



ELECTRONIC NICOTINE DELIVERY SYSTEMS, PUBLIC HEALTH & YOUTH USE

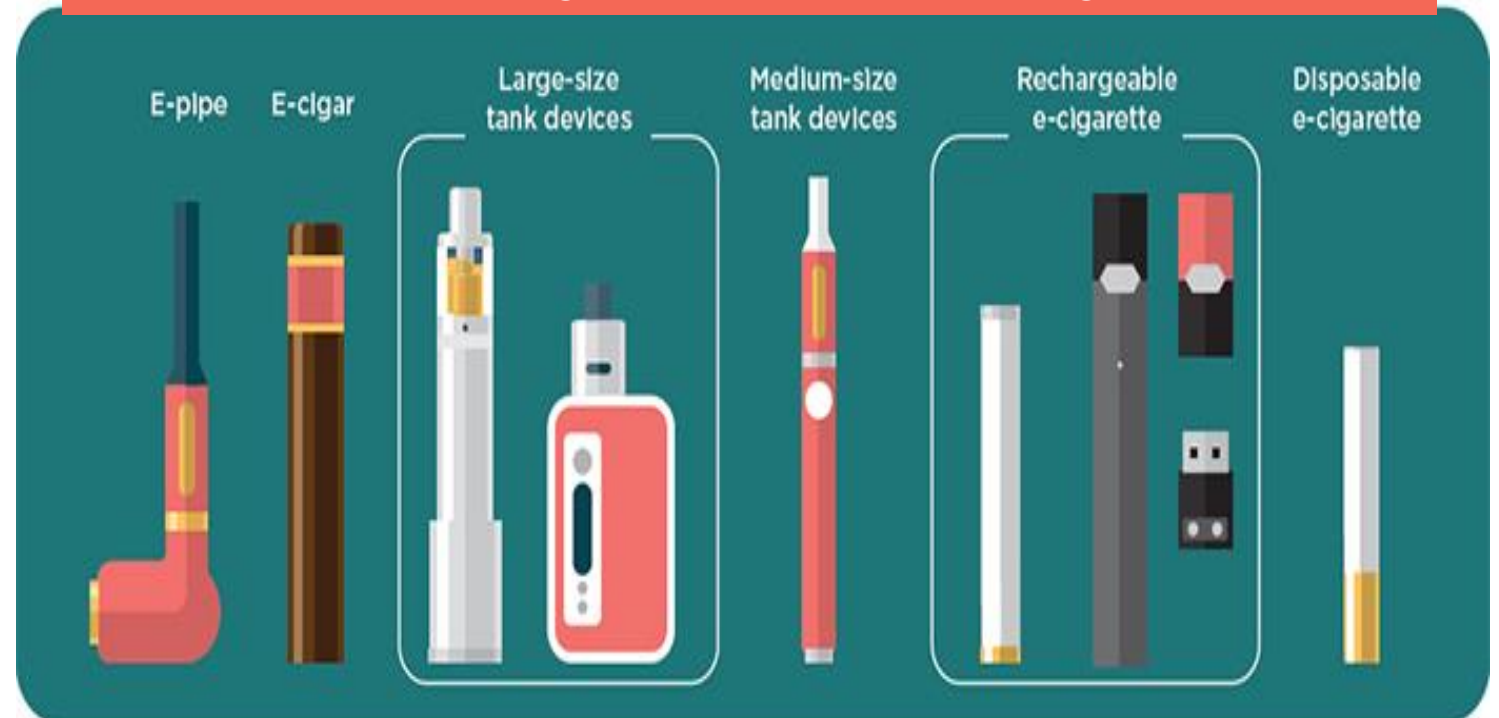
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WHAT ARE ELECTRONIC NICOTINE DELIVERY DEVICES OR E-CIGARETTES?

- E-cigarettes came on the market in 2007 as an alternative to combustible cigarettes and have been marketed to promote smoking cessation in adults
- E-cigarettes are still not FDA-approved cessation devices
- The U.S. currently spends \$170 billion on direct medical care for smoking related illnesses
- A recent CDC study found many adults use e-cigarettes in an attempt to quit smoking. However, most adult e-cigarette users do not stop smoking traditional cigarettes and instead continue to “dual use” both products. In 2015, 58.8% of ENDS users also smoked cigarettes.
- In 2017, 2.8 percent of U.S. adults used e-cigarettes. Whereas, in 2018, 20.8% of U.S. high-school students and 4.9% middle-school students used e-cigarettes.

Electronic nicotine delivery devices (ENDS), or e-cigarettes, are battery-powered devices that deliver nicotine and flavors in the form of an aerosol. ENDS aerosol is not harmless. According to the CDC, almost all contain nicotine and can also contain volatile organic compounds, ultrafine particles, cancer-causing chemicals and flavorings linked to “popcorn-lung disease.”



WHY THE JUUL IS NOT COOL



- JUUL e-cigarettes have only been on the market since 2015, yet they now comprise 70 percent of the ENDS market and the company is worth \$38 billion
- JUULs high-tech design appeals to youth conditioned by iphones. A JUUL looks like a USB flash drive, can be used without detection, can be charged via computer and comes in a variety of kid-friendly flavors like Mango and Crème Brulee. Each JUUL pod has as much nicotine as a full pack of cigarettes.
- The Surgeon General and the FDA Commissioner argue JUUL has specifically targeted youth, as the majority of youth initiate tobacco use with a flavored product. In November 2018, the FDA threatened to ban all sales of flavored ENDS in retail stores.
- A JUUL rechargeable device is \$35 and the pods come in 4 packs that are \$16 dollars each. Meaning you get 2 pods for the price of 1 pack of cigarettes.

“Swift action is needed to prevent millions of teenagers and adolescents from becoming hooked on Juul and other high-nicotine electronic cigarettes.” Surgeon General Dec. ‘18

YOUTH USE OF JUUL AND ENDS SKYROCKETING

- Use of e-cigarettes by youth and young adults grew by 900% between 2011 and 2015.
- Current e-cigarette use increased 78% among high school students during the past year, from 11.7% in 2017 to 20.8% in 2018.
- Vermont youth have reduced smoking cigarettes to 9%, while ENDS use is up to 12%.
- In November 2018, JUUL voluntarily “shut down” their social media accounts on Facebook and Instagram. But they no longer need to advertise. There are 2.4 million JUUL-related videos on youtube – many of them made by young enthusiasts. Underage “vape influencers” net 7,000 followers on Instagram and “JUULing” GIFS and videos fill Snapchat feeds.



JUUL AND THE DANGERS OF NICOTINE FOR YOUTH

The JUUL device hooks our kids twice:

First, with a trendy, personal tech-gadget, that is similar to their phone, but that also delivers sweet flavors.

And second, with the highly addictive drug nicotine.

90% of Adult Smokers started before the age of 18

- 63% of JUUL users between the ages of 15 and 24 did not know the product contains nicotine.
- Compared with older adults, the brain of youth and young adults is more vulnerable to the negative consequences of nicotine exposure. The effects include addiction, priming for use of other addictive substances, reduced impulse control, deficits in attention and cognition, and mood disorders.
- A 2018 National Academy of Sciences, Engineering and Medicine report concluded that e-cigarette use could increase the frequency of cigarette smoking in the future.
- A 2015 Journal of Physiology article found that the age of first cigarette use is a critical determinant of tobacco dependence, with those who started in their early teens having the greatest difficulty quitting.
- The article concludes “nicotine primes behavioral susceptibility to drugs of abuse, which raises serious concerns for the impact of e-cigarettes on public health, suggesting that they may be a new ‘gateway’ to both future tobacco use and substance abuse.”

TAKE ACTION NOW TO STOP THE NEW GENERATION OF TOBACCO USERS

The Vermont Medical Society urges you to:

- Pass H.47 in order to increase the price of these products. Youth are extremely price sensitive, as we have seen with traditional tobacco taxes, which were effective in reducing youth access to cigarettes.
- Support raising the age of purchase of all tobacco products, including electronic nicotine delivery devices, to 21.
- Support flavor ban policies.
- Strengthen marketing restrictions of these products to youth.



THANK YOU! QUESTIONS?

Ask Jill Sudhoff-Guerin jsudhoffguerin@vtmd.org