

TOBACCO 21

HEART DISEASE, TOBACCO, AND VAPING

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PRESENT

24%

Smokers amongst all stent procedures at UVMHC 2017-2018

13000

Stent procedures per year at UVMHC

280

Large heart attacks per year at UVMHC

48%

Smokers in large heart attacks at UVMHC and in recent international trials

\$13,000

Average Medicare reimbursement for a large heart attack admission

\$3.4-4.5m

Estimated total cost to payers for treatment of large heart attacks each year at UVMHC

PAST

51% to 17%

Decrease in smoking in American males 1965 to 2015

34% to 14%

Decrease in smoking in American females 1965 to 2015

13% to 3%

Decrease in smoking in American youth age 12-17 2002 to 2016

16% to 8%

Decrease in smoking in American high school students 2011 to 2016

FUTURE (?)

BUY JUUL

BUY JUULpods

CLICK TO BUY YOUR JUUL AND JUUL PODS DIRECT

This advertisement features a bright yellow background with a woman in a black top holding a JUUL device. On the left, there are four JUUL pods in different colors (brown, teal, red, yellow) arranged in a 2x2 grid. Two dark blue buttons are positioned above and below the pods, labeled 'BUY JUUL' and 'BUY JUULpods' respectively. A white banner with black text is overlaid on the woman's chest.

JUUL

VAPORIZED

#SMOKINGEVOLVED

JUULvapor.com

This advertisement is split into two panels. The left panel has a white background with a colorful geometric pattern of triangles in shades of pink, blue, and yellow. The word 'JUUL' is centered in a large, black, sans-serif font. A black JUUL device is shown vertically in the center. The right panel has a bright yellow background with a woman in a grey jacket and black pants holding a JUUL device. The word 'VAPORIZED' is written in large, black, sans-serif letters across the middle. The hashtag '#SMOKINGEVOLVED' is in the top right corner, and 'JUULvapor.com' is in the bottom right corner.

JUUL

SMOKING EVOLVED

#JUULVAPORIZED

This advertisement features a woman in a denim jacket and white t-shirt with her hands raised in a 'rock on' gesture. The background is a vibrant pink and purple geometric pattern. The word 'JUUL' is on the left, and 'SMOKING EVOLVED' is on the right. A black JUUL device is shown vertically in the center. The hashtag '#JUULVAPORIZED' is in the top right corner.

JUUL

VAPORIZED

BUY JUUL

BUY JUULpods

This advertisement features a woman in a white jacket and blue top with her hands raised in a 'rock on' gesture. The background is a teal and green geometric pattern. The word 'JUUL' is on the left, and 'VAPORIZED' is on the right. A black JUUL device is shown vertically in the center. Two dark blue buttons are positioned above and below the device, labeled 'BUY JUUL' and 'BUY JUULpods' respectively.

\$38 billion

Market cap for Juul

up to 9X

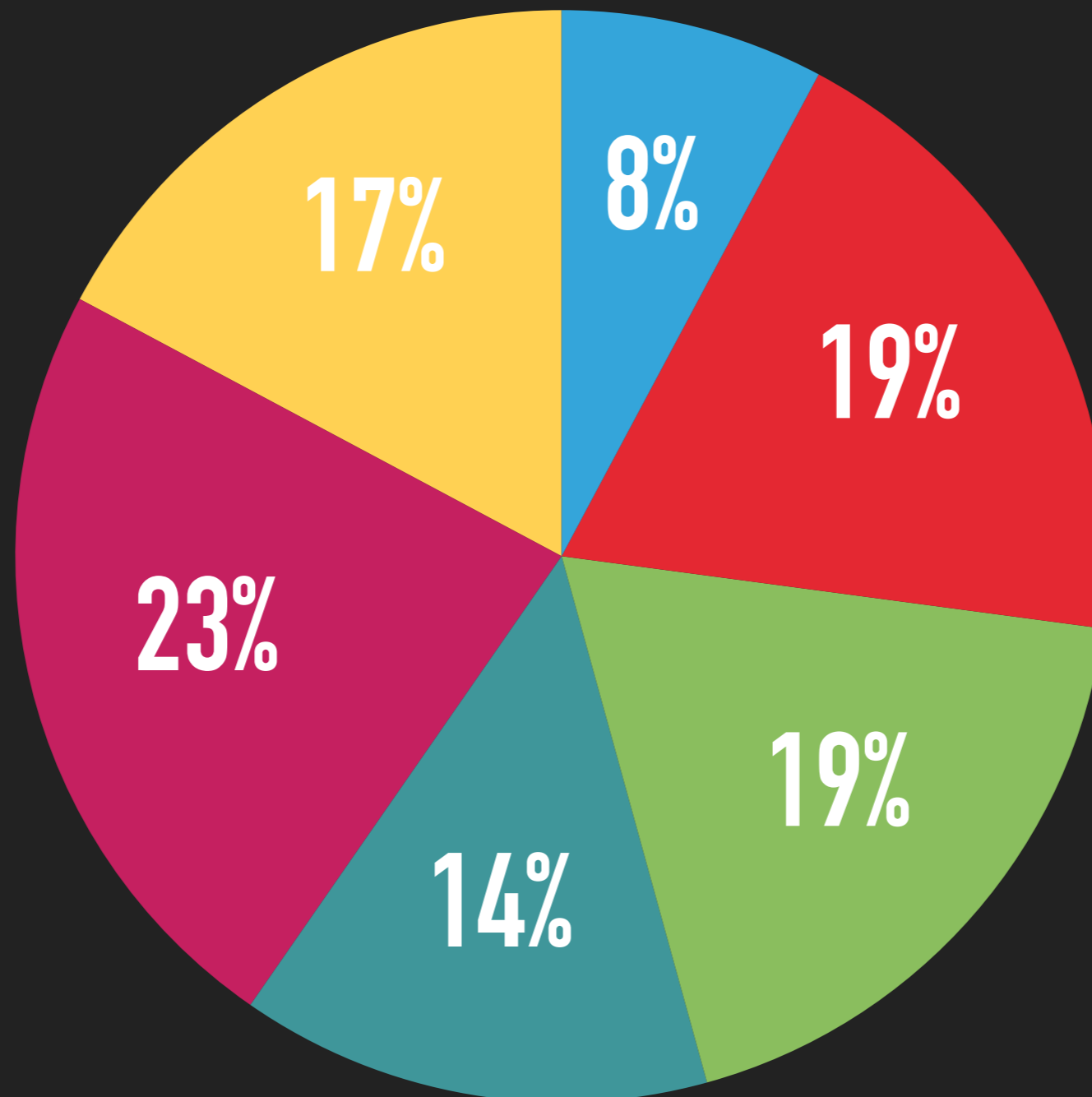
Likelihood that e-cig user subsequently starts smoking (compared to non-users)

NATIONAL HEALTH INTERVIEW SURVEY BY THE CDC

n=96,467 > age 18

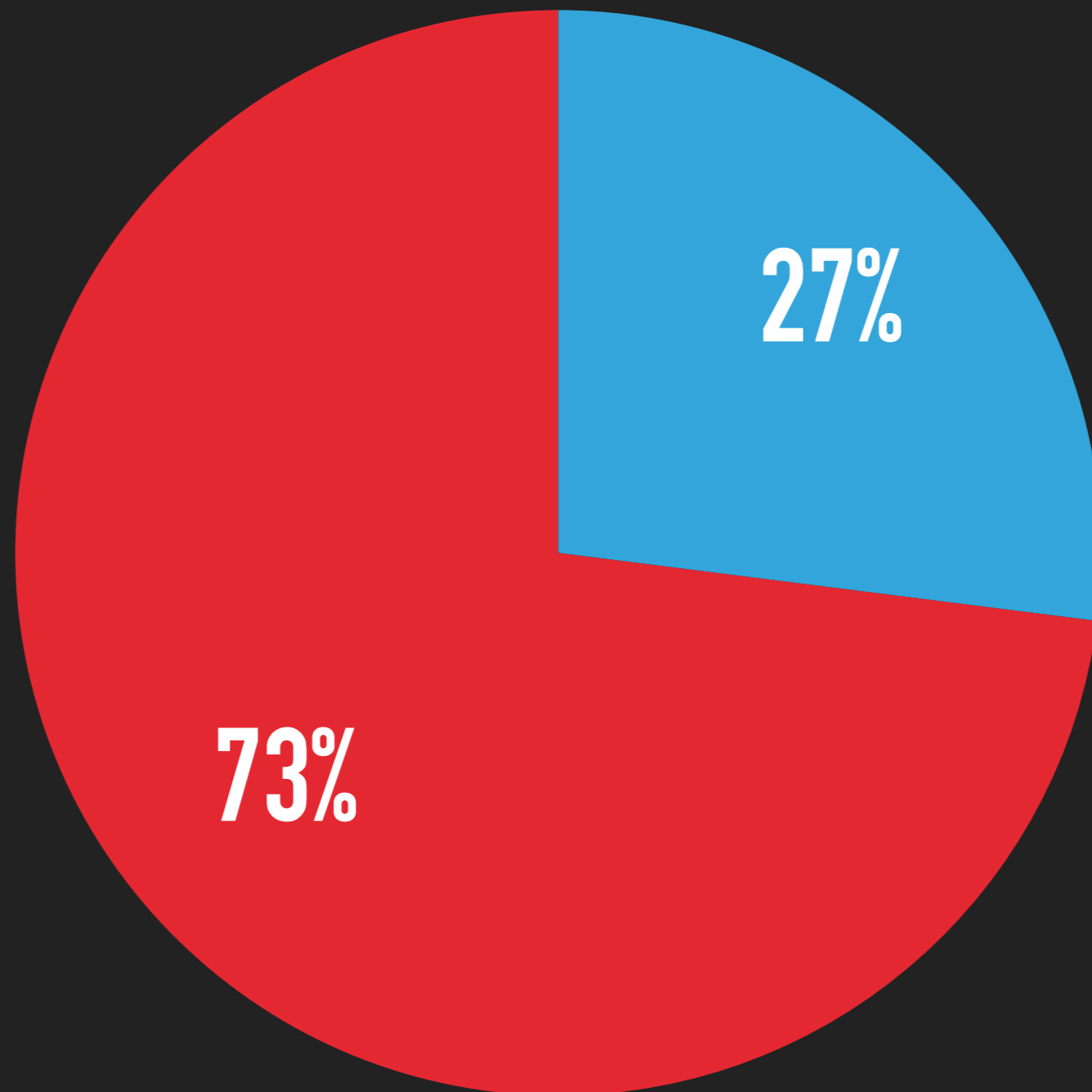
2014, 2016-17

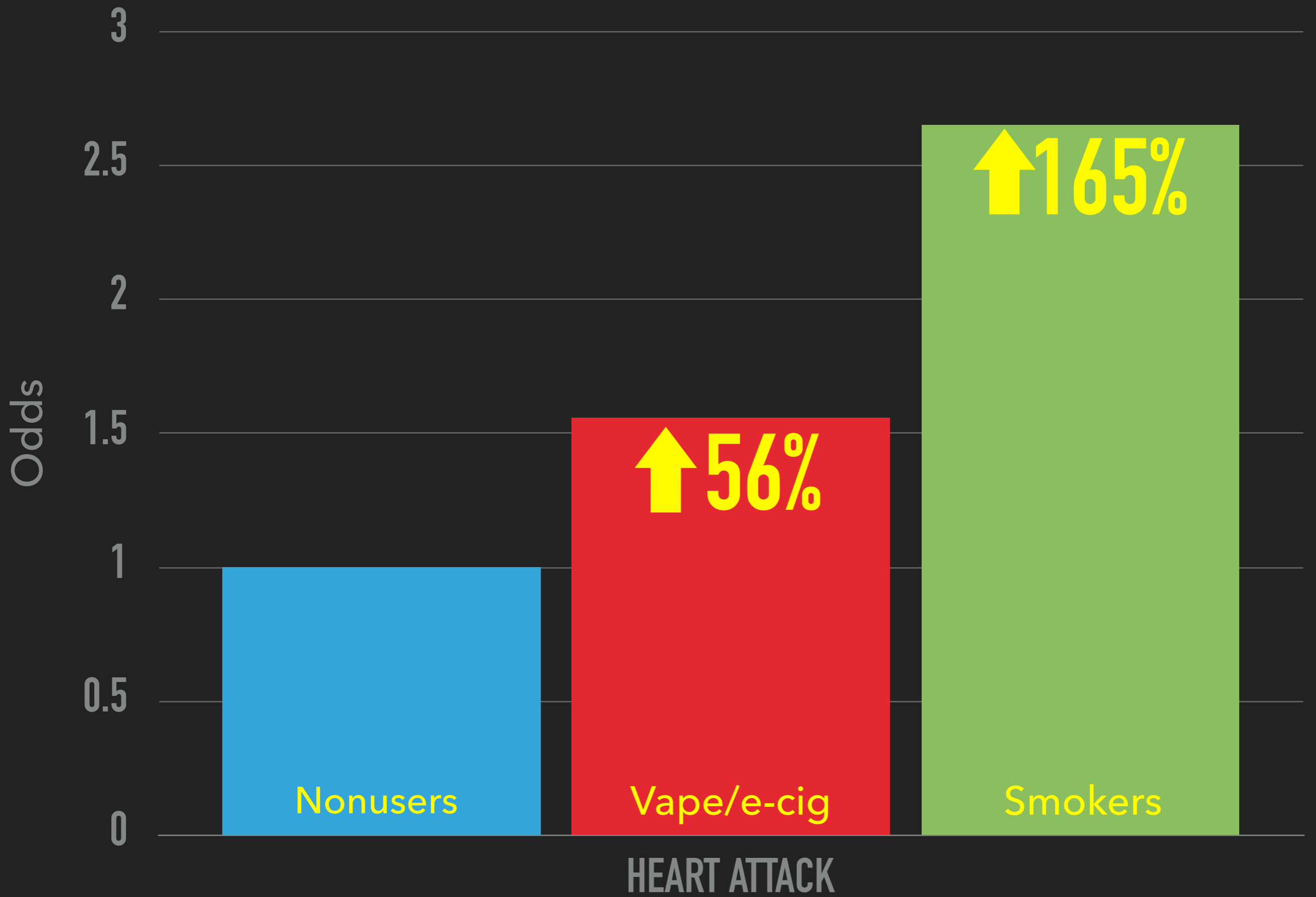
- Less than high school
- Some college
- BA, BS, AB, BBA
- High school/GED
- Degree
- Masters/Prof/Doct

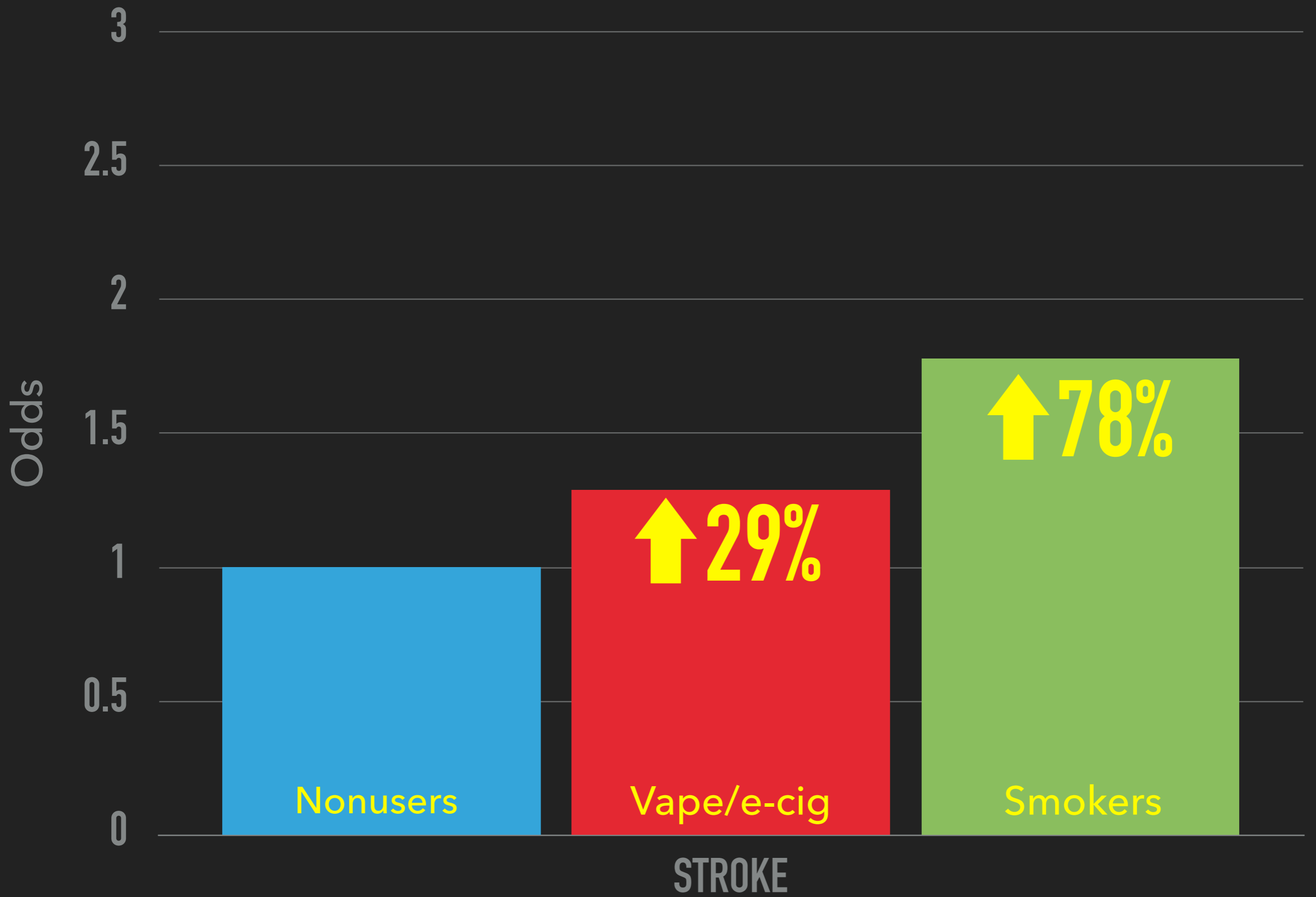


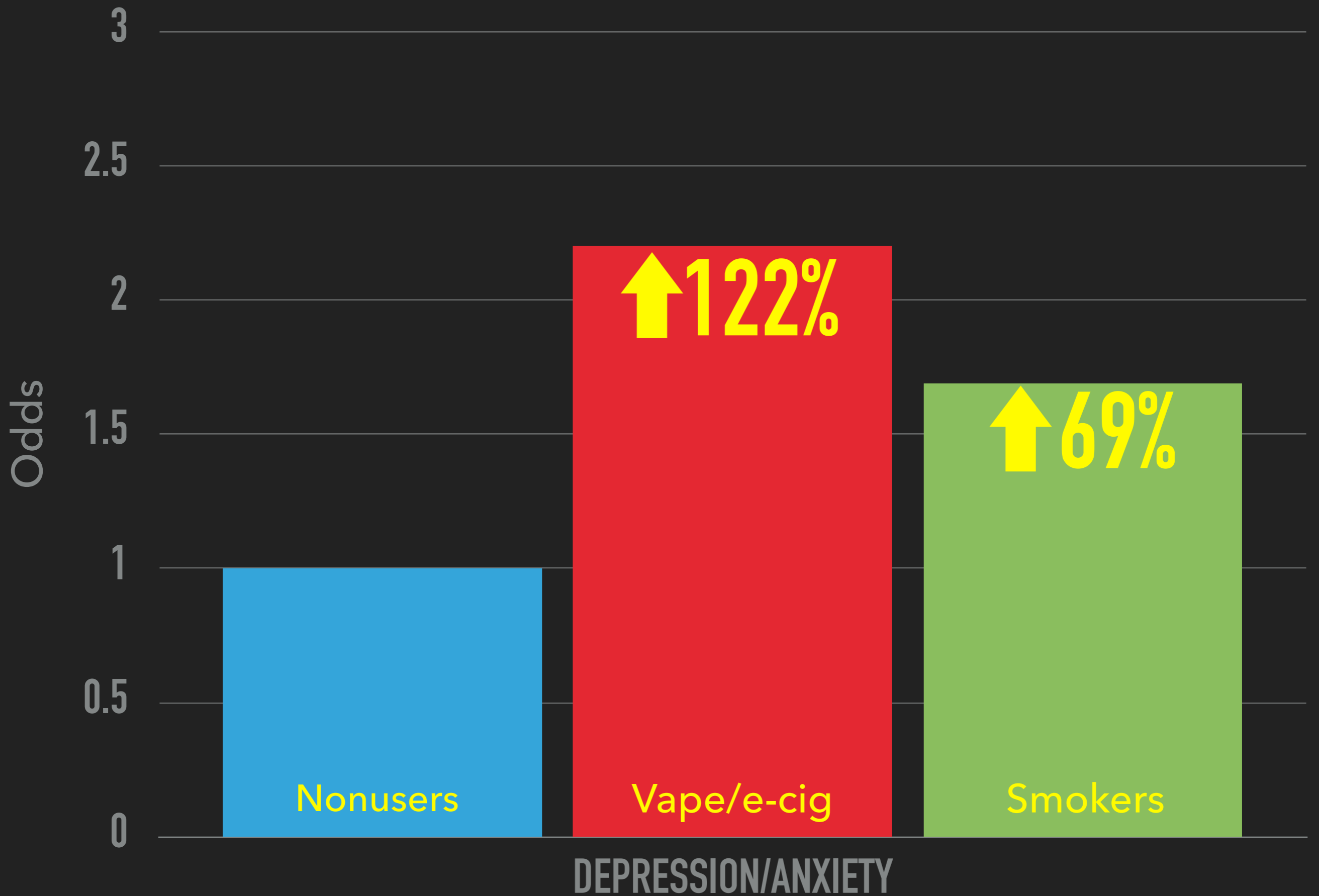
● High school or less

● College or more







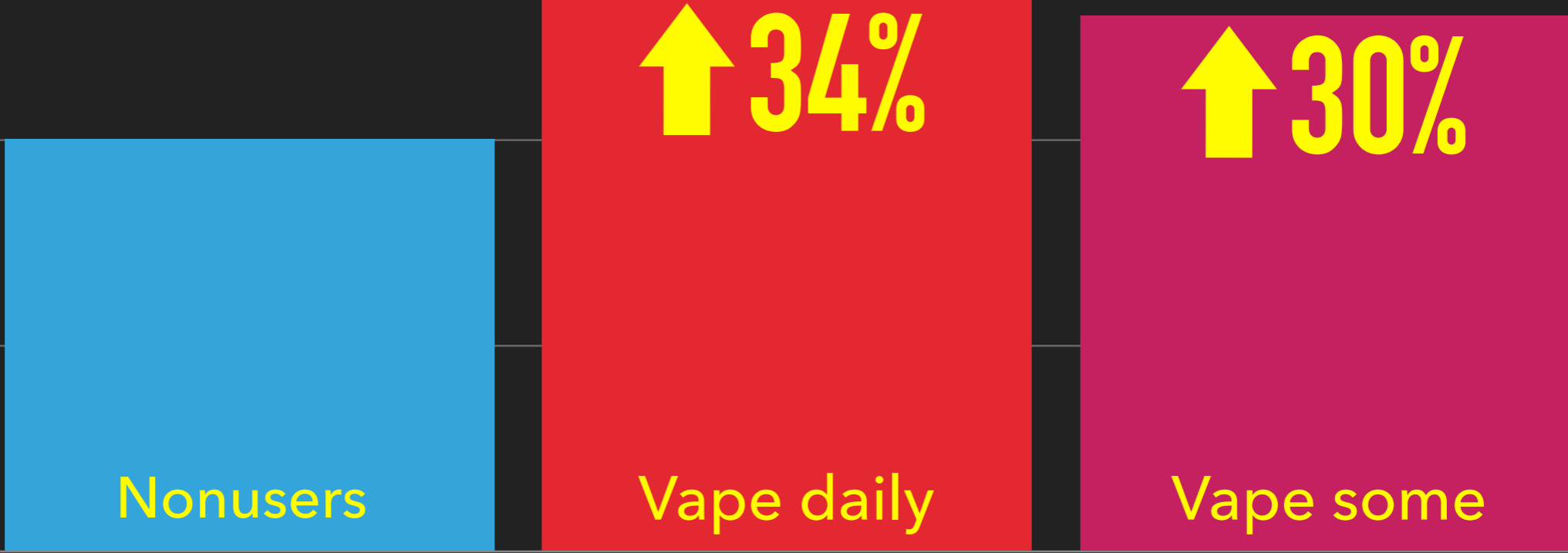


Controlled for cardiac risk factors

(age, sex, BMI, cholesterol, hypertension, and smoking)

Odds

3
2.5
2
1.5
1
0.5
0



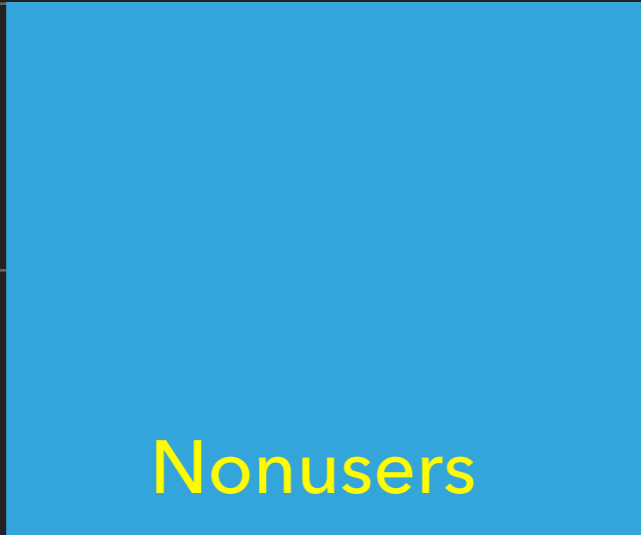
HEART ATTACK

Controlled for cardiac risk factors

(age, sex, BMI, cholesterol, hypertension, and smoking)

Odds

3
2.5
2
1.5
1
0.5
0



DEPRESSION/ANXIETY

Association, not causation

