



ADDRESSING YOUTH ACCESS TO
TOBACCO, CANNABIS, VAPING PRODUCTS AND
ALCOHOL IN WASHINGTON – 2021 UPDATE

House Commerce & Gaming Committee
March 18, 2021

Presenters

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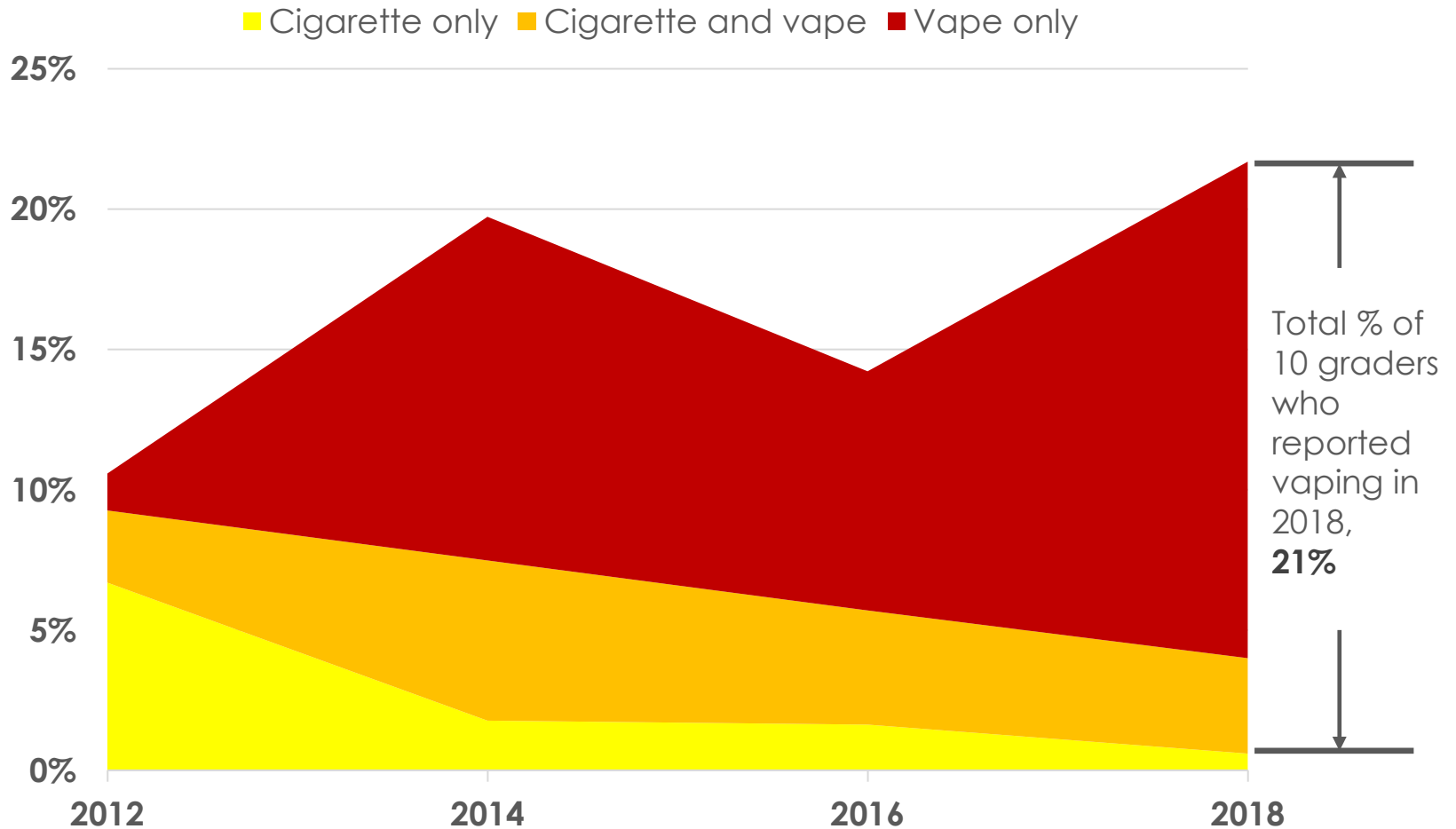
Overview

- Public health surveillance data on youth access to and use of tobacco, vaping products, cannabis, and alcohol
- DOH youth prevention activities focus on:
 - Commercial tobacco prevention and control, including nicotine vaping products
 - Youth cannabis prevention including THC vaping products

Public Health Surveillance Data

USE OF TOBACCO, VAPING PRODUCTS, CANNABIS,
AND ALCOHOL AMONG WASHINGTON YOUTH

10th Graders Who Smoke, Vape or Do Both



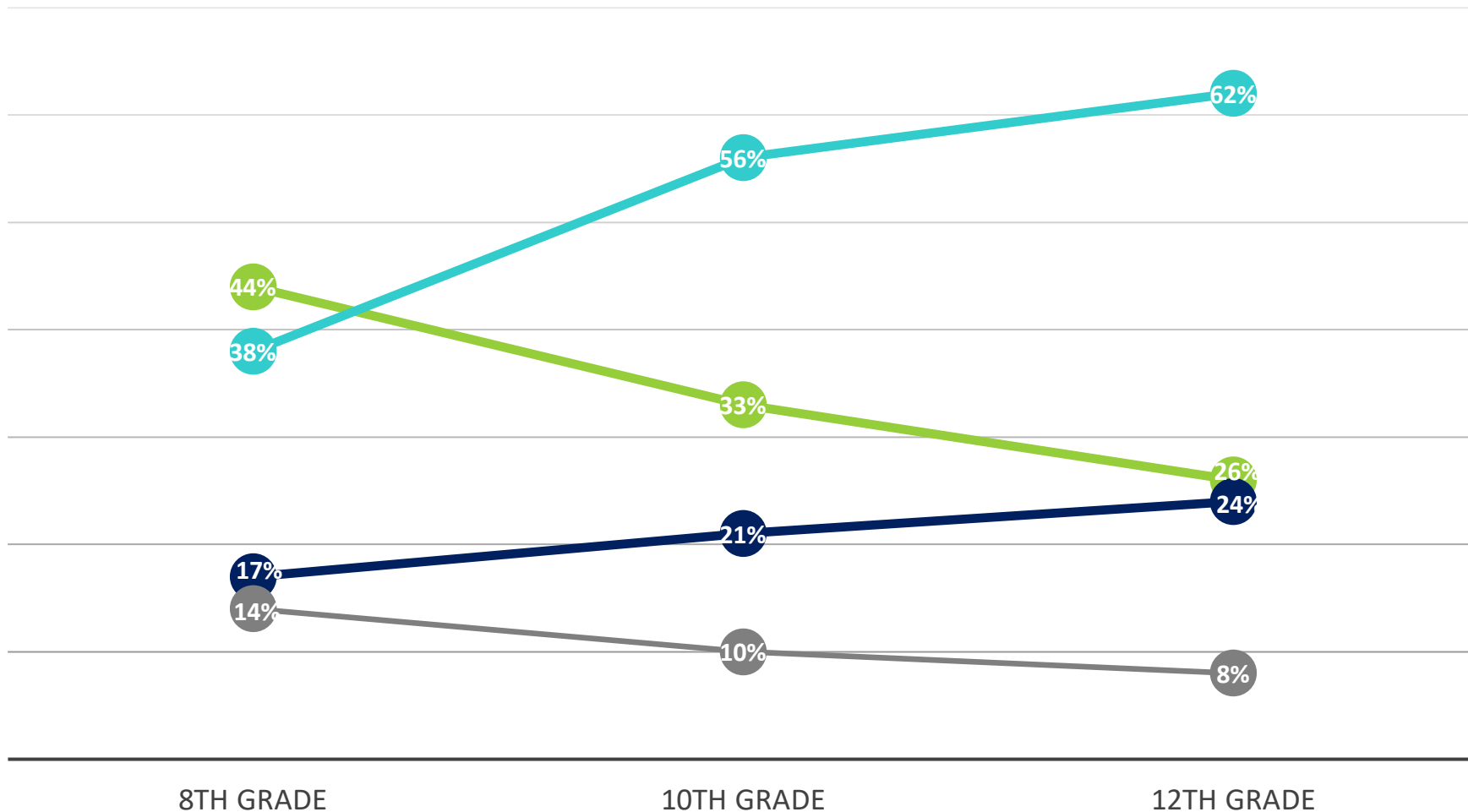
Source: Washington State Healthy Youth Survey, 2012-2018

Washington Healthy Youth Survey, 2018

Substance used among vapor product users, grades 8-12

(% of students; students can select >1 option)

Flavor only Nicotine THC Unknown



On-going e-cigarette use in 2020

From the National Youth Tobacco Survey



INCREASING USE
OF **DISPOSABLE**
E-CIGARETTES FROM
2019 TO 2020

From 2% to 26% in
high school students

From 3% to 15% in middle
school students

HIGH PROPORTION
OF YOUTH WHO USE
E-CIGARETTES ARE
USING **FREQUENTLY**

High school student:
38% report using
twenty days out of the
month; 22% report
daily use

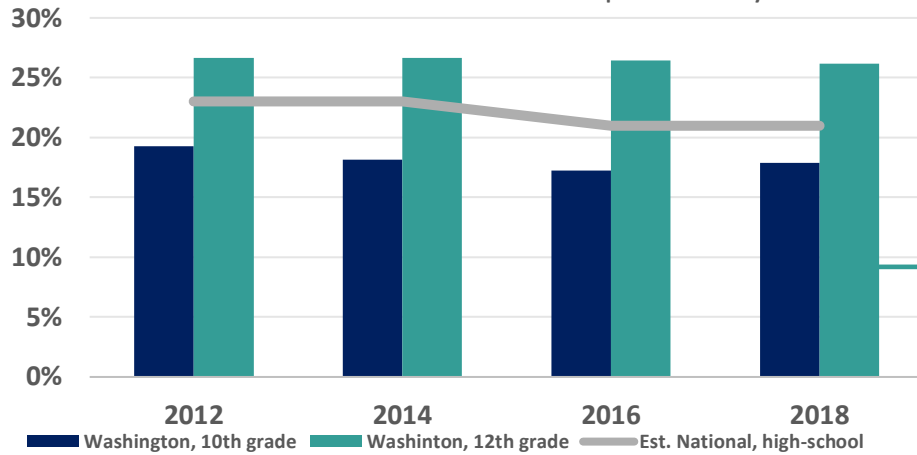
Middle school students:
20% report using **twenty
days** out of the month



HIGH PROPORTION
OF YOUTH USING
FLAVORED
E-CIGARETTES

8 in 10 youth users
report using flavored
products

Cannabis Use Trends - Use in past 30 days

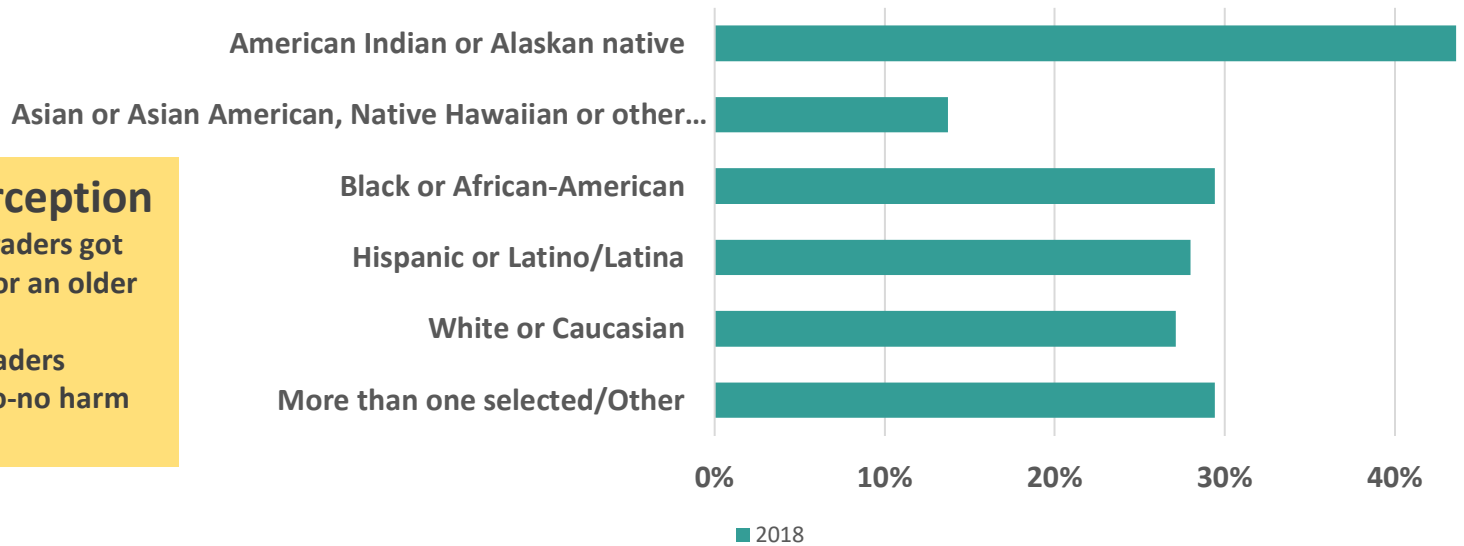


Cannabis Use Trends

Use in the past 30 days

26% use in 12th grade

Cannabis use in past 30 days by race & ethnicity.
2018 Washington HYS



Access & Risk Perception

- ✓ In 2018, 64% on 12th graders got cannabis from friends or an older sibling
- ✓ In 2018, 35% of 10th graders perceived only slight-to-no harm in regular cannabis use

Sources: Washington State Healthy Youth Survey, 2002-2018, and national data from the CDC

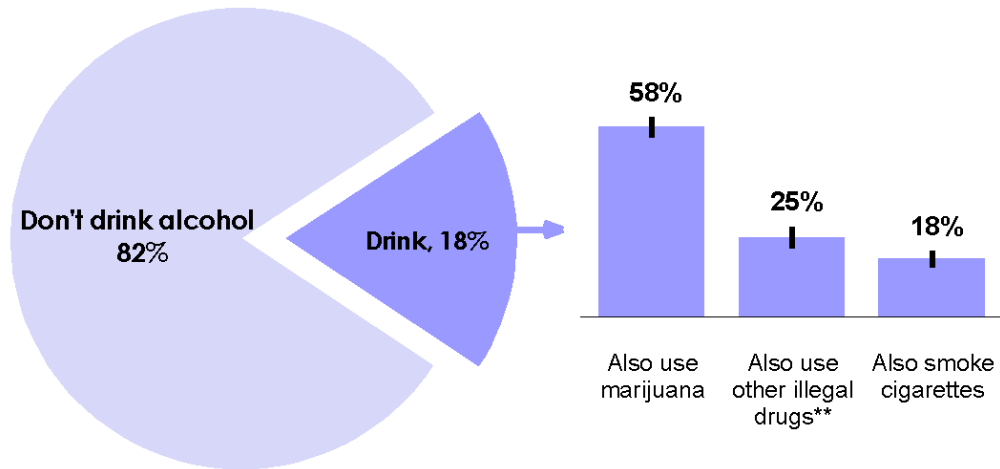
Youth Cannabis Prevention & Education Needs

Cannabis Health Risks

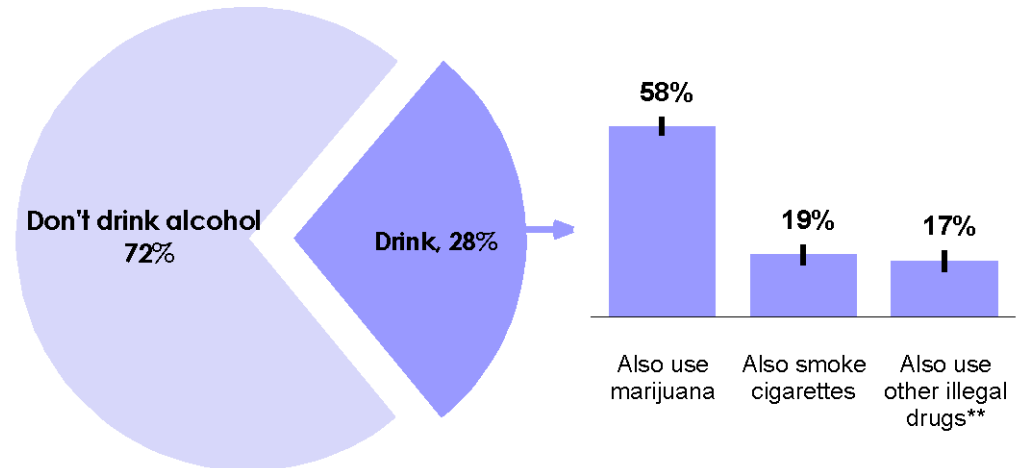
- Cannabis is addictive and its use is associated with...
 - Risk of anxiety & depression
 - Mental health disorders
 - Learning & memory impairment
 - Decreased academic performance
 - Use of other drugs and tobacco
 - Motor vehicle crashes
- Regular cannabis use was more common in students who were...
 - Bullied (26% compared to 16% among students who did not report being bullied)
 - Doing more poorly in school (30% of students getting mostly C's or lower compared to 14% of students getting mostly A's and B's)



**Current (past 30-day) Substance Use
Among Current Alcohol Users, Grade 10, 2018**



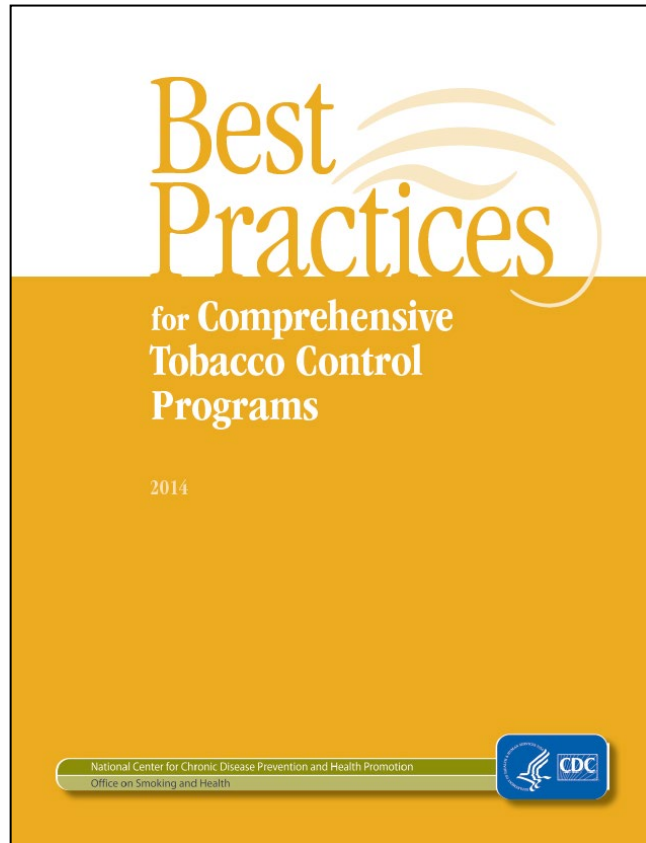
**Current (past 30-day) Substance Use
Among Current Alcohol Users, Grade 12, 2018**



TOBACCO PREVENTION & CONTROL INCLUDING VAPING



Tobacco prevention & control is evidence-based

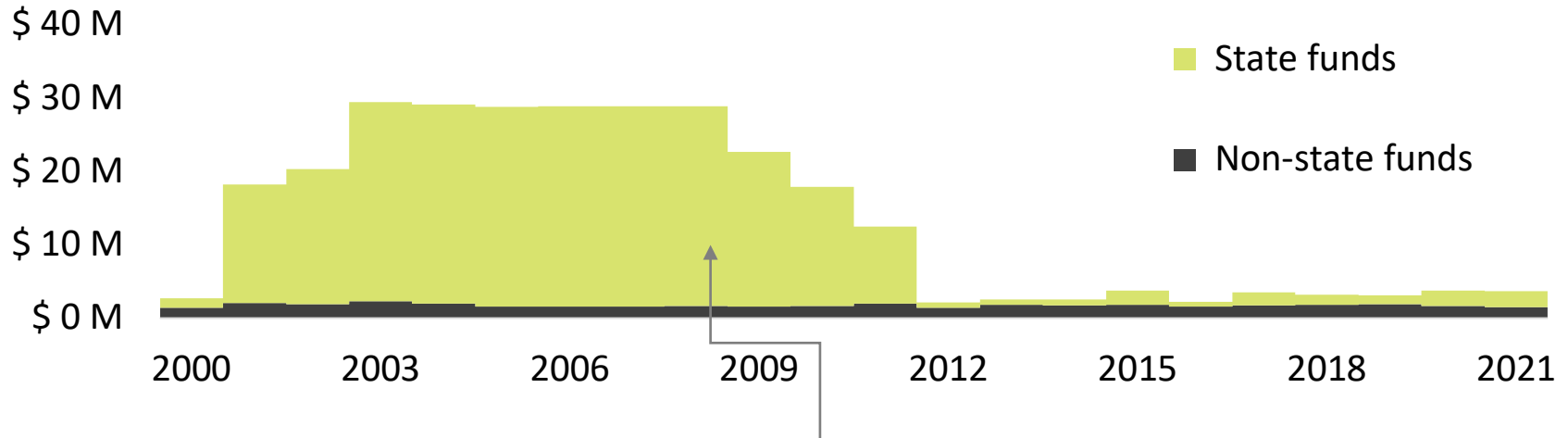


(CDC, 2014)

- State & community interventions
- Mass-reach health communications
- Cessation interventions
- Surveillance & evaluation
- Infrastructure, administration, and management

Tobacco prevention & control is cost-effective

WA tobacco prevention and control funding history



Washington's youth smoking rate was **cut in half** between 2000 and 2012.

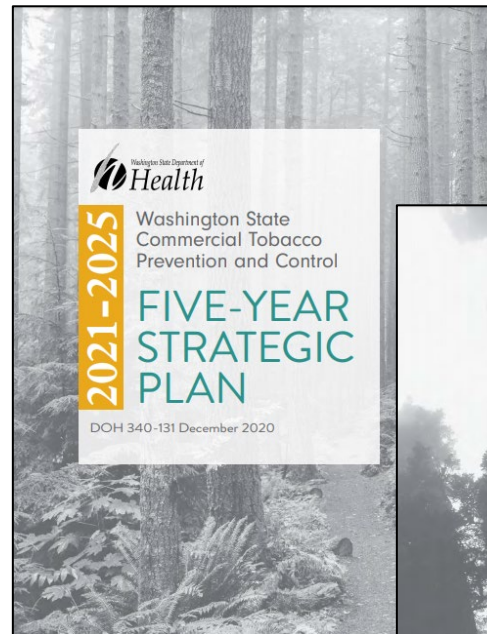
Each \$1 spent by the state on tobacco prevention and control **saved \$5+** in tobacco-related health care costs.

104,000 Washington youth alive today will die prematurely from smoking.

State and Community Interventions: Coordinating Strategies

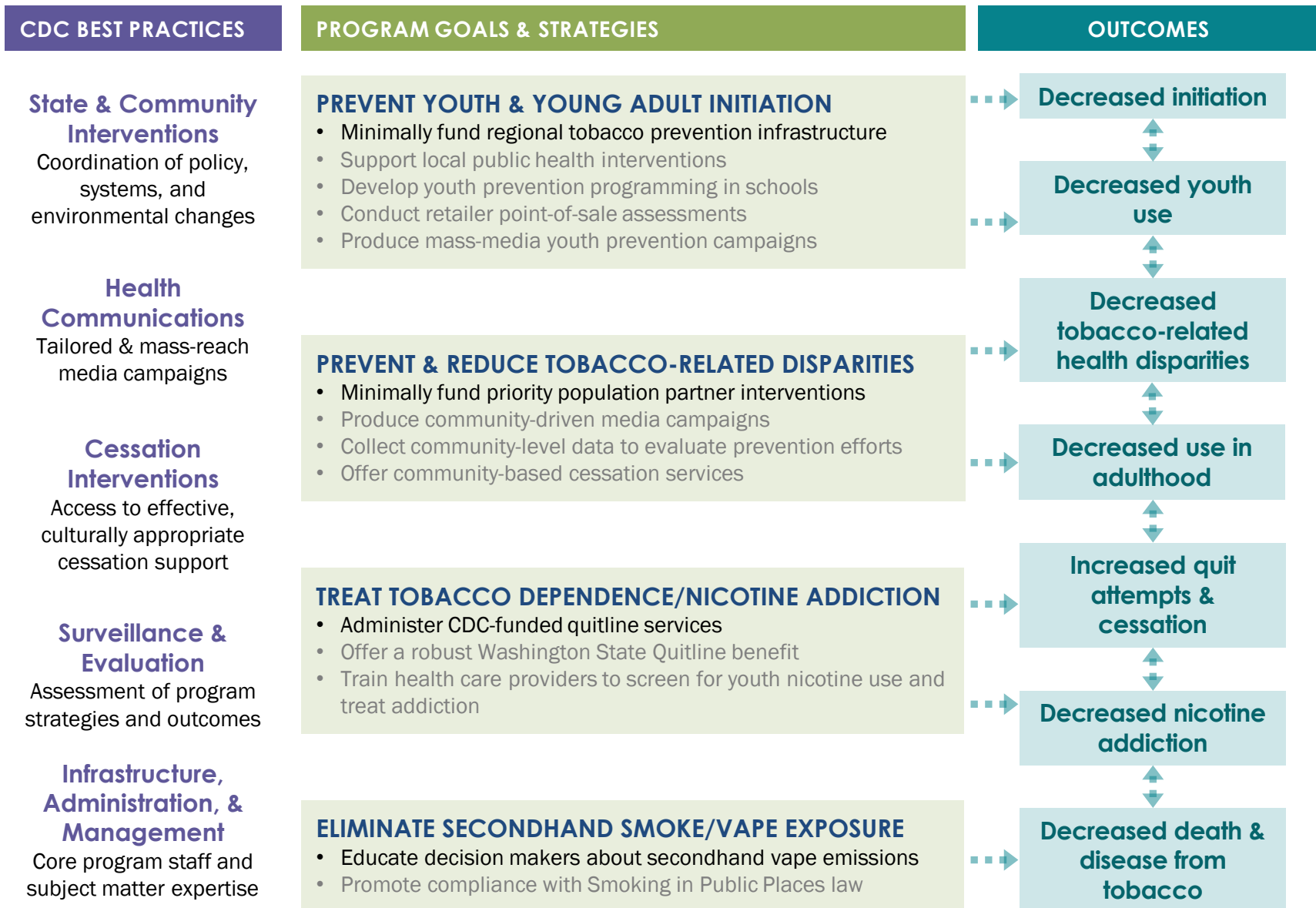
● DOH facilitates strategic planning and goal-setting with local health jurisdictions and community partners:

1. Reduce commercial tobacco-related disparities
2. Prevent use among youth & young adults
3. Promote and support tobacco dependence treatment
4. Eliminate exposure to secondhand smoke/vape emissions



HEALTH EQUITY IN TOBACCO PREVENTION AND CONTROL IS THE OPPORTUNITY FOR ALL PEOPLE TO LIVE A HEALTHY, TOBACCO-FREE LIFE, REGARDLESS OF THEIR RACE, LEVEL OF EDUCATION, GENDER IDENTITY, SEXUAL ORIENTATION, THE JOB THEY HAVE, THE NEIGHBORHOOD THEY LIVE IN, OR WHETHER OR NOT THEY HAVE A DISABILITY!

Logic Model to Prevent Youth and Treat Dependence



State and Community Interventions: Contracted Partners

Community Contracts – Commercial Tobacco Prevention Program Providers

- 9 Regional Partner Agencies
- 5 Prioritized Population Consultant Partners



Better Health Together Spokane Regional Health District	Cascade Pacific Action Alliance Thurston County Public Health & Social Services	Greater Columbia Benton-Franklin Health District	King Public Health – Seattle King County	North Central Grant County Health District	North Sound Snohomish Health District	Olympic Kitsap Public Health District	Pierce Tacoma Pierce County Health Department	SW WA Regional Health Alliance ESD 112
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State & community interventions: Educating about key policies

- Raising the minimum age of sale
 - Tobacco and Vapor 21 went into effect January 1, 2020
 - Indeterminate policy impact
 - Restricting youth access to flavored products not banned under federal law
 - Cigarettes (menthol), little cigars, cigarillos, and hookah
 - Refillable vapor product pods, cartridges, and tanks
 - Fully disposable vapor products/devices
- 2 in 3 youth who vape reported obtaining products through a social source (2018 HYS)**



21 IT'S THE LAW 

The sale of tobacco and vapor products to persons under age 21 is strictly prohibited by state law. Photo ID required upon request.

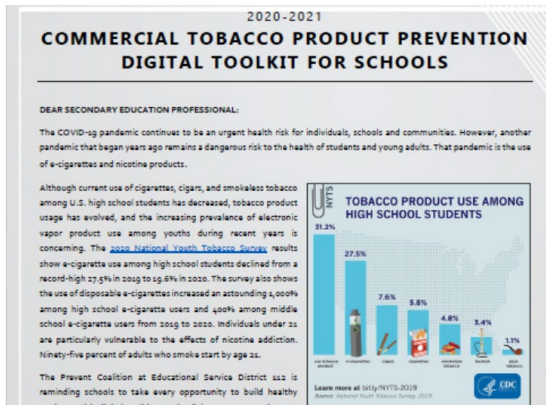
GET FREE HELP TO QUIT
Smartphone app: doh.wa.gov/quit Quitline: **1-800-QUIT-NOW**

 Washington State
Liquor and Cannabis Board 

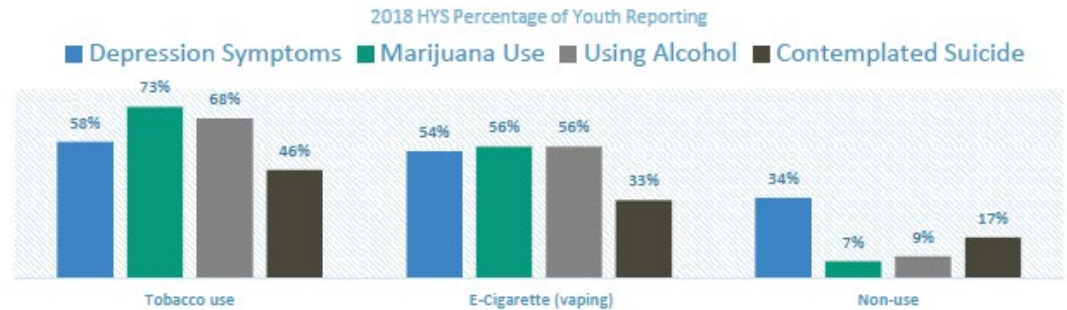
For persons with disabilities, this document is available in other formats. Please call 800-325-0127 (TDD/TTY 711) or email doh.right@doh.wa.gov.
DOH 340-342 September 2019

State & community interventions: Preventing youth initiation

youthnow.me/schools



Students Who Smoke or Vape: A Red Flag For Support



Recommendations for Schools

Focus on Prevention



Universal prevention serves all students. It is data-informed and connects to school culture. School substance-use prevention policy efforts include:

- Strengthening positive school climate and culture
- Teaching, modeling, and reinforcing expectations
- Meaningful relationships with students and families
- Collaborating with community organizations

Moving from reactive to proactive requires systems change and a comprehensive approach. School policies on smoking and vaping have often involved punitive discipline approaches. Substance violations typically lead to suspensions, increasing student absenteeism without addressing root causes. For students who smoke or use vape devices, staying connected to school and accessing support services is vital for long-term well-being.

Reframe



Shift student smoking and vaping from a discipline issue to an opportunity to identify and provide support

Revise Policy



Combine tobacco, alcohol and other drug policies, and add vape devices. Minimize use of out-of-school disciplinary actions

Screen



Screen students caught using tobacco or vape devices for substance use & mental health. Refer to services as needed

Support



Support participation in intervention groups, treatment services, and student assistance programs



Mass-reach health communications

- Response to e-cigarette and vaping associated lung injury (EVALI) epidemic
 - Ran online, search, and social media ads in February 2020
 - 14M impressions, 39K video views, and 95K click-throughs to doh.wa.gov/quit
- Response to youth vaping epidemic
 - Partnering with Truth Initiative to promote text-to-quit vaping program
 - 3 in 5 teens & young adults reduce or quit after two weeks
 - Launching Snapchat swipe-to-text ads in April 2021



Cessation interventions

- Washington State Quitline
 - New 20th Anniversary branding *tailored to teens and young adults*
 - Population-level intervention, currently funded by CDC
 - Access results in per-participant benefits of \$28K+ (WSIPP)
 - Ranked #2 in nation on quit rate; 35% tobacco-free at 7 months

Text READY to 200-400 or
Call 1-800-QUIT-NOW
(1-800-784-8669)

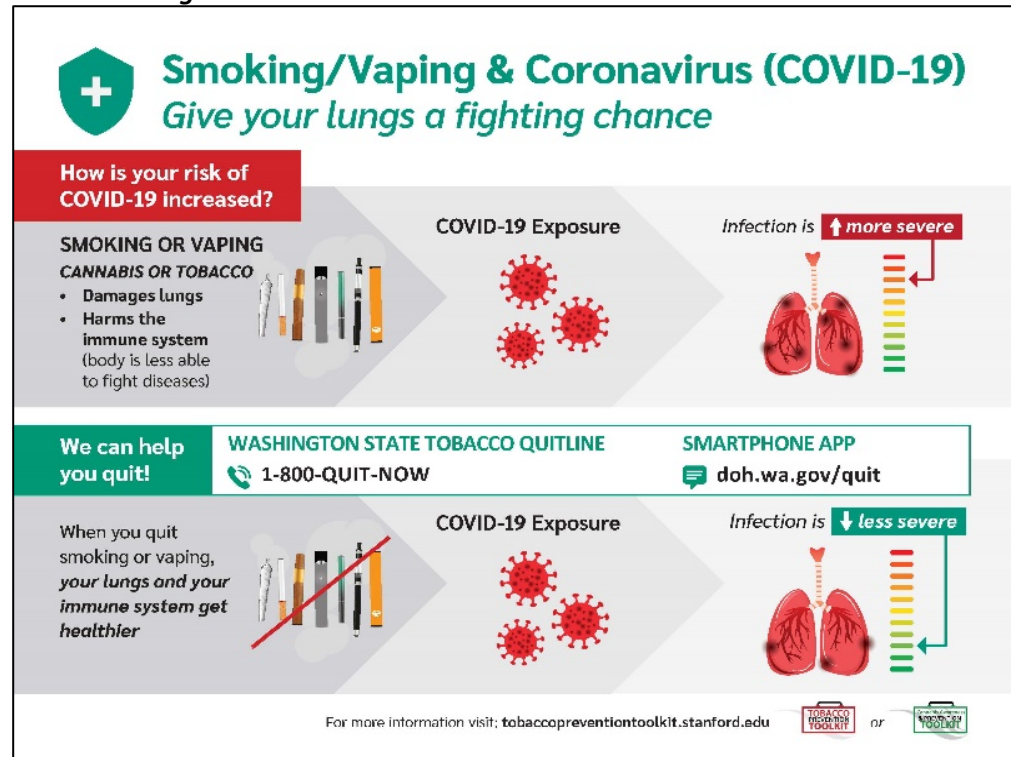


Responding to COVID-19 & Smoking/Vaping

- Providing emerging research & findings for messaging on intersection of COVID-19 and smoking. Incorporated into...
 - Governor's Office COVID-19 Response
 - DOH COVID-19 Response & Educational Campaigns
 - Social Media
 - Community Health Worker mailing lists
 - HCA/DBHR, LCB, DSHS, prevention coalitions

→ Example: Infographic on smoking & COVID-19 translated into 10 languages

<https://www.doh.wa.gov/Emergencies/COVID19/HealthEducation#smoking>



CANNABIS PREVENTION & EDUCATION INCLUDING VAPING



Youth Cannabis Prevention & Education – Program Components



*As directed by the Legislative
Mandate for Initiative I-502
Implementation:*



- Cannabis Use Public Health Hotline (Recovery Helpline; Teenlink)
 - Provides referrals to substance abuse treatment providers and utilizes healthy behavior and harm reduction approaches
- Statewide Grants to Regional (ACH) Agencies & Community Organizations
 - To support coordinated approach to prevent and reduce cannabis use and dependence among youth
- Media-based Education Campaigns
 - Provide medically and scientifically accurate information about the health and safety considerations for cannabis use

Youth Cannabis Prevention & Education – Grounding in Equity

- Work with youth to...
 - Understand connection between trauma, stress & cannabis use
 - Engage in pro-social activities; develop healthy coping skills
 - Become peer educators & leaders in their communities
 - Pursue their dreams & goals
- Gather youth voice & provide youth perspective to prevention and education
- Promote protective factors to reduce disproportionate vulnerability to cannabis use and dependence
 - Educating school & service providers about specific needs of youth
 - Supporting activities that build up vulnerable youth, increasing their resilience

Youth Cannabis Prevention & Education – Program Goals

Primary Goal:

- Reduce initiation and use of cannabis by youth (ages 12-20) and among populations most adversely affected by cannabis dependence throughout Washington State

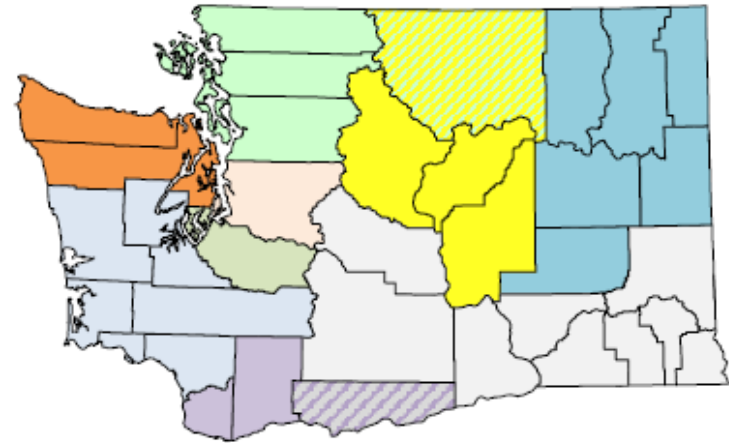
Statewide Efforts & Strategies:

- Decrease cannabis-related disparities among priority youth populations
- Educate to ensure youth are aware of associated harm & risks
- Increase positive, healthy social norms that do not include drug use
- Decrease youth access to cannabis products, including vaping products

Contracted Partners

Community Contracts – Youth Marijuana Prevention & Education Providers

- 9 Regional Partner Agencies
- 7 Prioritized Population Consultant Partners



Questions?





Washington State Department of Health is committed to providing customers with forms and publications in appropriate alternate formats. Requests can be made by calling 800-525-0127 or by email at civil.rights@doh.wa.gov. TTY users dial 711.