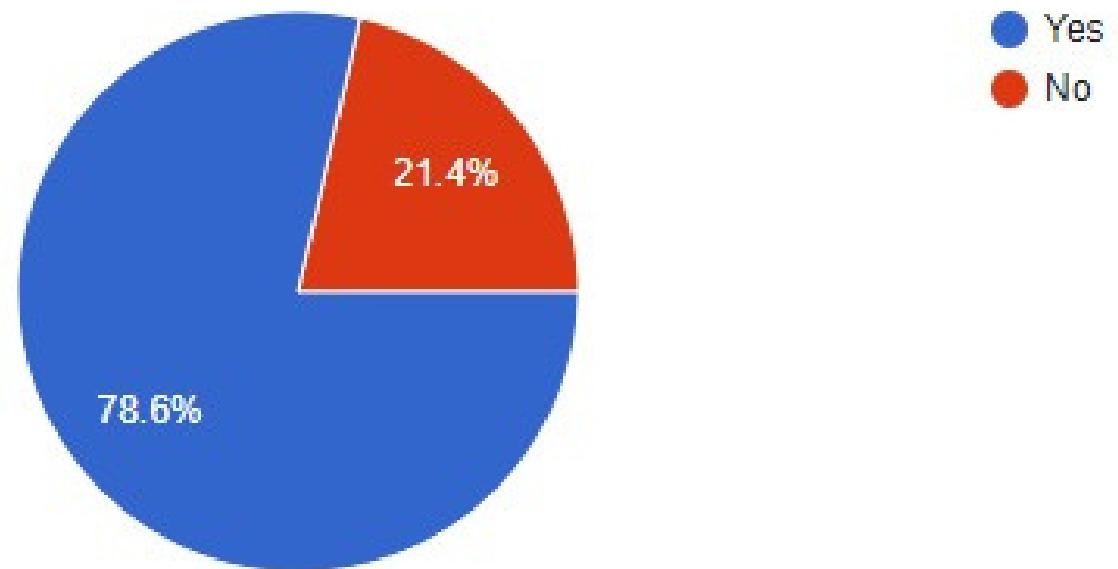
would you recommend this webinar to anyone you know?

Your answer

SURVEY RESPONSES

Did you attend the webinar session on the disposal of e-cigarettes?

14 responses



What were your take aways from the webinar?

14 responses

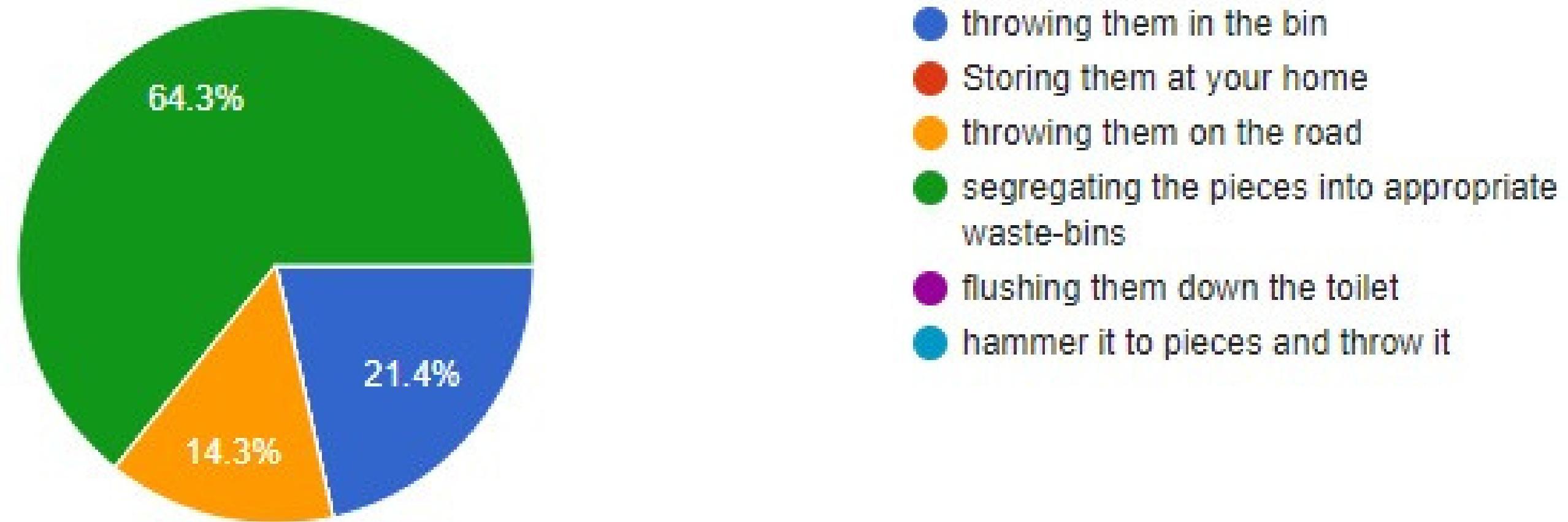
- Don't use e-cigarettes and those who discard make them do it properly
- That e-cigarettes can harm the environment if not disposed correctly
- .
- Not attended
- That disposal of e cigarettes is important
- I did not attend
- Wrong disposal of e cigarettes is harmful for the environment
- Nothing
- Realize that throwing cigarettes on road is not good

SURVEY RESPONSES

What are the right means of disposing e-cigs?

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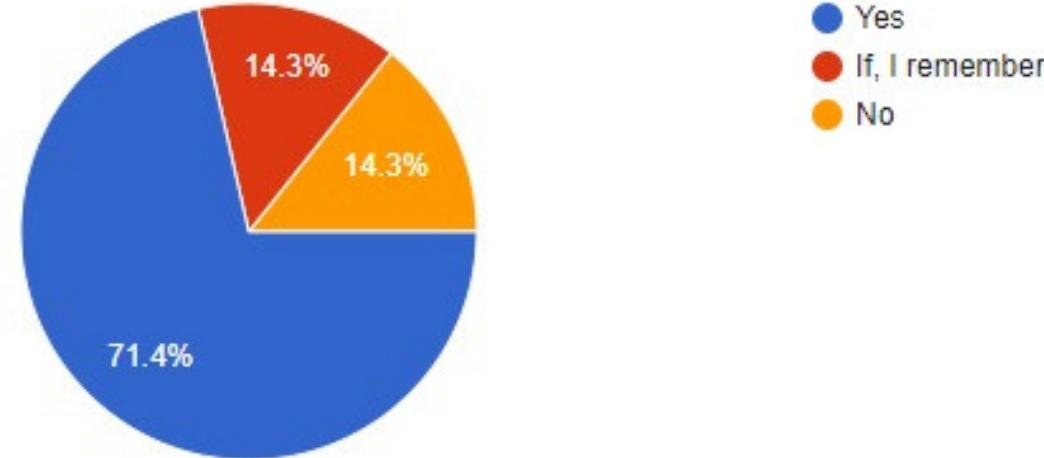
14 responses



SURVEY RESPONSES

would you implement the information learned in a real life scenario you might face?

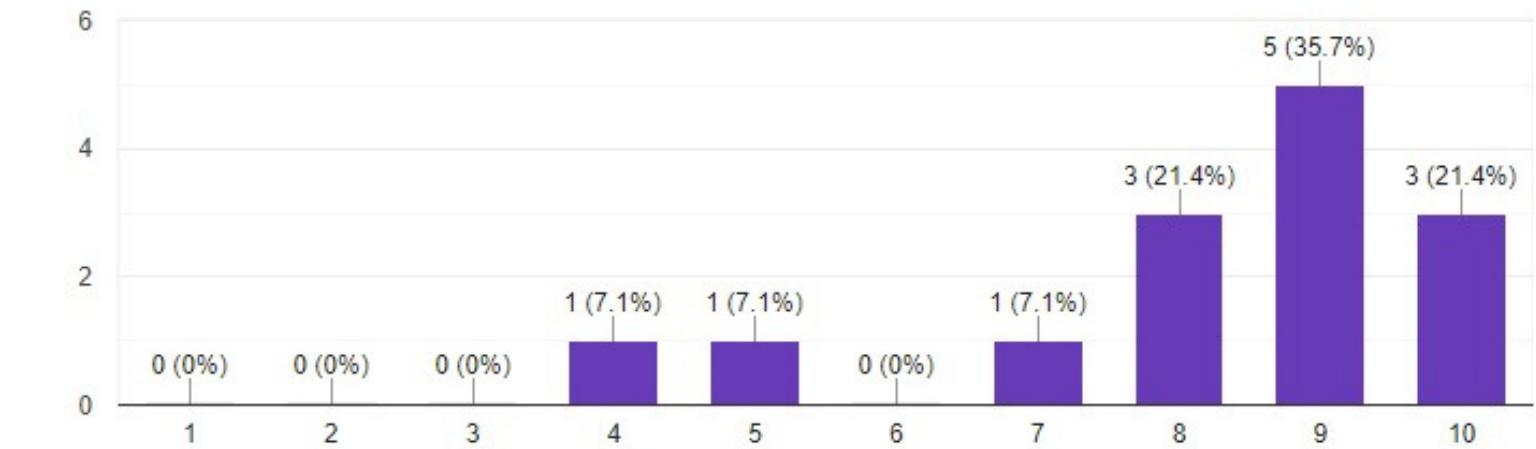
14 responses



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On a scale of 1 (low) to 10 (highest) how informative was this webinar in regards to e-cig disposals?

14 responses



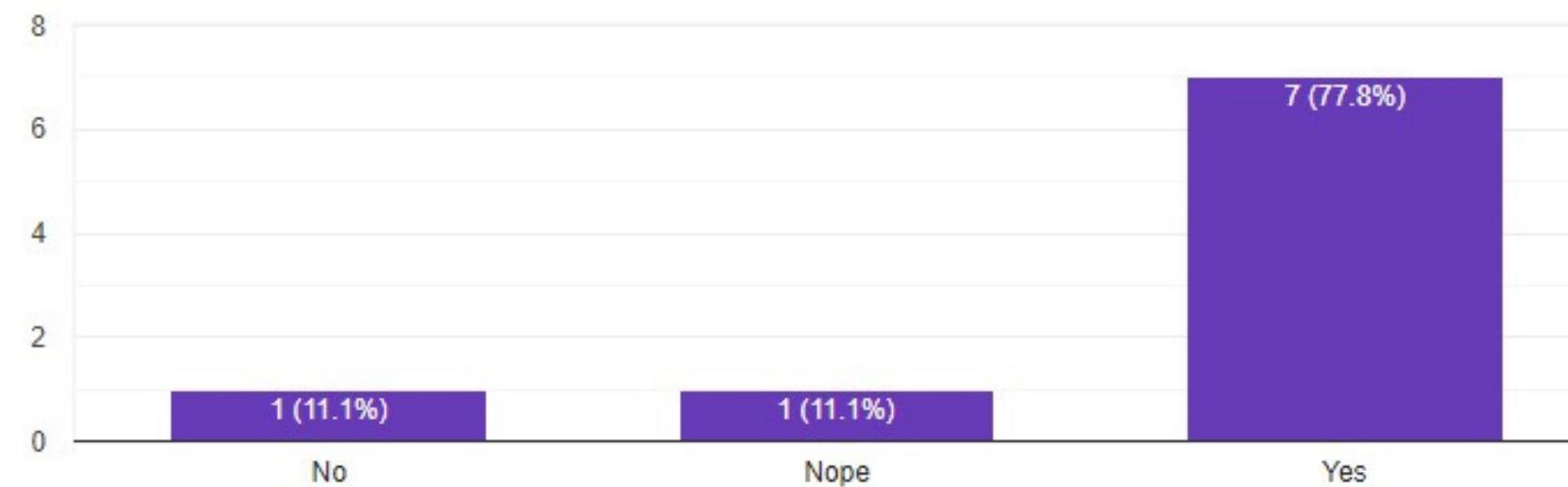
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would you recommend this webinar to anyone you know?

9 responses

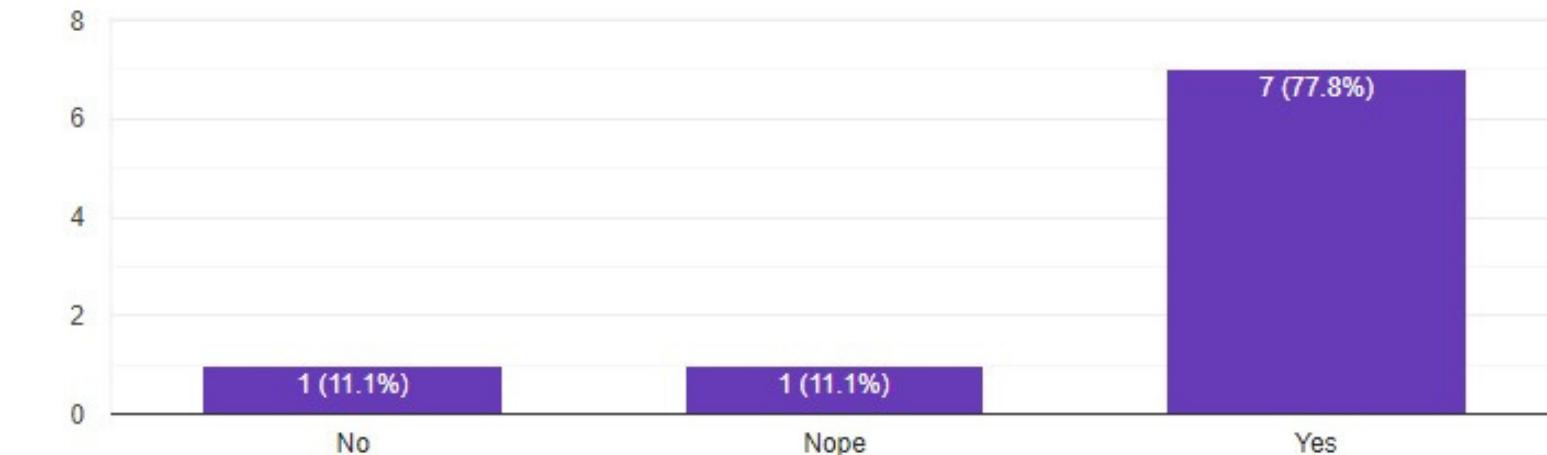
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would you recommend this webinar to anyone you know?

9 responses



REPORT

Date of the webinar- 2nd May 2022

Time of webinar- 4 pm

The Greenwood School Bangalore

AIM: to raise awareness about smoke-free campuses and proper disposal of e-cigarettes.

A webinar on the topic "awareness about smoke-free campus and proper disposal of e-cigarettes was conducted through zoom. This webinar aimed to educate children about the harmful effects of smoking any form of product and the benefits of a smoke-free campus. we wanted to use children as a bridge between our message and the smoking individuals be it inside the campus or also in their homes. We chose this approach as children have a better influence on people than us youngsters. The webinar lasted for about 40 minutes. In the first place, we took some time out to explain why we targeted schools and high school children for the awareness which was received well by the teachers and parents. During these forty minutes, we managed to present our presentation that explained the benefits of a smoke-free campus and also the right ways to dispose of vapes. We also managed to answer the questions and doubts that came from parents and the teachers. We ended the webinar with a thank you note. We also made sure to present the objectives and takeaways while closing the webinar. We received a positive response and we also handed over response sheets to understand and refine our process of spreading awareness better.

REPORT

We thank Mrs Trupti, Principal, Greenwood High, Bangalore for this opportunity. We are grateful to the teachers for letting us discuss such sensitive topics with so much freedom.

And finally, we thank the students and parents present here.

Our main objective today was to create awareness and help institutions become smoke-free. The main objective and takeaways of this webinar are

- Awareness towards building a smoke-free campus
- Creating a sustainable environment
- Protecting people from secondary smoke
- Educating youngsters to stay free from smoking
- Educating the already smoking individuals to 1. Quit smoking 2. Proper disposal of their cigarettes
- E-waste management
- Educating children towards becoming responsible and spreading further awareness into the world.

Today the world is shifting towards e-cigarettes or commonly known as vapes. But we fail to understand the proper disposal of these gadgets which is reducing our earth's lifespan.

Our main objective today, to educate students and parents and spread a wider awareness about proper disposal for the good of everybody was a success.

We would appreciate your time to fill out the response sheet. we thank everybody present here for their valuable time.

Reflections:

overall we would say this was collectively a much difficult project than we anticipated. Although initially we did a lot of planning throughout the project and planning for the project to be executed, it is safe to say that we all faced problems we individually and cohesively as a group had to deal with. Such problems involved the uncertainty of creating content for our instagram, whether we made the right decision with the mascot and how much better could we engage with the audience to grasp their attention in order to help educate them on the waste management issues faced by local sanitation workers caused primarily by the incorrect waste disposal of e-cigarettes.

Moreover, our content kept evolving in terms of how we approach it to the audience due to the delicate message having a possibility of being miscommunicated, especially with the target audience we chose, we had to be aware as to how not to seem pro-e-cigs or pro-vapes rather we just want to create awareness about existing issues without seeming to promote the problem.

Therefore, it was a hard faced reality check for us teammates when it came to actually creating the awareness through the campaign compared to that of planning the awareness campaign.

Thank You!





Patterns of tobacco and e-cigarette use status in India: a cross-sectional survey of 3000 vapers in eight Indian cities - Harm Reduction...

Background Tobacco smoking is one of the biggest and avoidable public health threats in the world, especially in low- and middle-income countries. India represents a highly complex public health environment due to the large number of smokers and complexities arising from tobacco use in different forms, including a variety of smokeless tobacco (SLT) products.

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