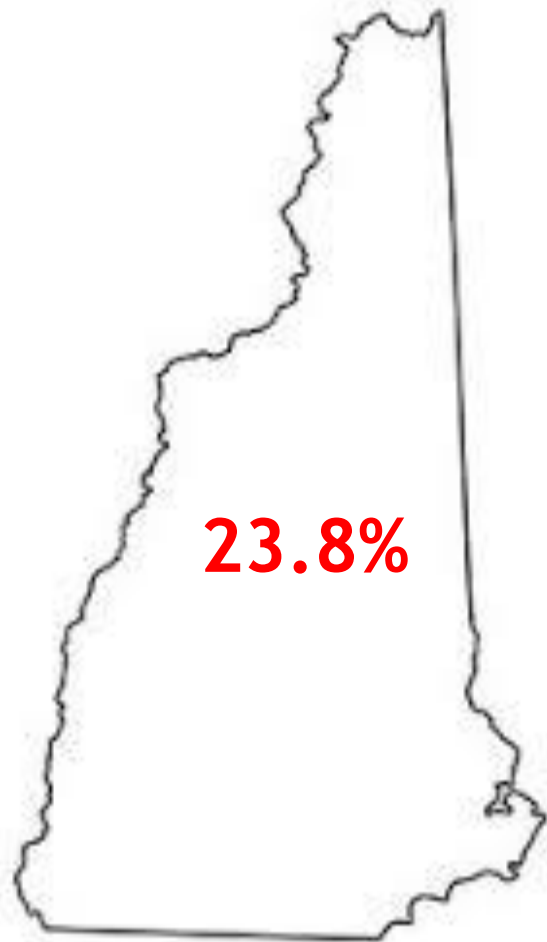


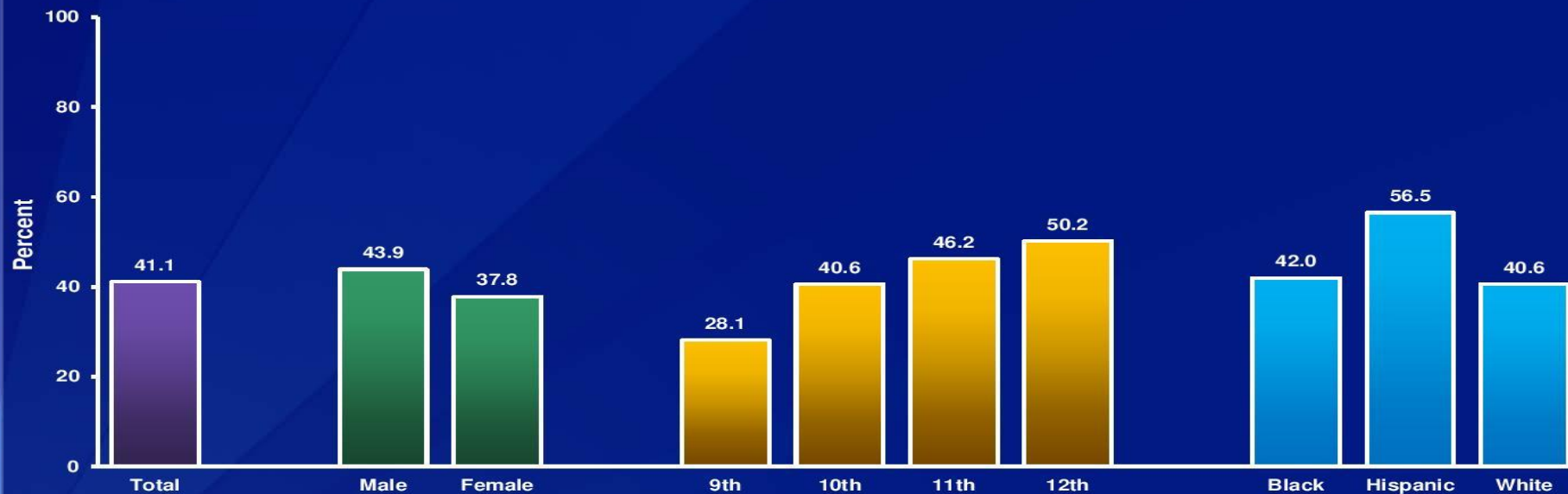
Vaping and NH Youth



NH high school age youth (grades 9-12) reported having used an electronic vapor product (e-cigarette, e-cigar, vape pen, e-hookah) on **at least 1 day during the 30 days** before the survey, NH YRBS (**2017**); and at this time TWICE the national average (11.7% same year's survey) ; and in turn, USA totally different from UK/EU (<3% as of 9/2018)

Vaping and NH Youth

Percentage of High School Students Who Ever Used an Electronic Vapor Product,* by Sex,[†] Grade,[†] and Race/Ethnicity,[†] 2017



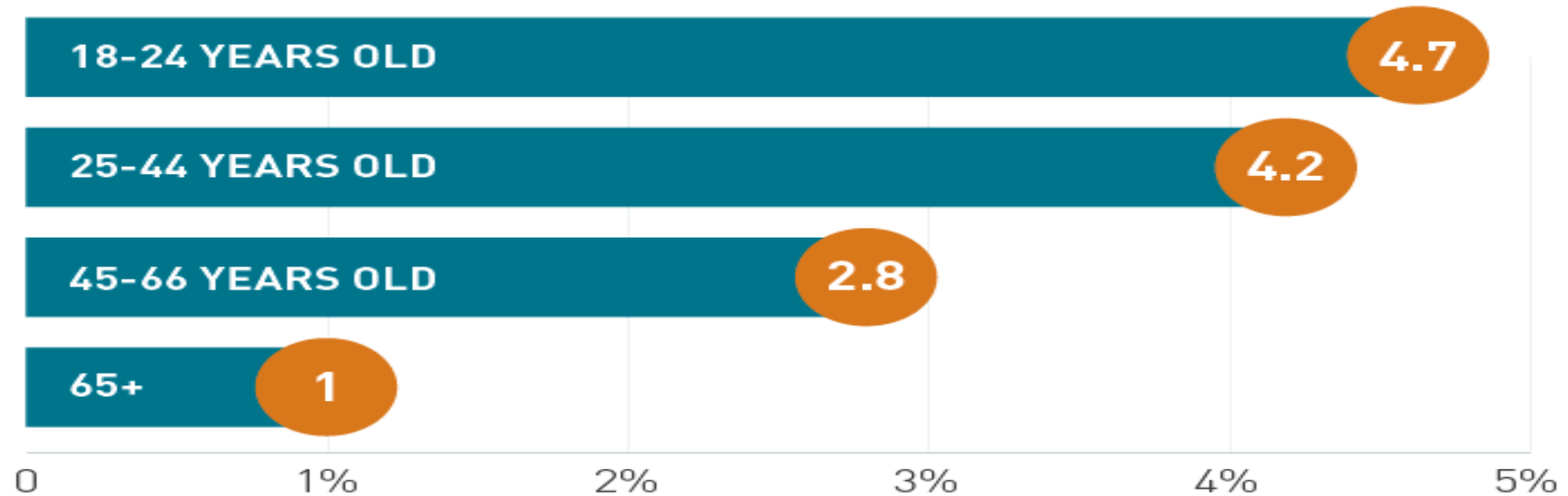
*Including e-cigarettes, e-cigars, e-pipes, vape pipes, vaping pens, e-hookahs, and hookah pens [such as blu, NJOY, Vuse, MarkTen, Logic, Vapin Plus, eGo, and Halo]

[†]M > F; 10th > 9th, 11th > 9th, 11th > 10th, 12th > 9th, 12th > 10th; H > B, H > W (Based on t-test analysis, $p < 0.05$.)

All Hispanic students are included in the Hispanic category. All other races are non-Hispanic.

Note: This graph contains weighted results.

Adults who currently **use e-cigarettes**



The data indicate that patterns of use are the opposite of what they should be. Rates are highest among younger age groups and decrease with age. The pattern should be just the opposite, with higher rates of adult use consistent with higher rates of smoking prevalence.

Source: 2016 National Health Interview Survey

- ...so the % is not high, but there are more adults, so they do take up significant market share ...

VAPING: SALES AND MARKETING

- Vaping is one of the fastest growing unregulated industries in the U.S. from 2007-2011, at which time sales leveled and down-trended ... until ... JUUL, which now, 8/2018, **has 72% of the market**
- **2011** E-cig marketing: \$6.4million
- **2015** E-cig marketing: **\$115million**
- **2018** E-cig market in the U.S. **> \$6 billion**

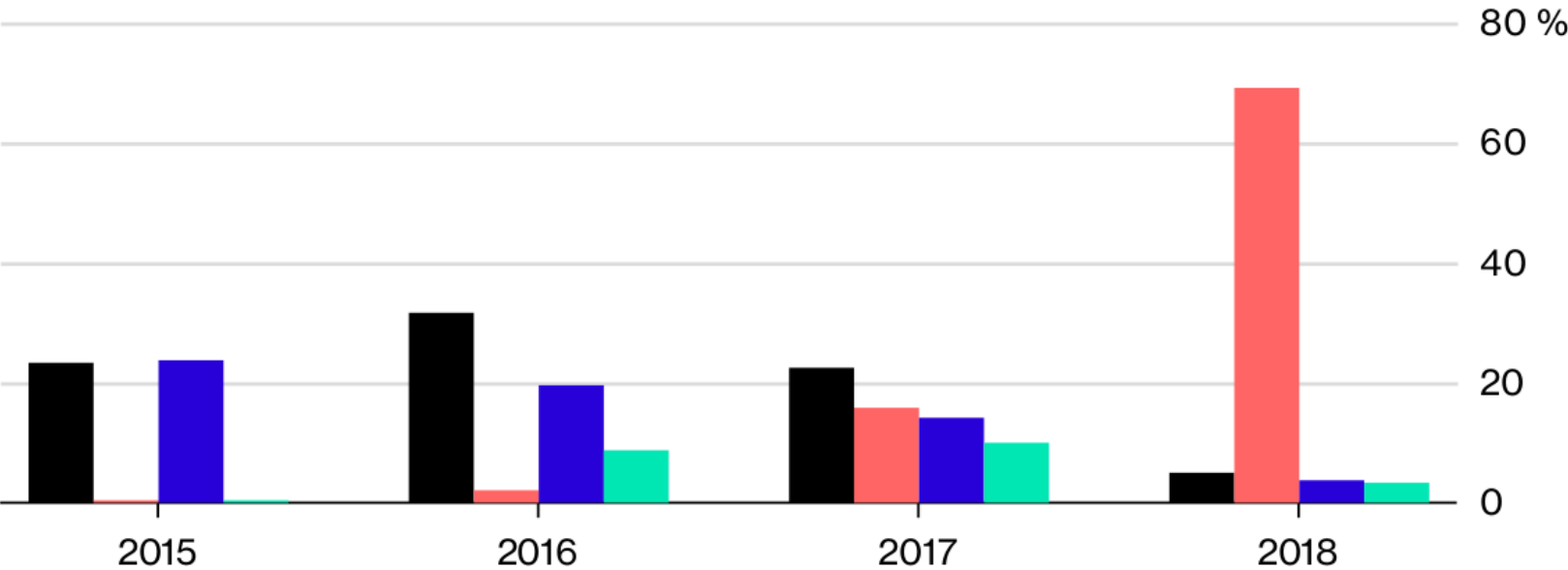


VAPING: SALES AND MARKETING

Crowned Juul

Percentage share of U.S. market in dollar terms for e-cigarettes

■ Vuse ■ Juul ■ Blu ■ MarkTen



Note: Data for 2018 are through Oct. 26.
Source: IRI Data

BloombergQuickTake



M I L W A U K E E
JOURNAL SENTINEL

THE WALL STREET JOURNAL.

**“Schools and Parents Fight a
Juul E-Cigarette Epidemic”**

**“JUULing is the New Teen Vaping Fad
Taking Over School Bathrooms”**

The New York Times

**“‘I Can’t Stop’: Schools Struggle
With Vaping Explosion”**



**“Vaping Now An Epidemic Among
US High Schoolers”**


TobaccoFreeKids.org





By Mike Peters, reprinted with permission of the Tribune Media Services

WHAT WE AREN'T BEING TOLD...

- ▶ **Targeting Young Populations**
 - ▶ Vapor vs. Aerosol
 - ▶ Several Chemicals and Toxins
 - ▶ 2014 FDA Study – **Nicotine**
- 
- A series of three parallel white diagonal lines in the bottom right corner of the slide.

A NH PEDIATRICIAN'S OBSERVATIONS

DR. SUSANNE TANSKI, CHILDREN'S HOSPITAL AT DARTMOUTH



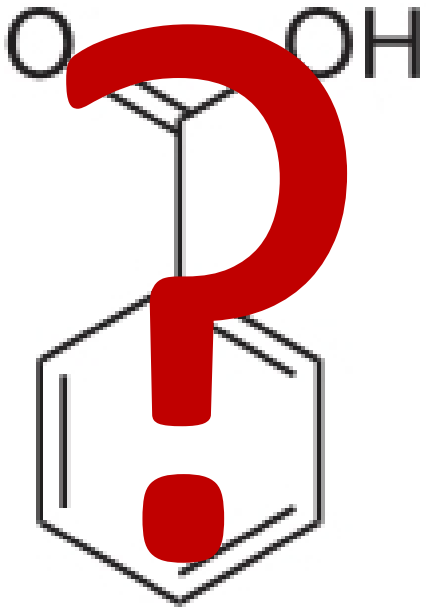
Unregulated Industry	Developing lungs and brains	Dual Users
Flavorings and Chemicals	Nicotine Addiction	Nicotine Replacement Therapy – Ineffective for Minors

...AND MORE...



	Illegal under 18	Not allowed on school property
Not just water vapor and flavorings → →	But an AEROSOL with particles, and...	Deceptive marketing tactics at youth
Safer ≠ Safe	Kids vape → Cigarettes	Long-term effects?

What are the Long-Term Effects?



When Inhaled:

- Irritation to the lungs, nose, and throat
- Coughing, shortness of breath and even wheezing

When Exposed to Skin:

- Cracking and drying
- Little research; what are the long term effects?

PUBLIC HEALTH CONCERNS ... AND ... KIDS

- Kids who vape are 3-4 x > likely to smoke combustible tobacco – cigarettes – in the following years
- 1/3 never smoking vapors go onto use combustible tobacco – cigarettes, flavored cigars, etc
- 1/2 “vapors” are dual tobacco product users
- 4th straight year (2018) “vaping” / ENDS most commonly used tobacco product

PUBLIC HEALTH CONCERNS

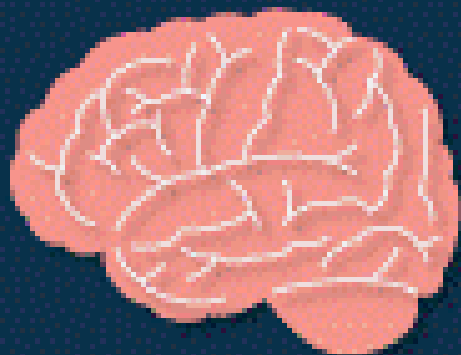


- **Smoking remains the leading cause of preventable death and disability in the U.S.**
- **Today's kids are the guinea-pig generation for vaping and repeat customer base for vape industry**

YOUTH E-CIGARETTE USE IS RISING

E-CIGARETTES TYPICALLY DELIVER NICOTINE

YOUTH NICOTINE EXPOSURE CAN:



- CAUSE ADDICTION
- HARM THE DEVELOPING BRAIN

E-CIGARETTE USE SURGED DURING 2017-2018

IN 2018:



1 IN 5 HIGH SCHOOL KIDS
1 IN 20 MIDDLE SCHOOL KIDS
CURRENTLY USE
E-CIGARETTES

HELP PREVENT YOUTH E-CIGARETTE USE

- **KNOW** THE RISKS OF E-CIGARETTES
- **TALK** TO YOUTH ABOUT THESE DANGERS
- **BE** TOBACCO FREE



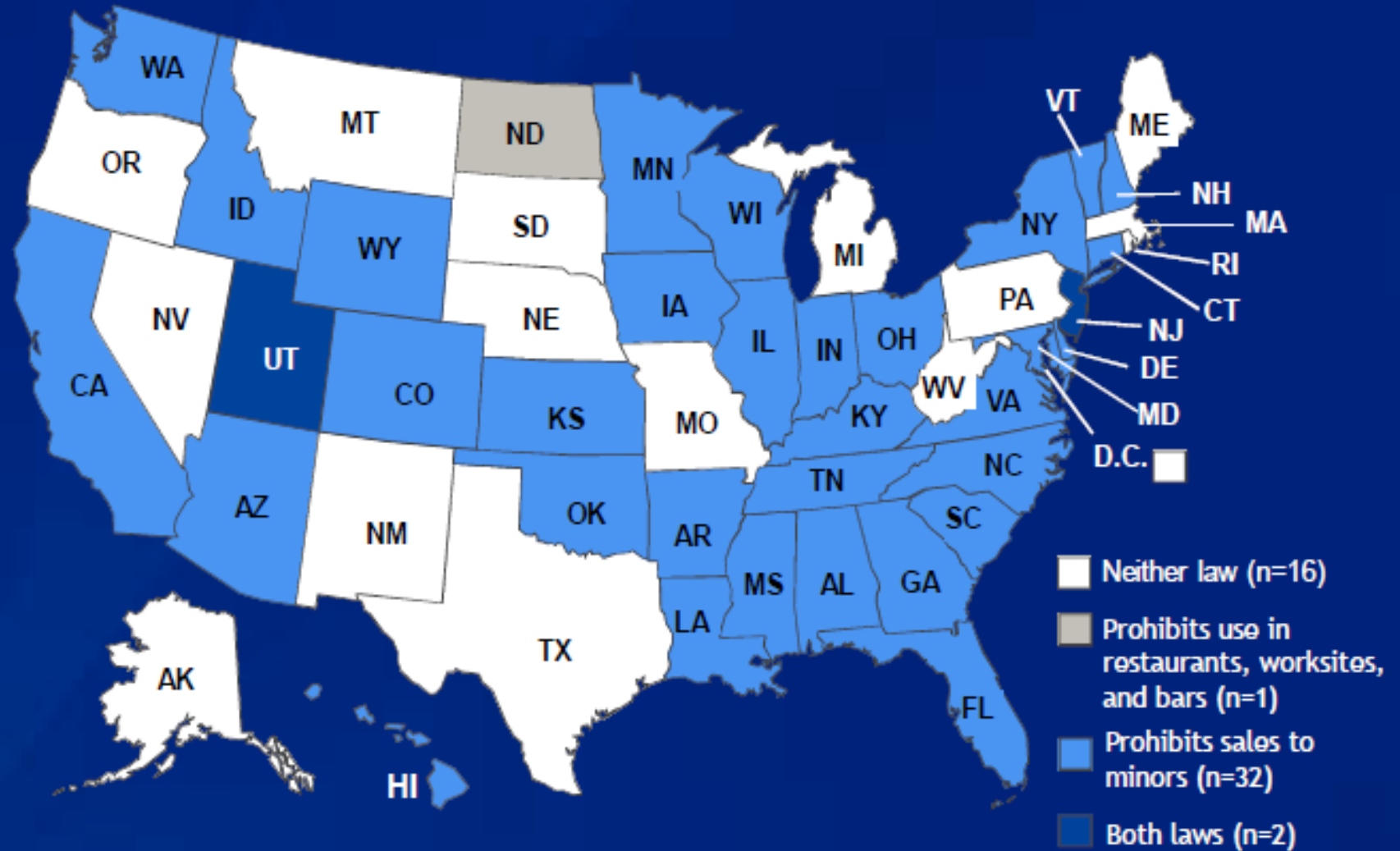
BUTT, the opportunity is PREVENTION

- NH policies (RSA 126, HB 1541); youth access, sales, e-cig sales, BUTT, vape shops do NOT need licenses to sell; no user fees
- CATCH My Breath
- BNH youth tobacco prevention programs- OTP-101; Bag the BUTTS; Dissect the lies
- QuitNowNH.org

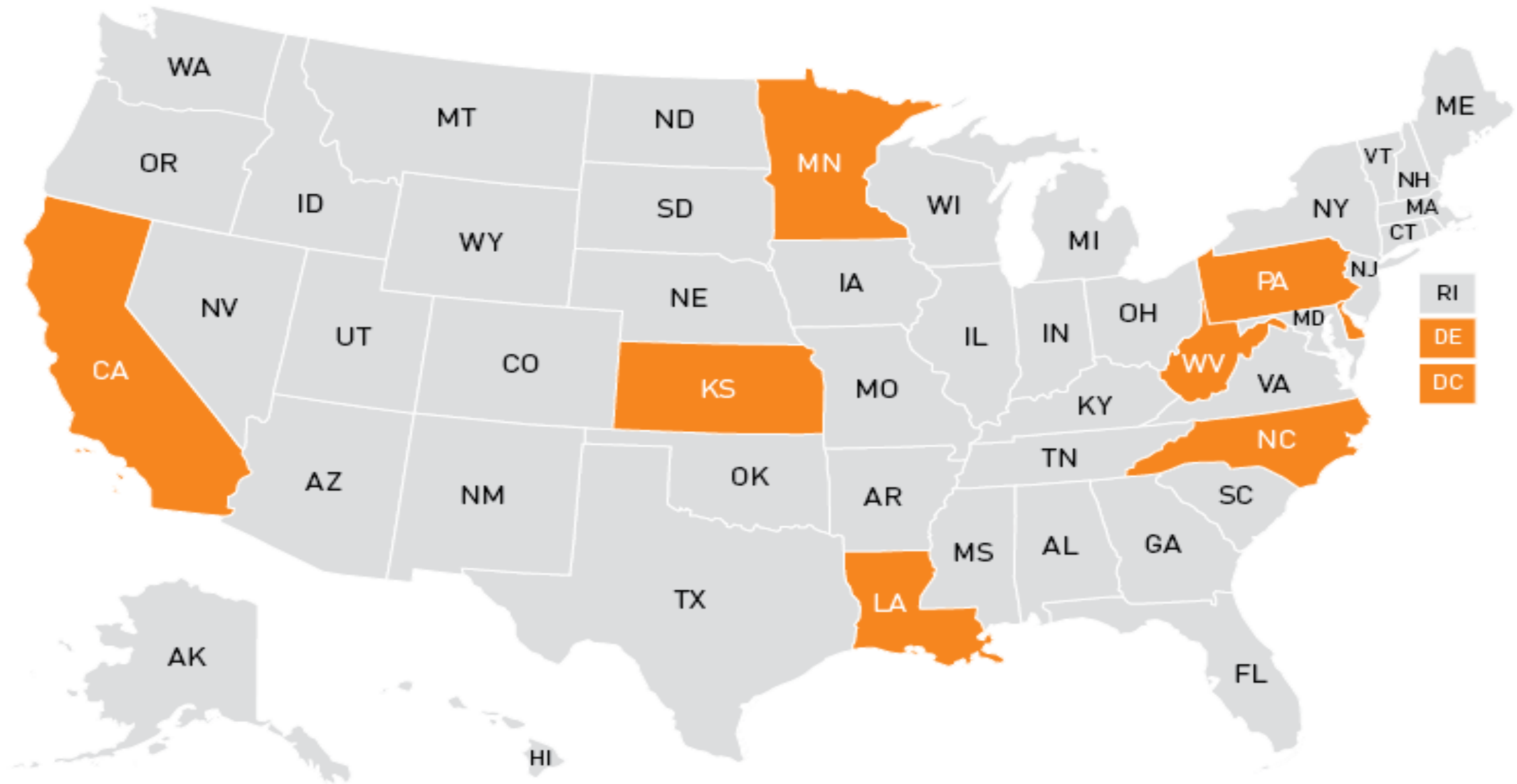


ADVOCACY

State Electronic Nicotine Delivery System Laws (Enacted as of June 30, 2014)



Eight states and Washington, D.C., have imposed a **tax on e-cigarettes**.



Policy

- FDA deeming rules; August, 2016
- FDA warnings to the big 5 – JUUL, Mark10, Vuse, Blu, Logic; August, 2018 due to “epidemic”
- FDA raid on JUUL’s HQ, Sept/Oct, 2018
- BPH, RCP “95%” safer proclamation
- But regulation in UK/EU compared to USA
- UK/EU epidemiology/ compared to USA
- ? from policy

Counter-marketing



A TIP FROM A
**FORMER
SMOKER**

**RECORD YOUR
VOICE FOR LOVED
ONES WHILE
YOU STILL CAN.**

Terrie, Age 52
North Carolina


Smoking causes immediate damage to your body.
For Terrie, it gave her throat cancer. You can quit.
For free help, call **1-800-QUIT-NOW**.
© CDC #CDCTips

 U.S. Department of
Health and Human Services
Centers for Disease
Control and Prevention
www.cdc.gov/tips



A TIP FROM A
**FORMER
SMOKER**

Terrie, age 53



A TIP FROM A
**FORMER
SMOKER**

**My wake-up call was losing most
of my teeth.**

Smoking can cause gum disease and tooth loss. Brett knows this
all too well. For free help to quit smoking, CALL **1-800-QUIT-NOW**.

#CDCTips
 CDC
CDC.gov/tips

Real Cost - FDA - 2018

Vaping Epidemic

THE REAL COST



AWARENESS/COUNTER-MARKETING VIDEOS



Real Teens Talk Vaping (2016)



Tobacco Free CA

FDA -There's An Epidemic (2018)



The Real Cost

What we all can do – parents, teachers, US

- Policy & procedures
- Educate ourselves
- Talk with students as trusted adults, providing facts, dispelling myths
- Tell them tobacco/vaping industries are USING them to make hooked, lifelong customers and \$\$\$
- Ask them what they think
- Be patient; no “perfect” time to talk
- Be open, honest
- *Are you a tobacco user?*
- Just talking can help – be protective!



Stakeholders Unite

- Breathe NH
- Local Coalitions
- Local schools
- Local kids' groups –
LOA, B&G, PAL,
“Y”, colleges
- NHDHHS
- Koop Institute
- TFNH network
- NNEPCC
- Surgeon General @ [https://
e-cigarettes.surgeongeneral.gov/](https://e-cigarettes.surgeongeneral.gov/)

Hopefully... FDA

- Deeming regulations, 8/2016
- “60” days to big 5 to “disclose” → fines; spring/ summer, 2018
- Nicotine labeling, 8/2018
- Real Cost counter marketing campaign, 9/2018
- Documents “raid” JUUL HQ’s, 10/2018
- “Pulling” flavors from stores... 11/2018

What we do NOT know

- When heated, e-juice changes; ? Effects
- “Wild West” – without regulations, there are no standards for devices, contents; ? Safety, efficacy
- Real science – FDA approval efficacy/safety, takes TIME - ? When FDA words → action!

WHAT WE DO KNOW

NICOTINE → BRAIN CONTROL → “FOREVER”

“REPLACEMENT” CUSTOMERS → “for life”

Things to Know About Tobacco Products

1. **Illegal**, in NH for someone under the age of 18 to purchase (same as cigarettes) Six states are age 21 (including MA & ME) .
2. Heavily **Marketed** to youth
3. **Accessible** and in your neighborhoods
4. Products are **Flavored**; preferred by youth and covers the harshness of natural tobacco flavor
5. Most all have **Nicotine** → **Addictive**

Special concern about ECIGs and adolescents?

- ECIGs can deliver physiologically active doses of nicotine.
- Supports dependence: makes quitting very difficult.
- Nicotine causes long-term changes in brain development:
 - In the fetus of a pregnant woman (England et al., 2015; Pauly et al., 2008).
 - In adolescents/young adults (Smith et al., 2015; Yuan et al., 2015).
- ECIG use among adolescents has grown dramatically, so nicotine exposure in this population is a very real concern.

Take Away Points

- Kids may start, socially then that → goes away; but addictive brain changes remain
- Components are FDA safe for ingestion; ? inhalation
- Less harmful than traditional cigarettes, but **NOT** harmless, not safe
- Harm reduction for “hardened” smokers; but cessation claims not proven
- Dual use **not** safer and possibly worse than combustible alone
- Unregulated marketing, sale, distribution, driving demand
- Known COMPREHENSIVE approach effective, → warranted
- Keep pedal to metal on combustible tobacco



Thank You for your
Attention

QUESTIONS ?

