

Welcome!

Supporting Healthier Youth by Protecting Against Tobacco Industry Tactics

**PREVENTION SUMMIT
OCTOBER 10, 2024**



Washington Breathes is pleased to organize this session with our member and partner organizations.

Today's Speakers

Amanda Dugger (she/her)

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**SUPPORTING HEALTHIER
YOUTH BY PROTECTING
AGAINST TOBACCO
INDUSTRY TACTICS**

Amanda Dugger

Health Equity and Social Justice Coordinator
Youth Cannabis and Commercial Tobacco
Prevention Program





Family Wellness & Prevention Program

Amanda Dugger – Youth Cannabis & Commercial
Tobacco Program Coordinator

National Results on Flavored Vaping Products

- More than 8 out of 10 current e-cigarette users (87.6%) used flavored e-cigarettes, with fruit flavors being the most popular, followed by candy, desserts, or other sweets; mint; and menthol
- Over half (54.6%) of students currently using e-cigarettes reported using flavors with “ice” or “iced” in the name

Results from the 2024 Annual National Youth Tobacco Survey | FDA

National Findings on Youth Use for All Tobacco Products

- 8.1% (2.25 million) of all students reported current use of tobacco products
- More than 1 in 4 (26.3%) of current youth e-cigarette users use an e-cigarette product daily
- More than 1 in 3 (38.4%) youth e-cigarette users report using e-cigarettes at least 20 of the last 30 days

Results from the 2024 Annual National Youth Tobacco Survey | FDA

National Findings on Youth Use for Nicotine Pouch Products

- 1.8% of students (480,000) reported current use of nicotine pouches
- More than 2 in 10 (22.4%) youth nicotine pouch users report using nicotine pouches daily
- More than 1 in 4 (29.3%) youth nicotine pouch users report using nicotine pouches at least 20 of the last 30 day
- More than 8 out of 10 current nicotine pouch users (85.6%) used flavored nicotine pouches, with mint flavors being the most popular, followed by fruit
- The most commonly reported brands reported among current nicotine pouch users were: Zyn (68.7%), on! (14.2%), Rogue (13.6%), Velo (10.7%) and Juice Head ZTN (9.8%)

Results from the 2024 Annual National Youth Tobacco Survey | FDA

WA Healthy Youth Survey Data: Smokeless Tobacco Use

In 2021, students were asked if they used chewing tobacco, snuff or dip.

- 6th grade – 1.0%
- 8th grade – 0.0%
- 10th grade – 1.0%
- 12th grade – 1.0%

In 2023, the question was updated to ask about use of chewing tobacco, snuff, dip, or smokeless nicotine products (for example: pouches, lozenges, gum, or toothpicks).

- 6th grade – 4.5%
- 8th grade – 2.0%
- 10th grade – 3.0%
- 12th grade – 6.0%

Vaping youth, Over time

Geography
■ Spokane County
■ Washington State

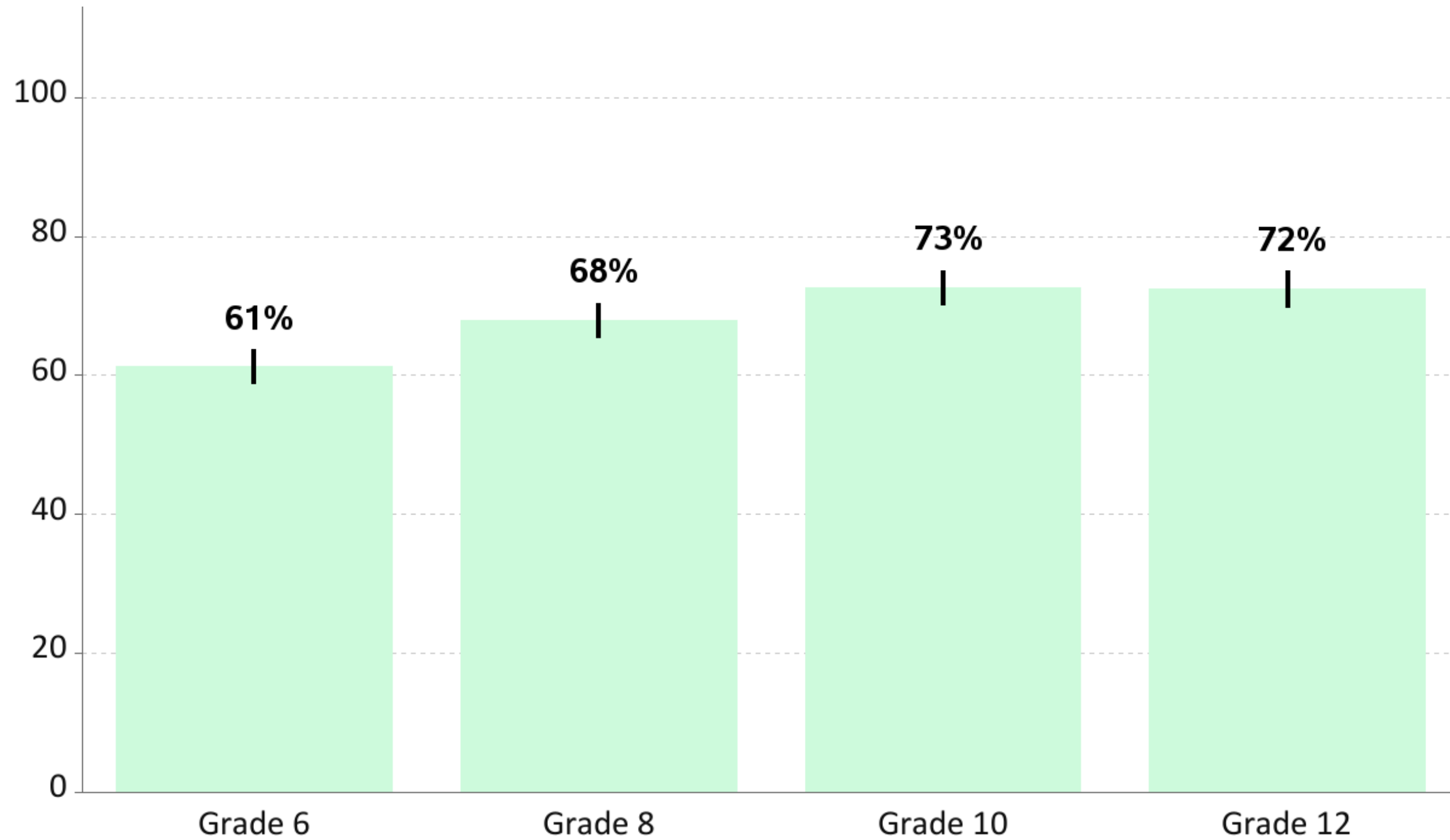


Vaping youth, Demographics, 2021



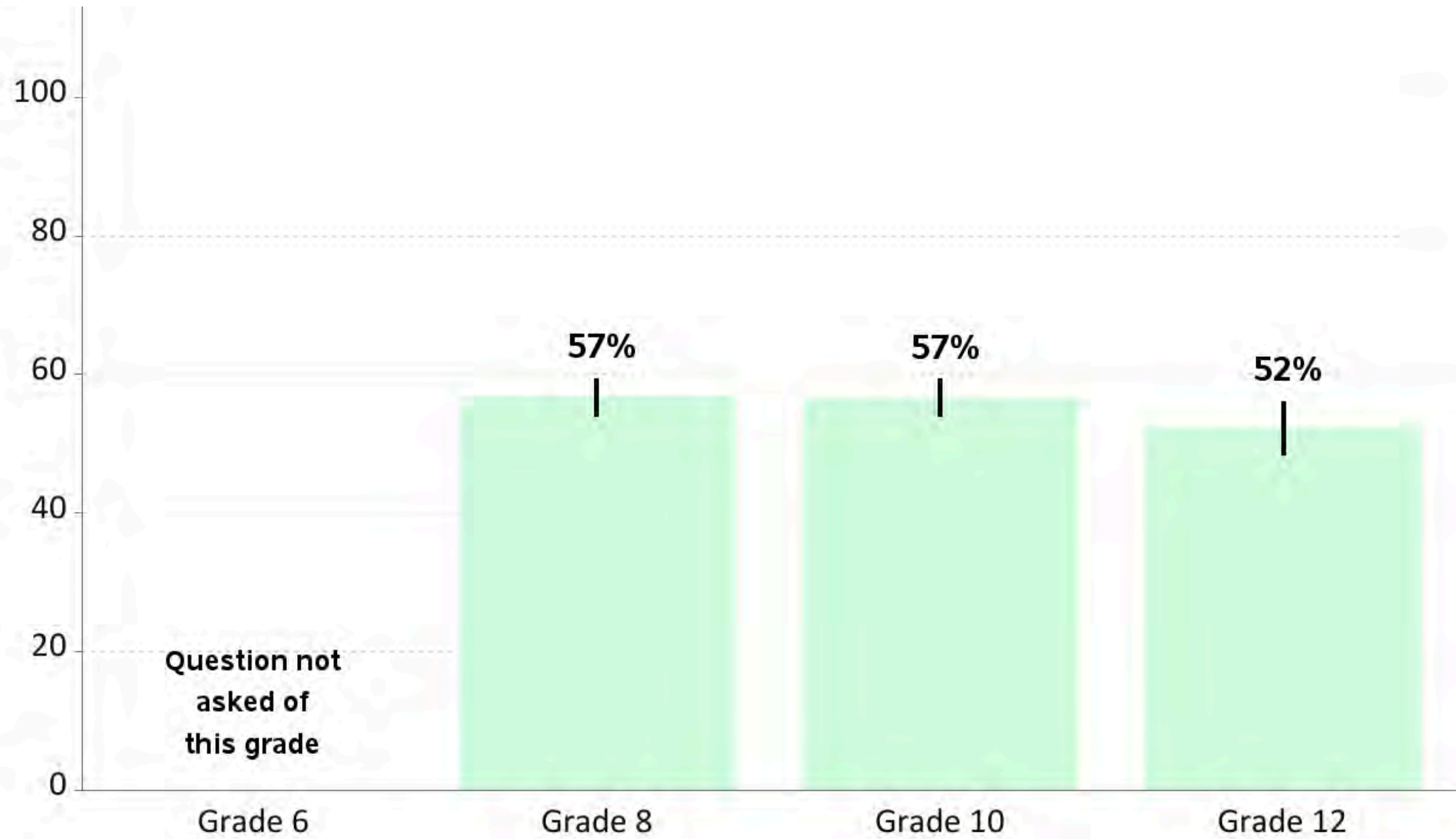
Perceived Risk of Regular Cigarette Smoking

Percent of students who report "great risk" of harm from smoking a pack or more a day



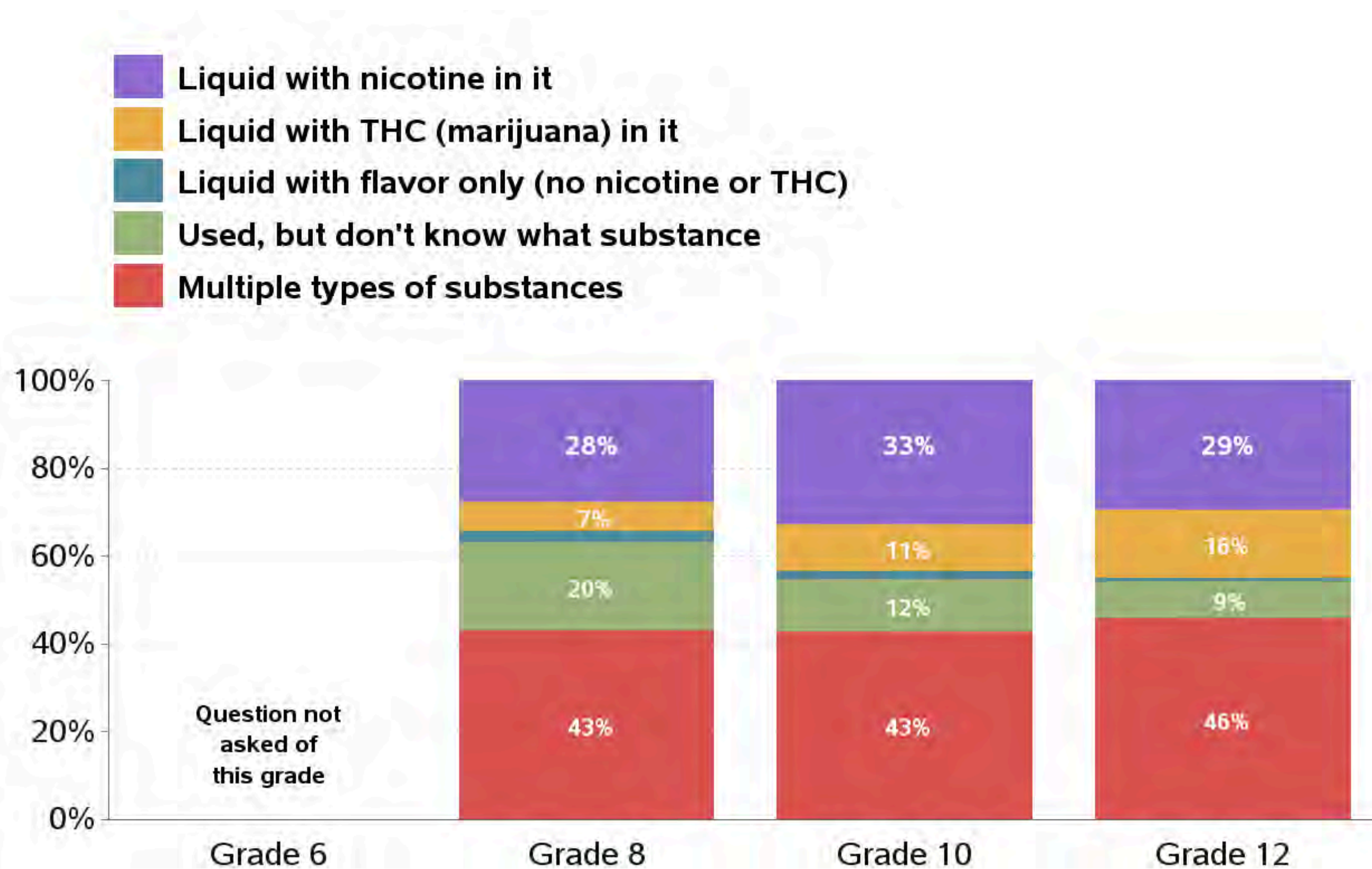
Perceived Risk of E-Cigarette Smoking or Vaping

Percent of students who report "great risk" of harm from using e-cigarette, JUUL, or vape pen regularly (almost daily)



Type of Substance Used in E-Cigarette or Vaped in Past 30 Days

Percentages are of students who used e-cigarettes in the past 30 days



Innocent packaging, dangerous contents



Cigarette



Low Dose E-Juice



High Dose E-Juice



JUUL Pod



Salt Based E-Juice

Mg of nicotine per unit	12 mg nicotine/cig	6 mg/mL	36 mg/mL	59 mg/mL	70 mg/mL
Units per "package"	20 cigarettes/pack	15 mL/bottle	15 mL/bottle	.7 mL	15 mL
Total mg of nicotine per "package"	240 mg nicotine/pack (inhale 1mg/cig)	90 mg nicotine/bottle	540 mg nicotine/bottle	41.3 mg/pod	1350 mg/bottle

1 teaspoon of a 36 mg/mL bottle is a lethal dose for a 20 lb baby

CIGS IN AN E-CIG



1 Pack of Cigarettes
= ~22mg of Nicotine

1 JUUL Pod
= ~41.3mg of Nicotine

1 Vuse Pod
= ~90mg of Nicotine

1 Elf Bar
= ~650mg of Nicotine



AMOUNT OF NICOTINE IN

~20
CIGARETTES

AMOUNT OF NICOTINE IN

~37
CIGARETTES

AMOUNT OF NICOTINE IN

~82
CIGARETTES

AMOUNT OF NICOTINE IN

~590
CIGARETTES



Synthetic Nicotine



Nicotine Flavored Gum



Nicotine Flavored Pouches



Nicotine Flavored Toothpicks

Evolution of Vaping



E-Cig



JUUL



MODD BOX



Suorin Drop



Trending Vaping Devices



Suppliss Bingo disposable



Cart Pens



High Lighter vapes



Game Box Vape



Lookah Bear Device

Resources

- [Results from the Annual National Youth Tobacco Survey | FDA](#)
- Spokane County Health Insights
<https://statics.teams.cdn.office.net/evergreen-assets/safelinks/1/atp-safelinks.html>
- [Washington Poison Center – Always here, Always Ready. From the emergency room to the living room. \(wapc.org\).](#)
- [Home – Healthy Youth Survey.](#)
- [Home | Stanford Medicine](#)
- <https://med.stanford.edu/tobaccopreventiontoolkit/you-and-me-together-vape-free-curriculum.html>

**SUPPORTING HEALTHIER
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Charlie Moses (they/them)

**Coalition Coordinator, Washington Breathes
& Regional Advocacy Manager, Parents
Against Vaping**



YOUTH MARKETING

THE PERFECT MIX

Drop in and shop our top flavors today. You won't be disappointed. There's a reason that we've been one of the top, highest growing e-cig brands in the world. Our earth-friendly, independently sourced, unique flavor combinations are guaranteed to please. Puff puff, buy (don't pass) before we sell out for the 4th time this year again.

SHOP NOW



ELF BAR
MAKE IT ELF, ENJOY YOURSELF.



JUUL

VAPORIZED



VAPORIZED



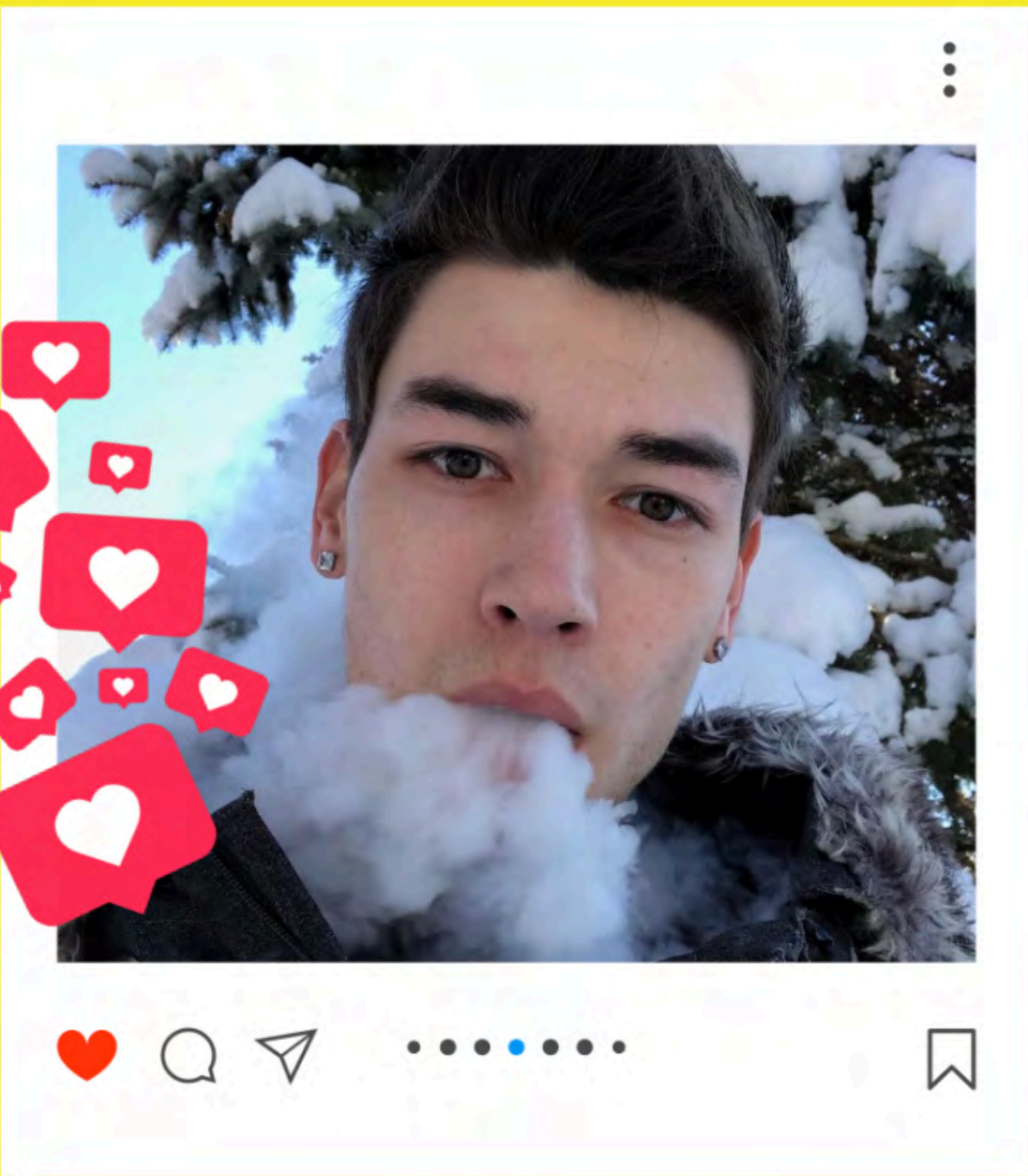
Images courtesy of Stanford University Research into the Impact of Tobacco Advertising



A VIRAL SENSATION



LIVE



MARKETING: STORE DISPLAYS

- Windows, cash registers, eye-level displays (gas stations, convenience stores, smoke shops)
- Higher density of tobacco retailers near schools = more ad exposure for children, more tobacco use
- Higher density near schools in low-income neighborhoods and those with more people of color



PREDATORY TOBACCO INDUSTRY TARGETING

Largely through the exposure of internal tobacco industry documents, we know the tobacco and vaping industries have specifically targeted:

- LGBTQI+ populations ¹
- Former military veterans ²
- Low-income neighborhoods ¹
- Rural populations ¹
- Racial and ethnic minorities ¹
- American Indians ³
- People with mental illness ⁴

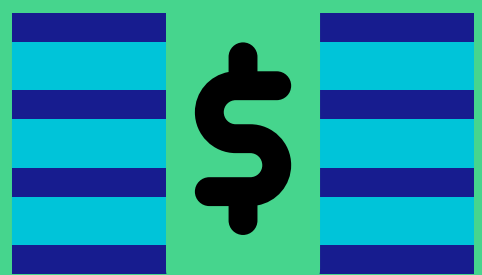


MENTHOL: HISTORIC INDUSTRY TARGETING OF BLACK AMERICANS

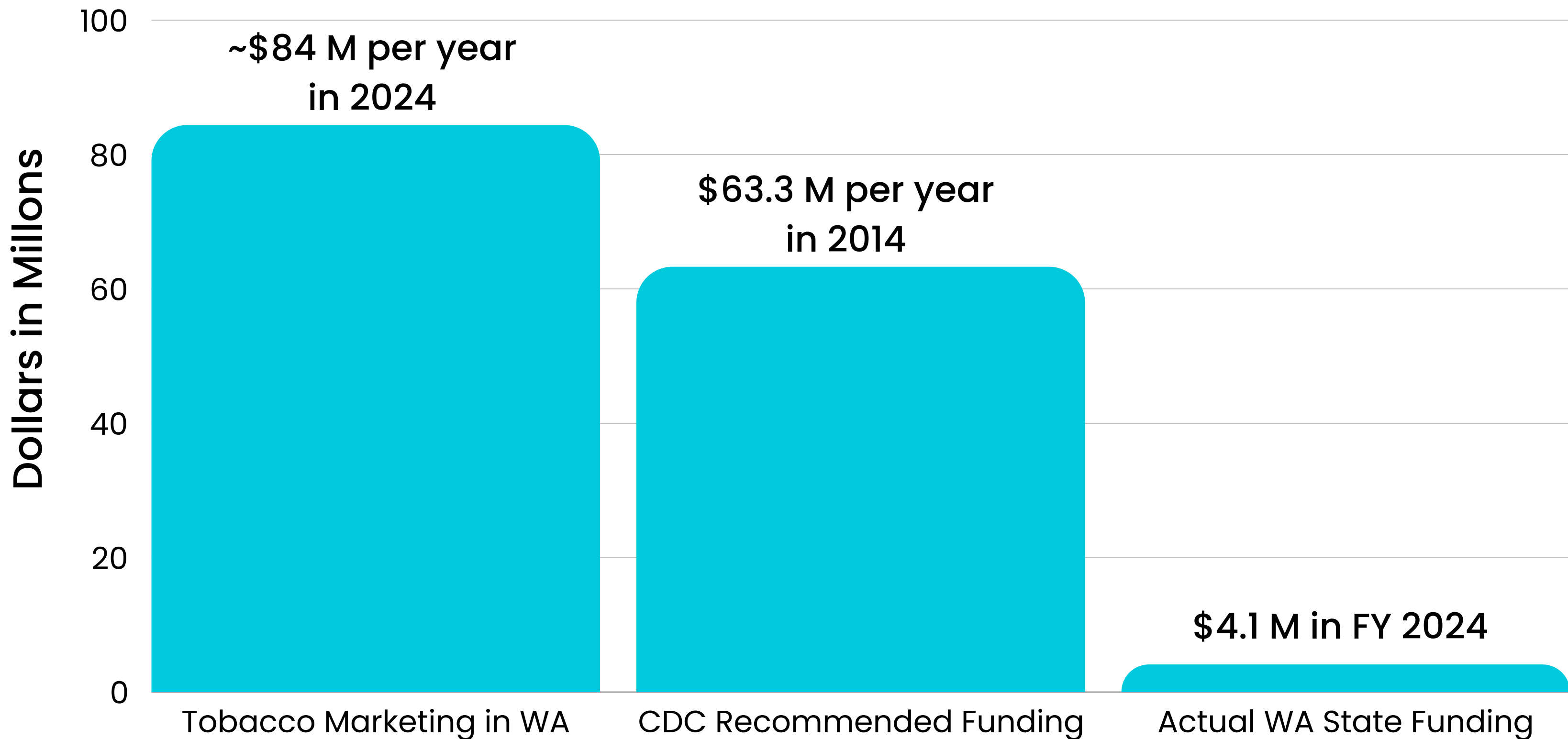


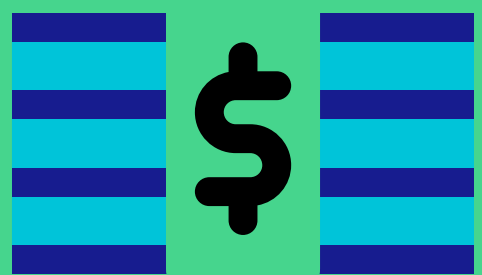
- 81% of Black Smokers use menthol cigarettes (including 89% of those ages 12-17)
- Menthol amplifies nicotine's addictive properties; makes it easier to initiate tobacco use, harder to quit
- FDA banned all flavored cigarettes in 2009—with the exception of menthol
- Black Lives/Black Lungs & Black Lives/Black Lungs: The Journey of a Stolen Leaf
- SavingBlackLives.org

Images courtesy of Stanford University Research into the Impact of Tobacco Advertising



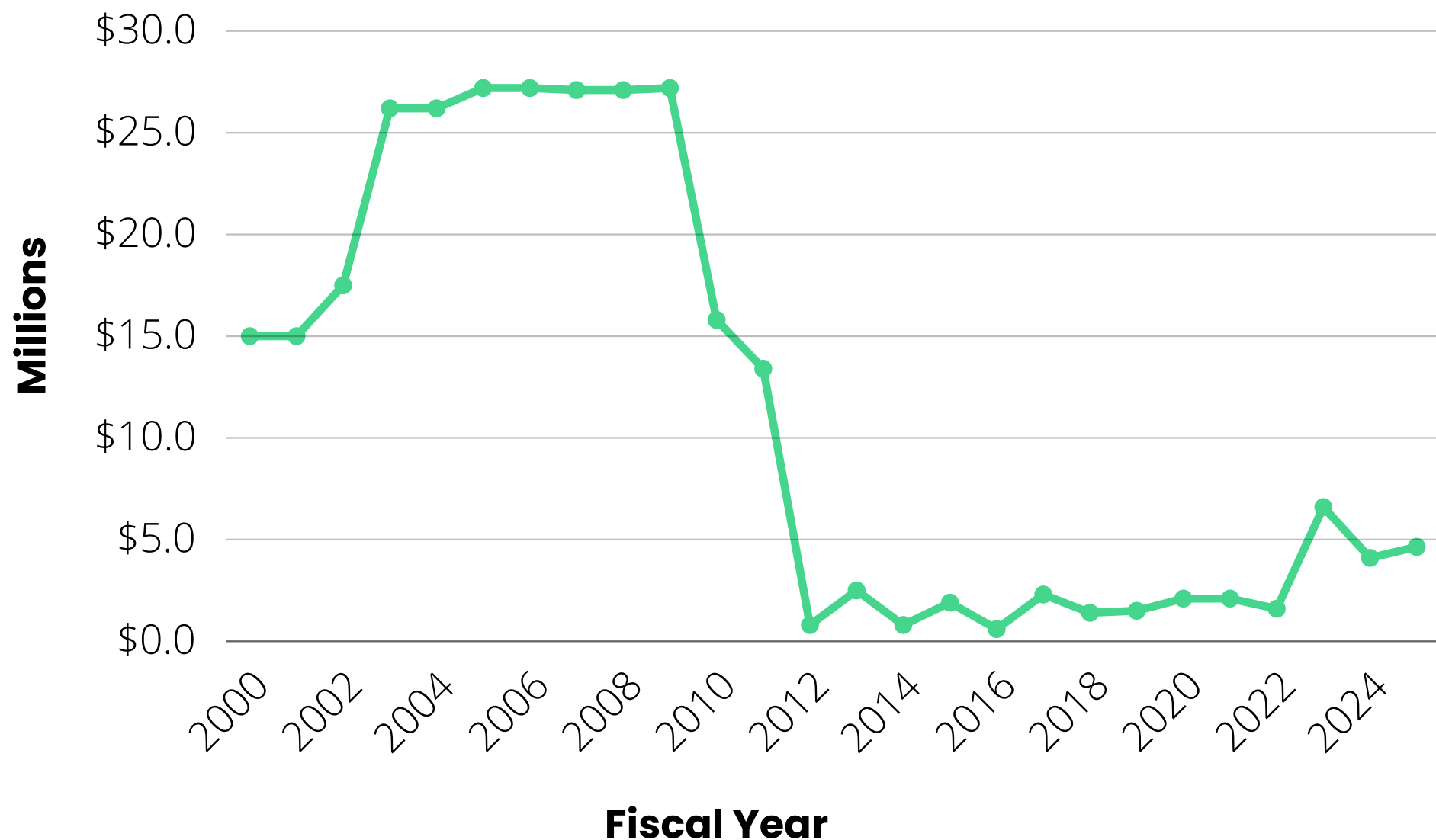
Washington's Commercial Tobacco Funding Level





Washington's Commercial Tobacco Funding Problem

State Funding History for Washington's Commercial Tobacco Prevention & Cessation Program (millions)



Total amounts show all state contributions to the program. Some information obtained from a data request to WA Department of Health and legislative records.

State \$ for Comprehensive Approach

2000-2009 Today

	Community-based Programs	✓	↓
	School-based Programs	✓	✗
	Cessation Support	✓	↓
	Public Awareness & Education	✓	↓
	Preventing Youth Access: Education & Compliance	✓	↓
	Assessment & Evaluation	✓	✗



Flavored Tobacco Products Are Putting a New Generation of Kids at Risk



Brittany Grant, MPH
Advocacy Director
Campaign for Tobacco-Free Kids



An Explosion of Flavored Tobacco Products

- As of 2017, researchers had identified more than **15,500 unique e-cigarette flavors** available online
- The market share of flavored cigars increased from 2009 to 2020, now comprising more than half the convenience store market. In 2015, there were over 250 unique flavored cigar names.
- While overall cigarette sales have been declining, the proportion of smokers using *menthol* cigarettes has been increasing: **menthol products made up 36% of the cigarette market share in 2022**

Sources: Zhu, S-H, et al.; 2018; Delnevo, CD, et al., 2017 & 2020; Villanti, A, et al., 2016.; FTC, *2022 Cigarette Report*



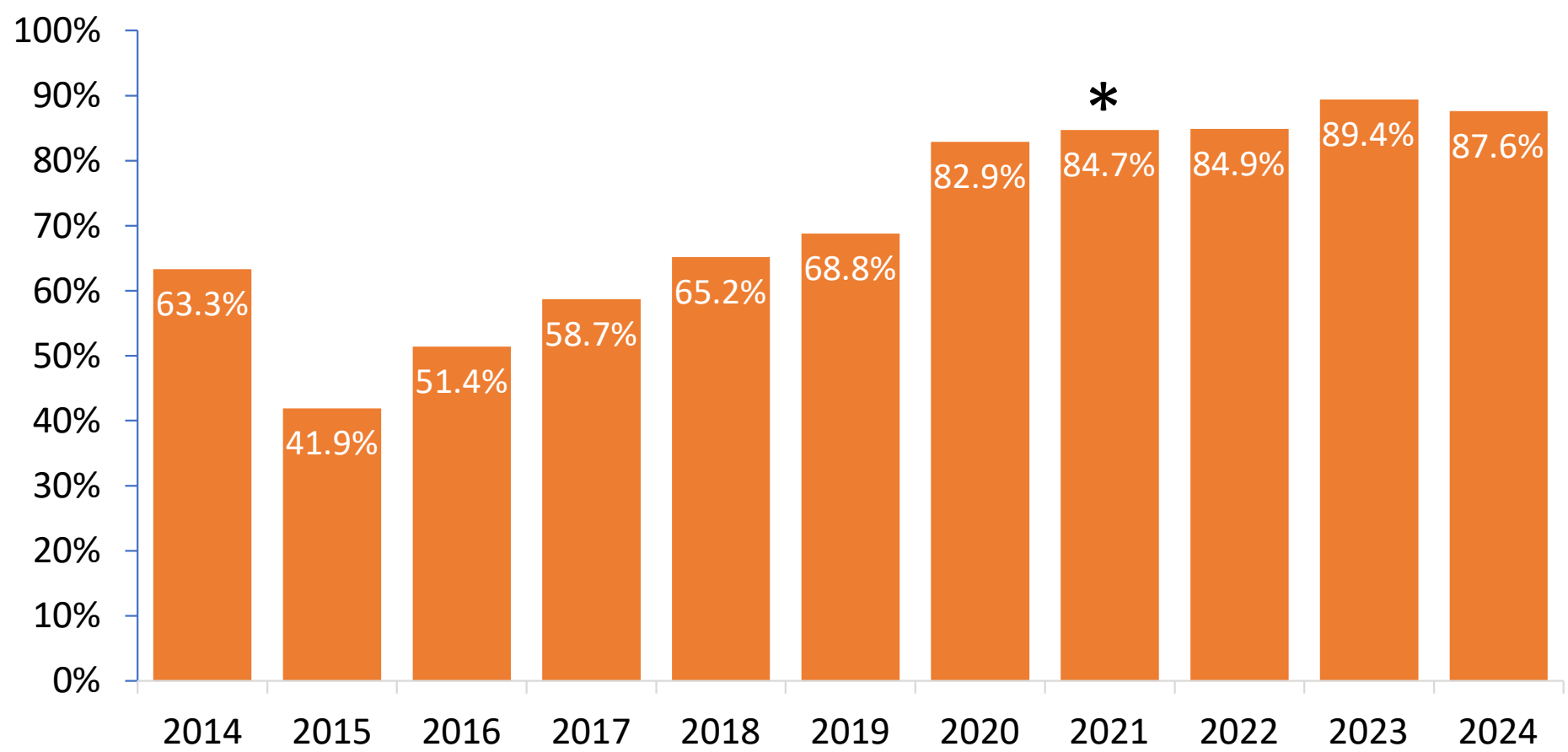
Evolution of E-Cigarettes





Flavored E-Cigarettes Are Driving Youth Use

Proportion of Middle and High School E-Cigarette Users Who Use Flavored Products

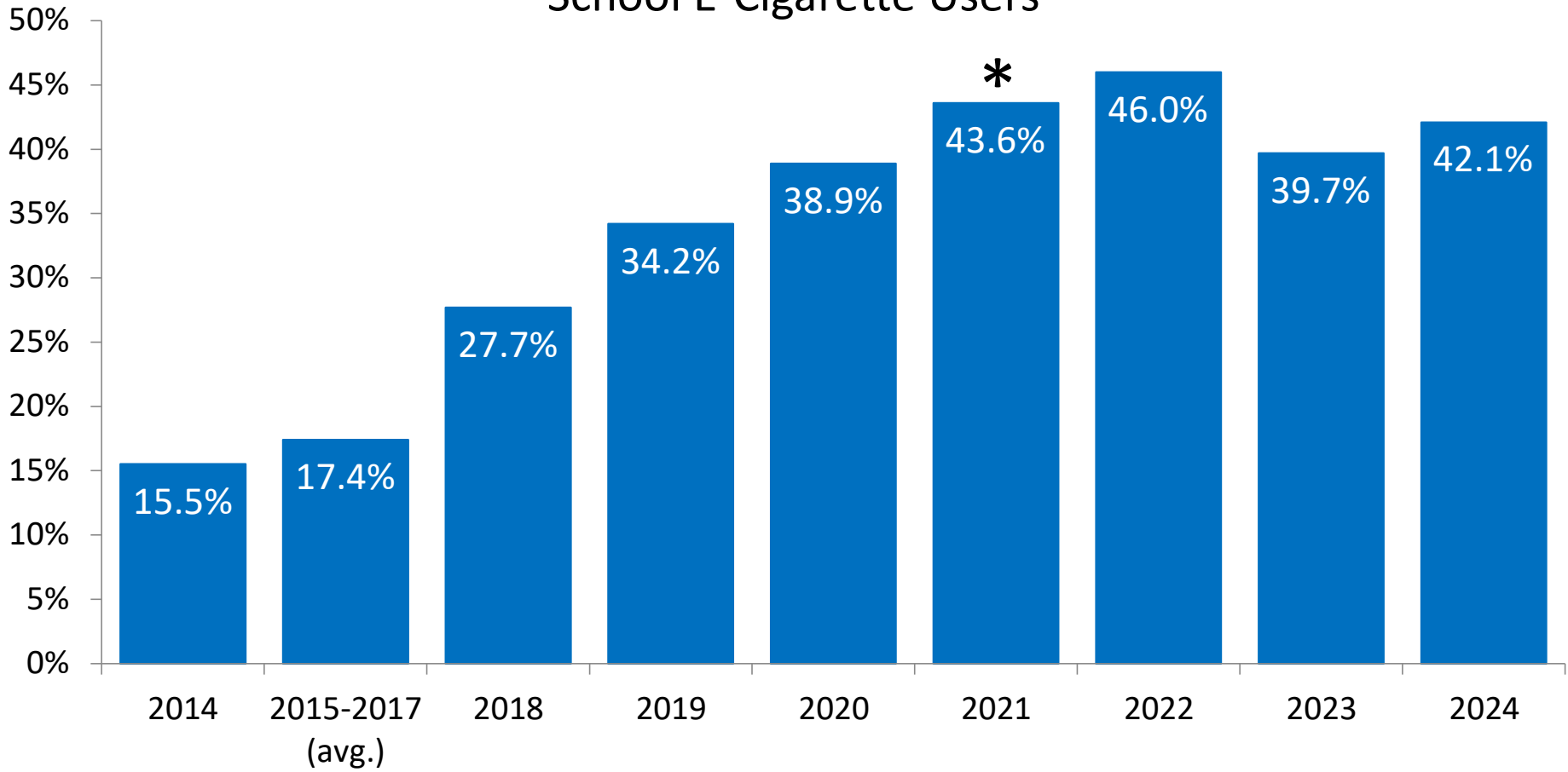


*2021 data is not comparable to other years due to a methodology change.
Source: CDC, National Youth Tobacco Survey (NYTS)



Youth Addiction Crisis: Frequent E-Cigarette Use Among Youth Has More Than Doubled

Frequent E-Cigarette Use (20+ days/month) Among High School E-Cigarette Users



*2021 NYTS data is not comparable to other years due to methodological differences.
Source: CDC, National Youth Tobacco Survey (NYTS), frequent use=20+days/month



Menthol Cigarette Use is Highest Among African Americans and Youth Smokers

- **85% of African American smokers use menthol cigarettes**, compared to 29% of white smokers
- **Half of youth who have ever smoked initiated with menthol cigarettes**
- Preference for menthol among is also disproportionately high among lesbian, gay, and bisexual smokers, smokers with mental health problems, socioeconomically disadvantaged populations, and pregnant women

Source: Delnevo, CD, et al., "Banning Menthol Cigarettes: A Social Justice Issue Long Overdue," *Nicotine & Tobacco Research*, 22(10): 1673-1675, 2020; Ambrose et al., *JAMA*, 2015



Menthol Cigarettes Drive Health Disparities in Black Community

- Each year, approximately 45,000 Black Americans die from a smoking-caused illness. Black Americans die at higher rates from smoking-caused illnesses than other Americans
- **Cancer:** Lung cancer is the second most common cancer among African Americans, but the leading cause of cancer deaths.
- **Heart disease:** Black Americans are nearly 40% more likely to die from heart disease than Whites.
- **Stroke:** Black Americans are 50% more likely to have a stroke and 50% more likely to die from a stroke than Whites



The Tobacco Industry Targets African Americans with Menthol Cigarette Advertising

- Sampling and mobile van programs
- Music and event sponsorship
- Targeted magazine advertising
- Point-of-sale targeting
 - Cheaper pricing in predominantly African American neighborhoods
 - More in-store advertising for menthol brands in African American neighborhoods

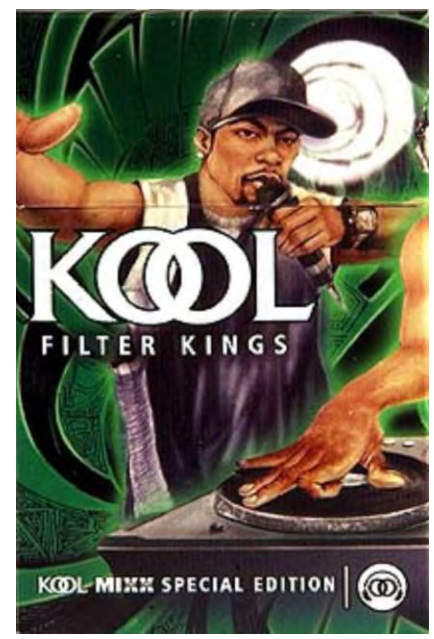




Decades of Targeted Advertising for Menthol



1966



2004



Images Courtesy of: Stanford Research Into the Impact of Advertising and TrinketsandTrash.Org



Changing the Cost Benefit

Tobacco easily accessible

Poor access to cessation help

Tobacco more expensive

Easy access to help folks quit

Cigarette/e-cigarettes designed to addict

New products increasing youth use

Cigarette/e-cigarettes made less addictive

New products regulated in a timely matter



Impact of State and Local Restrictions on Flavored E-Cigarettes

- States can act more quickly than the FDA to clear the market of flavored e-cigarettes
- Youth and young adults who live in an area covered by a flavor tobacco restriction have lower odds of any tobacco use and current flavored tobacco use compared to those who lived in an area with no flavor restriction
- Flavored e-cigarette sales have declined by over 90% in Massachusetts and Rhode Island and by over 70% in New York California since implementation of their laws prohibiting the sale of all flavored e-cigarettes
- Despite claims that e-cigarette flavor restrictions could lead to increases in smoking, states that have prohibited flavored e-cigarettes also experience declines in cigarette sales
- Preliminary data from Massachusetts shows declines in youth e-cigarette use



Projected Impact of Prohibiting Menthol Cigarettes

- Lead over 1.3 million smokers to quit, including 381,000 Black smokers
- Prevent over 650,000 deaths by 2060, including over 255,000 deaths in the Black community
- Close the gap between lung cancer death rates for Black Americans and other U.S. racial and ethnic groups by 2025— twenty-five years sooner than it otherwise would have

Sources: Fong, et al. (2022); Issabakhsh, et al. (2022); Council on Foreign Relations (2023)



**ENOUGH
IS
ENOUGH**
#kickbuttsday



**MAKE
TOBACCO
HISTORY**
#kickbuttsday

**Sounding the Alarm: Flavored Tobacco Products
are Putting a New Generation of Kids at Risk**
Brittany Grant, MPH
Advocacy Director (NW Region)
Campaign for Tobacco-Free Kids

Questions and Discussion



Policy Statements and Fact Sheets



visit our Exhibit Table
for hard copies



and

Thank you for not vaping
window clings



We must invest more to rebuild education, prevention, and cessation services.

Washington Invests Too Little In Preventing & Treating Nicotine Dependence

Actual State Spending versus Recommended State Spending for Commercial Tobacco Prevention & Cessation

Menthol & Flavored Tobacco Products
Position Statement

All flavorings, including menthol, should be prohibited in all commercial tobacco and nicotine products.

A policy to end the sales of menthol cigarettes nationwide could save 650,000 lives in the U.S., including over 250,000 Black lives.

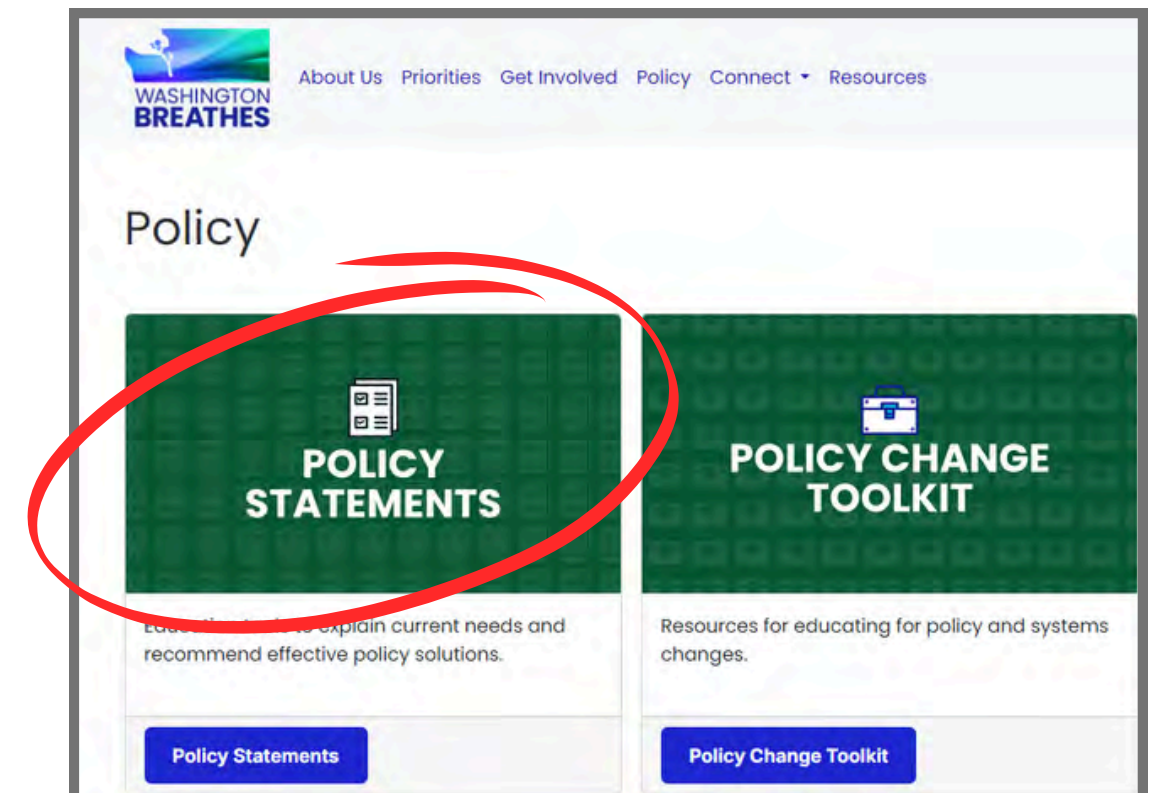
REDUCE INITIATION Flavored tobacco products are commonly the first nicotine products used by youth.	PROTECT COMMUNITIES Menthol cigarettes & tobacco products disproportionately harm people of color and LGBTQ people.
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Supporting Healthy Youth
Policy Solutions to End Youth Commercial Tobacco Use

ELIMINATE ALL FLAVORED TOBACCO PRODUCTS

FUND TRIBAL, LOCAL, AND SCHOOL-BASED PROGRAMS

PDFs for download at
washingtonbreathes.org
under the Policy section



Work **Groups**

Together, we build our capacity, increase understanding, and work for change to increase health equity and improve community health across Washington State.



**Policy
Work Group**



**Healthy Youth Work
Group**



**Communications Work
Group**



**Community-based
Data Work Group**



**Cessation Treatment
Work Group**



**Commercial Tobacco
Policy Change
Learning Circles**



Please join us!

washingtonbreathes.org/get-involved

November 20, 2024 Coalition Meeting

9-10 AM Networking & Resource Sharing
10 AM - Noon Coalition Meeting
virtual & in-person participation hubs



Thank You

www.washingtonbreathes.org



**WASHINGTON
BREATHES**