



E-Cigarettes: Definitions, Impact and Actions

Tobacco Use Prevention and Cessation Program

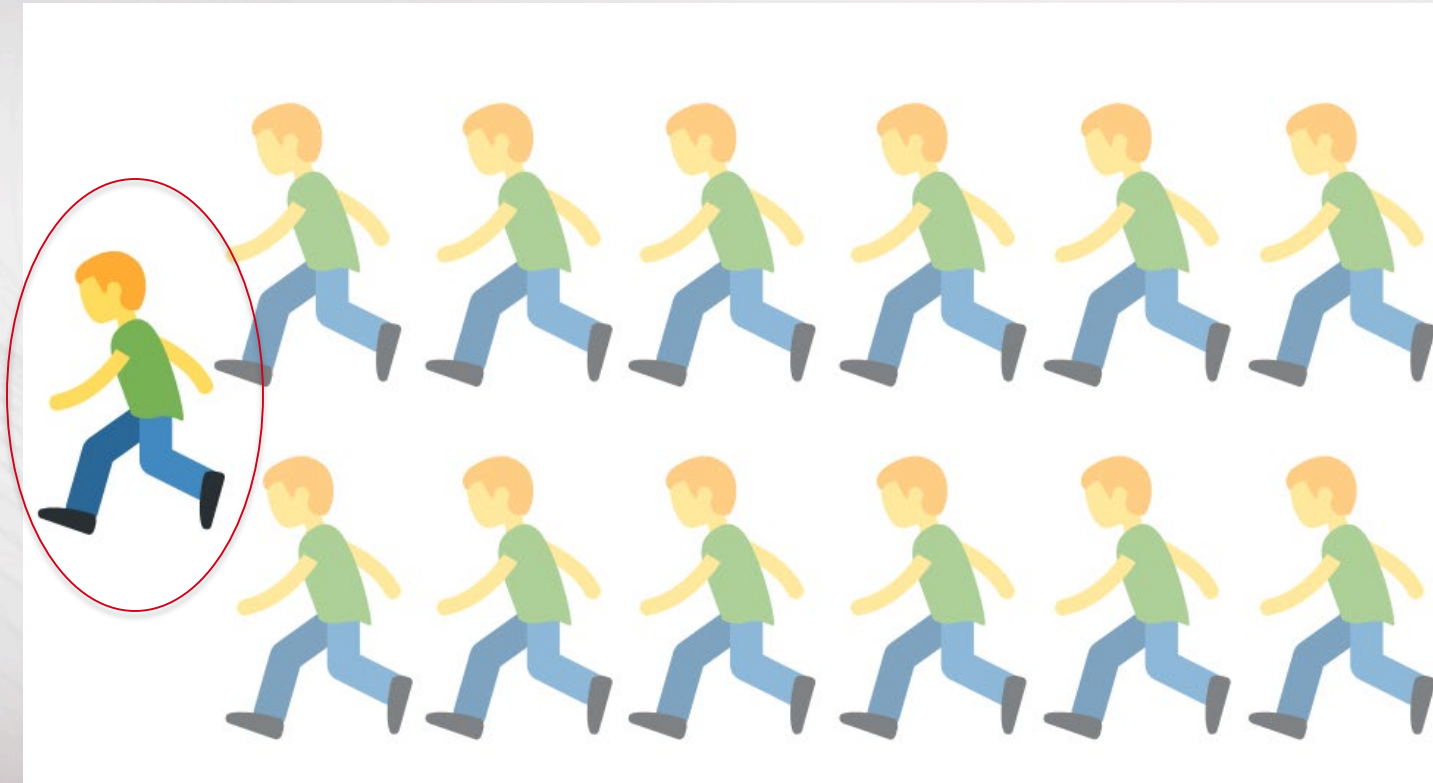
Ohio Department of Health

Mandy Burkett, Director, Tobacco Use Prevention and Cessation Program

Agenda

- Youth Tobacco Use Basics
- History
- Adolescent Use of E-cigs and What's Fueling It
- Potential Actions We Can Take
- Questions

Youth Tobacco Use

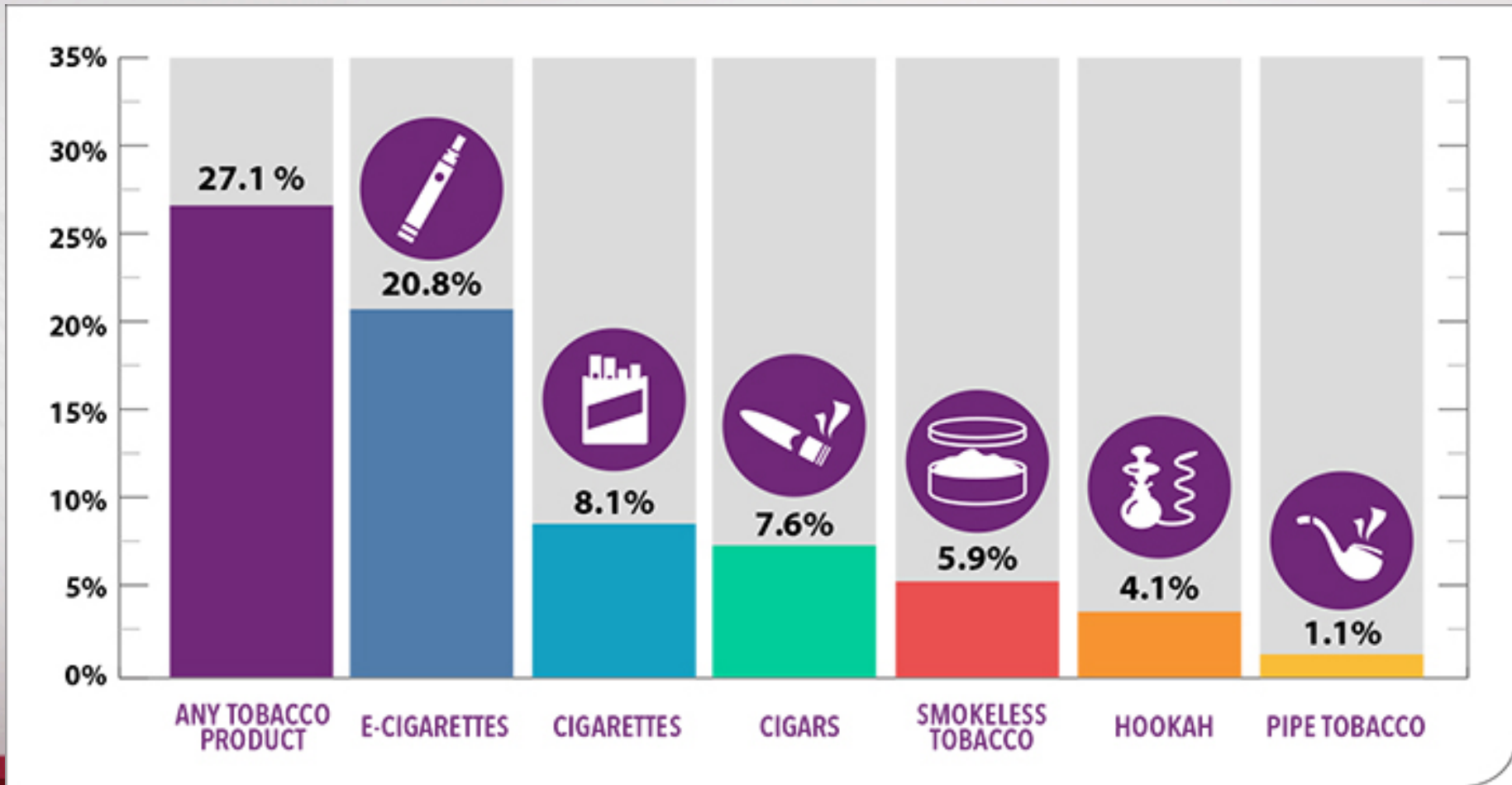




Factors Associated with Tobacco Use

- Social and Physical Environments
- Biologic and Genetic Factors
- Mental Health
- Personal Views
- Other Influences

Tobacco Product Use Among HS Students



Source: National Youth Tobacco Survey, 2018

Historical Background

- Harm reduction is nothing new
 - 1880s-90s – cotton filters to block poisons
 - 1960s – Doctors endorsements – menthol for coughs
 - 1970s – low tar and “light cigarettes”
 - E-Cigarettes??

Nicotine and Nicotine Delivery

- 1980s – Public Health began to understand the importance of nicotine in the addictive process
 - Understood by the tobacco companies much earlier – manipulation of nicotine delivery
- 1990s and early 2000s – FDA asserted its jurisdiction over cigarettes and smokeless tobacco based on investigations – led to TCA

Tobacco Regulation

- The Family Smoking Prevention and Tobacco Control Act (2009)
 - FDA authority to regulate tobacco products
 - Any product made or derived from tobacco intended for human consumption
 - Limited products regulated
 - To extend FDA must create rule
 - Deeming Regulation because FDA can regulate products it “deems to be subject” to the TCA

Federal Regulations on Cigarettes and Smokeless Tobacco

	Cigarettes	Smokeless Tobacco
Minimum age of 18 for purchase and age verification for those under 27	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Face-to-face sales only	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Minimum package size	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Prohibition on retailer opening packages	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Prohibition on sampling	<input checked="" type="checkbox"/>	Allowed in adult-only facilities
Prohibition on characterizing flavors	Menthol and tobacco flavors allowed	<input type="checkbox"/>
Mandatory warning labels	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Prohibition on brand name sponsorship of events	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

E-Cigarettes

- Early approximation of the e-cigarette appeared in US patent application in 1963
- Was part of the US market by mid-2000s
- Sales have risen rapidly since 2007
- Multiple brands by 2010

Product Components and Risks

- Higher nicotine
- Additional toxicants
- Flavors not approved for inhalation
- Customizable to allow for use with other drugs
- Lack of standardization – no child resistant packaging
- Device malfunction

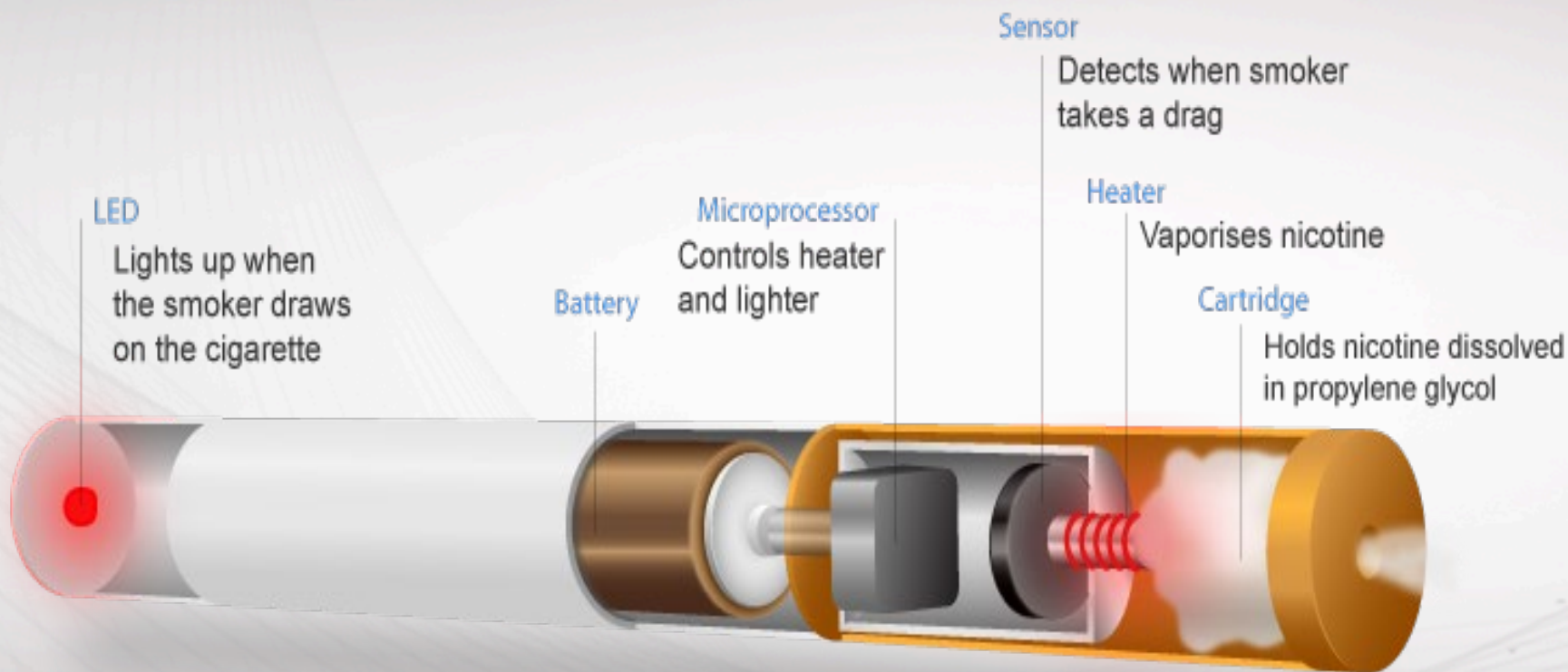
FDA Deeming Regulations for e-cigarettes

- Prohibitions on adulterated and misbranded products
- Require disclosure of existing health information – list ingredients and documents on health effects
- Disclosure of a list of all tobacco products, including labeling and advertising
- Premarket review of new products
- Restrictions on products marketed with claims about modified risk
- All products
 - Minimum age restrictions to prevent sales to minors
 - Must include a nicotine warning
 - Prohibitions on vending machine sales, except in locations that are never accessible to youth

What is an e-cigarette?

E-cigarettes create an aerosol by using a battery to heat up liquid that usually contains nicotine, flavorings, and other additives. Users inhale this aerosol into their lungs. E-cigarettes can also be used to deliver cannabinoids such as marijuana, and other drugs

Inside the E-Cigarette



Many Varieties

E-pipe

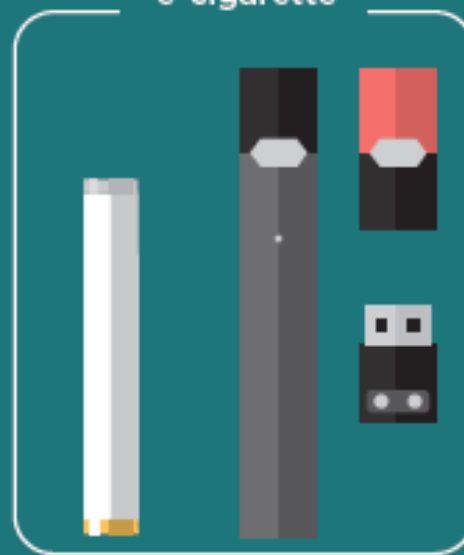
E-cigar

Large-size
tank devices

Medium-size
tank devices

Rechargeable
e-cigarette

Disposable
e-cigarette



Juul and Similar Products



Juul



KandyPen's
Rubi



MLV's
Phix



Mylé

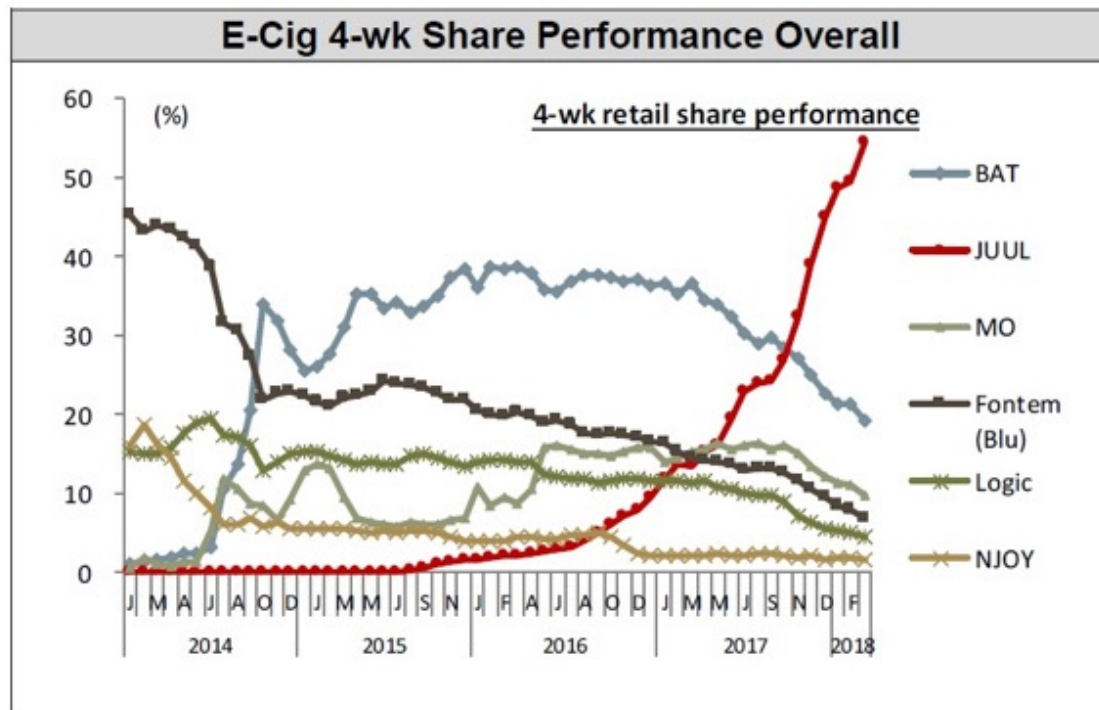


ITG Brands'
myblu



Altria's
MarkTen Elite

JUUL – Market Growth and Concern



Source: Nielsen Total US xAOC/Convenience Database and Wells Fargo Securities, LLC

- In March, 2018, JUUL represented 54.6% dollar share of the e-cigarette traditional retail market.
- On April 24th, the FDA requested that JUUL Labs, Inc. submit documents relating to marketing practices and research on marketing, effects of product design, public health impact, and adverse experiences and complaints related to JUUL.

The Big Idea....Vaping Hoodies, and Backpacks



Vaping Hoodie



Vaping T-Shirt Hoodie

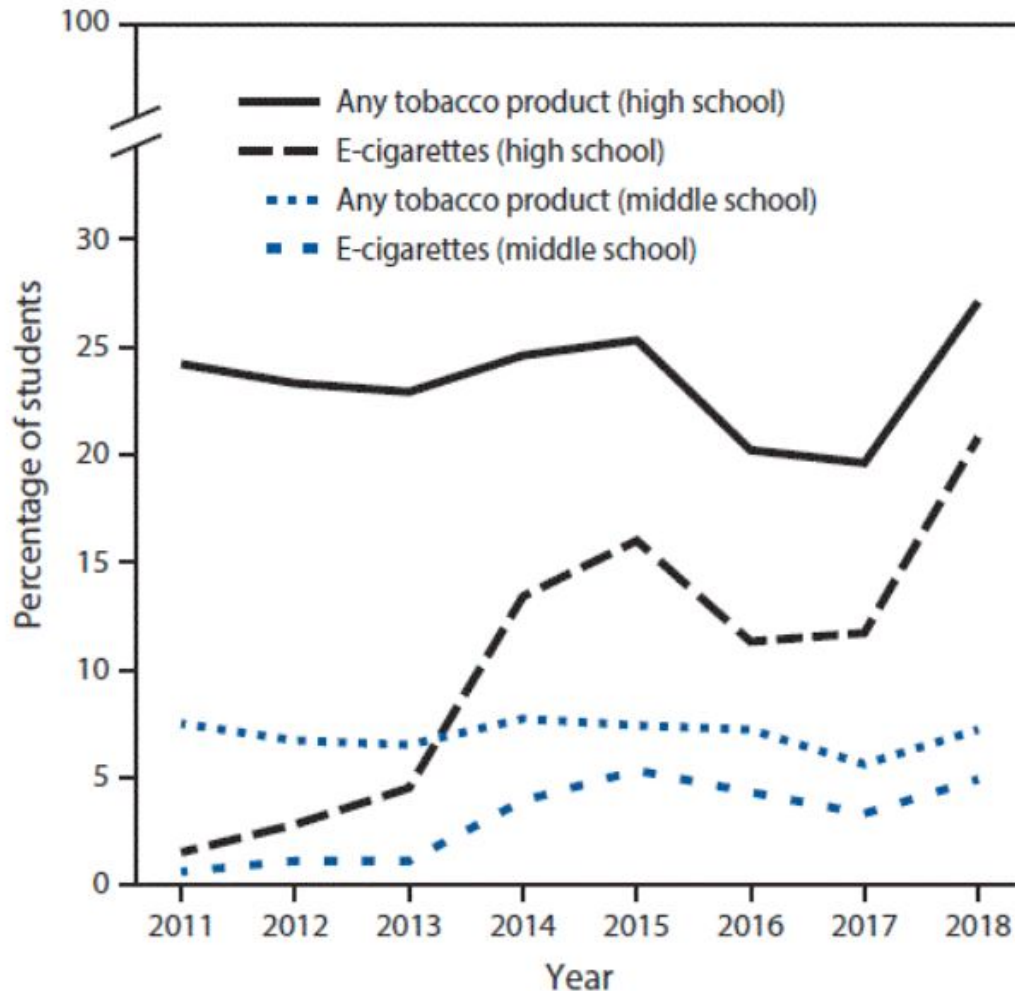


Vaping Backpack



What's Happening Today?

Percentage of middle and high school students who currently use e-cigarettes and any tobacco product



Source: National Youth Tobacco Survey, US, 2011-2018

How unsafe is nicotine for youth?

- Increases the risk of developing psychiatric disorders and cognitive impairment later in life
- Affects area of brain responsible for attention, memory, learning and brain plasticity
- Cognitive, self-control and decision-making portion of the brain is still in development – area largely affected by nicotine
- Forms addictive pathways in the brain that can make youth more susceptible to addiction throughout their life

Other concerns

- Exposure to solvents, flavorants and toxicants are not understood
- E-cigarette vapor is not harmless “water vapor”
- Ingestion of e-cigarette liquid can cause acute toxicity and possible death

Luka, 15, High Point, NC



Why the surge in use of e-cigarettes?

- Failure to regulate
- Tobacco company marketing
- Flavors
- Youth susceptibility
 - State, Community and Family

Limitation of the FDA Deeming Rule

- Late regulation.....
- Late regulation on sales to minors
- No regulation of advertising or promotion that target youth
- No regulation on flavors
- Push back of premarketing regulations

What are they doing?

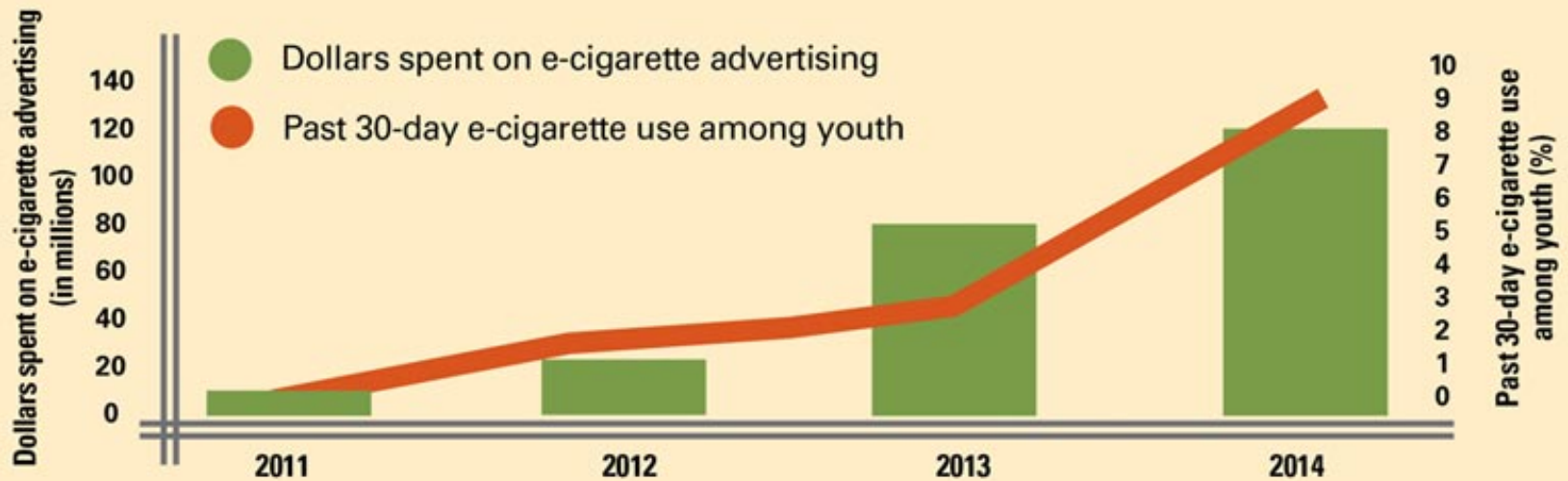
- Undercover enforcement blitz against retailers selling JUUL to minors
- Urged e-Bay to voluntarily remove listing of JUUL from products on website
- Issued request to JUUL for documents to enable FDA to understand youth appeal. Offered similar requests to other companies marketing similar products.

Good News

FDA Director Scott Gottlieb Threatens To Pull E-Cigarettes Off The Market - The Food and Drug Administration (FDA) says that e-cigarettes face an uncertain future in U.S. markets unless youth smoking rates drop over the next year. FDA Commissioner Scott Gottlieb said he could see the entire category of e-cigarette and vaping products removed from store shelves if companies don't stop marketing such products to youth. (Bowden, 1/19)

Tobacco Marketing

E-cigarette use among youth is rising as e-cigarette advertising grows



SOURCE: National Youth Tobacco Survey, 2011-2014; Kim et al (2014), Truth Initiative (2015).

Youth Exposure to E-cigarette Advertising



E-CIGARETTE ADS

REACH NEARLY

4 IN 5

U.S. MIDDLE AND HIGH SCHOOL STUDENTS

More than 20 million youth saw e-cigarette ads in 2016.

PERCENT OF STUDENTS EXPOSED TO E-CIGARETTE ADS



YOUTH EXPOSURE TO E-CIGARETTE ADS, 2016



Efforts to reduce youth exposure to e-cigarette ads are important to prevent and reduce youth use of these products.

Source: National Youth Tobacco Survey



Tobacco Companies and E-Cigs

- Advertising and marketing – same as tobacco
- Themes focused on freedom, rebellion and glamor
- Unsubstantiated health and cessation messages
- Websites with endorsements from physicians
- Promotion through social media

The Same Old Tactics

- Celebrity Spokespeople



The Same Old Tactics

- Their magazine ads feature rugged men..



The Same Old Tactics

- Their magazine ads feature and glamorous women..



The Same Old Tactics

- They know sex sells



2012
Only Comes
Once

MAKE THE SWITCH TO blu ELECTRONIC CIGARETTES

This year, resolve to make the most of your opportunities by making the switch to blu. With only five ingredients, blu produces no ash, no smell, only vapor, which means it's perfect for restaurants, bars and your trip around the bases. You control the nicotine. You control when and where you want to smoke. The rest is up to her.

flavors: Soft Blues, NightOut, Herbal, Cherry, Ind, Milk/White, Ice Ind

blucigs.com

Available Here at Target and Other Fine Retailers

Walmart Kroger HEB Meijer

18+ only. CALIFORNIA PROPOSITION 65 Warning: This product contains nicotine, a chemical known to the State of California to cause birth defects or other reproductive harm.



B
KOOL

KOOL BOX

Blue King, King, King 1.2 mg nicotine av. per cigarette by FTC method. Avoid breathing in and eye irritation. Inhale only. For more information, visit our website at www.koolelectronic.com

SMOKING CIGARETTES WARNING: Smoking by Pregnant Women May Result in Fetal Injury, Premature Birth, and Low Birth Weight.

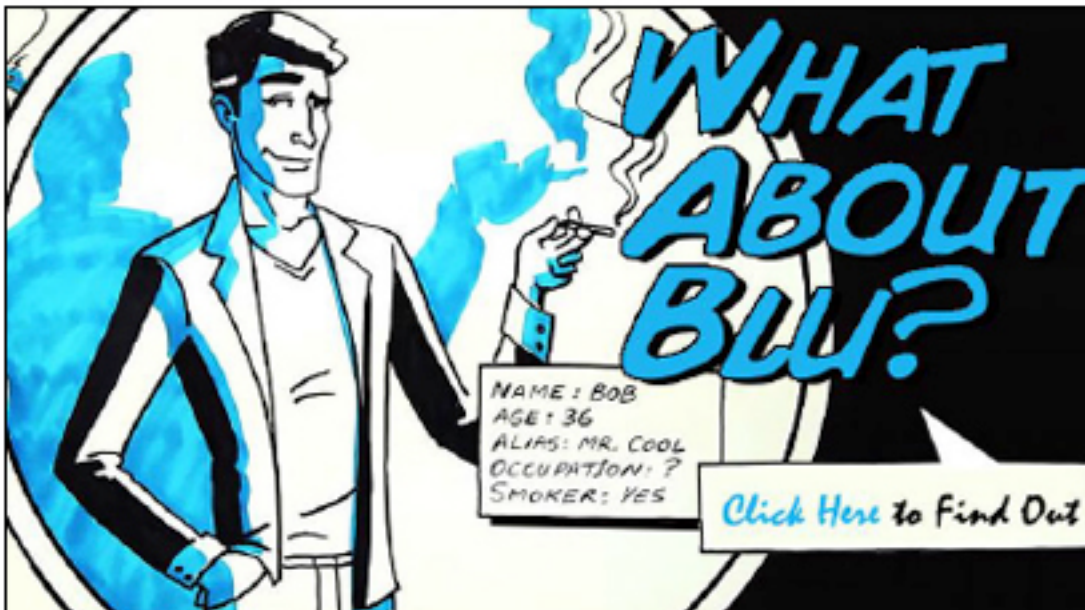
The Same Old Tactics

- They sponsor sports....



The Same Old Tactics

- They use cartoons....



The Same Old Tactics

- Their ads say, “switch, don’t quit”



The Same Old Tactics

- Their products come in sweet flavors



Flavors and E-Cigarettes



Use of Flavors is Prominent Among Youth



menthol

fruit

alcohol

chocolate

candy

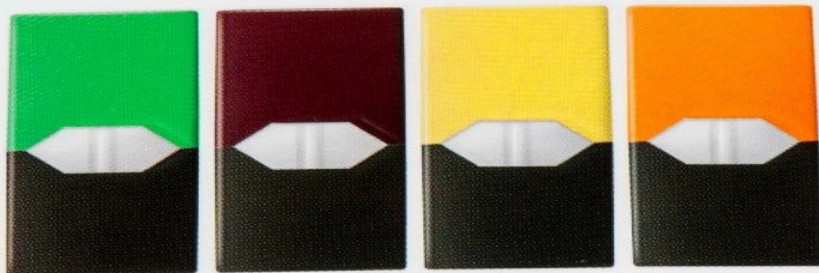
sweets

JUUL[®]

**FLAVOR
MULTIPACK**

4 Pods
5.0% Strength

- Cool Mint
- Virginia Tobacco
- Creme Brulee
- Mango





Future Impact?

- 1 in 13 youth alive today will die, if nothing is done
- Increasing costs for smoking related illness
- Individual cost



What Can Be Done?

Federal Government

- Support state tobacco prevention and control programs to prevent any youth use of tobacco products, including e-cigarettes
- Increase the price of tobacco products
- Track e-cig use and support research
- Develop regulation for e-cigs
- Funding and promoting campaigns

States and Communities

- Fund tobacco prevention and control programs
- Work to limit where and how tobacco products are sold to youth
- Support efforts to implement and continue proven youth tobacco prevention approaches
 - Tax increases, comprehensive smoke-free laws, high impact media

What ODH is doing....

- Ohio Youth Tobacco Survey
- Statewide efforts at tobacco-free policy adoption
- Local tobacco grants
 - Local counter-marketing campaigns
 - Compliance checks
 - Point of Sale local regulations
- Letter to Superintendents
- E-cigarette contest

Pediatricians, Nurses and Other HCP

- Ask about youth's e-cig use, including JUUL and counsel them about dangers
- Ask all patient about tobacco use and encourage and provide help to quit
- Ask about youths' media and internet use and advise parents and caregivers to be alert

Text Program for Teen E-cigarette Users

From Truth..



School Personnel

- Be sure your school has a 100% Tobacco Free Policy and that it includes e-cigarette use
- Develop and implement strong enforcement policies
- Develop educational opportunities for students and staff to learn about the dangers of use of e-cigarettes
- Provide help to quit for those who need it
- Beware of JUUL Ambassadors

<http://www.scholastic.com/youthvapingrisks/>

THE REAL COST OF VAPING

Understanding the
dangers of teen
e-cigarette use

GRADES 9–12



<http://med.stanford.edu/tobaccopreventiontoolkit/E-Cigs/ECigUnit1.html>



Tobacco Prevention Toolkit
Modules for tobacco and nicotine education

- About
- Everything Tobacco
- E-Cigs/Vapes & Pod-Based
- Hookah
- Smokeless
- Nicotine Addiction
- Positive Youth Development
- Resource Directory

Unit 1: Where Did E-Cigarettes and Vape Pens Come From?

[← E-Cigarettes/Vape Pens Overview](#)

[→ Unit 2 - So, What's Really in these E-Cigarettes/Vape Pens?](#)

Learning Objectives

1. Learn about the history of tobacco messaging and marketing tactics.
2. Explore how the e-cigarettes/vape pen industry follows in these footsteps.
3. Identify predatory marketing strategies employed by tobacco and e-cigarettes/vape pen industry.

Instructions

Teachers should go through each unit and download the PowerPoint for class presentation. Teachers should also download the accompanying activities for in-class activities. Speakers' notes are embedded in the PowerPoint. Activities are meant to be printed for students before class begins. Each Unit has a Kahoot! Quiz linked below and can be used a pre and post quiz to see how much students know before and after instruction. Discussion Guides found below can be assigned as take-home assignments.

PowerPoint

[A Little History to Set the Stage](#)

15-20 Minutes

Lesson 1.1: E-Cigarettes and Vape Pens 101

[Activity 1: "What Do You Know? What Do You Want To Know?" Brainstorm Worksheets](#)

20 Minutes

[Activity 2: PowerPoint: E-Cigarettes and Vape Pens 101](#)



CATCH My Breath

JUUL-focused prevention curriculum (developed by University of Texas Health Science Center)

Offers free materials and training for grades 6-12

- Peer-lead approach
- Meets National and State Health Education Standards

The first two school in Ohio have been trained and implementing:

- Princeton High School, Hamilton County
- Winton Woods High School, Hamilton County

<https://catchinfo.org/modules/e-cigarettes/>

Parent and Caregivers

- Set a positive example by being tobacco-free
- Adopt tobacco-free rules in home and vehicles
- Talk to youth about why they shouldn't use any tobacco products, including e-cigarettes
- Learn about the different shapes and types of e-cigarettes
- Know what media children are viewing and decide what programs and websites are appropriate for their age
- Get involved in your community tobacco control activities

https://e-cigarettes.surgeongeneral.gov/documents/SGR_ECig_ParentTipsheet_508.pdf



Talk with Your Teen About E-cigarettes: A Tip Sheet for Parents



BEFORE THE TALK

Know the facts.

- Get credible information about e-cigarettes and young people at [E-cigarettes.SurgeonGeneral.gov](https://e-cigarettes.surgeongeneral.gov)

In Summary....

- The rise in youth use of e-cigarettes is an epidemic that will have long-lasting implications
- Rise has been fueled to great extent by tobacco marketing and government inability to effectively regulate
- There are evidence-based strategies that we can use to mitigate this threat - there are resources available

What do you have to add or ask?



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