

Youth Vaping - Prevention Community Concerns

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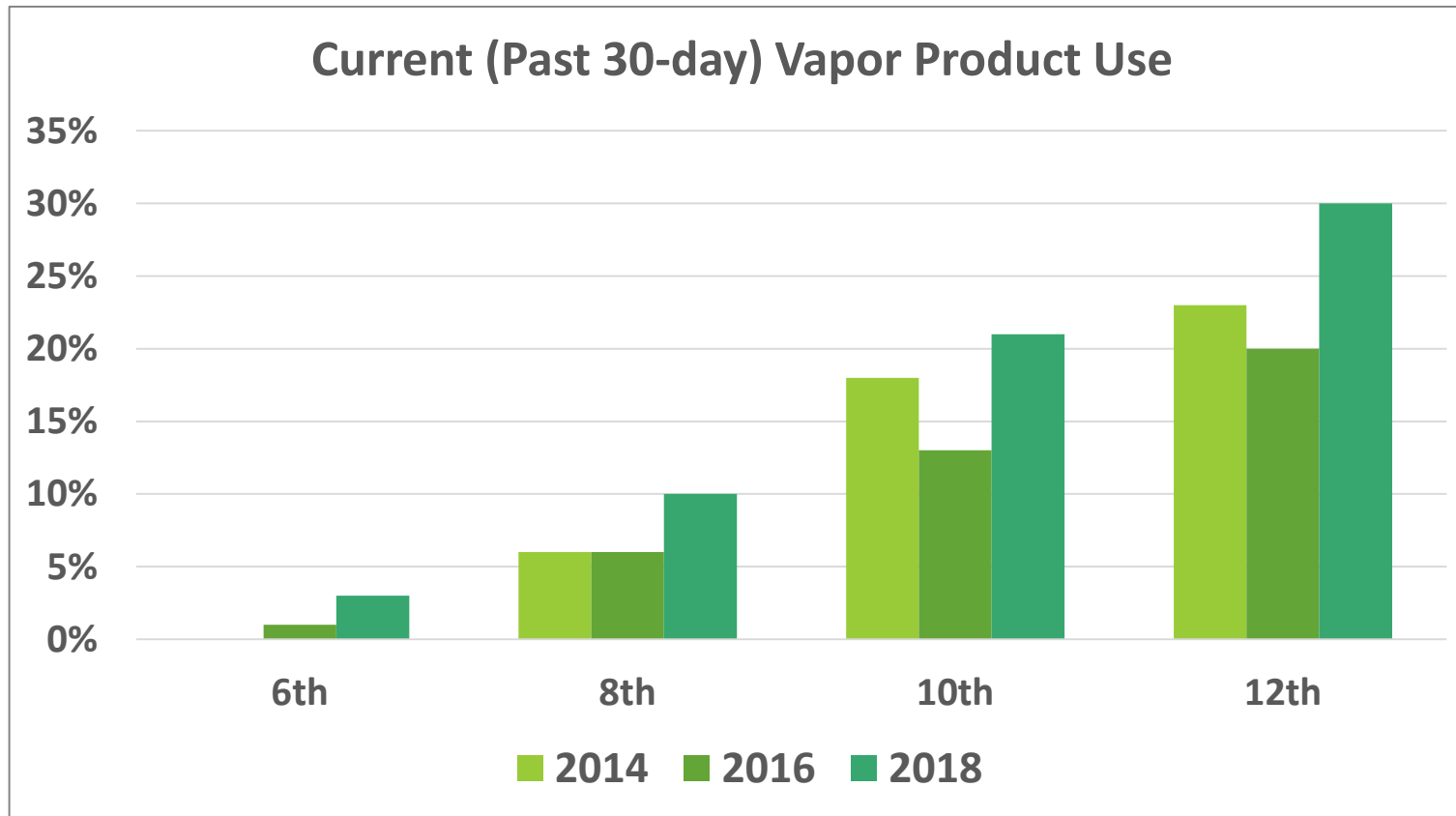
Healthy King County Coalition – Tobacco Marijuana and Other Drugs Work Group

SE Seattle Prevention Education and Action for Community Empowerment (P.E.A.C.E.) Coalition



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Vaping Epidemic Among Youth – WA State HYS



Vaping Related Lung Injury

- Nationally 2,172 cases of vaping related lung injury from 49 states including 42 confirmed deaths in 24 states
- In Washington State 15 cases of vaping related lung injury
5 nicotine only, 4 THC + Nicotine, 2 THC only, and 4 other/unknown
- Both Nicotine and THC products appear to be involved



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False Advertising To Addict Kids

- Researchers tested 35 e-liquid samples labeled 0 mg/mL and found **91.4% of the samples contained nicotine**
- Six samples from 2 manufacturers labeled as 0 mg/mL were found to contain nicotine in amounts ranging from **5.7 to 23.9 mg/mL**

Sample Number	Manufacturer	Flavor	Labeled Nicotine (mg/ml)	Measured Nicotine (mg/mL)
1	Alpha Vape	Sweet Tooth	0	trace
2	Beard Vape Co.	#05	0	0.00
3	Cuttwood	Unicorn Milk	0	0.00
4	Johnson Creek Vapor Co.	Red Oak Domestic	0	trace
5	Johnson Creek Vapor Co.	Red Oak Island	0	trace
6	Johnson Creek Vapor Co.	Red Oak Solstice	0	trace
7	Johnson Creek Vapor Co.	Red Oak Tennessee Cured	0	trace
8	Johnson Creek Vapor Co.	Red Oak Vanda	0	trace
9	Lizard Juice	101 Highway	0	trace
10	Lizard Juice	Dark Lizard	0	trace
11	Lizard Juice	Heavens Cream	0	trace
12	Lizard Juice	Lizard Milk	0	trace
13	Lizard Juice	LJ4	0	trace
14	Lizard Juice	Outlaw	0	trace
15	Mount Baker Vapor	Hawk Sauce	0	21.32
16	Mount Baker Vapor	Cinnamon Roll	0	22.05
17	Mount Baker Vapor	Moo Juice	0	22.41
18	Mount Baker Vapor	Thug Juice	0	23.91
19	Mount Baker Vapor	Extreme Ice	0	trace
20	Time Bomb Vapors	TNT	0	trace
21	vapewild.com	On Cloud Custard	0	0.00
22	vapewild.com	(s+c)2	0	trace

Concerns of Nicotine Use in Youth

- Nicotine is highly addictive and kids can become addicted quickly.
- Nicotine can harm adolescent brain development, which continues into the early to mid-20s.
- Using nicotine in adolescence can harm the parts of the brain that control attention, learning, mood, and impulse control.
- Using nicotine in adolescence may also increase risk for future addiction to other drugs.



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Innocent packaging, dangerous contents



Cigarette

Low Dose E-Juice

High Dose E-Juice

JUUL Pod

Salt Based E-Juice

Mg of nicotine per unit	12 mg nicotine/cig	6 mg/mL	36 mg/mL	59 mg/mL	70 mg/mL
Units per "package"	20 cigarettes/pack	15 mL/bottle	15 mL/bottle	.7 mL	15 mL
Total mg of nicotine per "package"	240 mg nicotine/pack (inhale 1mg/cig)	90 mg nicotine/bottle	540 mg nicotine/bottle	41.3 mg/pod	1350 mg/bottle

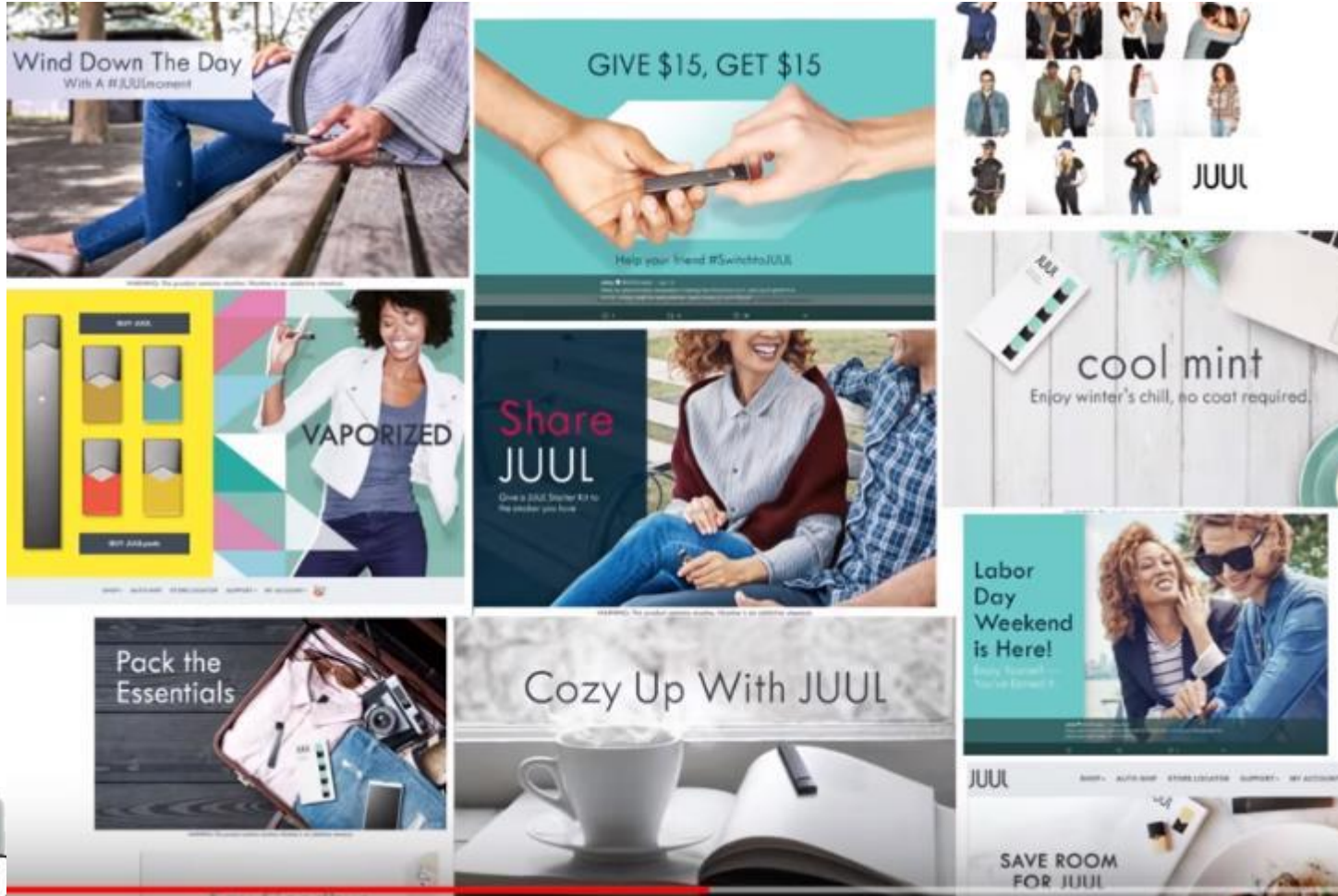
1 teaspoon of a 36 mg/mL bottle is a lethal dose for a 20 lb baby

Kid Friendly Marketing



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JUUL Marketing to Youth and Young Adults



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Marketing and Advertising



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Vapor Shark E-Cigarette Billboard, Florida, 2013



Washington Association for Substance
Abuse & Violence Prevention

Marketing and Advertising

In 2016, **4 in 5** middle and high school students in the U.S. reported exposures to e-cigarette advertisement from at least one source – retail store, internet, TV, magazine/newspaper.



E-Cigarettes Proven to Increase Likelihood of Using Combustible Tobacco Products

- Youth reported more “willingness” to try cigarettes
 - 9th graders nearly 3X more likely to smoke cigarettes 1 year later
- 12th grade students were 4x more likely to use combustible tobacco products within 1 year
 - Young adults reported up to 8X increased likelihood to smoke cigarettes 1 year later

Trajectories of E-Cigarette and Conventional Cigarette Use Among Youth

Krysten W. Bold, PhD,¹ Grace Kong, PhD,² Deepa R. Camenga, MD,³ Patricia Simon, PhD,⁴ Dana A. Cavallo, PhD,⁵ Meghan E. Morsan, PhD,⁶ Suchitra Krishnan-Sarin, PhD⁷

BACKGROUND: Electronic cigarette (e-cigarette) use is common among youth, and there are concerns that e-cigarette use leads to future conventional cigarette use. We examined longitudinal associations between past-month cigarette and e-cigarette use to characterize the stability and directionality of these tobacco use trajectories over time.

METHODS: High school students ($N = 808$, 53% female) completed surveys across 3 waves (2013, 2014, and 2015) in 3 public schools in Connecticut. Using autoregressive cross-lagged models, we examined bidirectional relationships between past-month cigarette and e-cigarette use over time. Models were adjusted for covariates related to tobacco use (ie, sex, race/ethnicity, socioeconomic status, and use of other tobacco products).

RESULTS: Past-month e-cigarette use predicted future cigarette use (wave 1–2: odds ratio [OR] = 7.08, 95% confidence interval [CI] = 2.34–21.42; wave 2–3: OR = 3.87, 95% CI = 1.86–8.06). However, past-month cigarette use did not predict future e-cigarette use (wave 1–2: OR = 2.02, 95% CI = 0.67–6.08; wave 2–3: OR = 1.90, 95% CI = 0.77–4.71). Additionally, frequency of cigarette and e-cigarette use increased over time. By wave 3, 26% of cigarette users and 20.5% of e-cigarette users reported using 21–30 days out of the past month.

CONCLUSIONS: E-cigarette use was associated with future cigarette use across 3 longitudinal waves, yet cigarette use was not associated with future e-cigarette use. Future research needs to examine mechanisms through which e-cigarette use leads to cigarette use. E-cigarette regulation and prevention programs may help prevent future use of cigarettes among youth.

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National Academy of Science Report 2018 Public Health Consequences of E-Cigarettes

- There is substantial evidence that e-cigarette use increases likelihood of using combustible tobacco products among youth and young adults
- There is moderate evidence that e-cigarette use increases frequency, intensity and duration of subsequent combustible tobacco smoking.
- There is insufficient evidence from randomized controlled trials about the effectiveness of e-cigarettes as a cessation aid compared with no treatment or with FDA approved smoking cessation treatments



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Voices of Youth

“My family and friends vape regularly without worrying or questioning the effects that vaping has on them and do not understand that they can become addicted. It seemed like everyone around me was vaping - from my loved ones, strangers, to influential people - and I slowly began to accept the normalcy of vape products in my life.”



Tuyet-Nhi Vo
Rainier Beach High School
Seattle, WA

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Voices of Youth

“On almost every street there is a vape shop that attracts people...the names like “Cotton Candy Juice” - a lot of kids and younger people would want cotton candy and that catches people on to wanting that.. They just manipulate people by saying this is not that bad, that it is pretty innocent, by giving it fun names.”



Emma
8th Grader
Tacoma, WA



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Voice of A Teacher

“The initial response from youth is that, ‘it is not that bad’ and that is what they believe... The way they rolled out the flavors that go in the device, they targeted young people by the type of flavorings they use. It makes a person think this is just something that tastes good and enjoyable and they don’t see the harmful effects of it.”



Ms. Smith
Middle School Teacher
Tacoma, WA

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The Public Supports Taxes for Tobacco Prevention

Of 12 advisory votes on the 2019 ballot, nine were rejected by voters.

The vape tax to fund public health and cancer research was one of the three taxes voters selected to maintain, (67% in favor to 33%).



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Prevention Policy Considerations To Protect Youth

- Will it “normalize” vaping and vaping products especially among those under age 21?
- Will it increase access and availability of vapor products for youth?
- Will it increase advertising in places visible to those under 21?
- Does it make use more appealing to youth or target youth as consumers? (Consider packaging, product and placement that appeal to youth).
- Does it disproportionately impact or target, low income, youth of color or LGBTQ youth?
- Are there adequate resources to conduct enforcement of rules upon retailers?
- Are any new revenue sources dedicated to prevention and cessation services?
- Is the burden of proof to show products are safe put on the manufactures of the products?
- Do not preempt local jurisdictions from enacting more strict laws to protect public health.



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WASAVP Recommendations to Prevent Youth Vaping

- Continue to ban vape flavors since these are especially appealing to youth.
- Review all ingredients in vaping products and remove any that may be harmful when inhaled.
- Consider restricting where vaping products can be sold to limit youth access/view (i.e. 21 and older only stores, or locked cabinets).
- Restrict advertising including packaging that appeals to youth or young adults.
- Restrict on-line sales and advertising to only those who are 21 or older.
- Limit the amount of nicotine allowed in a product.



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