



*THE VAPING EPIDEMIC:
THE EVOLUTION OF VAPOR PRODUCTS
IN WA STATE*

2019 CHW Conference

Presenters

Angela Boyer

*Health Promotion
Coordinator*

Tacoma-Pierce County
Health Department

Stacia Wasmundt

*Youth Tobacco and Vapor
Product Prevention Consultant*

Washington State
Department of Health

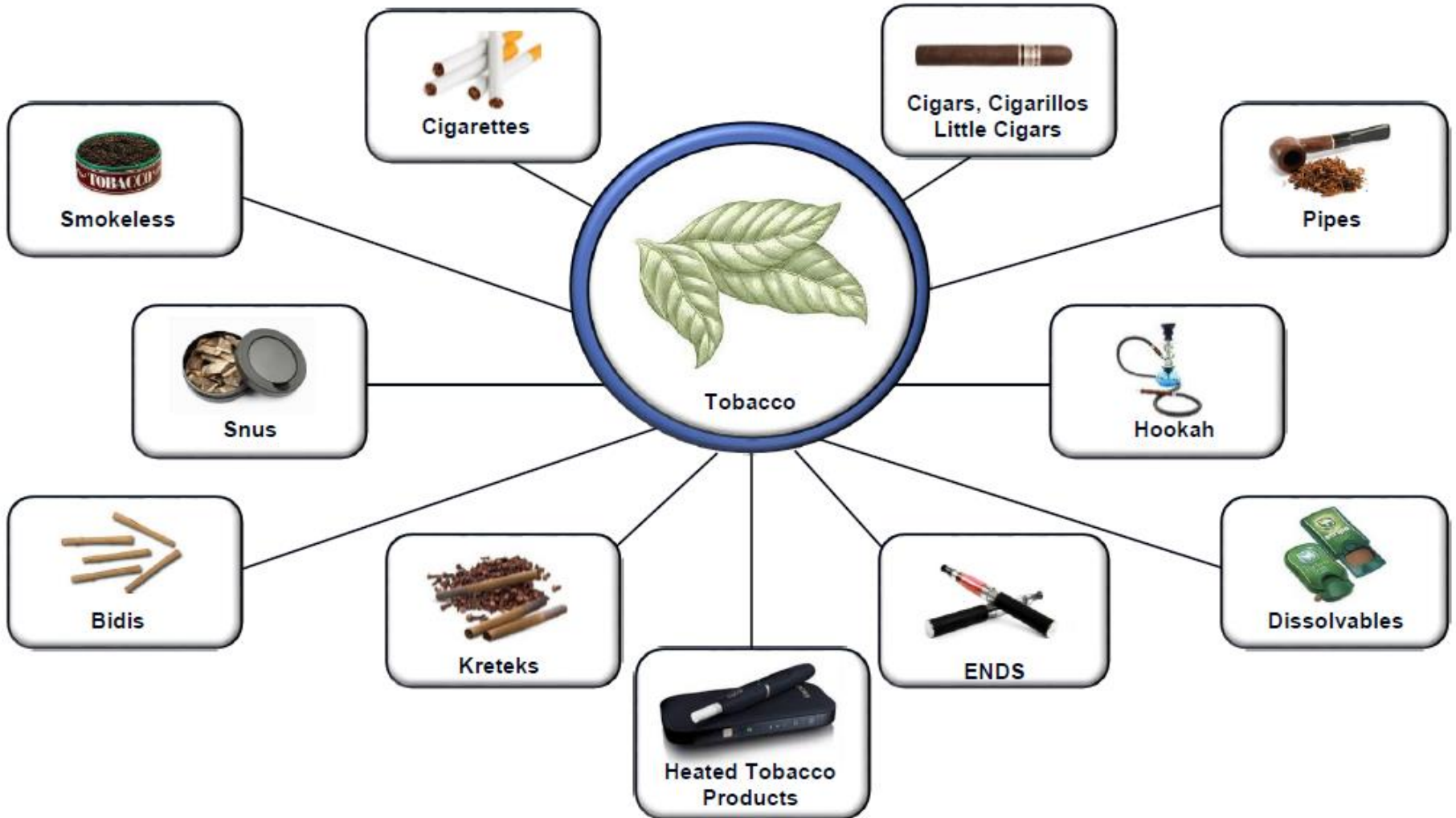
Overview

- What are vapor products?
- Youth vaping rates in Washington and U.S.
- Health effects of vaping
- Regulatory landscape
- State and local efforts
- How YOU can help
- Resources

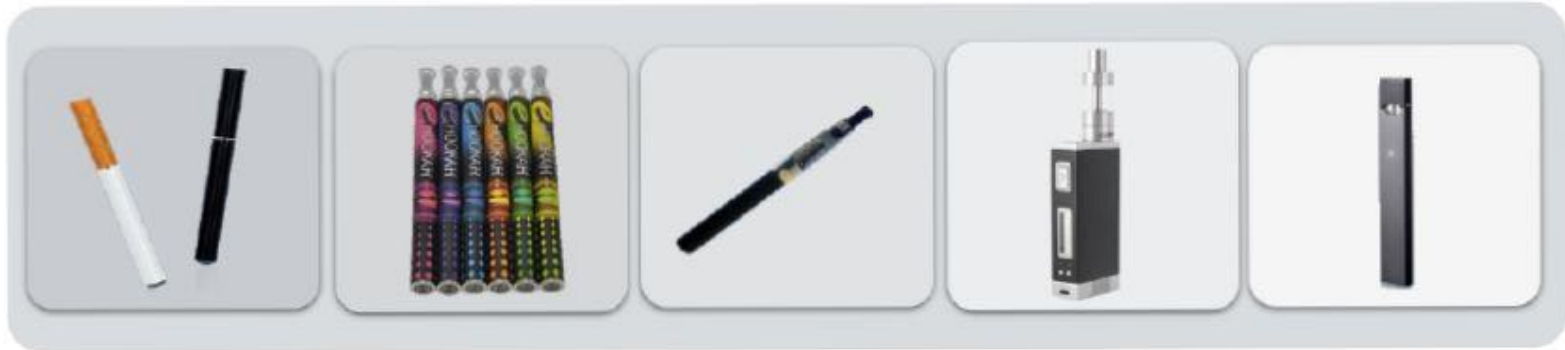
Does Tobacco Still Matter?

- YES!
- More people in Washington State die from tobacco-related illnesses each year than from alcohol, illegal drug use, car crashes, suicide, homicide, AIDS, and fires COMBINED
- Tobacco kills 480,000 people/year
- 104,000 youth in WA alive today will ultimately die prematurely from smoking
- Vapor products have expanded the options for nicotine addiction

The Landscape is Evolving



Vapor Products



Cig-a-Like

E-cigarettes came onto the market around 2007.

Most delivered nicotine and were disposable.

Variations

Variations on the first e-cigarettes included products like e-hookah and rechargeable versions.

Vape Pens

These have batteries that can reach higher temperatures, have refillable e-liquid cartridges, and allow users to regulate the frequency of inhalations.

Mods

Large size, modifiable e-cigarettes allow for more aerosol, nicotine, and other chemicals to be breathed into the lungs, at a faster rate.

Pod-Based

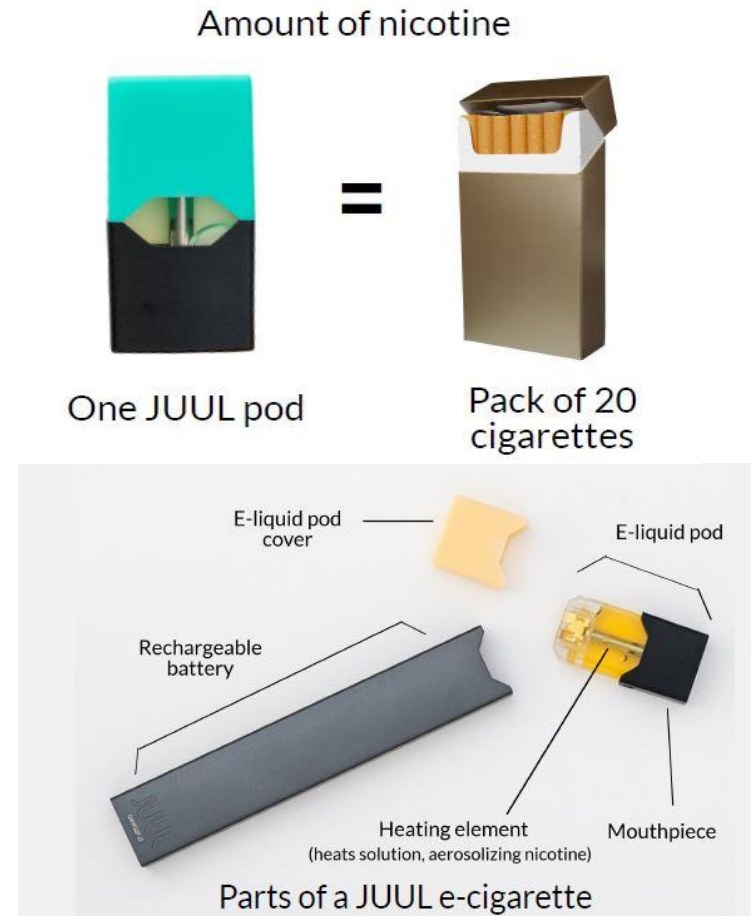
These e-cigarettes are shaped like USBs and contain pods with higher amounts of nicotine than previous generations.



Tobacco Prevention Toolkit
Division of Adolescent Medicine, Stanford University
For more information go to: www.tobaccopreventiontoolkit.stanford.edu

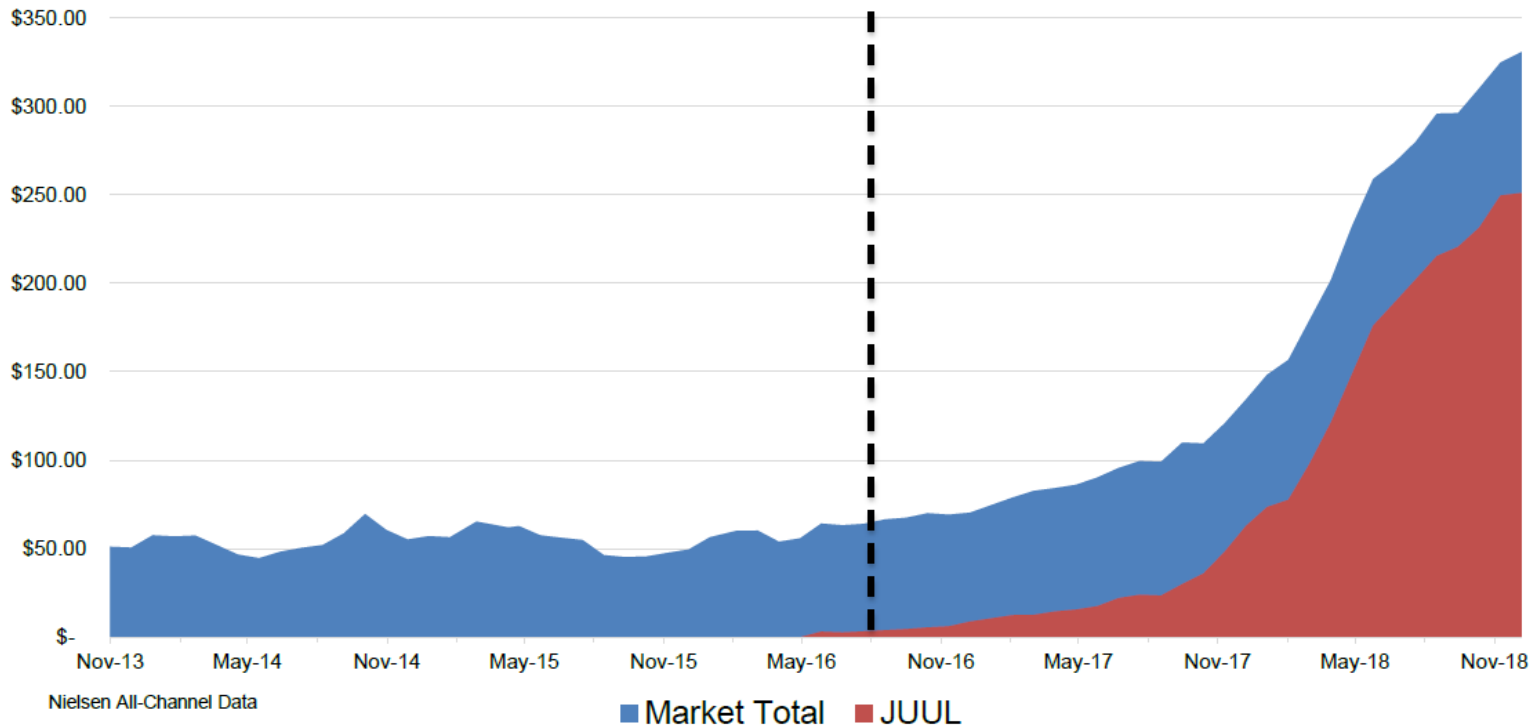
What is JUUL

- Most popular vapor product
- Resemble a USB, can be charged in a laptop
- All pods contain nicotine
 - 1 pod = 1 pack of cigarettes
 - 63% of JUUL users did not know that the product contained nicotine (Truth Initiative Study, November 2017)
- Easier to inhale
 - Nicotine salts
 - Flavors
 - Benzoic acid
- No distinct odor or big cloud of aerosol
- Pods are disposable but can be taken apart
- Altria now owns 35% of JUUL



THE RISE OF JUUL

Monthly E-Cigarette Sales



Nielsen All-Channel Data



**PUBLIC HEALTH
LAW CENTER**
Tobacco Control Legal Consortium

1/23/2019

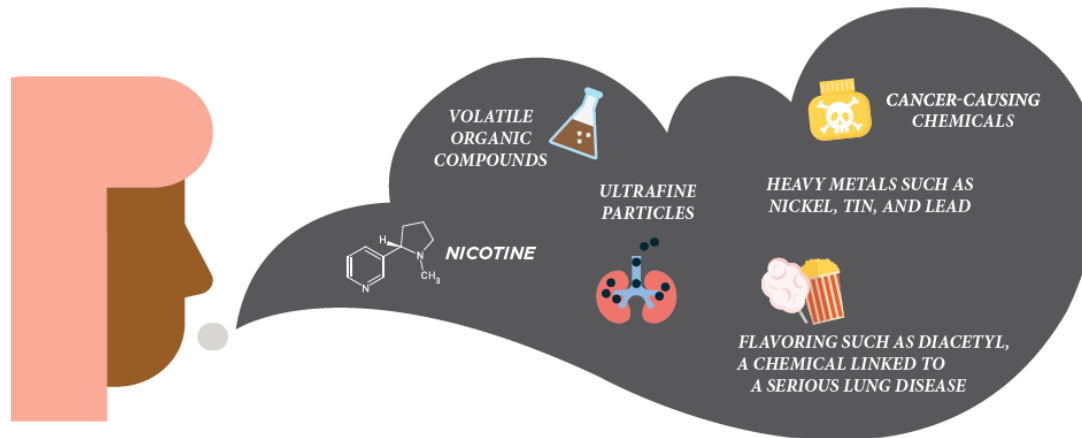
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Other USB-Shaped Vapor Products



- Kandy Pens' Rubi
- MLV's PHiX
- Altria's Markten Elite
- Stig
- Aspire Breeze 2
- ROLO Badge
- Kanger Uboat
- Khree UFOVuse Alto
- Myblu
- Myle
- The Byrd
- Juno
- Smoktech
- Coilart's UME
- Vapor Storm's Stalker
- Cig2o's STIK
- Xfire
- KILO 1K

Ingredients in e-liquids



- 4 main ingredients
 - Nicotine
 - Vegetable glycerin
 - Propylene glycol
 - Flavoring agents
- Other chemicals found: ultrafine particles, volatile organic chemicals, heavy metals (nickel, tin, and lead), formaldehyde
- Aerosol contains chemicals that weren't originally added to the liquid (byproducts of heating up liquid)

E-Liquids

ROCKET POP



GUMMY WORMS



VANILLA CARAMEL SWIRL



COTTON CANDY



GUMMY BEAR



DONUTS



VERY BERRY SLUSHIE



APPLE JUICE



BIRTHDAY CAKE

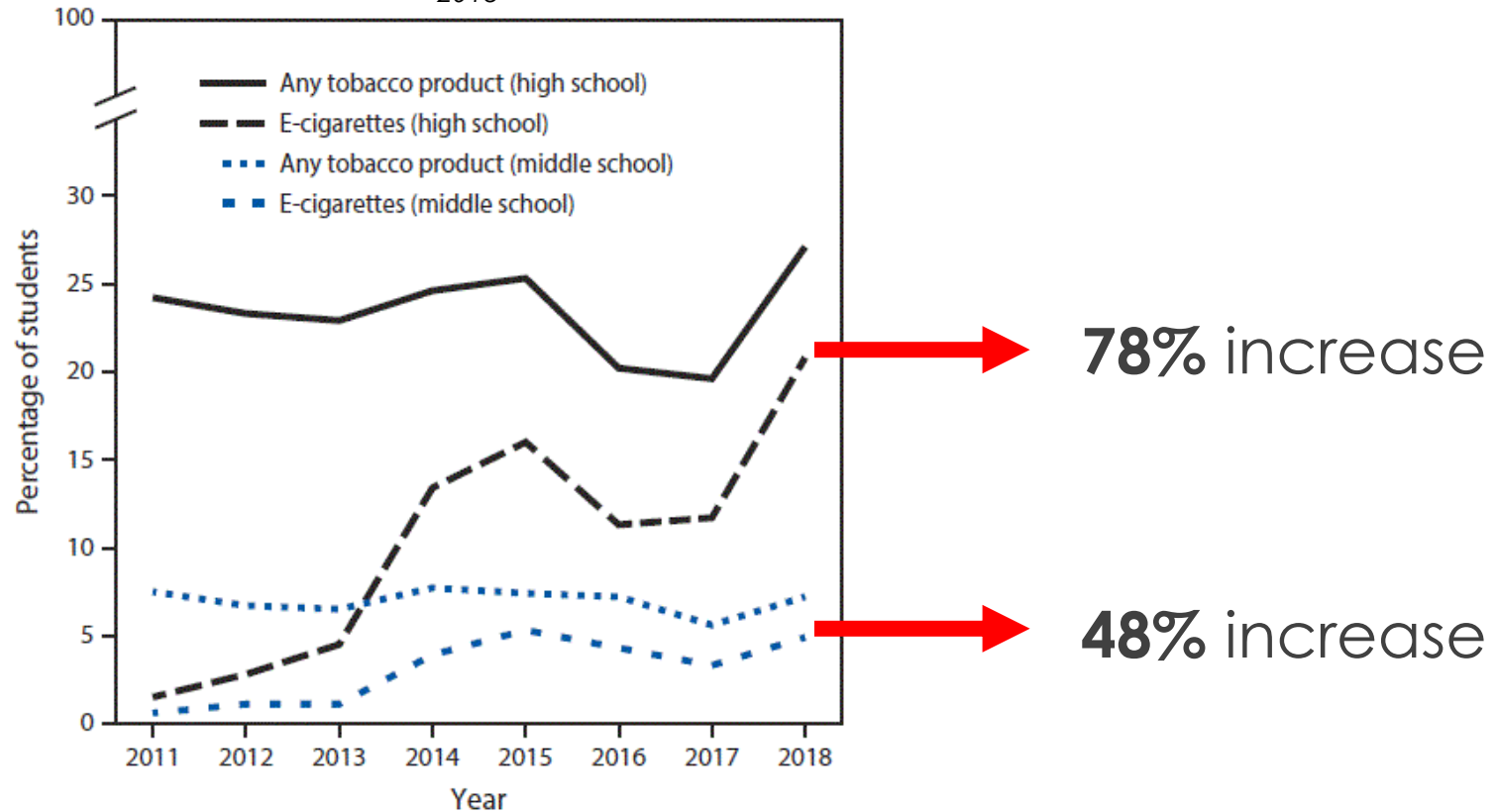


Health Effects of Vape Aerosols

- Short term:
 - Vascular cell damage
 - Nicotine addiction (harms youth brain development)
 - Increased heart rate and blood pressure
 - Increased cough and wheeze
 - Flavoring agents and propylene glycol not tested for safety via inhalation
 - Aerosols contain harmful chemicals
- Not sufficient time yet to show direct link / health impact of long-term exposure diseases, but chemicals found have health impact
- Other health risks:
 - Explosions, burns
 - Nicotine poisonings

Nicotine Use Increasing Among U.S. Youth

Percentage of middle and high school students who currently use e-cigarettes and any tobacco product — National Youth Tobacco Survey, United States, 2011–2018



Sources:

Cullen KA, Ambrose BK, Gentzke AS, Apelberg BJ, Jamal A, King BA. Notes from the Field: Use of Electronic Cigarettes and Any Tobacco Product Among Middle and High School Students — United States, 2011–2018. MMWR Morb Mortal Wkly Rep 2018;67:1276–1277. DOI: <http://dx.doi.org/10.15585/mmwr.mm6745a5>

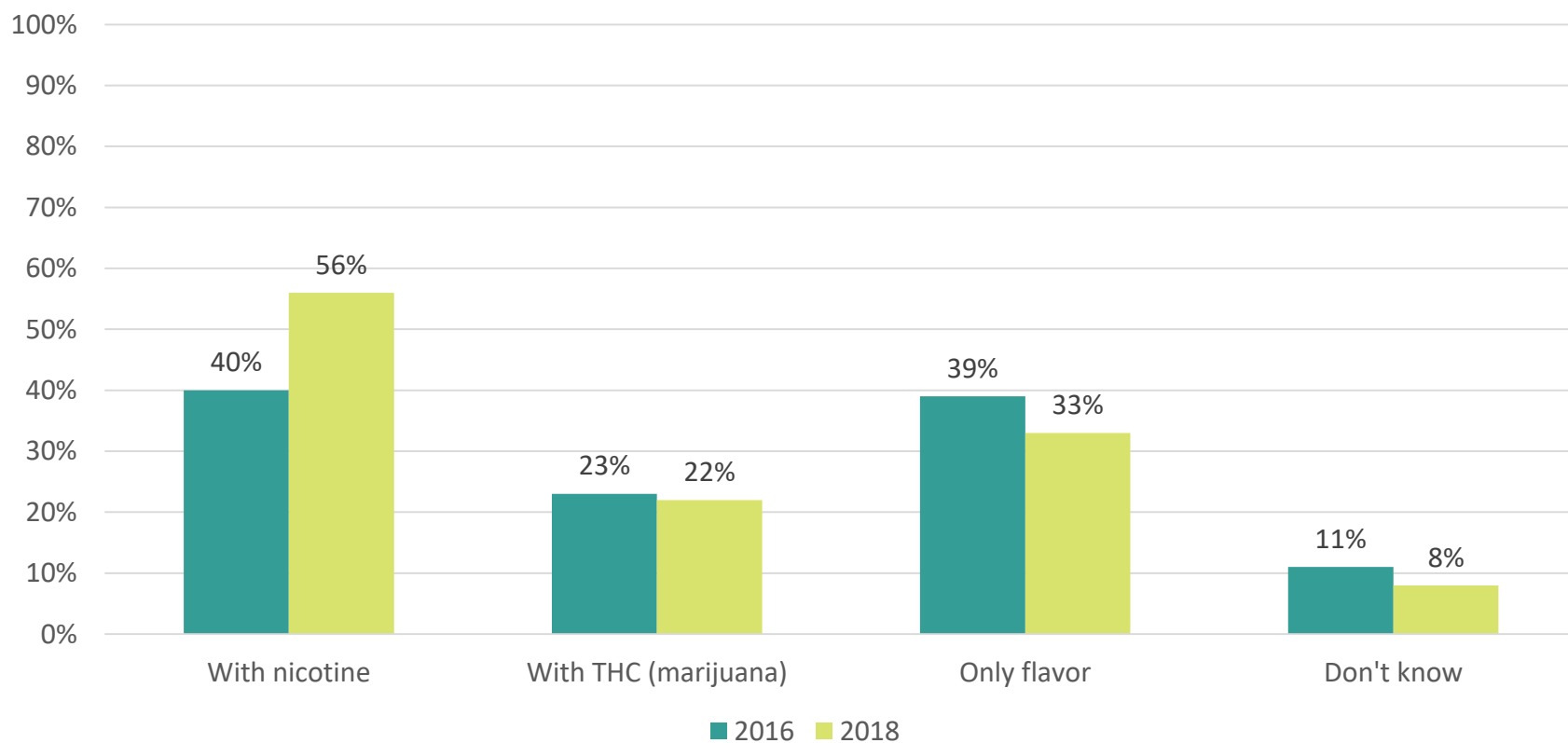
2018 HYS Data: State Vaping Rates

Grade	Vapor Product Use 2016	Vapor Product Use 2018
8 th	6%	10%
10 th	13%	21%
12 th :	20%	30%

- 56% of 10th graders reported vaping nicotine
- 21% of 10th graders reported vaping THC (marijuana)
- 55% of 10th grade youth who vaped also reported using marijuana in 2018 (compared to 7% of those who do not vape).
- 1/3 (35%) of 10th grade youth perceived great harm from using electronic cigarettes regularly

Healthy Youth Survey Results in Pierce County

Substances “vaped” among current (30 day) vapor product users in 10th grade.



Heated Tobacco Products (HTP)/Heat not Burn

- Currently popular in Asia
- Electronic devices that heat tobacco and produce an inhalable aerosol, instead of burning tobacco like traditional cigarettes
- Use real tobacco instead of e-liquids
- August 2018, the FDA approved HNB products from R.J. Reynolds Tobacco Co.: Eclipse and Eclipse Menthol.



Images from:

- https://www.journalnow.com/z-no-digital/reynolds-latest-heat-not-burn-cigarette-could-get-test-market/article_4ade5495-c1fa-5d0b-b9a0-5c345f73bf1e.html
- <https://truthinitiative.org/news/4-big-concerns-about-selling-iqos-heat-not-burn-cigarettes-us>

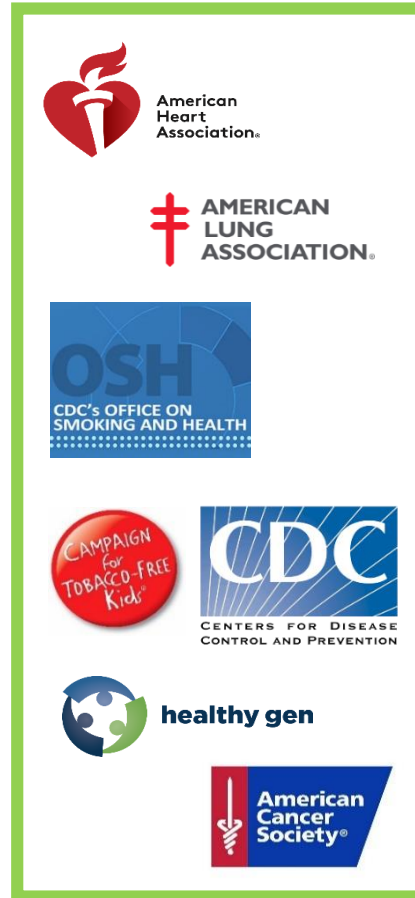
FDA

Previous FDA actions (June-September 2018)	*Recent FDA Announcements: Proposed (September 2018-present)
Escalated enforcement against retailers	Flavored e-cigarettes (excluding menthol, mint) that contain nicotine can only be sold in age-restricted stores, or sold online with age verification
Partnered with Federal Trade Commission to target e-liquid manufacturers who used images appealing to youth	Plan to ban menthol cigarettes
Worked to remove online listings on third-party sites (e.g. eBay)	Plan to ban flavored cigars, including menthol, mint, and all other flavors
Launched youth e-cigarette prevention campaigns	JUUL voluntary action
Ordered manufacturers to take voluntary actions to prevent youth access and limit youth appeal	

State Efforts

- Work with national, state, local and tribal partners
- Tobacco and vapor product prevention and control interventions
- 4 goal areas:
 - Reduce tobacco-related disparities
 - Prevent youth initiation
 - Promote and support cessation
 - Reduce SHS and exposure to vape emissions
- Policy, systems and environmental changes

National, State, Local and Tribal Partners



2019 Legislation

- Tobacco and Vape 21 (HB 1074, SB 5057)
 - Increase legal sales age of tobacco and vapor products from 18 to 21
- Vapor tax (HB 1873, SB 5793)
 - Classify vapor products as tobacco products, institute a tax on vapor products, and create funding for the YTVPP account and enforcement
- Flavor ban (HB 1932)
 - Flavor ban on vapor products (including for marijuana), Department of Ecology Stewardship Program
- Federal law/Smoking age 21 (SJM 8008)
 - Urging federal legislation to prohibit the sale of tobacco and vapor products to anyone under the age of 21

Local Efforts

- Reduce vaping in public places
 - Parks policies
- Collaborate with community-based organizations and schools around vapor product education
 - Provide trainings and presentations
 - Train community health workers to give trainings
- Create and provide updated resources for community
 - E-cigarette toolkit
- Work with city and municipal tax & licensing offices to provide educational materials to retailers
 - assist staff with applications that are complex

What can YOU do?

- Educate yourselves about the harms of tobacco and vapor product use, including emerging products and youth use
- Work with communities and schools to provide education
- Contact your local health jurisdiction for technical assistance and additional resources
 - A list of all DOH WA Tobacco and Vapor Product Prevention and Control Program contracted partners is available on the WA DOH website here:
<https://www.doh.wa.gov/YouandYourFamily/Tobacco>

In case you miss it...

● Become a Tobacco Cessation Champion

- Most people who use tobacco *want* to quit, but cessation is uncommon and people continue to smoke because nicotine is extremely addictive and difficult to quit on one's own.
- Anyone can provide tobacco cessation counseling (e.g., the 5 A's); doctors are typically no more qualified to provide cessation counseling than CHWs.
- There are several low- or no-cost cessation resources to which CHWs can refer clients, notably the Washington State Tobacco Quitline (1-800-QUIT-NOW); e-cigarettes are not recommended for cessation.

● Disparities in Tobacco

- Certain communities are more likely to experience a disproportionate burden from tobacco use, despite an overall decrease in smoking.
- Community Health Workers are well positioned in communities to impact tobacco use while addressing chronic disease and other health concerns that may be worsened by tobacco use or exposure to smoke.
- Assessing and counseling people who use tobacco in ways that are culturally appropriate, with cultural humility is critical.

Resources

- Programs to help youth quit
 - Truth Initiative: <http://www.thisisquitting.com/>
 - 2MorrowHealth: <https://www.doh.wa.gov/YouandYourFamily/Tobacco/HowtoQuit/Selfhelpmaterials>
- Toolkits for parents and educators
 - Local resources (Tacoma – Pierce County Health Department)
 - E-Cigarette toolkit: <https://www.tpchd.org/home/showdocument?id=400>
 - Marijuana prevention toolkit: <https://www.tpchd.org/home/showdocument?id=3844>
- Curricula for schools
 - Stanford Tobacco Prevention Toolkit: <https://med.stanford.edu/tobaccopreventiontoolkit.html>
 - Catch My Breath: <https://catchinfo.org/modules/e-cigarettes/>

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- [Washington State Department of Health, Tobacco and Vapor Product Prevention and Control Program \(2018\).](#)

Questions?



Contact Info



Angela Boyer

*Health Promotion
Coordinator*

Tacoma-Pierce County
Health Department

aboyer@tpchd.org

253-442- 0352



Stacia Wasmundt

*Youth Tobacco and Vapor Product
Prevention Consultant*

Washington State Department of
Health

Stacia.Wasmundt@doh.wa.gov

360-236-2568