



COMMERCIAL TOBACCO & CANNABIS PREVENTION



House Regulated Substances
& Gaming Committee

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Presenters

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Presentation Agenda

- DOH's Role in Commercial Tobacco & Cannabis Prevention
- Overview: Youth Cannabis & Commercial Tobacco Prevention Program
- 2023 Healthy Youth Survey: Data and Trends
- Looking Forward: DOH's Program Highlights & Goals

Quick Note: Why “Commercial Tobacco”

Commercial

- Mass produced and sold for profit by companies for recreational and habitual use
- Contains and produces harmful chemicals that lead to disease and death

Traditional

- Grown, harvested, and used by American Indians and Alaskan Natives tribes for ceremonial, spiritual, and/or medicinal purposes

Any reference to “Tobacco” moving forward is to Commercial Tobacco Products including cigarettes, e-cigarettes, smokeless tobacco, pipe tobacco, cigars, hookah, and other products.

Source: [National Native Network](#)

Why This Work Matters

Toll of Tobacco

- Tobacco use is still the leading cause of preventable death in the US and in Washington.
- Smoking and secondhand smoke exposure cause over 480,000 deaths in the U.S. each year (CDC).

Long Term Health Effects of THC and Tobacco

- Cigarette use harms nearly every organ of the body.
- Long-term effects of vapor products is still being explored.
- The long-term health effects of youth cannabis use, particularly products with high potency THC, are unknown.

Impact of THC and Nicotine on Developing Brains

- Nicotine impacts the areas of the brain that control attention, learning, mood, and impulse control.
- Research indicates THC impacts attention and memory.

Emerging Cannabis and Tobacco Products

- Vaping (nicotine and cannabis) and other forms of these substances (ie. Zyn pouches) have surged in popularity among teenagers and children, posing significant risks to their developing brains.

Role of Department of Health

DOH's role in this field is guided by the Revised Code of Washington (RCW) and Federal Grant guidance and each substance has its own scope of work:

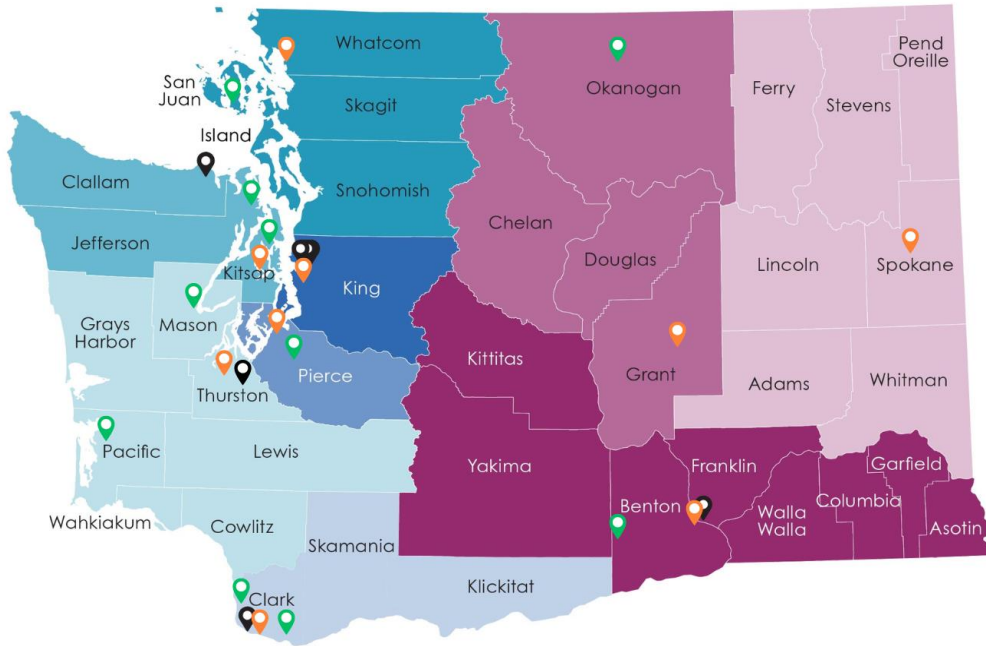
Commercial Tobacco

- Coordinate commercial tobacco prevention and cessation efforts in the state with other national, statewide, and local organizations
- Disseminate state and federal funding allocated to commercial tobacco prevention and cessation
- Lead prevention and cessation efforts in Washington State
- Serves as CDC Grantee for National and State Tobacco Control Program (NTCP)
- Serve as a subject matter expert and resource to organizations and individuals

Cannabis Prevention

- Cannabis Use Public Health Hotline
- Prevention and education programming for cannabis use including local grants
- Media-based education campaigns for youth and adults regarding cannabis
- Outreach to priority populations for cannabis prevention and education
- Disseminating funds to the Washington Poison Center
- Address Retail Education needs for High Potency THC (*new as of 2024*)

Youth Cannabis & Commercial Tobacco Prevention Program



- 📍 Priority Population Contractor
- 📍 Community Grantee
- 📍 Regional Network

10
Community
Grantees

9 Regional
Networks

8 Priority
Population
Contractors

5 Statewide
Projects

3 Tailored
Media
Contractors

2 Tobacco
Cessation
Contractors

1 Statewide
Media
Contractor

healthy youth SURVEY



Statewide Collaboration



Washington Office of Superintendent of
PUBLIC INSTRUCTION



Washington State
Liquor and Cannabis Board





Purpose

- Identify trends and patterns in adolescent health behaviors, beliefs, and attitudes
- Identify areas of need to inform policy and practice
- Evaluate the impact of school and community prevention efforts
- Provide data for grants and other funding sources



Interpreting Trends

- General Results:
 - 2021 results showed dramatic changes compared to pre-pandemic, calling for cautious interpretation
 - 2023 data are beginning to provide a more complete understanding of adolescent health during and after the height of the pandemic
 - 2025 data may further clarify the impact of 2021 on students both that year and going forward
- Cannabis & Commercial Tobacco:
 - 2021 indicated a large decrease in substance use, by approximately 50%
 - 2023 results indicate the prevalence of substance use have remained stable

Dive into the data:



CURRENT YOUTH SUBSTANCE USE IN WA



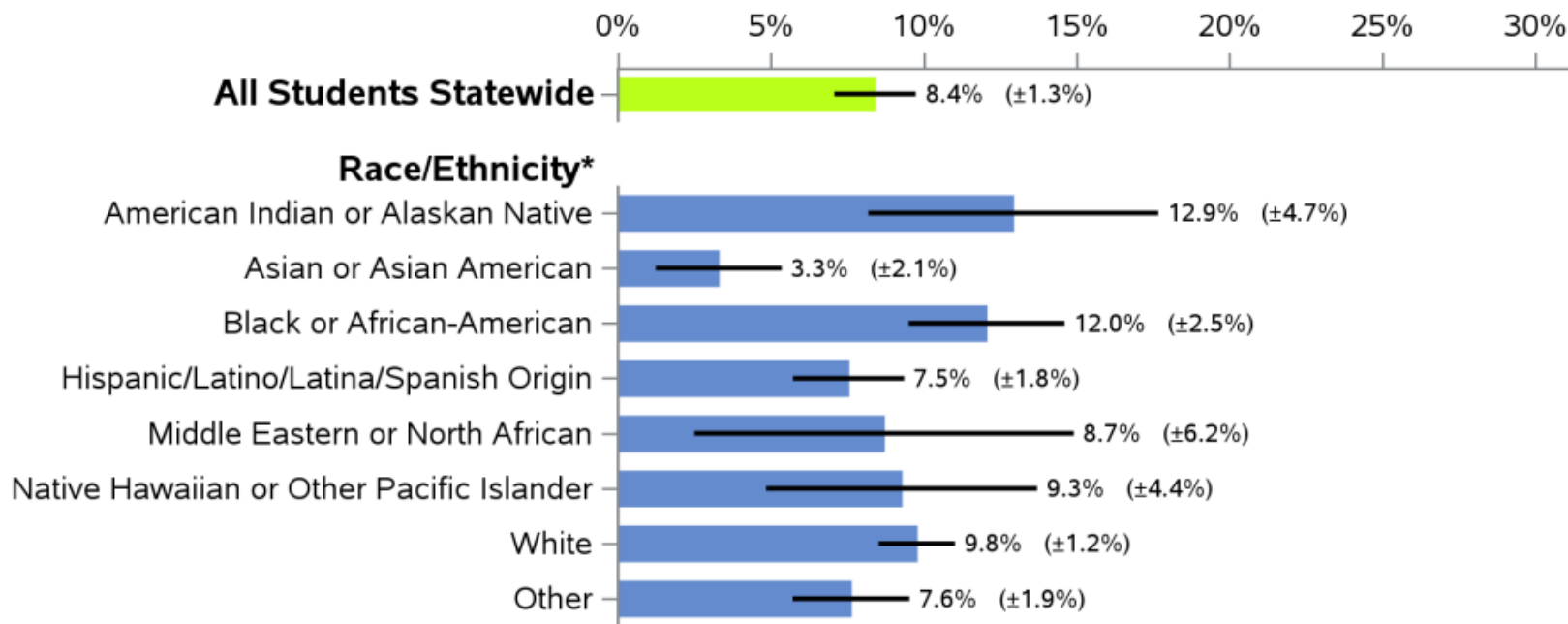
2023 Current Use Prevalence (Grade 10)

Current use of...	Percent
Cannabis	8.4%
Cannabis Products (Delta-8, Delta-10, etc.)	2.0%
Cigarettes	2.2%
E-Cigarettes	7.7%
Smokeless Tobacco/Nicotine*	3.4%
Alcohol	9.1%
Illegal Drugs	2.0%
Prescription Drugs (not prescribed to them)	2.9%
Pain Killers	1.6%

*Question wording changed in 2023 to include smokeless nicotine products including pouches, lozenges, gum, or toothpicks.

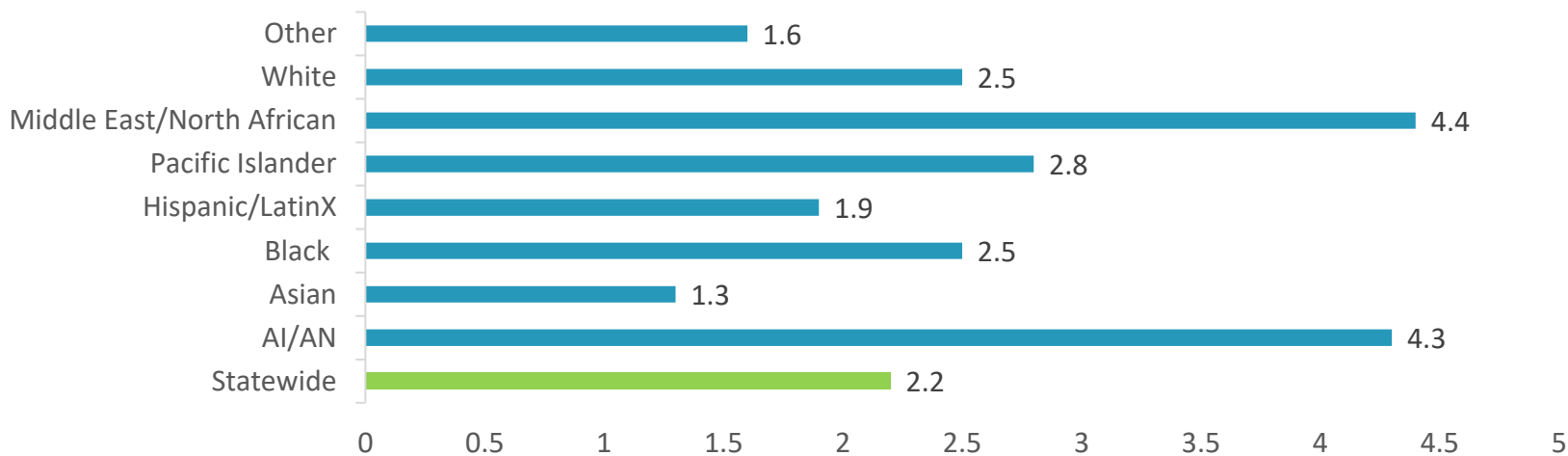
Cannabis Use Prevalence: Demographics (% of 10th Graders)

Statewide Relationship between Current (past 30-days) Marijuana Use and Demographics, Grade 10, 2023



Cigarette Use Prevalence: Demographics (% of 10th Graders)

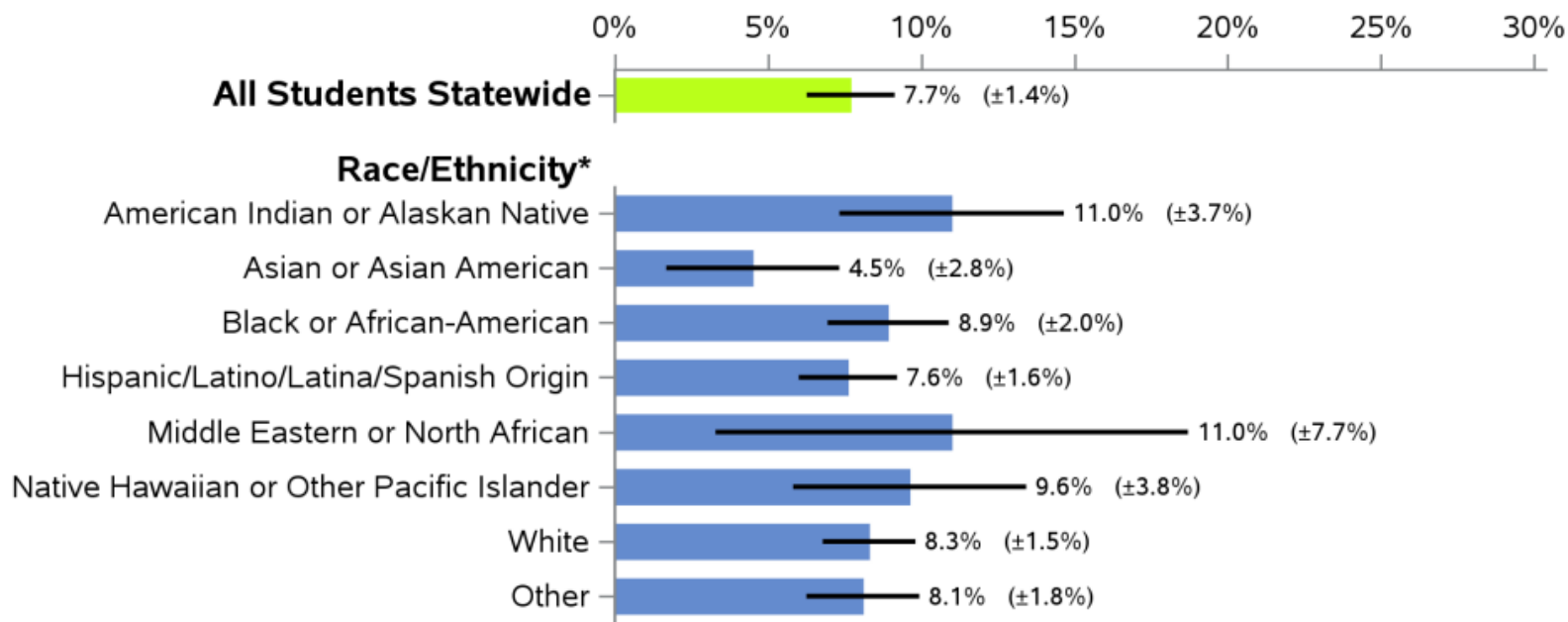
Statewide Relationship with Current (Past 30-day) Cigarette Usage by Demographics, 10th Grade, 2023



	Statewide	AI/AN	Asian	Black	Hispanic/LatinX	Pacific Islander	Middle East/North African	White	Other
■ Prevalence	2.2	4.3	1.3	2.5	1.9	2.8	4.4	2.5	1.6

E-Cigarette Use Prevalence: Demographics (% of 10th Graders)

Statewide Relationship between Current (past 30-day) Vapor Product Use and Demographics, Grade 10, 2023

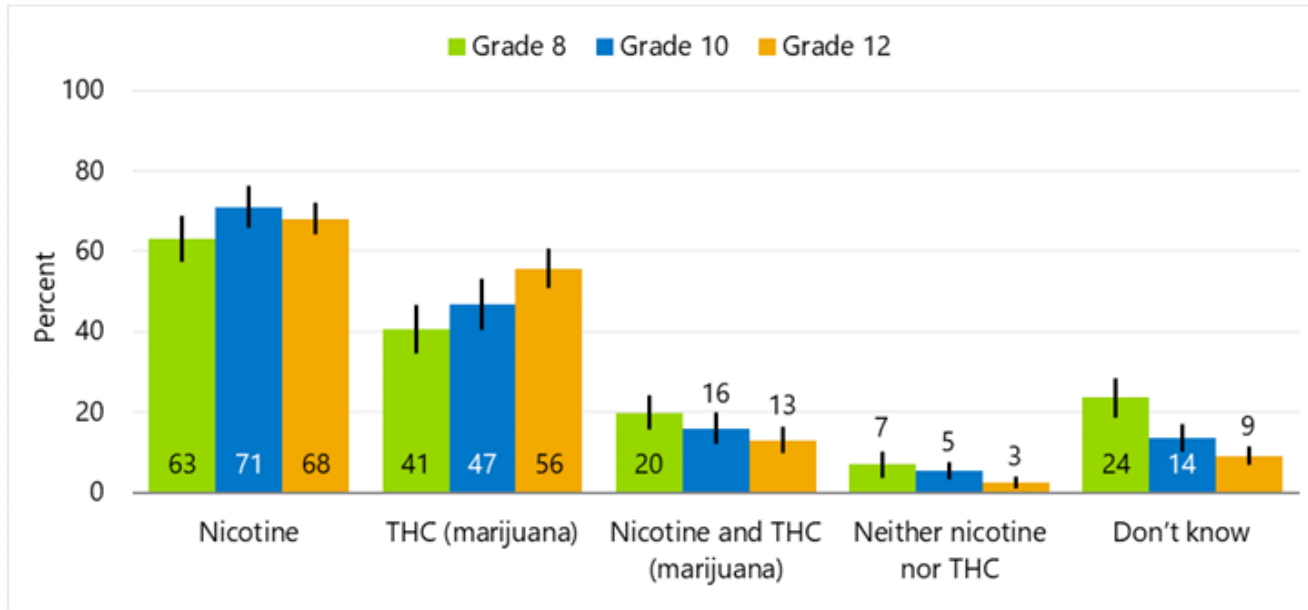


Vapor Product Usage

- 10th graders who use tobacco or nicotine products most commonly use vapor products
- Current vapor product use increases with each grade level.
- 68% of 10th graders who report tobacco or vapor product use report getting them from social sources.
- 10th graders assigned female at birth, those who are sexually or gender diverse, and those living with a disability were most likely to report current vapor product use.

Substance Type of Vapor Products Used

Type of Substance Use in an Electronic Cigarette Among Those Who Vaped, Grades 8, 10, and 12 in 2023



Grade	Nicotine	THC (marijuana)	Nicotine and THC (marijuana)	Neither nicotine nor THC	Don't know
8th Grade	63.1 ±5.7	40.7 ±6.0	19.9 ±4.2	6.9 ±3.3	23.7 ±4.9
10th Grade	71.0 ±5.3	46.7 ±6.3	16.0 ±3.9	5.4 ±2.1	13.7 ±3.3
12th Grade	68.1 ±4.0	55.7 ±4.9	13.1 ±3.2	2.6 ±1.5	9.2 ±2.3

Vapor Product Usage

- **Flavored Products:** 54.5% of 10th graders who reported using vapor products noted using at least one flavored cannabis and/or tobacco product.
- **Co-use:** 10th graders who report using vapor products were more likely to also report other substance use:
 - 23% also reported using cigarettes
 - 30% reported using chewing tobacco, snuff, dip, or smokeless nicotine products*
 - 46% also reported drinking alcohol
 - 66% also reported using marijuana

Cannabis Usage

- **Flavored Products:** 68.5% of 10th graders who reported using cannabis noted using at least one flavored cannabis and/or tobacco product.
- **Co-use:** 10th graders who report using cannabis were more likely to also report other substance use:
 - 17.8% also reported using cigarettes
 - 23.4% reported using chewing tobacco, snuff, dip, or smokeless nicotine products*
 - 47.2% also reported drinking alcohol
 - 61.2% also reported using vapor products

Looking Forward



PROGRAM HIGHLIGHTS & GOALS

YCCTP Program Highlights

Focus on Industry Targeting

- Expansion of Education Campaign “Choose You” to focus on industry targeting by vapor product companies

Tailored Cessation Efforts

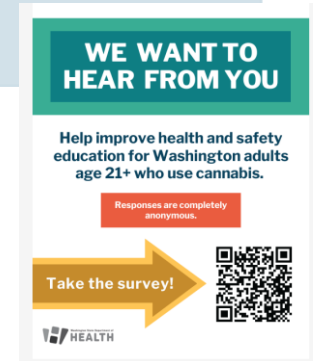
- Expand the Quitline to include a tailored AI/AN program & tailored youth/young adult texting line “Live Vape Free”

Focus on High Potency THC

- Implementation of HB2320 efforts: retailer signage development & onboarding staff to begin retailer education course

Consumer Education

- Partner with LCB to develop, distribute, and analyze a cannabis consumer education survey



YCCTPP Program Focus for 2024-2027

Leverage partnerships and resources to move towards universal barrier-free access to commercial tobacco dependence treatment.

Foster collaboration and innovation statewide in youth cannabis and commercial tobacco use prevention.

Inform Washingtonians about the effects of cannabis and commercial tobacco on overall wellness through education.

Utilize upstream prevention approaches by drawing from existing science-based frameworks to create policy, systems, and environmental change.

Ensure sustainability of cannabis and commercial tobacco prevention programming.

Improve conditions in the environments where people are born, live, learn, work, play, worship, and age to reduce disparities and improve quality of life in Washington



Questions?



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