



# **OBSERVATIONS OF YOUTH E-CIGARETTE USE IN ARIZONA**

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# DISCLAIMER

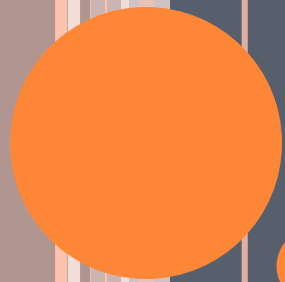
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- The material presented is for educational purposes only and does not constitute recommendations on policy positions.



# FOR TODAY

- National and Arizona perspectives
- Literature on e-cigarettes and youth
- Tobacco industry-sponsored youth prevention programs in schools
- Addressing the issue
- Discussion





# NATIONAL & ARIZONA DATA

# NATIONAL DATA

- More than 2M middle and high school students were current users of e-cigarettes in 2016.<sup>1,2</sup>
- 11% of high school and 4.3% of middle school students were current users of e-cigarettes in 2016.<sup>1</sup>
- E-cigarette use rose from 1.5% to 16.0% among high school students and from 0.6% to 5.3% among middle school students from 2011 to 2015.<sup>1</sup>
- According to a 2013-2014 survey, 81 percent of current youth e-cigarette users cited the availability of appealing flavors as the primary reason for use.<sup>3</sup>



# ARIZONA DATA<sup>4</sup>

## Percentage of High School Students Who Ever Used an Electronic Vapor Product,\* 2015-2017<sup>†</sup>



\*Including e-cigarettes, e-cigars, e-pipes, vape pipes, vaping pens, e-hookahs, and hookah pens [such as blu, NJOY, Vuse, MarkTen, Logic, Vapin Plus, eGo, and Halo]

<sup>†</sup>No change 2015-2017 [Based on linear trend analyses using logistic regression models controlling for sex, race/ethnicity, and grade ( $p < 0.05$ ).]

Note: This graph contains weighted results.

# ARIZONA DATA<sup>4</sup>

## Percentage of High School Students Who Currently Used an Electronic Vapor Product,\* 2015-2017<sup>†</sup>



\*Including e-cigarettes, e-cigars, e-pipes, vape pipes, vaping pens, e-hookahs, and hookah pens [such as blu, NJOY, Vuse, MarkTen, Logic, Vapin Plus, eGo, and Halo], on at least 1 day during the 30 days before the survey

<sup>†</sup>Decreased 2015-2017 [Based on linear trend analyses using logistic regression models controlling for sex, race/ethnicity, and grade ( $p < 0.05$ ).]

Note: This graph contains weighted results.



LITERATURE AND GUIDANCE ON  
E-CIGARETTES & YOUTH



## 2014 SURGEON GENERAL'S REPORT<sup>5</sup>

- *E-cigarettes are now the **most commonly used tobacco product** among youth, surpassing conventional cigarettes in 2014.*
- *E-cigarette aerosol is not harmless. It can contain **harmful** and potentially harmful constituents including nicotine. Nicotine exposure during adolescence can cause **addiction** and can harm the developing adolescent brain.*
- *E-cigarettes are marketed by **promoting flavors** and using a wide variety of media channels and approaches that have been used in the past for marketing conventional tobacco products to youth and young adults.*



# CDC – JANUARY, 2017

- E-Cigarettes and Young People: A Public Health Concern<sup>6</sup>
  - ***Restrict E-cigarette Use Around Young People.*** *Don't let anyone use e-cigarettes or other tobacco products around young people. Not only are youth watching the behaviors of others as an example, but they're also at risk of exposure to nicotine and other chemicals that can be harmful to their health.*



# 2018 NATIONAL ACADEMIES OF SCIENCES, ENGINEERING, AND MEDICINE

- Public Health Consequence of E-Cigarettes<sup>7</sup>
  - *Conclusion 5-1. There is **conclusive evidence** that in addition to nicotine, **most e-cigarette products contain and emit numerous potentially toxic substances.***
  - *Conclusion 5-4. There is **substantial evidence** that e-cigarette **aerosol contains metals.** The origin of the metals could be the metallic coil used to heat the e-liquid, other parts of the e-cigarette device, or e-liquids. Product characteristics and use-patterns may contribute to differences in the actual metals and metal concentrations measured in e-cigarette aerosol.*



## FDA – APRIL 24, 2018<sup>8</sup>

- *FDA cites 40 retailers for violations related to youth sales of JUUL e-cigarettes.*
- *Agency announces a new blitz of retail establishments targeting youth sale violations.*
- *Agency takes new action to examine youth appeal of JUUL.*
- *Agency takes steps to foreclose online sales of JUUL to minors.*
- *These are the first steps in a new effort aimed at stopping youth use of e-cigarettes.*



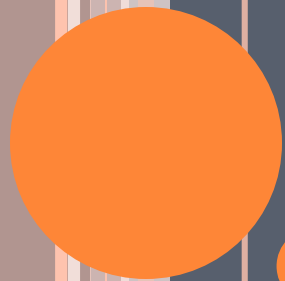


**TOBACCO INDUSTRY-SPONSORED  
YOUTH PREVENTION PROGRAMS  
IN SCHOOLS**

# TOBACCO INDUSTRY-SPONSORED YOUTH PREVENTION PROGRAMS IN SCHOOLS

- Companies, including JUUL Labs, are actively reaching out to schools across the county requesting to provide tobacco prevention education programming to youth.
- According to the 2012 Surgeon General's Report, tobacco industry-sponsored youth prevention programs are ineffective.<sup>9</sup>
- States, including California and Colorado have sent letters to schools and stakeholders expressing their concern regarding industry overtures.





# ADDRESSING THE ISSUE

# ADHS OTPC

- E-cigarettes #1 Youth Priority
- Media campaign, adult influencers
- STAND, Youth Coalition priority
- FDA, AGO inspections
- Youth education, harms and dangers
- Utilize existing best practice education materials, *Stanford Prevention Toolkit*<sup>10, 11, 12</sup>
- Collaborate with stakeholders to draft and disseminate letter to schools and community partners

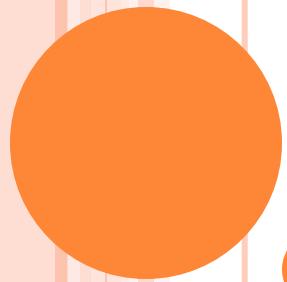




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**THANK YOU**

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