JUUL, Vape, E-Cigarettes: Unifying the Tobacco Prevention Approach

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Kansas Department of Health and Environment
Bureau of Health Promotion, Community Health Promotion
Tobacco Use Prevention Program

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To protect and improve the health and environment of all Kansans

E-cigarettes

Image: https://www.cdc.gov/tobacco/basic_information/e-cigarettes/index.htm
What’s in aerosol?

What is in e-cigarette aerosol?

- Volatile Organic Compounds
- Ultratine Particles
- Nicotine
- Cancer-causing Chemicals
- Heavy metals such as nickel, tin, and lead
- Flavoring such as diacetyl, a chemical linked to a serious lung disease

Image: [https://www.cdc.gov/tobacco/basic_information/e-cigarettes/index.htm](https://www.cdc.gov/tobacco/basic_information/e-cigarettes/index.htm)
E-cigarette use poses avoidable health risks to young people.

- E-cigarettes may contain nicotine
- Nicotine can cause **addiction**
- Nicotine is **harmful** to the developing adolescent brain
- E-cigarettes can contain **metals** known to cause respiratory distress and disease

There is substantial evidence that e-cigarette use is associated with the use of other tobacco products.

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• 1 in 3 (34.8%) Kansas high school students have ever tried e-cigarettes
• 1 in 10 (10.6%) Kansas high school students currently use e-cigarettes
• Main reason for use of e-cigarette
  o 38.2% friend or family member uses
  o 18.6% available in flavors, such as mint, candy, fruit, or chocolate
  o 12.6% think they are less harmful than other forms of tobacco

• More than 3 million U.S. high school students currently use e-cigarettes. Since 2011, the prevalence of current e-cigarette use has increased among U.S. high school students.

1.5% in 2011  →  11.7% in 2017  →  20.8% in 2018

• Use has also increased among U.S. middle school students. About 570,000 middle school students currently use e-cigarettes.

• “Current e-cigarette use increased considerably among U.S. middle and high school students during 2017–2018, reversing a decline observed in recent years and increasing overall tobacco product use.”

• E-cigarette shaped like a USB flash drive

• Flavors
  • Cool Mint, Crème Brulee, Fruit Medley and Mango

• JUULpods **ALWAYS** contain nicotine
  • Now offered in 5% & 3% strength.

JUUL Labs. 2018. [https://support.juul.com/home/learn/FAQs/juulpod-basics](https://support.juul.com/home/learn/FAQs/juulpod-basics)
Image: [https://truthinitiative.org/news/what-is-juul](https://truthinitiative.org/news/what-is-juul)
From 2016 to 2017 JUUL sales increased 641% 

- Available for sale in the United States since 2015
- Sales increased 641% from 2016 to 2017
- By December 2017:
  - 3.2 million devices sold monthly
  - Account for 29% of e-cigarettes sold
  - Top selling e-cigarette brand

The Amount of Nicotine in JUUL

1 JUULpod = 1 pack of cigarettes (200 PUFFS)
NEARLY 1 in 5 STUDENTS BETWEEN 12 AND 17 YEARS OLD HAVE SEEN JUUL USED IN SCHOOL.

Image: https://truthinitiative.org/news/nearly-1-5-youth-say-they-have-seen-juul-used-school
• **Family Prevention & Control Act of 2009**
  o Granted FDA the authority to regulate tobacco products
  o The “Deeming Regulation”
  o “Any product made or derived from tobacco that is intended for human consumption”

• **Includes e-cigarettes, BUT...does not prohibit**
  o Flavors
  o Advertising on television and radio
On November 15, 2018, FDA Commissioner Scott Gottlieb, M.D., released a statement on proposed new steps to protect youth by preventing access to flavored tobacco products and banning menthol in cigarettes.
### Kansas Tobacco Control Strategic Plan, 2016 – 2020

#### Vision:
A healthy, tobacco-free Kansas

#### Mission:
Prevent and eliminate tobacco use among Kansans of all ages through advocacy, education, and collaboration

#### Core Values:
Tenacity, Evidence-Based Decision Making, Leadership, Passion, Strategic Action, Innovation, Integrity

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#### PREVENT TOBACCO USE

**Goals**
- Prevent initiation among youth and young adults

**Objectives**
- 1.1 Reduce the percentage of high school students who use cigarettes, e-cigarettes, and any tobacco products respectively by 5 percentage points.
- 1.2 Reduce the percentage of 18-24 year olds who use cigarettes, e-cigarettes, and any tobacco products respectively by 5 percentage points.

**Strategies**
- 1.1.1 / 1.2.2 Support efforts to adopt and implement evidence-based pricing strategies that discourage tobacco use
- 1.2.2 Support zoning and licensing policies to restrict youth access to tobacco products in the retail environment
- 1.1.3 Incorporate e-cigarettes in all smoke-free and tobacco-free policies at the state and local levels
- 1.1.4 Develop tobacco-free policies that include e-cigarettes on K-12 school property
- 1.1.5 Develop and implement a large scale, countermarketing communication campaign to promote tobacco use prevention and control
- 1.2.2 Support the adoption and implementation of Tobacco 21 policies

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#### SECONDHAND SMOKE

**Goals**
- Eliminate exposure to secondhand smoke

**Objectives**
- 2.1 Decrease the percentage of high school students exposed to secondhand smoke in any indoor or outdoor public place from 36.6% to 25%
- 2.2 Decrease the percentage of Kansas workers who were exposed to secondhand smoke at work in the past week from 20.2% to 17%
- 2.3 Decrease the percentage of Kansas adults who live in households where smoking is allowed from 13% to 8%

**Strategies**
- 2.1.1 Implement policies for smoke-free parks, recreation and sports areas, campuses, and outdoor work areas
- 2.2.1 Close loopholes in Kansas Indoor Clean Air Act regarding exemptions for casinos, cigar bars, fraternal organizations, etc.
- 2.2.2 Implement tobacco-free policies and cessation support in low wage workplaces and workforces in locations serving low socioeconomic status (SES) communities and racial and ethnic subgroups
- 2.3.1 Implement smoke-free multi-unit housing policies

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#### TOBACCO CESSATION

**Goals**
- Promote quitting among adults and youth

**Objectives**
- 3.1 Increase the percentage of current smokers who make a quit attempt from 58.6% to 65.0%
- 3.2 Decrease the percentage of pregnant women who smoke from 12.0% to 9.0%

**Strategies**
- 3.1.1 Implement comprehensive tobacco cessation programs and treatment protocols in mental health
- 3.1.2 Promote increased utilization of tobacco cessation treatment available through Medicaid
- 3.1.3 Develop and implement a large scale, countermarketing communication campaign to promote tobacco cessation
- 3.1.4 Establish comprehensive insurance coverage for cessation to reduce barriers to receiving cessation services
- 3.1.5 Engage providers throughout health care systems in integrating cessation into healthcare practices
- 3.2.1 Educate healthcare providers on evidence-based best practices for cessation before, during, and after pregnancy
- 3.2.2 Implement comprehensive tobacco cessation programs and treatment protocols in prenatal and perinatal care settings
- 3.2.3 Increase utilization of available tobacco cessation treatment among pregnant women

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#### DISPARITIES

**Goals**
- Identify and eliminate tobacco-related disparities among population groups disproportionately impacted by tobacco

**Objectives**
- 4.1 Reduce percentage of low income adults who smoke from 31.1% to 26%
- 4.2 Decrease percentage of adults with poor mental health status who smoke from 36.1% to 31%

**Strategies**
- 4.1.1 Promote quit attempts among low-income smokers
- 4.1.2 Support efforts to reduce tobacco industry marketing in the retail environment
- 4.2.1 Promote tobacco-free policies and cessation support in low wage workplaces and organizations serving low SES communities and racial and ethnic subgroups
- 4.2.2 Adopt statewide regulation requiring tobacco-free grounds policies for behavioral health organizations
- 4.2.3 Improve the availability, accessibility, and effectiveness of cessation services in behavioral health populations

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#### Priority Audiences
- Low income adults
- Adults with poor mental health status
- Pregnant women
- Youth and young adults

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E-cigarette regulations in Kansas

- Excise tax
- Youth access restrictions
- Retail license or permit required to sell e-cigarettes
- But…not included in Kansas Indoor Clean Air Act and no regulation for e-cigarette packaging
- Granted FDA the authority to regulate tobacco products
### Tobacco Retail Strategies

#### Kansas Landscape

As of December 2018, 23 jurisdictions in Kansas have adopted tobacco 21 policies:

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Amended Clean Indoor Air Ordinances that Include E-Cigarettes

- Hutchinson
- Kansas City
- McPherson
- Olathe
- Overland Park
- Salina
- Topeka
- Reno County
- Park City
- Manhattan
- Eudora
• Increase the number of youth engaged in tobacco control efforts (n=16)

• Increase the number of communities that adopt, strengthen and enforce policies that restrict youth access to tobacco products (n=5)

• Increase the number of schools or school districts with 100% tobacco-free policies and plan for enforcement (n=3)

• Increase the number of colleges/universities with 100% tobacco-free policies and plan for enforcement (n=3)
Vape-Free Schools

Webinar: JUUL, Vape, E-Cigarettes: Unifying the Tobacco Prevention Approach

http://www.kdheks.gov/tobacco/vape_free_schools.htm
Thank you!

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