

Fighting Back Against the Youth Vaping Epidemic

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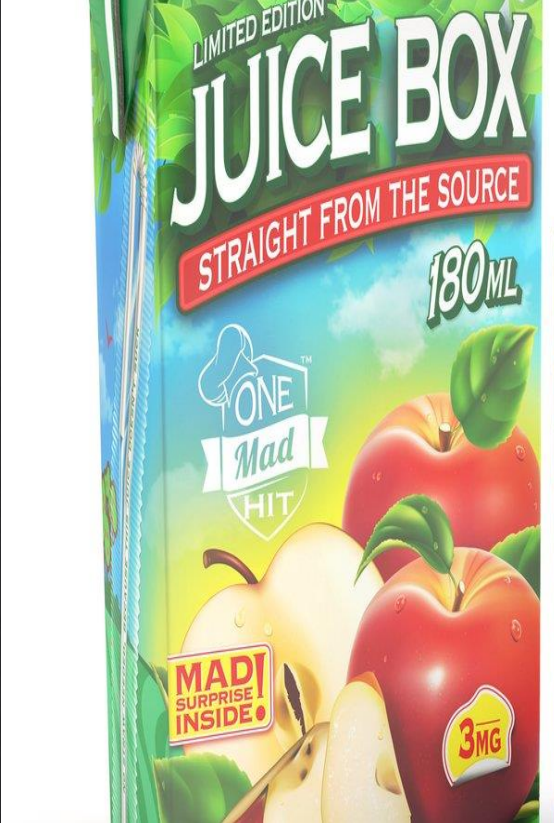
WA Traffic Safety Commission



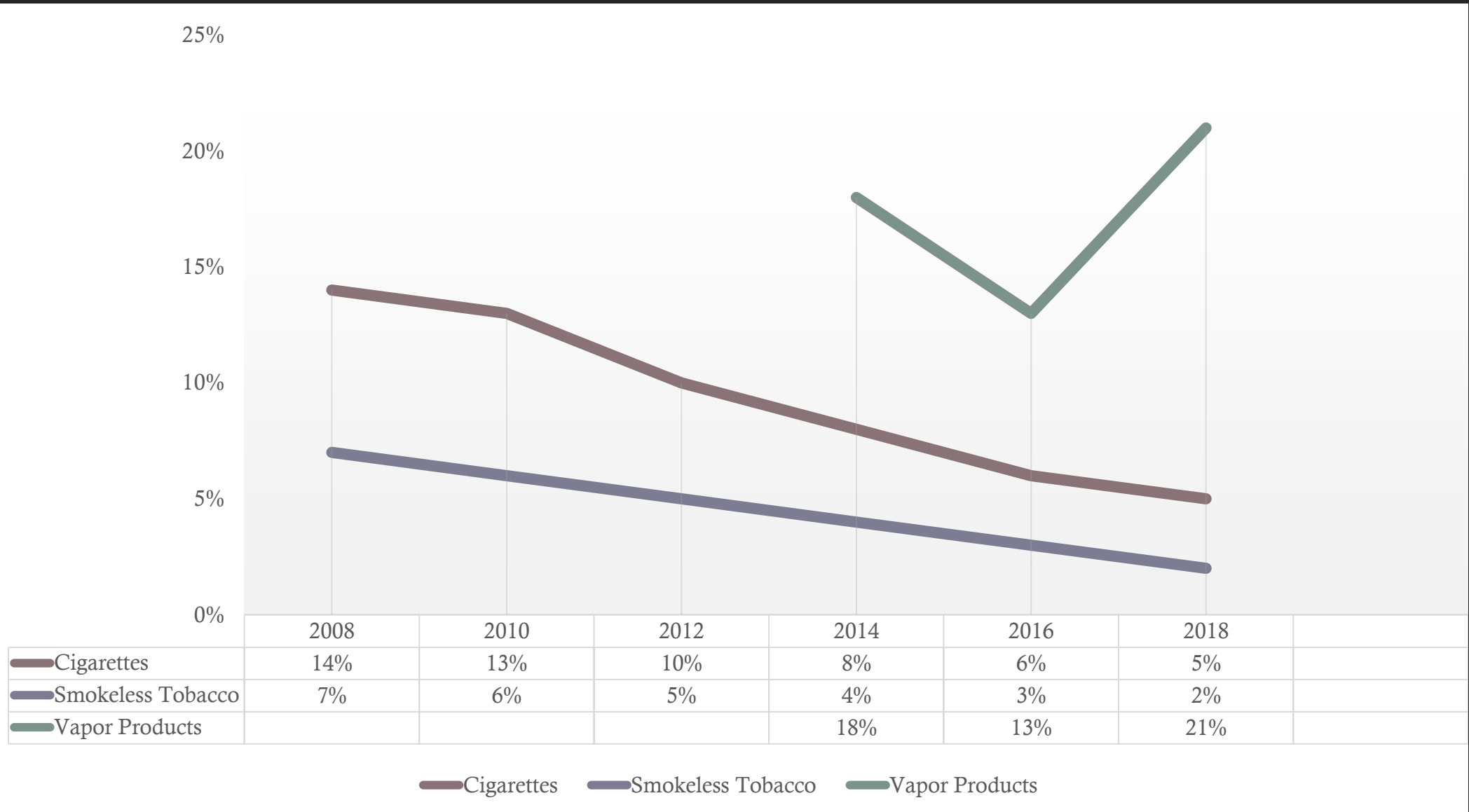
Why it Matters

- 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.





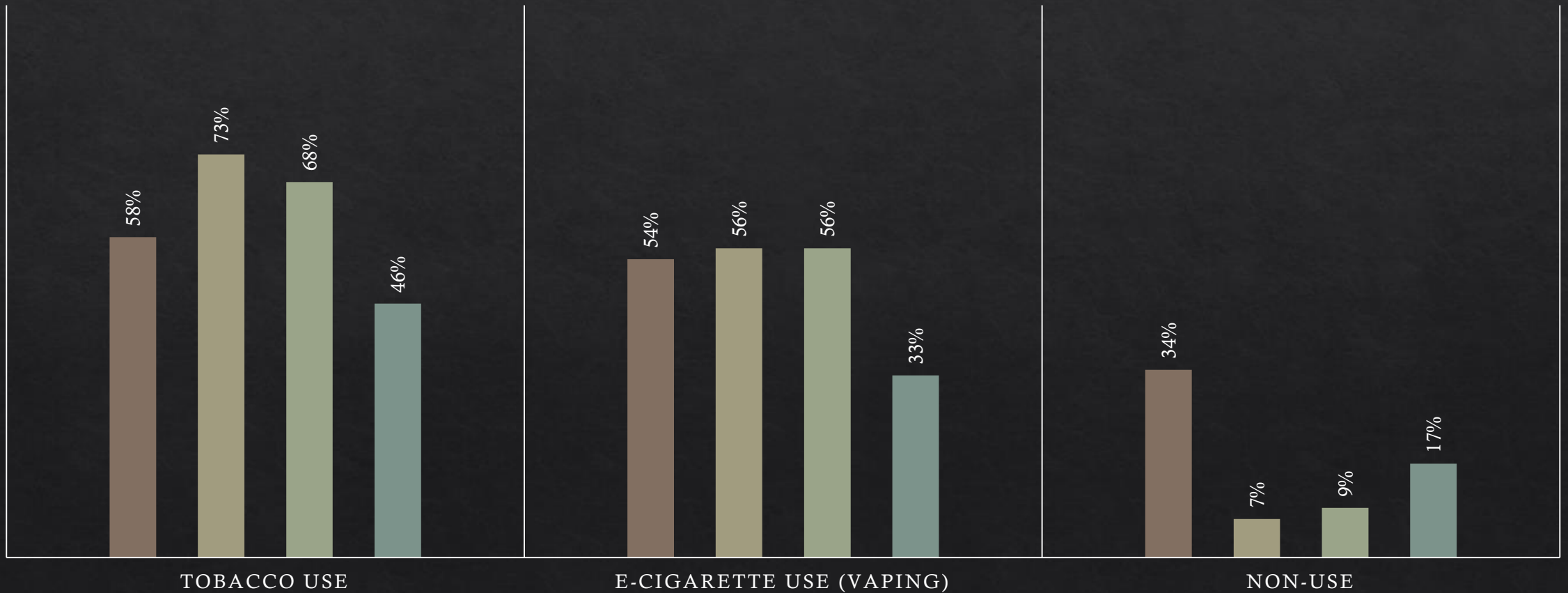
Current (past 30-day) Use Trends, Grade 10



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

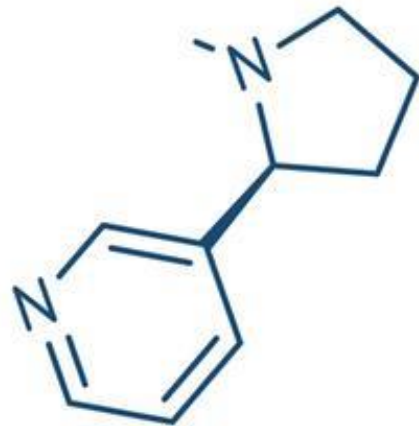
E-Liquid

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!

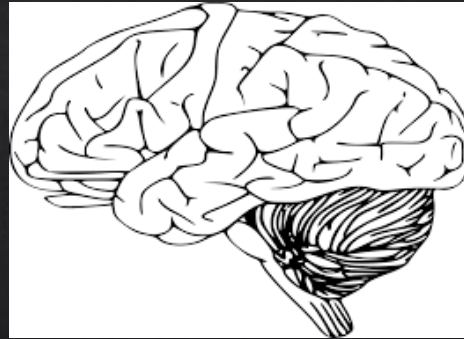
Nicotine Effects

Mood and
appetite
suppressant

Heightened
Attention

Influences
Stages of
Sleep

Dopamine
Release
(Pleasure)



Decreased
Fatigue

Decreased
Anxiety

Reduced
Pain

Improved
Cognitive
Function

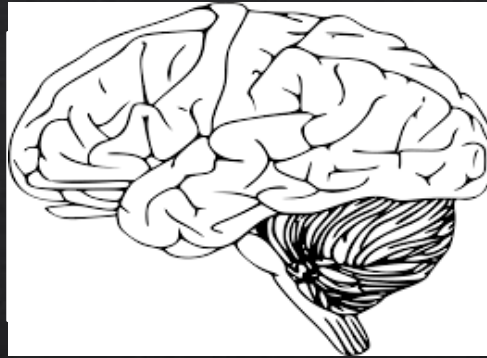
Nicotine Withdrawal Symptoms

Depression

Inattentive

Insomnia

Boredom
and
Dysphoria



Fatigue

Anxiety

Increased
Pain
Sensitivity

Worsen
Cognitive
Function

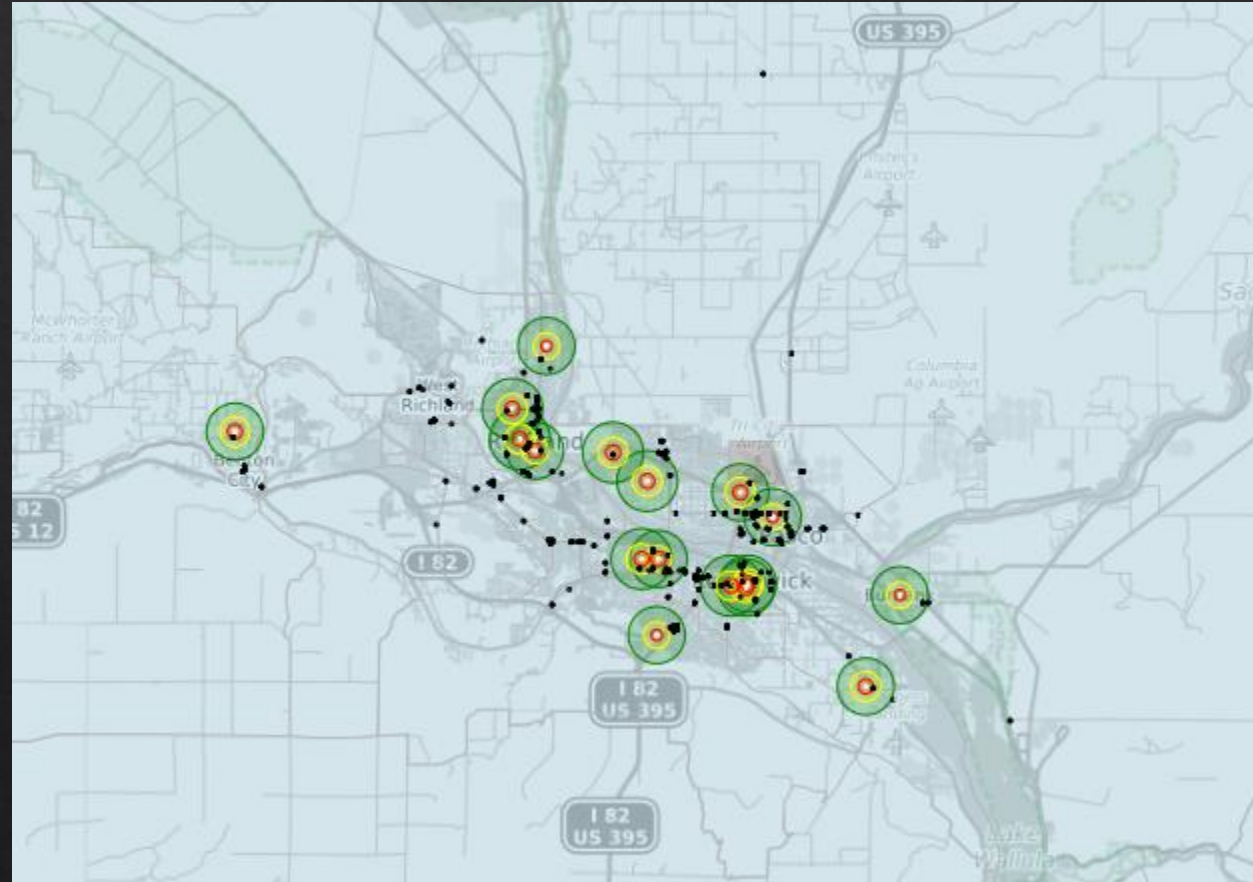
Symptoms of Nicotine Poisoning

- 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?

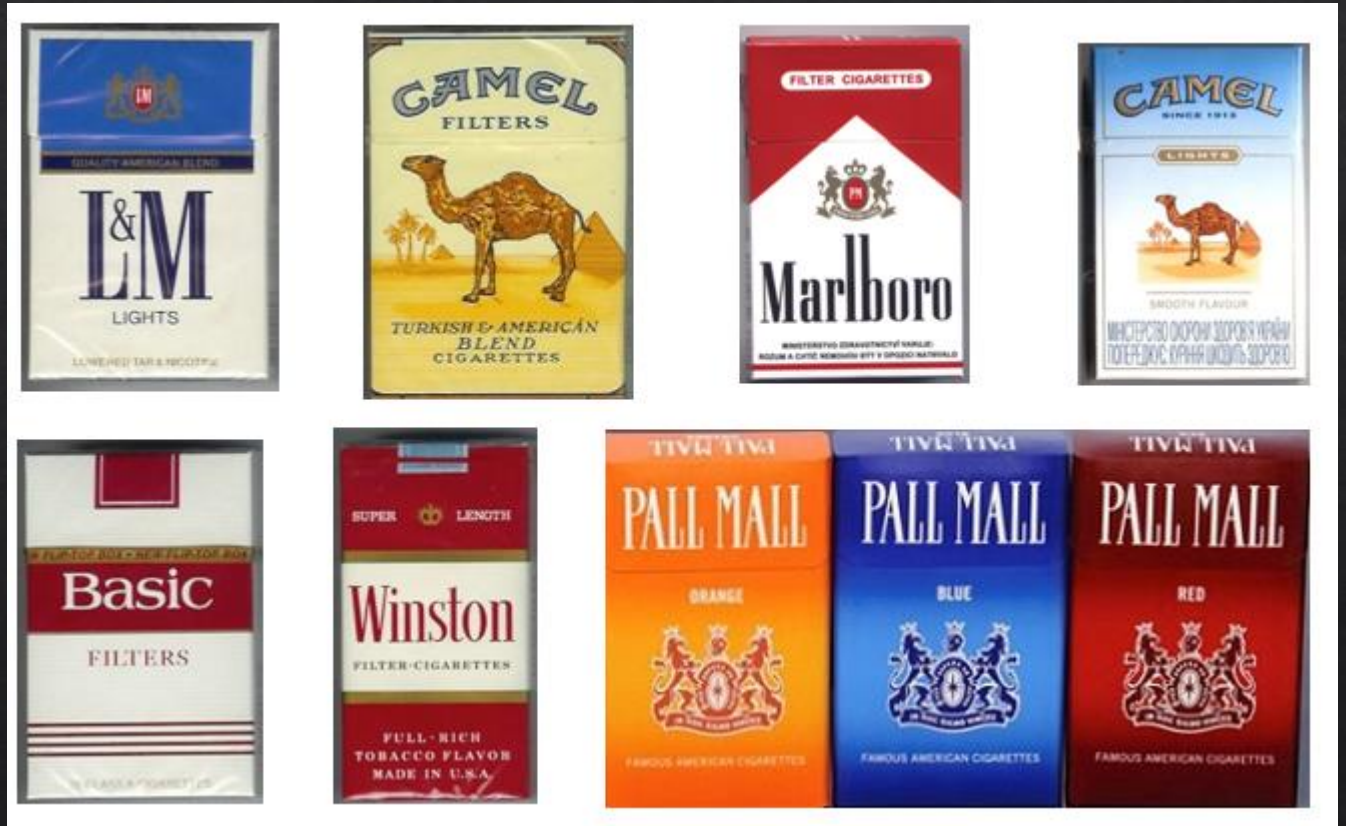


Standardized Tobacco Assessments for Retail Settings (STARS)



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



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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

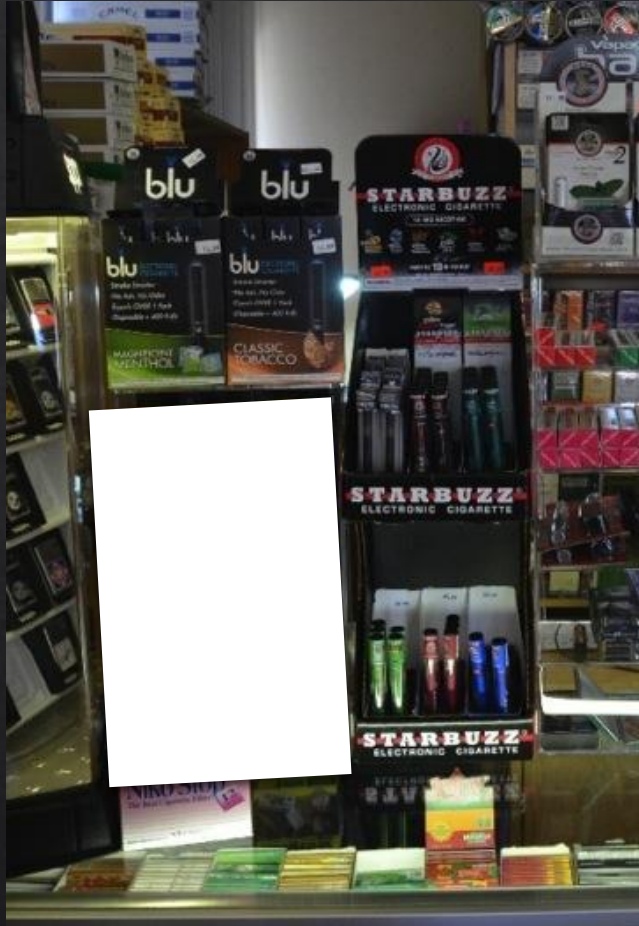
- Signs or package labels that indicate sale (cents or dollar-off), discount, time-limited or trial offer



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.

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 Quitline: **1-800-QUIT-NOW**

 **Washington State
Liquor and Cannabis Board** 

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DOH 340-342 September 2019