

# 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

Jennifer Church, MS, RD/LD  
Community Health Promotion Section Director  
Bureau of Health Promotion



# E-cigarettes

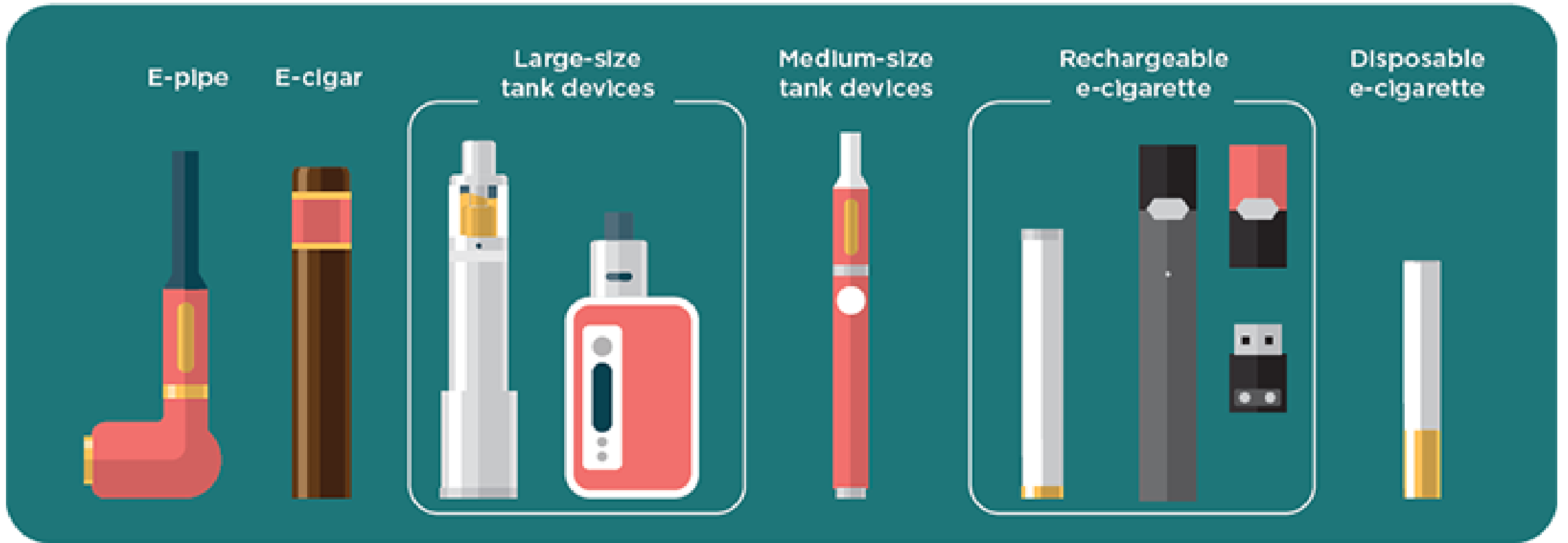


Image: [https://www.cdc.gov/tobacco/basic\\_information/e-cigarettes/index.htm](https://www.cdc.gov/tobacco/basic_information/e-cigarettes/index.htm)

# What's in aerosol?

## What is in e-cigarette aerosol?

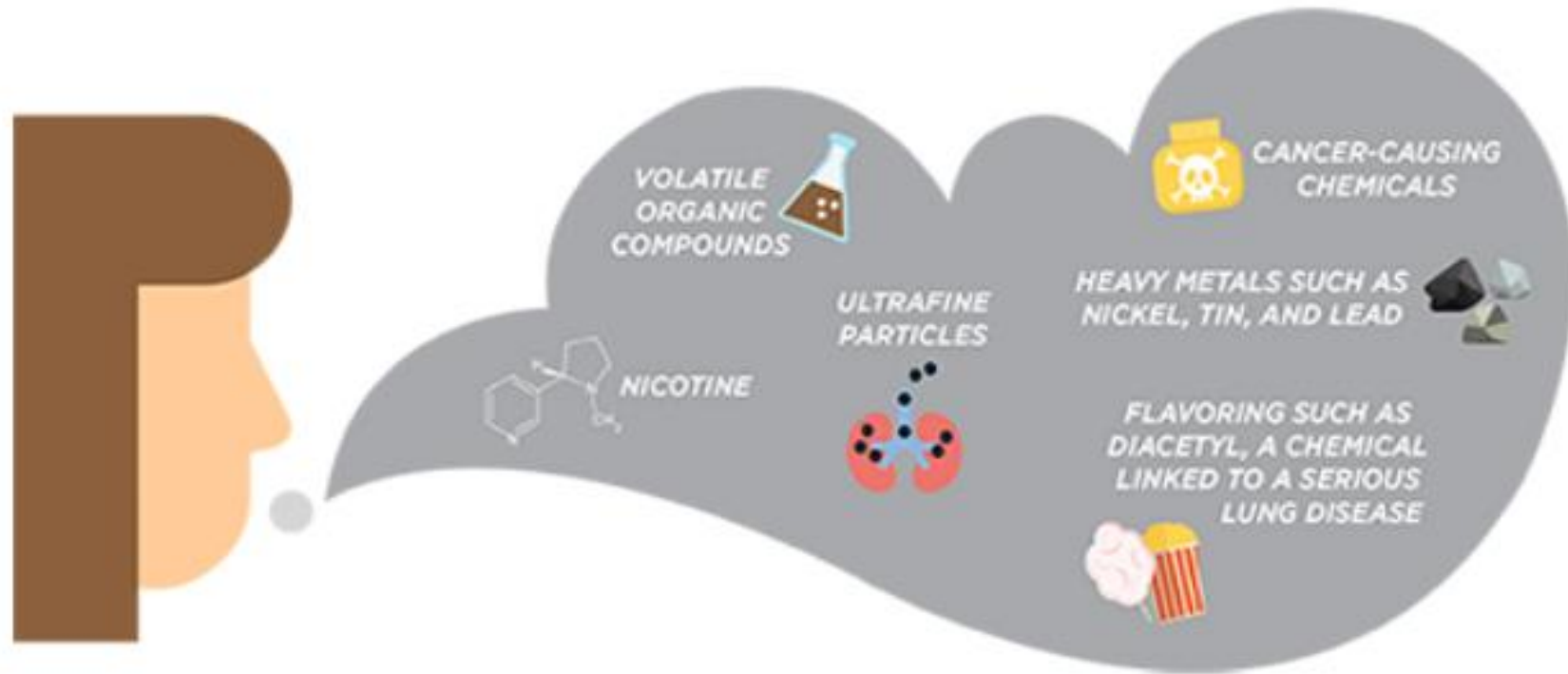


Image: [https://www.cdc.gov/tobacco/basic\\_information/e-cigarettes/index.htm](https://www.cdc.gov/tobacco/basic_information/e-cigarettes/index.htm)

# When talking about youth ...

## 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.**



- 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
  - 38.2% friend or family member uses
  - 18.6% available in flavors, such as mint, candy, fruit, or chocolate
  - 12.6% think they are less harmful than other forms of tobacco

# E-Cigarette Use Among Youth in the United States

- 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



- 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 – Market Growth and Concern



**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.**

 **truth initiative**  
INSPIRING TOBACCO-FREE LIVES

truthinitiative.org

Image: <https://truthinitiative.org/news/nearly-1-5-youth-say-they-have-seen-juul-used-school>

- **Family Prevention & Control Act of 2009**
  - Granted FDA the authority to regulate tobacco products
  - The “Deeming Regulation”
  - “Any product made or derived from tobacco that is intended for human consumption”
- **Includes e-cigarettes, BUT...does not prohibit**
  - Flavors
  - 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

**Kansas Tobacco Control Strategic Plan,  
2016 – 2020**  
*Draft as of March 2016*

**Vision:** A healthy, tobacco-free Kansas  
**Mission:** Prevent and eliminate tobacco use among Kansans of all ages through advocacy, education, and collaboration

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

Goals Focus on	PREVENT TOBACCO USE	SECONDHAND SMOKE	TOBACCO CESSATION	DISPARITIES
<b>Objectives Measure</b>	<p><b>1. Prevent initiation among youth and young adults</b></p> <p>1.1. Reduce the percentage of high school students who use cigarettes, e-cigarettes and any tobacco products respectively by 5 percentage points.</p> <p>1.2. Reduce the percentage of 18-24 year olds who use cigarettes, e-cigarettes and any tobacco products respectively by 5 percentage points.</p>	<p><b>2. Eliminate exposure to secondhand smoke</b></p> <p>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%.</p> <p>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%.</p> <p>2.3. Decrease the percentage of Kansas adults who live in households where smoking is allowed from 13% to 8%.</p>	<p><b>3. Promote quitting among adults and youth</b></p> <p>3.1. Increase the percentage of current smokers who make a quit attempt from 58.6% to 65.0%.</p> <p>3.2. Decrease the percentage of pregnant women who smoke from 12.0% to 9.0%.</p>	<p><b>4. Identify and eliminate tobacco-related disparities among population groups disproportionately impacted by tobacco</b></p> <p>4.1. Reduce percentage of low income adults who smoke from 31.1% to 26%.</p> <p>4.2. Decrease percentage of adults with poor mental health status who smoke from 36.1% to 31%.</p>
<b>Strategies Work on</b>	<p>1.1.1. / 1.2.2. Support efforts to adopt and implement evidence-based pricing strategies that discourage tobacco use</p> <p>1.1.2. Support zoning and licensing policies to restrict youth access to tobacco products in the retail environment</p> <p>1.1.3. Incorporate e-cigarettes in all smoke-free and tobacco-free policies at the state and local levels</p> <p>1.1.4. Develop tobacco-free policies that include e-cigarettes on K-12 school properties</p> <p>1.1.5. Develop and implement a large scale, countermarketing communication campaign to promote tobacco use prevention and control</p> <p>1.2.2. Support the adoption and implementation of Tobacco 21 policies</p> <p>1.2.3. Develop tobacco-free policies that include e-cigarettes on educational campuses, worksites or other places where 18-24 year olds are exposed to tobacco use</p>	<p>2.1.1. Implement policies for smoke-free parks, recreation and sports areas, campuses, and outdoor work areas</p> <p>2.2.1. Close loopholes in Kansas Indoor Clean Air Act regarding exemptions for casinos, cigar bars, fraternal organizations, etc.</p> <p>2.2.2. Implement tobacco-free policies and cessation support in low wage worksites and worksites in locations serving low socioeconomic status (SES) communities and racial and ethnic subgroups</p> <p>2.3.1. Implement smoke-free multi-unit housing policies</p>	<p>3.1.1. Implement comprehensive tobacco cessation programs and treatment protocols in mental health</p> <p>3.1.2. Promote increased utilization of tobacco cessation treatment available through Medicaid</p> <p>3.1.3. Develop and implement a large scale, counter marketing communication campaign to promote tobacco cessation</p> <p>3.1.4. Establish comprehensive insurance coverage for cessation to reduce barriers to receiving cessation benefits</p> <p>3.1.5. Engage providers throughout health care systems in integrating cessation into healthcare practices</p> <p>3.2.1. Educate healthcare providers on evidence-based best practices for cessation before, during, and after pregnancy</p> <p>3.2.2. Implement comprehensive tobacco cessation programs and treatment protocols in prenatal and perinatal care settings</p> <p>3.2.3. Increase utilization of available tobacco cessation treatment among pregnant women</p>	<p>4.1.1. Promote quit attempts among low-income smokers</p> <p>4.1.2. Support efforts to reduce tobacco industry targeted marketing in the retail environment</p> <p>4.1.3. Implement tobacco-free policies and cessation support in low wage worksites and organizations serving low SES communities and racial and ethnic subgroups.</p> <p>4.1.4. Improve the availability, accessibility, and effectiveness of cessation services for populations affected by tobacco-related disparities</p> <p>4.2.1. Implement policies for tobacco-free treatment in behavioral health care facilities</p> <p>4.2.2. Adopt statewide regulation requiring tobacco-free grounds policies for behavioral health organizations</p> <p>4.2.3. Improve the availability, accessibility, and effectiveness of cessation services in behavioral health populations</p>

**Core Values:** Tenacity, Evidenced Based Decision Making, Leadership, Passion, Strategic Action, Innovation, Integrity

*To protect and improve the health and environment of all Kansans*



- 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



[www.tobaccofreekansas.org](http://www.tobaccofreekansas.org)

## Kansas Landscape

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

- |                               |                            |                                  |
|-------------------------------|----------------------------|----------------------------------|
| 1. 11/19/15: Wyandotte County | 9. 8/1/16: Overland Park   | 17. 7/1/17: Johnson County       |
| 2. 2/2/16: Olathe             | 10. 8/23/16: Mission Hills | 18. 8/10/17: Shawnee County      |
| 3. 3/22/16: Prairie Village   | 11. 8/23/16: Westwood      | 19. 12/5/17: Topeka (LITIGATION) |
| 4. 6/1/16: Iola               | 12. 9/1/16: Leavenworth    | 20. 4/2/18: Parsons              |
| 5. 6/28/16: Westwood Hills    | 13. 11/21/16: Roeland      | 21. 6/16/18: Holcomb             |
| 6. 7/1/16: Bonner Springs     | 14. 1/1/17: Leawood        | 22. 9/27/18: Douglas County      |
| 7. 7/1/16: Lenexa             | 15. 1/1/17: Merriam        | 23. 12/3/18: Finney County       |
| 8. 7/1/16: Lansing            | 16. 7/1/17: Garden City    |                                  |

- 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



A to Z Topic Listing

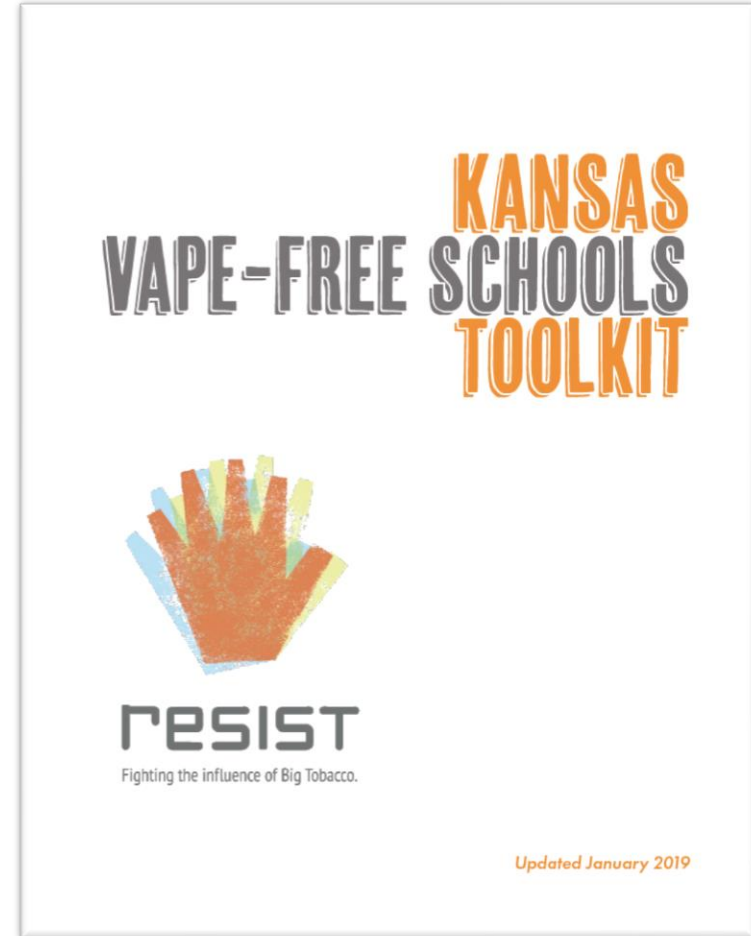
- Tobacco Use Prevention Program Home
- Tobacco Facts and Reports
- Cessation Resources
- Tobacco Use Prevention Resources
- Chronic Disease Risk Reduction Community Grant Program
- Resources for Youth & Young Adults
- ResistTobacco.org
- Statutes and Ordinances
- Cigarette Calculator
- KSquit.org
- Contact Us

## Vape-Free Schools

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



Webinar transcription



[http://www.kdheks.gov/tobacco/vape\\_free\\_schools.htm](http://www.kdheks.gov/tobacco/vape_free_schools.htm)

# Thank you!

## Contact Information:



**Jennifer Church, Section Director**  
Community Health Promotion  
785-296-6801; [Jennifer.Church@ks.gov](mailto:Jennifer.Church@ks.gov)

**Jordan Roberts, Program Manager**  
Youth Tobacco Use Prevention  
785-291-3418; [Jordan.Roberts@ks.gov](mailto:Jordan.Roberts@ks.gov)

