

# Fighting Back Against the Youth Vaping Epidemic

Vanessa McCollum

Public Health Educator

Benton-Franklin Health District

Jennifer Dorsett, CPP, CDP

Target Zero Manager

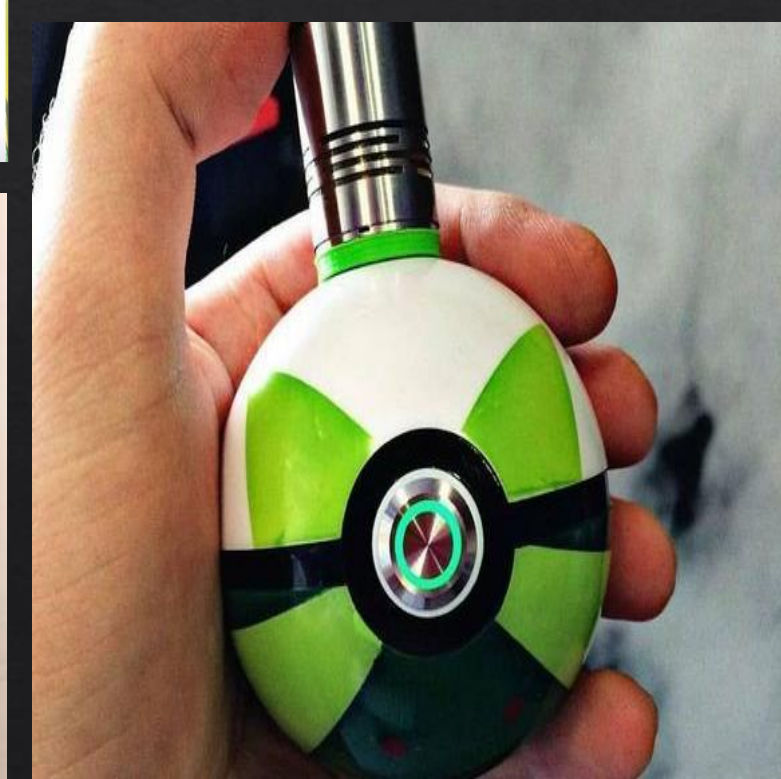
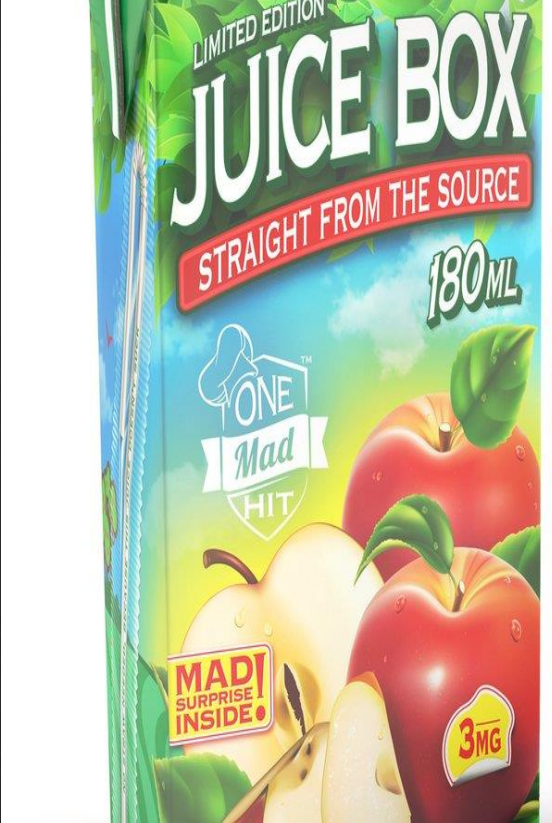
WA Traffic Safety Commission



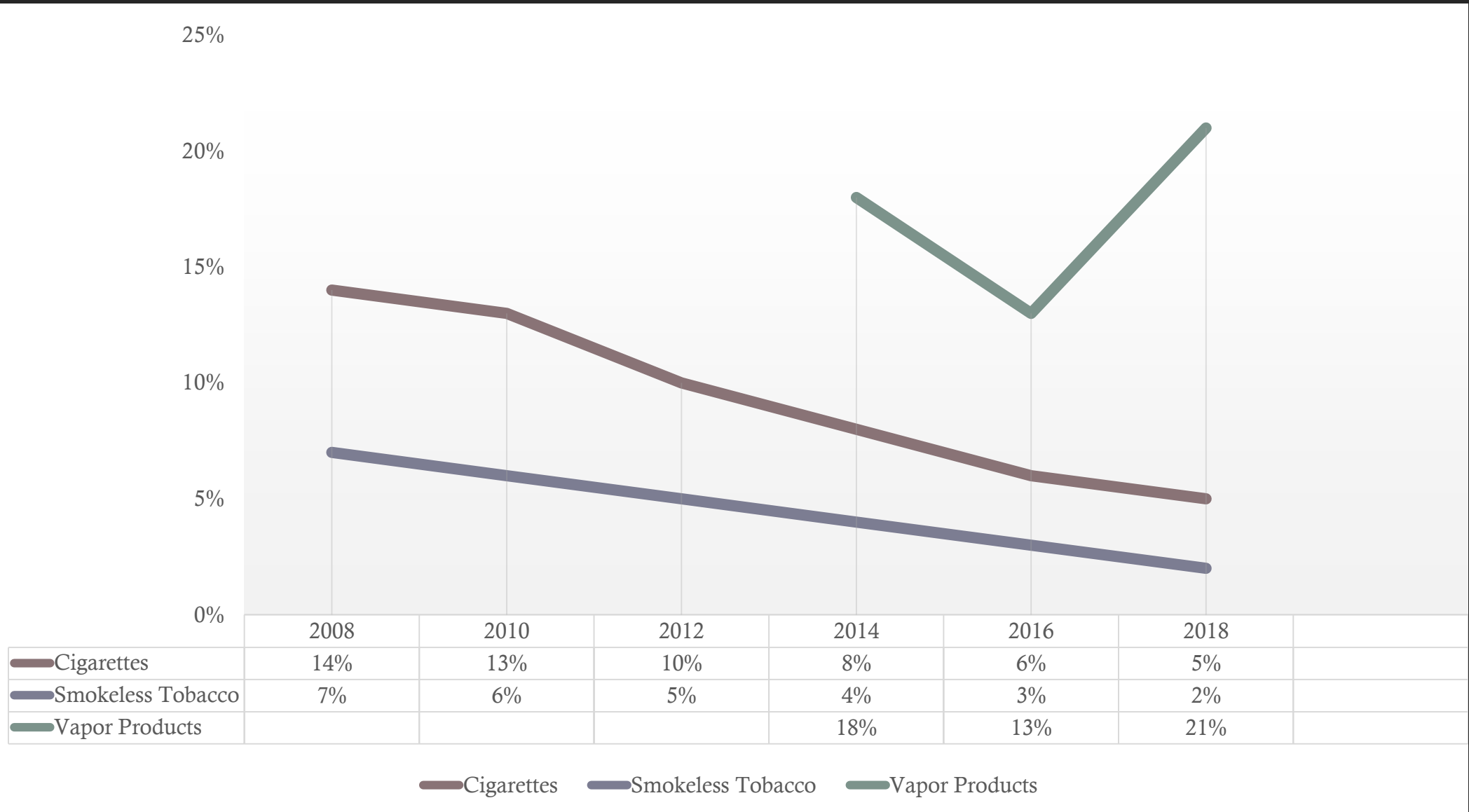
# Why it Matters

- Vaping now and then
- Tobacco use remains the leading cause of preventable death and disease in Washington state.
- 9 out of 10 smokers started by age 18.
- Nicotine exposure during youth and young adulthood can adversely affect brain development. These effects can be long-lasting, and include lower impulse control and mood disorders.
- Nicotine can “prime” young brains for addiction.





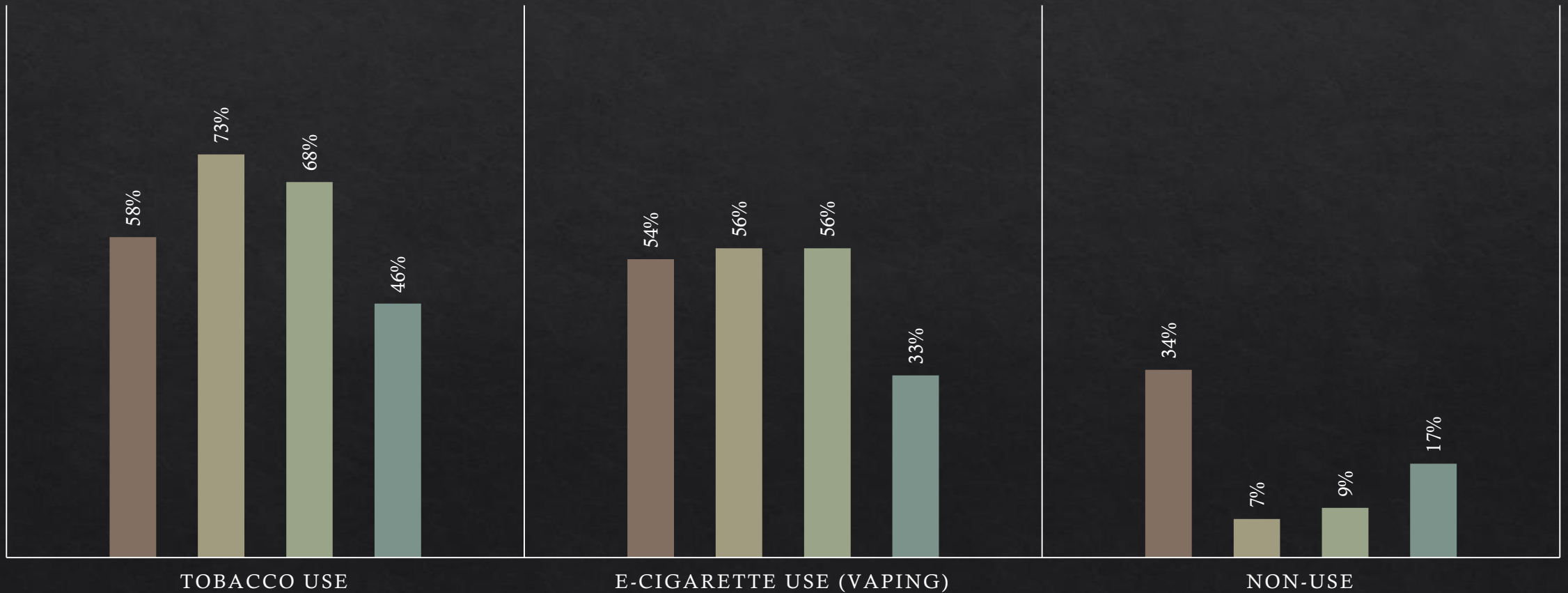
# Current (past 30-day) Use Trends, Grade 10



# Correlation Data

## 2018 HYS

■ Depression Symptoms ■ Marijuana Use ■ Alcohol Use ■ Contemplated Suicide



# Why it Matters

## E-Cigarette Companies Owned by Big Tobacco



# Vaping Trends



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# E-Liquid



## E-Liquids or “Juices”

- ◇ Typically have 4 ingredients:
  - ◇ Liquid nicotine
  - ◇ Propylene glycol
  - ◇ Vegetable glycerin
  - ◇ Flavoring
- ◇ Come in a variety of nicotine concentrations

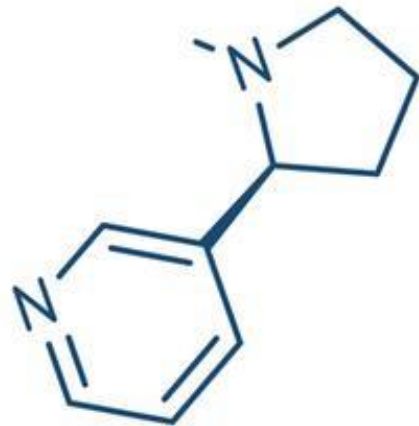
# E-Liquid

Combustible Cigarettes	Low-dose E-Cigarettes or Liquid	High-dose E-Cigarettes or Liquid
12mg nicotine/cig	6 mg/mL	36 mg/mL
240mg nicotine/pack (20 cigarettes/pack)	90 mg nicotine/bottle	540mg nicotine/bottle



# Types of Nicotine

**WHAT'S THE DIFFERENCE BETWEEN  
FREEBASE NICOTINE AND  
NICOTINE SALT?**









**FREEBASE NICOTINE**

**VS**



**NICOTINE SALT**

# Nicotine Strength

	Amount	Equivalent
1 pack cigarettes 	20 cigarettes (contains 8-12mg per cigarette, but only 1mg inhaled)	
1 JUULpod 	0.7 mL pod "5% nicotine by volume"	
1 PHIX pod 	1.5 mL pod "5% nicotine by volume"	
1 Suorin pod 	2 mL cartridge "5.4% nicotine by volume "	

**NOTE: ALL SALT-BASED E-JUICE/LIQUID CONTAINS NICOTINE!**

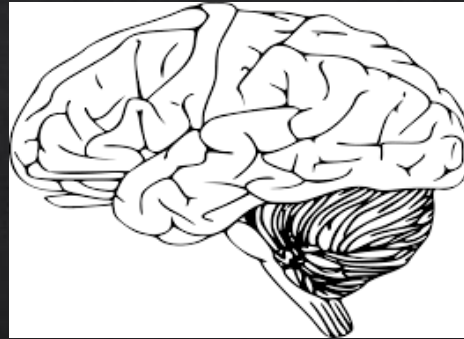
# Nicotine Effects

Mood and  
appetite  
suppressant

Heightened  
Attention

Influences  
Stages of  
Sleep

Dopamine  
Release  
(Pleasure)



Decreased  
Fatigue

Decreased  
Anxiety

Reduced  
Pain

Improved  
Cognitive  
Function

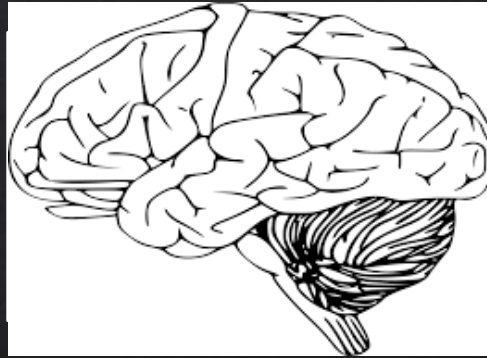
# Nicotine Withdrawal Symptoms

Depression

Inattentive

Insomnia

Boredom  
and  
Dysphoria



Fatigue

Anxiety

Increased  
Pain  
Sensitivity

Worsen  
Cognitive  
Function

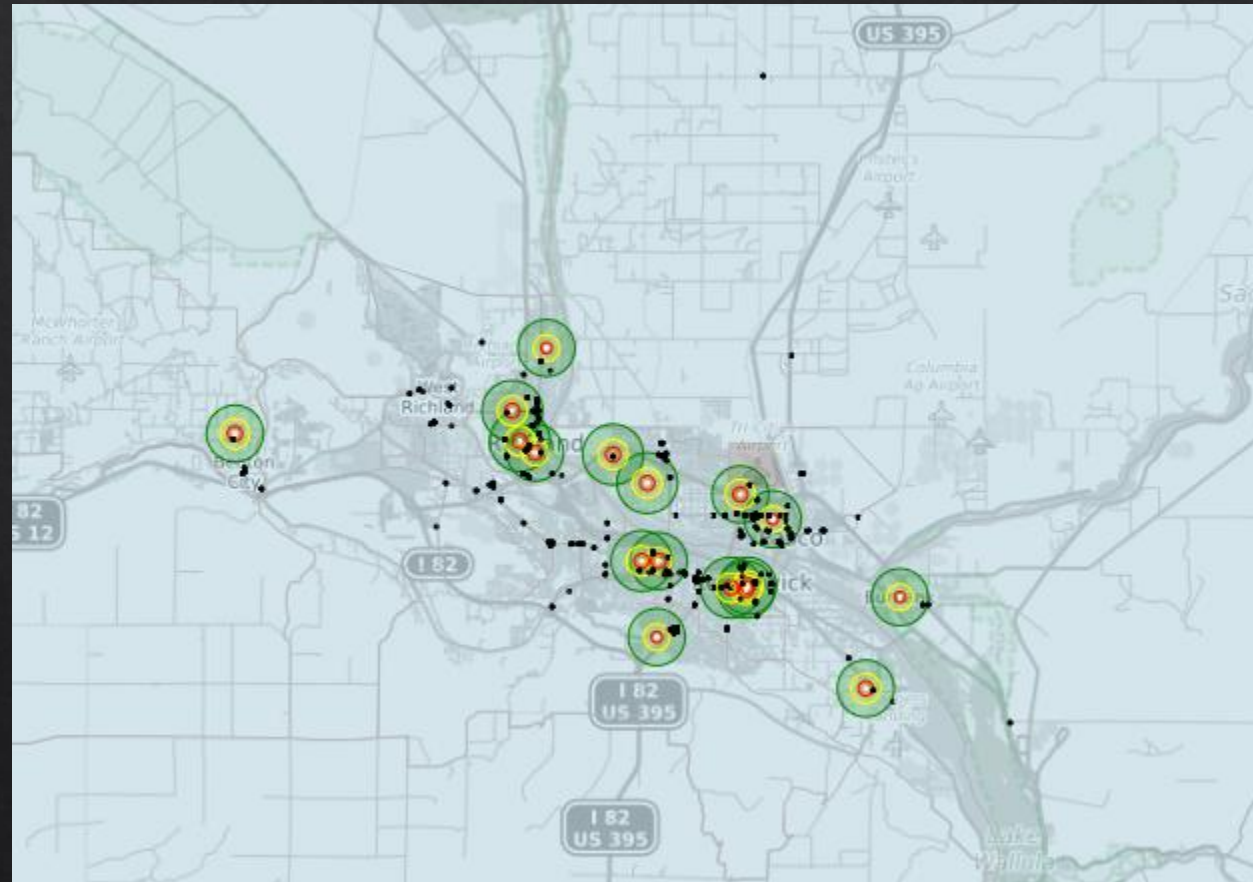
# Symptoms of Nicotine Poisoning

- Headache
- Dizziness
- Nausea
- Confusion
- Weakness
- Increased Heart-rate
- Difficulty Breathing
- Collapse
- Seizures or Convulsions
- Loss of Consciousness
- Coma



WA Poison Center: (800)222-1222

# What can communities do?



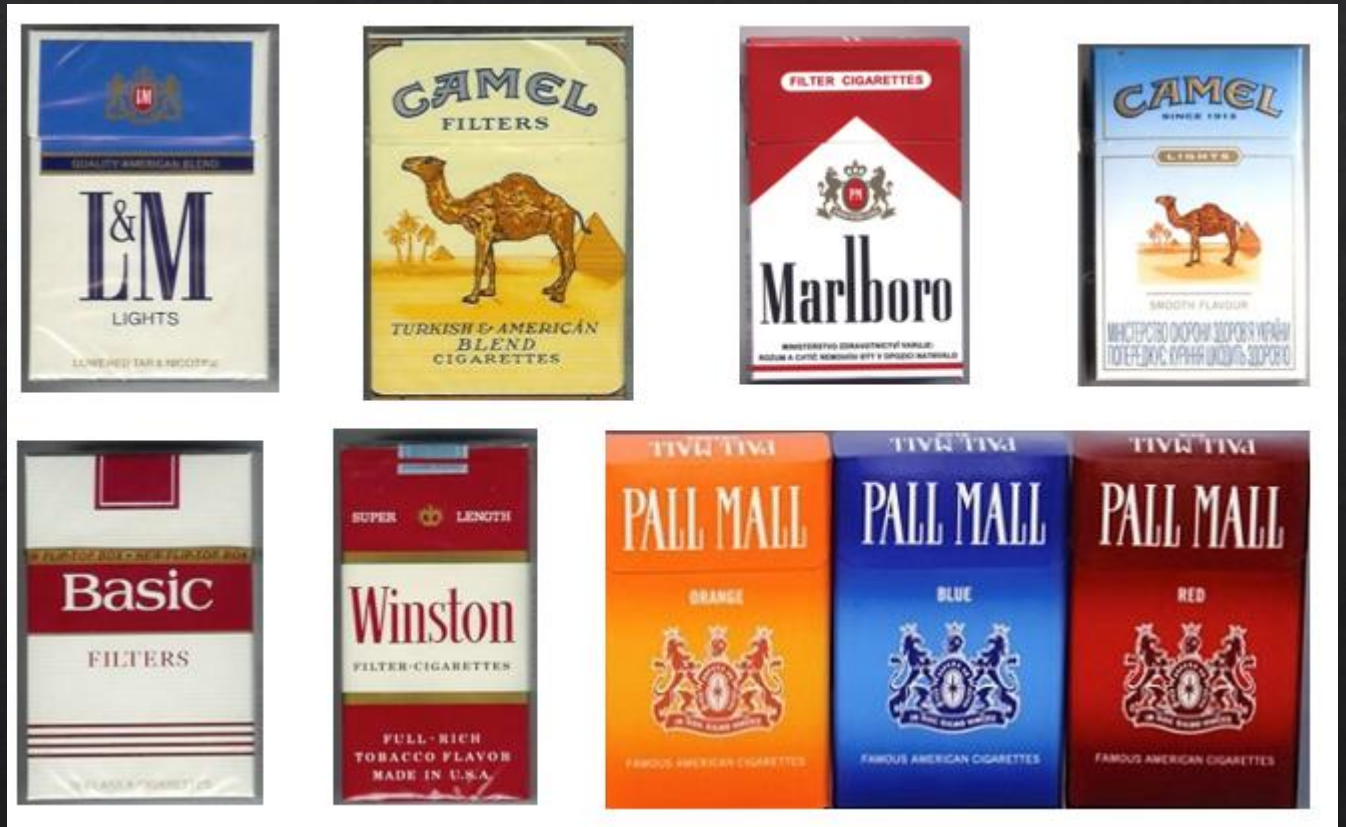


# Standardized Tobacco Assessments for Retail Settings (STARS)



# Cigarettes

- Refer exclusively to tobacco cigarettes (does not include electronic cigarettes)
- Cigarettes may be menthol cigarettes or non-menthol



# Menthol cigarettes

- Menthol is the only flavored cigarette permitted by federal law
- Typically green packs but may come in other colors
- Menthol masks harshness of cigarettes and makes smoking initiation easier



# Smokeless Tobacco (chew, snuff, dip or snus)



# Cigarillos/Little Cigars

- Tobacco wrapped in a tobacco leaf (or a brown paper containing tobacco)
- Short (3-4 inches) or the size of a cigarette
  - Smaller than a large cigar
- May be sold individually, a few in a pack, or in a pack of 20 or more that looks like a cigarette pack



# Electronic Cigarettes or Vapor Products

- Battery-powered devices that produce aerosol
- Can be disposable or refillable
- E-cigs, vapes, vape pods, vape pens, mods, etc.



# Marketing “Tricks”



# Look-alike Products



Tobacco and vapor products may look similar to candy or gum. This makes them appear less harmful and more attractive to kids and teens



# Tobacco Power Wall



Large, prominent displays of tobacco products. Studies show that youth are more likely to try tobacco products after being exposed to Power Wall displays. These displays also make it harder for people trying to quit.

# Tobacco/Vapor products or ads near children's items or ads for children's items



Tobacco ads next to candy ads and ice cream



Tobacco products near candy



Tobacco ads near toys

# Tobacco or Vapor products or ads displayed on countertop or below counter level



- ◇ Look on door, near counter and around store entrance
- ◇ Products on counter or below counter level are in direct eyesight of young children

# Flavored Products



Flavored products are appealing to youth. The majority of youth who start smoking or vaping start with flavored products.

# Advertisements



- Intended to sell products
- Branded (name or logo)
- Displayed as a sign, poster, banner or neon light
  - With or without price
- Printed, not hand-written
  - Can have hand-written price information

# Price Promotions

- Signs or package labels that indicate sale (cents or dollar-off), discount, time-limited or trial offer



**Multi-pack discount:** An offer to purchase more than one item that results in a lower price (e.g., buy-one-get-one free, get 5 free when you buy 3, pay \$\_\_ when you buy more than one)

**Special price:** Indicated by terms such as “special value”, “discount”, “cents off”, “on sale”, “reduced price”, or “limited time offer”

# Self-service displays



# Tobacco or Vapor products or ads displayed on countertop or below counter level



- ◇ Look on door, near counter and around store entrance
- ◇ Products on counter or below counter level are in direct eyesight of young children



# Assessment Tools

## Standardized Tobacco Assessment for Retail Settings (STARS)

**FIELD NOTES**  
 This retail environment provides a great photo opportunity.

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1. Date of visit: \_\_\_\_\_ Start Time: \_\_\_\_\_ End Time: \_\_\_\_\_

2. Coder Name/ID: \_\_\_\_\_

3. Store Name/ID: \_\_\_\_\_  
 Store name matches assigned name

4. Store Address: \_\_\_\_\_  
 Actual address matches assigned address

5. Can you survey this store? [If not, then select an option below and STOP]  
 Yes, I can  
 No, store does not exist  
 No, store is closed  
 No, under 18 not allowed to enter  
 No, membership or fee required to enter  
 No, environment unsafe for me  
 No, asked to leave before completing the survey  
 Other (specify): \_\_\_\_\_

**EXTERIOR**

6. Which products are advertised outside the store (on windows/doors, building, sidewalk or elsewhere)?

a. Cigarettes – non-menthol	<input type="checkbox"/>	Yes	<input type="checkbox"/>	No
b. Cigarettes – menthol	<input type="checkbox"/>	Yes	<input type="checkbox"/>	No
c. Cigarillos/little cigars	<input type="checkbox"/>	Yes	<input type="checkbox"/>	No
d. Large cigars	<input type="checkbox"/>	Yes	<input type="checkbox"/>	No
e. Chew, moist or dry snuff, dip or snus	<input type="checkbox"/>	Yes	<input type="checkbox"/>	No
f. E-cigarettes	<input type="checkbox"/>	Yes	<input type="checkbox"/>	No

**INTERIOR**


7. Store Type: (Choose one)  
 Convenience store with or without gas (e.g., 7-Eleven, Exxon, Wawa)  
 Drug store/pharmacy (e.g., Walgreens, Rite Aid, Duane Reade)  
 Beer, wine, or liquor store (e.g., ABC)  
 Grocery store (e.g., small market/deli/produce market) or supermarket (e.g., Stop & Shop, Harris Teeter, Albertson's)  
 Mass merchandiser (e.g., Wal-Mart, Costco, BJS, Sam's Club) or discount store (e.g., Dollar General, Family Dollar)  
 Tobacco shop (e.g., Cigarettes Cheaper, cigar shops, hookah bars, e-cigarette shops)  
 Other (specify): \_\_\_\_\_ (e.g., donut shop, bait & tackle)

8. Any tobacco products sold here (i.e., cigarettes, cigars, cigarillos/little cigars, chew, moist or dry snuff, dip, snus, or e-cigarettes)? (Choose one)  
 Yes and visible to customers  
 Yes but not visible to customers  
 No [STOP if focusing on tobacco retailers]

9. Does the store have a pharmacy counter?  
 Yes  No

10. Alcoholic beverages sold here?  
 Yes  No

11. Does store display a graphic health warning sign?  
 Yes  No

  
Health and Community Tobacco Control Research  
Version 1.0 (05/02/14)

## Standardized Tobacco Assessment for Retail Settings: Vape Shops (vSTARS)

1. Date of visit: \_\_\_\_\_ 2. STORE ID: \_\_\_\_\_ 3. CODER ID: \_\_\_\_\_

4. Store Name: Does the actual store name match the assigned store name?  
 Yes  
 No - Enter correct name: \_\_\_\_\_

5. Store Location: Does the actual store address match the assigned address?  
 Yes  
 No - Enter correct address: \_\_\_\_\_

6. Can you survey this store? [If not, then select an option below and STOP]  
 Yes, I can  
 No, store does not exist  
 No, store is closed  
 No, under 18 not allowed to enter  
 No, membership or fee required to enter  
 No, environment unsafe for me  
 No, asked to leave before completing the survey  
 Other (specify): \_\_\_\_\_

7. Does this store sell vape products?  
 Yes Continue  
 No Discontinue this survey and use STARS

8. When looking at vape products, does this store sell mostly cig-a-likes (Vuse/Blu/Njoy)?  
 Yes Discontinue this survey and use STARS  
 No Continue

**STORE DEMOGRAPHICS**

9. Is this store best categorized as:  
 Vape shop  
 Vape kiosk  
 Other (e.g., vape and smoke shop, head shop)  
 Specify: \_\_\_\_\_

10. Door sign stating policy regarding minors entering the store?  
 Minimum age must be 18 or older to enter  
 Minors allowed only if accompanied by an adult  
 No minimum age posted  
 N/A - this store is a vape kiosk with no store entrance

11. Does the store sell:  
 a. Alcoholic beverages  
 Yes  No  
 b. Cannabis / Marijuana  
 Yes  No  
 c. Other psychoactive substances (e.g., kratom, K2 "spice", synthetic cannabinoids such as "herbal incense" or "Scooby Snax", etc.)  
 Yes  No

**TYPES OF PRODUCTS SOLD**

12. Are the following tobacco devices or products sold?

a. Cigarettes?	<input type="checkbox"/>	Yes	<input type="checkbox"/>	No
b. Cigarillos/little cigars?	<input type="checkbox"/>	Yes	<input type="checkbox"/>	No
c. Large Cigars?	<input type="checkbox"/>	Yes	<input type="checkbox"/>	No
d. Chewing tobacco products?	<input type="checkbox"/>	Yes	<input type="checkbox"/>	No
e. Bong(s)?	<input type="checkbox"/>	Yes	<input type="checkbox"/>	No
f. Hookah pipes / Water pipes?	<input type="checkbox"/>	Yes	<input type="checkbox"/>	No
g. Other?	<input type="checkbox"/>	Yes	<input type="checkbox"/>	No

Start time: \_\_\_\_\_  
 End time: \_\_\_\_\_

# Tobacco Vapor 21 (TV21)

April 2019

Washington became the 10th state to adopt a statewide Tobacco 21 policy (effective January 1, 2020).



# Tobacco Vapor 21 (TV21)

- Eliminates social access through High School classmates who can purchase legally
- The primary source of tobacco products for underage smokers are their 18 to 10 year old peers

**Effective January 1, 2020**

**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](https://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 800-525-0127 (TDD/TTY 711) or email [civil.rights@doh.wa.gov](mailto:civil.rights@doh.wa.gov).  
DOH 340-342 September 2019