

# Kids, E-Cigarettes, Vaping and New Tobacco Products

NCHPH Smoking Cessation Learning Collaborative



# Agenda:

Data on Vaping and END  
Devices

Social Factors Leading to the  
Use of END and Vaping Devices

Prevention Strategies

Collaborations between PHAs  
and FQHCs

# Tobacco Use Among Middle and High School Students – US, 2011 – 2017

Source: CDC.gov



IN 2017, ABOUT  
**3.6 MILLION**  
U.S. MIDDLE &  
HIGH SCHOOL STUDENTS  
**WERE USING  
TOBACCO PRODUCTS**

ABOUT **HALF** WERE USING  
**TWO OR MORE** PRODUCTS



# Cigarettes

- From 2011 to 2017, current cigarette smoking declined among middle and high school students. About 2 of every 100 middle school students (2.1%) reported in 2017 that they smoked cigarettes in the past 30 days—a decrease from 4.3% in 2011.
- Nearly 8 of every 100 high school students (7.6%) reported in 2017 that they smoked cigarettes in the past 30 days—a decrease from 15.8% in 2011.

Source: CDC

# Electronic Cigarettes

- Current use of electronic cigarettes increased among middle and high school students from 2011 to 2018. Nearly 5 of every 100 middle school students (4.9%) reported in 2018 that they used electronic cigarettes in the past 30 days—an increase from 0.6% in 2011.
- Nearly 21 of every 100 high school students (20.8%) reported in 2018 that they used electronic cigarettes in the past 30 days—an increase from 1.5% in 2011.

Source: CDC

# Hookahs

- From 2011 to 2017, current use of hookahs increased among middle school students and decreased among high school students. About 1 of every 100 middle school students (1.4%) reported in 2017 that they had used hookah in the past 30 days—an increase from 1.0% in 2011.
- About 3 of every 100 high school students (3.3%) reported in 2017 that they had used hookah in the past 30 days—a decrease from 4.1% in 2011.

Source: CDC

# Question #1

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Is the use of vaping and END devices a concern in your community?



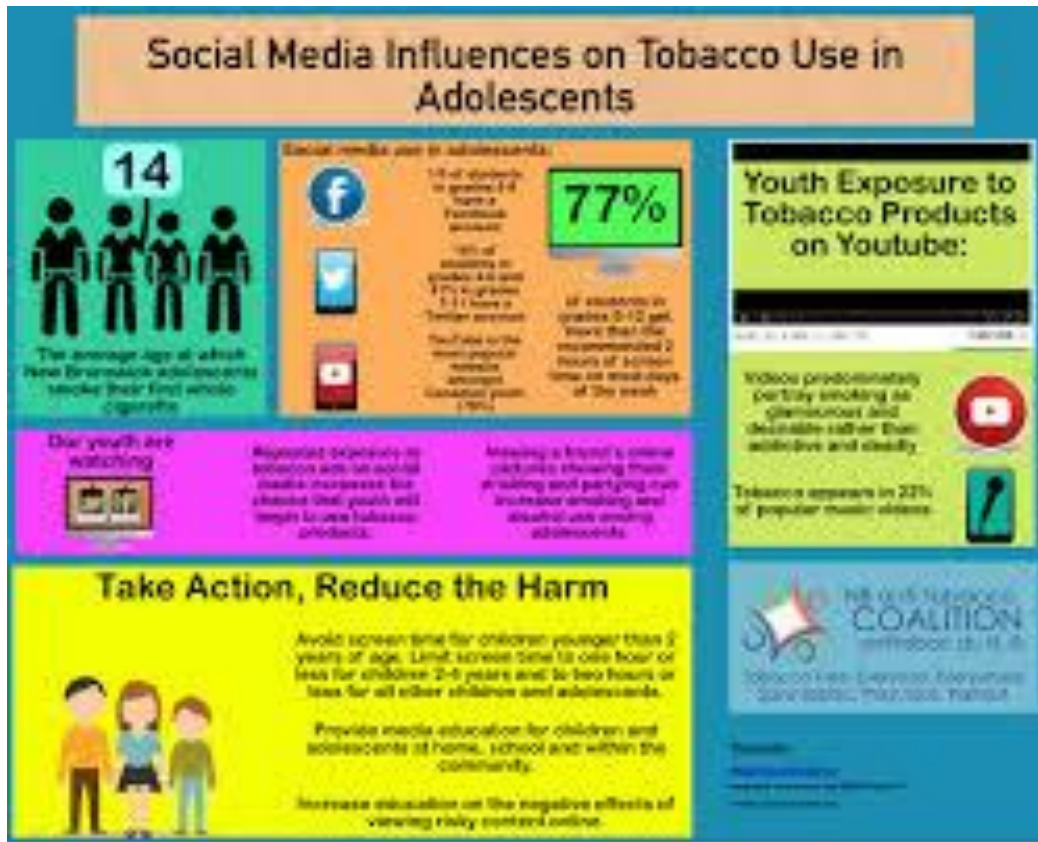
# Factors Associated with Youth Tobacco Use - I

- Social and physical environments
  - The way mass media show tobacco use as a normal activity can promote smoking among young people.
  - Youth are more likely to use tobacco if they see that tobacco use is acceptable or normal among their peers.
  - High school athletes are more likely to use smokeless tobacco than their peers who are non-athletes.
  - Parental smoking may promote smoking among young people.
- Mental health: There is a strong relationship between youth smoking and depression, anxiety, and stress.
- Personal perceptions: Expectations of positive outcomes from smoking, such as coping with stress and controlling weight, are related to youth tobacco use.



# Factors Associated with Youth Tobacco Use - II

- Other influences that affect youth tobacco use include: Lower socioeconomic status, including lower income or education
- Lack of skills to resist influences on tobacco use
- Lack of support or involvement from parents
- Accessibility, availability, and price of tobacco products
- Low levels of academic achievement
- Low self-image or self-esteem
- Exposure to tobacco advertising



## Question # 2:

What Social Factors lead to the use of END and vaping devices in your community?

# Reducing Youth Tobacco Use



Prohibiting smoking in indoor areas of worksites and public places



TV and radio commercials, posters, and other media messages targeted toward youth to counter tobacco product advertisements (CDC Tips from Former Smokers Campaign)



Community programs and school and college policies and interventions that encourage tobacco-free environments and lifestyles



Community programs that reduce tobacco advertising, promotions, and availability of tobacco products

TIPS FROM FORMER SMOKERS TO CAMPAIGN LEGENDS



**1.6 MILLION!**  
An estimated 1.6 million smokers **tried** to quit due to the Tips campaign.



**300,000+**  
More than 300,000 years of life were **added** to the U.S. Population.



**6 MILLION!**  
Non-smokers **talked** with friends and family about the dangers of smoking.

**TIPS FROM FORMER SMOKERS**

**#CDCTIPS**  
U.S. Department of Health and Human Services  
Centers for Disease Control and Prevention

## Question #3

Are you currently working on a prevention or awareness campaign?

# E-Cigarette Use Among Youth is an Epidemic

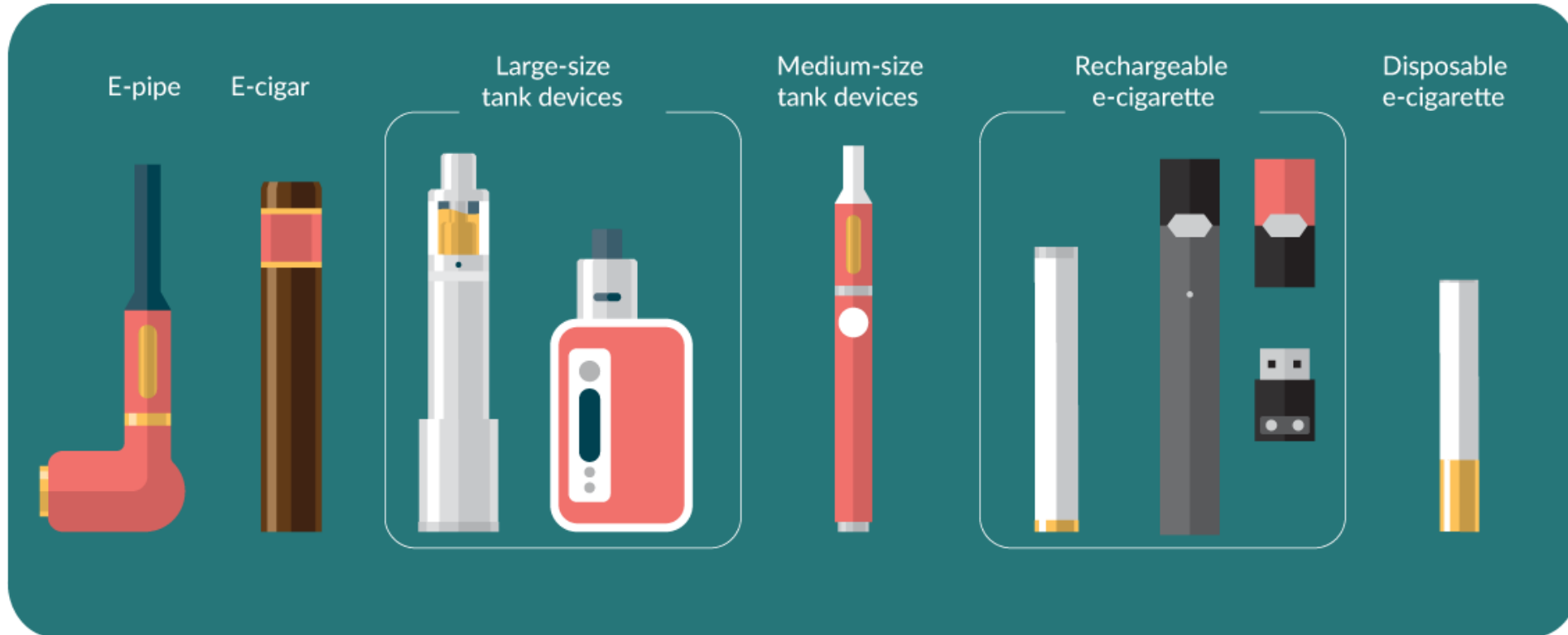




# **What are E-Cigarettes and How Did They Become So Widespread?**

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## WHAT ARE E-CIGARETTES?



# What Are E-Cigarettes and How Did They Become So Widespread?

## BRIEF HISTORY

- **2007** - E-cigarettes first appear in U.S. markets from China
- **2009** - FDA seeks to regulate e-cigarettes as drug/medical device. E-cigarette companies sue to be regulated as a tobacco product.
- **2011** - FDA announces its intent to move forward regulating e-cigarettes as tobacco products unless the manufacturer makes a therapeutic (quit-smoking) claim.
- **2015** – FDA finally issues its proposal on how it would regulate e-cigarettes
- **2016** – FDA finalizes its authority and on August 8, FDA regulatory authority over e-cigarettes begins
- **2017** – FDA announces manufacturers will not have to submit e-cigarettes for review until 2022
- **2018** – FDA announces certain e-cigarette flavors in certain retail locations will have to go “behind the curtain”



# What Are E-Cigarettes and How Did They Become So Widespread?

## CELEBRITY GLAMORIZATION



**Smoke Anywhere**

- Looks, Tastes, and Feels Like a Real Cigarette
- No Tobacco, No Harmful Toxins, No Ash
- Smoke When and Where You Want
- Get Your Nicotine and Save Money

**GET IT NOW!**



# What Are E-Cigarettes and How Did They Become So Widespread?





## What Are E-Cigarettes and How Did They Become So Widespread?

The doctors recommend for traditional cigarette smokers the [electronic cigarette](#) or the e-cig product. **Most especially for pregnant smokers the doctor recommended it for them.** Our electronic cigarettes have the same look and feel as traditional cigarettes, but are completely free of tar, carcinogens and other toxins. Since the cigarettes are non-flammable and do not contain tobacco, you have the freedom of smoking virtually everywhere!

**Don't Quit, Switch!**  
**See Why Millions**  
**Have Switched To V2 Cigs.**



No Smoke  
No Odor  
No Guilt  
No Kidding!

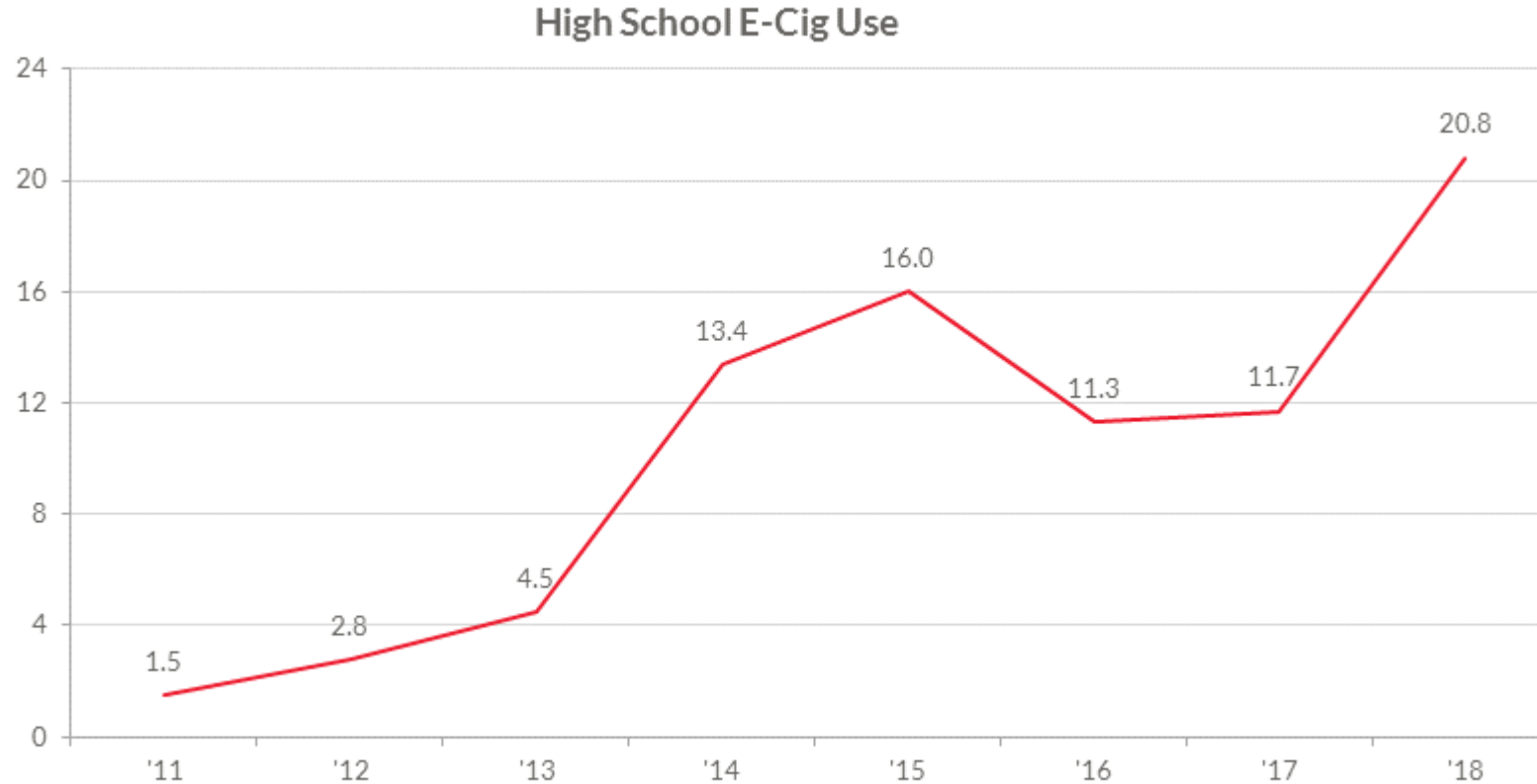


America's #1 Electronic Cigarette Brand

**See Why** 

# What Are E-Cigarettes and How Did They Become So Widespread?

## E-CIGARETTE USE AMONG HIGH SCHOOL STUDENTS



## Who Uses E-Cigarettes?

- E-Cigarettes are the most commonly used tobacco product by youth.
- Youth are more likely to use e-cigarettes than adults
- 20.8 percent of high school students and 4.9 percent of middle school students currently use e-cigarettes
- Adult use is at 2.8 percent



## E-CIGARETTE USE AMONG HIGH SCHOOL STUDENTS

### Dramatic Increases in E-Cigarette Use in Just One Year

- 90 percent increase among 12<sup>th</sup> graders  
11 to 20.9 percent
- 96 percent increase among 10<sup>th</sup> graders  
from 8.2 to 16.1 percent
- 74 percent increase among 8<sup>th</sup> graders  
3.5 to 6.1 percent



# **What Are the Health Risks of E-Cigarettes?**

# What are the Health Risks of E-Cigarettes?

E-cigarettes can cause unintended injuries.

- » Defective e-cigarette batteries have caused fires and explosions, some of which have resulted in serious injuries.
- » In addition, acute nicotine exposure can be toxic. Children and adults have been poisoned by swallowing, breathing, or absorbing e-cigarette liquid.





# What are the Health Risks of E-Cigarettes?

Most e-cigarettes contain nicotine, which has **known health effects**

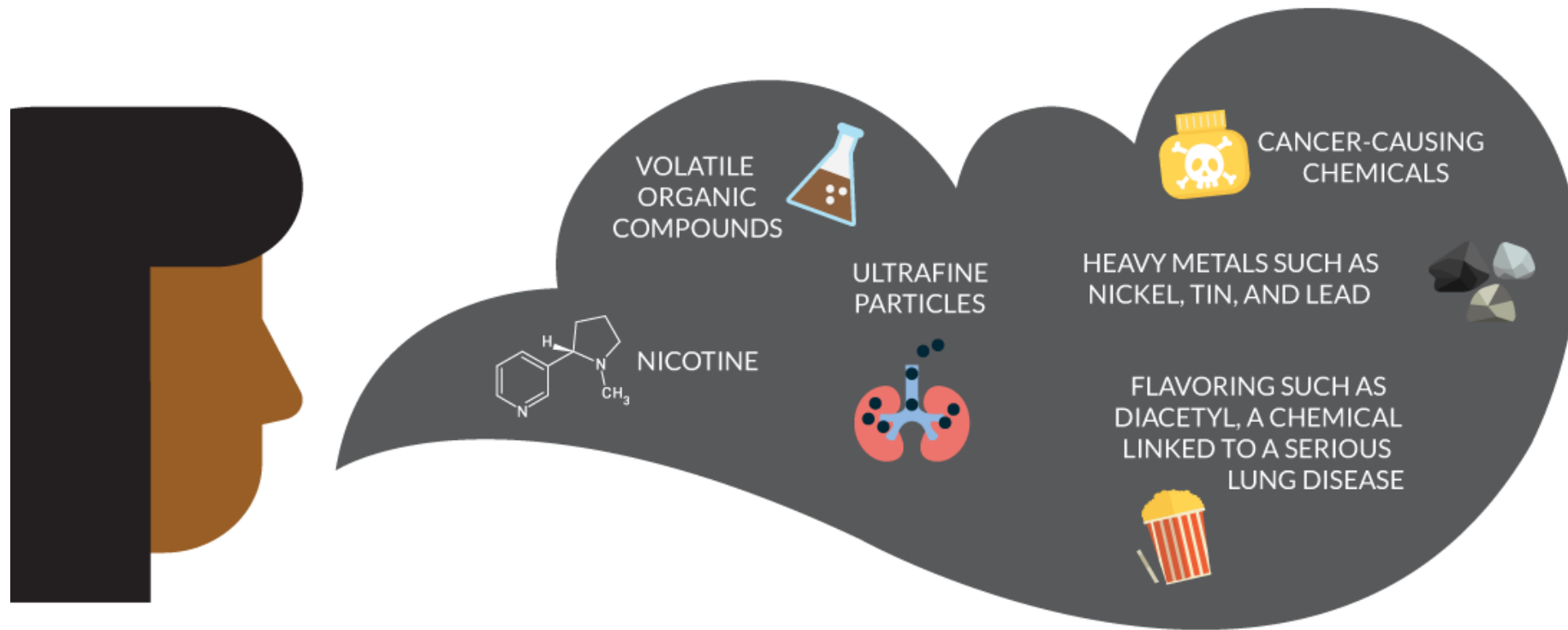
- » Nicotine is highly addictive.
- » Nicotine is toxic to developing fetuses.
- » Nicotine can harm adolescent brain development, which continues into the early to mid-20s.
- » Nicotine is a health danger for pregnant women and their developing babies.



# What are the Health Risks of E-Cigarettes?

## WHAT IS IN E-CIGARETTE AEROSOL?

THE E-CIGARETTE AEROSOL THAT USERS BREATHE FROM THE DEVICE AND EXHALE CAN CONTAIN HARMFUL AND POTENTIALLY HARMFUL SUBSTANCES:



# What are the Health Risks of E-Cigarettes?

## CHEMICALS IN E-CIGARETTES THREATEN YOUR LUNGS

- Key ingredients in e-cigarettes – propylene glycol and vegetable glycerin – are NOT safe to inhale
- Diacetyl
- Acrolein
- Aldehydes



# What are the Health Risks of E-Cigarettes?

## E-CIGARETTES: A GATEWAY TO TRADITIONAL TOBACCO PRODUCTS

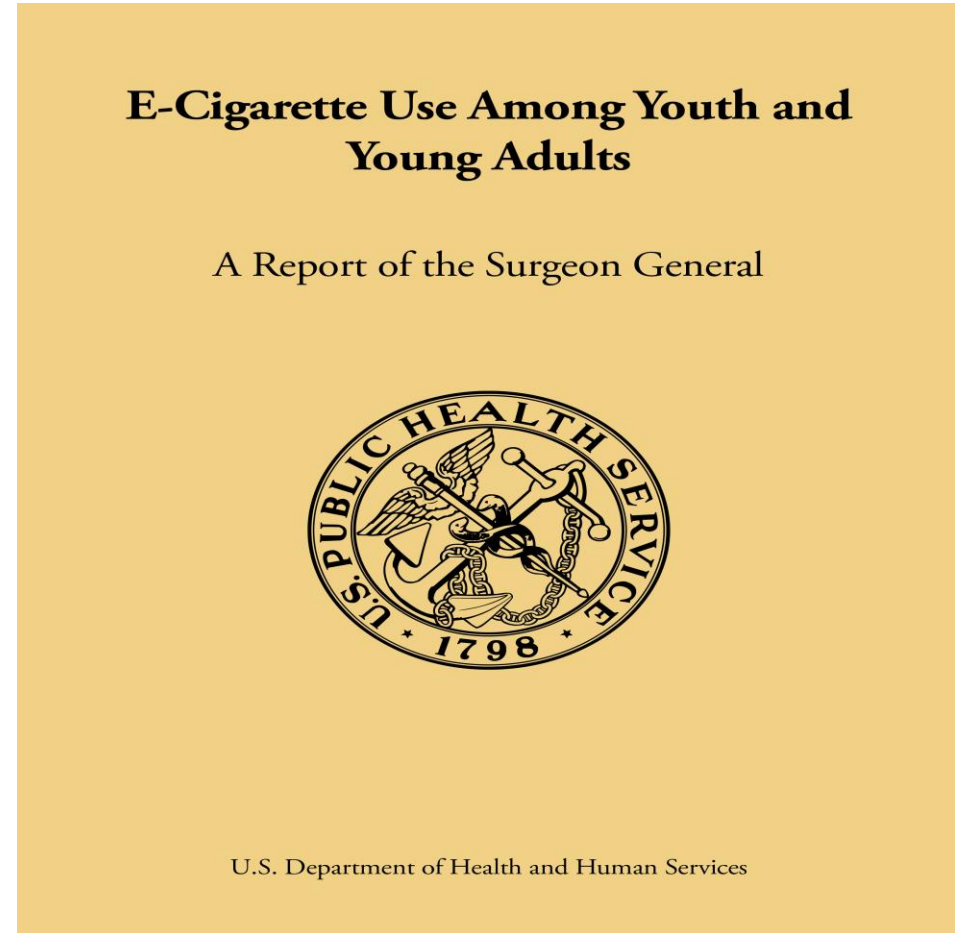
**Surgeon General:** E-cigarette use is strongly associated with the use of other tobacco products among youth and young adults, including combustible tobacco products.



# What are the Health Risks of E-Cigarettes?

## OTHER TAKEAWAYS FROM SURGEON GENERAL REPORT ON E-CIGARETTES AND YOUTH

- E-Cigarette aerosol is not harmless and contains harmful/potentially harmful chemicals
- Flavors one of the main reasons kids use e-cigarettes





# What are the Health Risks of E-Cigarettes?

## NATIONAL ACADEMIES SOUND ALARM ABOUT YOUTH USE

### Using e-cigarettes:

- Causes health risks;
- Increases the chance that children and youth will start to use combustible tobacco products
- Exposes others to dangerous secondhand e-cigarette emissions.



# What are the Health Risks of E-Cigarettes?

E-CIGARETTES ARE **NOT** A QUIT SMOKING PRODUCT



The Food and Drug Administration has not found any e-cigarette to be safe and effective in helping smokers quit.

## **E-cigarettes help sustain the addiction to nicotine and tobacco**



- More than half of all adult e-cigarette users continue to use traditional cigarettes at the same time.
- Only 10.1 percent of the smokers who used e-cigarettes had quit smoking after six months compared to 26.6 percent of smokers who did not use e-cigarettes



# **How Do We Address this Epidemic?**

### FDA'S NOVEMBER 15, 2018 ANNOUNCEMENT

- FDA Commissioner Gottlieb announced a revised and updated plan on how it will oversee e-cigarettes.
- Unfortunately, it does not prohibit flavors and will only restrict the sale of some flavors to age-restricted areas in retail stores.
- Partial measures will not solve the epidemic.

## FDA'S NOVEMBER 15, 2018 ANNOUNCEMENT

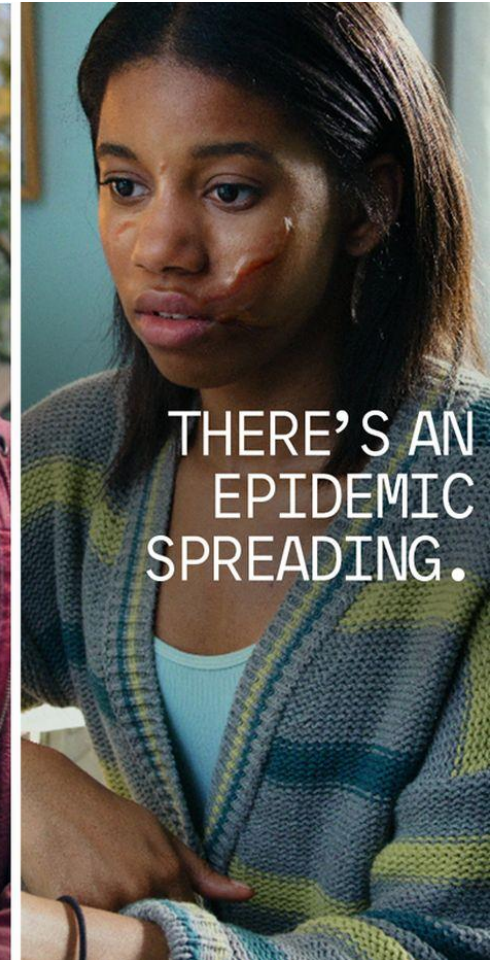
- FDA did not apply sales restrictions to mint and menthol despite new data showing that 52% of high school youth who use e-cigarettes use menthol or mint flavored products.



# Addressing the Epidemic: FDA's Actions

## FDA'S REAL COST CAMPAIGN

- In fall 2018, FDA launched youth e-cigarette prevention campaign
- Aimed at educating teens about permanent impact to their health



## STATES AND LOCALITIES CAN WORK TO FILL THE VOID

- While FDA delays, states and localities can and should act
  - Smokefree protections
  - Tobacco 21 policies
  - Helping smokers quit
  - Funding tobacco prevention programs
  - Increase tobacco taxes
  - Prohibiting flavors in all products
  - Do more to help smokers and e-cigarette users quit

 **AMERICAN LUNG ASSOCIATION.**

**What States Can Do To Reduce E-Cigarette Use**

	1. Increase tobacco taxes and equalize rates across all tobacco products—including e-cigarettes
	2. Include e-cigarettes in comprehensive smokefree air laws
	3. Raise the minimum age of sale for all tobacco products to 21
	4. Require coverage for comprehensive quit-smoking treatments and counseling
	5. Fully fund state tobacco prevention and education programs per CDC recommendations
	6. Fully fund mass-media campaigns aimed at preventing youth tobacco use, and urging current tobacco users to quit
	7. States and localities have the authority to restrict the use of flavored tobacco products. So why hasn't yours?

1-800-LUNGUSA | Lung.org



# Addressing the Epidemic: Lung Association Quit Smoking Resources

HELPING SMOKERS QUIT USING PROVEN & EFFECTIVE METHODS

The American Lung Association can help you quit smoking for good!



# Addressing the Epidemic: Lung Association Resources on E-Cigarettes

## ALL AMERICAN LUNG ASSOCIATION RESOURCES ON E-CIGARETTES IN ONE PLACE

[Lung.org/ecigs](https://www.lung.org/ecigs)

### E-Cigarettes

The American Lung Association is very concerned that we are at risk of losing another generation to tobacco-caused diseases as the result of e-cigarettes. The Lung Association remains extremely troubled about the rapid increase of youth using these products and has repeatedly called upon the Food and Drug Administration (FDA) to increase their oversight and scrutiny of these products to protect kids.

### What Are E-Cigarettes?

Electronic cigarettes, or e-cigarettes, include e-pens, e-pipes, e-hookah, and e-cigars are known collectively as ENDS – electronic nicotine delivery systems. According to the FDA, e-cigarettes are devices that allow users to inhale an aerosol containing nicotine or other substances.

Unlike traditional cigarettes, e-cigarettes are generally battery-operated and use a heating element to heat e-liquid from a refillable cartridge, releasing a chemical-filled aerosol.

# Questions?

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