

1 VERMONT MEDICAL SOCIETY RESOLUTION

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3 **Reduce the Use of Electronic Nicotine Delivery Devices Among Youth and Never Users**

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5 *As adopted at the VMS Annual Meeting on October 27, 2018*

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7 WHEREAS, JUUL is a brand of electronic cigarettes that looks like a USB drive, has a higher amount
8 of nicotine concentrate than other e-cigarette brands and is one of the most popular vaping devices
9 among youth;¹ and

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11 WHEREAS, Nicotine is a highly addictive drug and exposure to nicotine during adolescence can cause
12 addiction and have negative consequences on youth brain development; and

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14 WHEREAS, Sixty-three percent of JUUL users between the ages of 15 and 24 did not know the
15 product contains nicotine;² and

16
17 WHEREAS, According to the 2016 *E-Cigarette Use Among Youth and Young Adults* Surgeon General
18 Report, e-cigarette use among youth and young adults is a major public health concern, as use of e-
19 cigarettes has grown by 900% between 2011 and 2015;³ and

20
21 WHEREAS, E-cigarettes are marketed as a harm-reduction tool, but there is substantial evidence that
22 e-cigarette use increases the risk of “ever using” a combustible tobacco product;⁴ and

23
24 WHEREAS, JUULS come in a variety of flavors that appeal to youth like Crème Brulee and Mango that
25 public health experts and the Surgeon General argue targets youth, as the majority of youth who
26 experiment with tobacco begin with a flavored product; now therefore be it

27
28 **RESOLVED, The Vermont Medical Society will work with the Vermont Department of Health,**
29 **the Vermont Department of Liquor Control, the Vermont Department of Education, the**
30 **Attorney General, school administrators and other prevention specialists to:**

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- 32 • **Educate youth on the dangers of electronic nicotine delivery devices**
 - 33 • **Support advancing technology that can prevent the use of electronic nicotine delivery devices**
 - 34 • **Support raising the age of all tobacco products, including electronic nicotine delivery devices, to 21**
 - 35 • **Support flavor ban policies**
 - 36 • **Strengthen marketing restrictions of these products to youth**
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¹ [Public Health Concerns About Youth & Young Adult Use of JUUL](#). *Public Health Law Center*. Accessed August 15, 2018.

² Willett JG, Bennett M, Hair EC, et al. [Recognition, use and perception of JUUL among youth and young adults](#). [published ahead of print April 18, 2018]. *Tob Control*. Accessed August 15, 2018.

³ [E-Cigarette Use Among Youth and Young Adults: A Report of the Surgeon General 2016](#). U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES. Public Health Service. Office of the Surgeon General

⁴ <http://nationalacademies.org/hmd/Reports/2018/public-health-consequences-of-e-cigarettes.aspx>