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E-Cigarettes & Youth ADDRESSING AN EPIDEMIC

FEWER TEENS ARE SMOKING CIGARETTES THAN EVER BEFORE



1997

1-IN-4 HS STUDENTS
SMOKED



2020

1-IN-20 HS STUDENTS
SMOKE

TRAGICALLY, VAPING IS THE NEW YOUTH TOBACCO EPIDEMIC

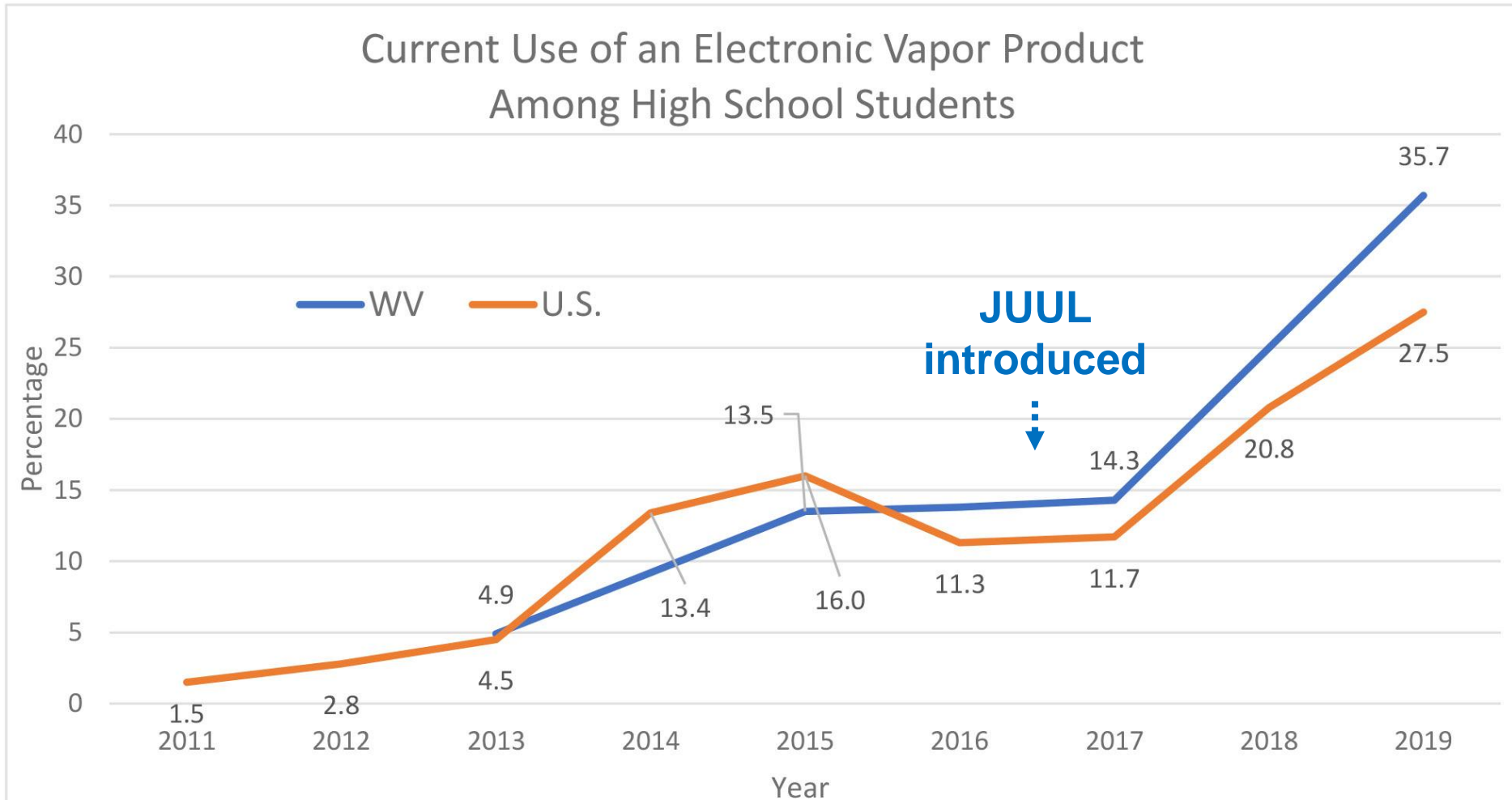


2020

1-IN-5 HS STUDENTS
USE E-CIGARETTES

THE BAD NEWS:

TEENS ARE VAPING AT ALARMING RATES



Data Sources:

2013 – 2016 WV – DHHR's WV Health Statistics Center and WV Division of Tobacco Prevention Youth Tobacco Survey
2017 and 2019 WV – WV Department of Education, Youth Risk Behavior Survey
2011-2019 US – Centers for Disease Control and Prevention, National Youth Tobacco Survey



WEST VIRGINIA AND TOBACCO USE

- 1 in 4 Adults (24.8%) currently smoke tobacco cigarettes, **ranking WV 2nd in the nation.**
- Smoking is highest in Calhoun and Wyoming counties.
- 2nd highest in nation for smokeless tobacco among adults (8.5%) Highest in Grant and Lincoln counties.
- **1st in nation** for middle school aged children using vapes.

[Fast Facts \(wv.gov\)](http://wv.gov)



TEENS AND VAPING

- **E-cigarettes are the most used tobacco products among youth.**
- **3.6 million teens were current e-cigarette users in 2020.**
- **Fruit, mint and menthol are the most used flavored nicotine liquids among teens.**
- **Between 2019-20, disposable e-cigarette use has skyrocketed!**

1,000%

increase of disposable e-cigs among high school students

500%

increase of disposable e-cigs among middle school students



E-CIGARETTES ARE NOT APPROVED CESSATION DEVICES

IN FACT, THEY HAVE NEVER EVEN APPLIED TO BE AUTHORIZED AS A CESSATION DEVICE.

LONG-TERM HEALTH EFFECTS OF THESE PRODUCTS, THE NET PUBLIC HEALTH IMPACT OF THEIR USE AND THEIR EFFECTIVENESS AS A CESSATION TOOL REMAINS UNCLEAR. THERE IS EVIDENCE, HOWEVER, THAT SHOWS KIDS AND YOUNG ADULTS WHO USE E-CIGARETTES MAY TRANSITION TO REGULAR CIGARETTES AND OTHER DRUGS.

E-CIGARETTES DO NOT PRODUCE TOBACCO SMOKE, RATHER AN AEROSOL, THAT CONSISTS OF FINE PARTICLES WITH VARYING AMOUNTS OF TOXIC CHEMICALS. THESE CHEMICALS HAVE BEEN LINKED TO HEART DISEASE, RESPIRATORY DISEASE, AND CANCER.

E-CIGARETTES CAN CONTAIN HARMFUL INGREDIENTS, INCLUDING:

- Ultrafine particles that can be inhaled deep into the lungs
- Flavorants that are chemicals linked to serious lung disease
- Carcinogens and toxins like formaldehyde
- Heavy metals like nickel, tin, and lead



FACT:

An e-cigarette refill pod has the same amount of nicotine as at least **20 regular cigarettes (1 pack)**.



MIDDLE SCHOOL STUDENTS AND VAPING

- More than 1 in 6 (17%) West Virginia middle school students are current users of electronic vapor products. This is an increase of almost 160% since 2017.
- Middle schoolers reporting frequent use has also increased by more than 260%, from 0.8% to 2.9%.
- In West Virginia, 24.3% of middle school students reported having ever used an electronic vapor product
- In West Virginia, 12.0% of middle schoolers report having used an electronic vapor product at least 1 day during the past 30 days.
- Nationally, about 1 in 35 middle school students (2.8%) reported that they had used electronic cigarettes in the past 30 days. This number jumps to 1 in 9 high school students (11.3%) during the same period.

A stylized graphic of a mushroom with a white stem and a red cap, set against a dark grey background. The mushroom is positioned in the lower-left quadrant. Behind it are several overlapping red shapes, including a large flame-like shape at the top and a large circle below it. A dotted white line curves around the mushroom and the circle. Another dotted red line curves in the upper-right corner of the frame.

HOOKING THE NEXT GENERATION

MARKETING TO KIDS

E-CIGARETTES AND OUR KIDS

OUR KIDS ARE BEING TARGETED WITH PREDATORY MARKETING. WE KNOW THAT WHEN KIDS START USING THESE PRODUCTS EARLY IN LIFE, THEY ARE MORE LIKELY TO CONTINUE USE AND EXPAND TO OTHER FORMS OF TOBACCO OR OTHER SUBSTANCES.

35.7% of high school students in West Virginia reported using e-cigarettes

WITH NEARLY \$100 MILLION SPENT IN ANNUAL MARKETING IN WV, IT'S NO WONDER OUR KIDS HAVE SUBSTANTIALLY HIGHER TOBACCO AND E-CIGARETTE USE THAN THE NATIONAL AVERAGE. KIDS ARE TWICE AS SENSITIVE TO TOBACCO ADVERTISING. 1/3 OF UNDERAGE EXPERIMENTATION WITH SMOKING IS ATTRIBUTABLE TO TOBACCO COMPANY ADVERTISING.



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THE RISE OF JUUL

- Most popular e-cigarette on the market.
- Slim USB flash drive design, vibrant colors, and enticing flavors.
- Small aerosol “cloud” allows for discreet use.
- Nicotine salts in JUUL pods increase the rate of nicotine delivery.

JUUL MARKETS TO YOUTH



FLAVORS TARGET KIDS



E-liquid



Food product



E-liquid



Food product



E-liquid



Food product

AS VAPING HAS EVOLVED, MORE KIDS ARE PICKING UP THE HABIT.



Disposable e-cigarette

“Cigalike”



E-pipe



E-cigar

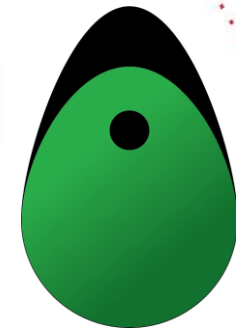
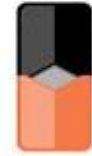


Large-size tank devices

“Box Mods”



“Vape Pen”



Rechargeable e-cigarette

“Vape Pod”

First Generation

Second Generation

Third Generation

THE NEW GENERATION



*Water Bladder NOT Included





PANEL DISCUSSION

SANJOY MUKHERJEE, MD - Medical Director,
UniCare Health Plan

- SHERRI YOUNG, DO, MBA, FAAFP – Assoc. Chief
Medical Officer, WV Health Network

- ALICIA WARDEN – Head Nurse,
Kanawha County Schools

- JULIE WARDEN – Chair, Coalition for a Tobacco-
Free WV; Government Relations Director, AHA

- J.R. ASH – Raze President (WV); Student,
Cabell-Midland High School

WORKING TOGETHER

1. How do we as a community better support schools?
2. How does our community move forward to adopt policies that protect kids?
3. What other priorities should our community focus on?



Q & A SESSION

CHANGING POLICY

- Restricting sales to adults 21 and older
- Preventing youth access and prohibiting marketing to kids
- Including e-cigarettes in comprehensive smoke-free laws
- E-cigarette taxation
- Removing flavored tobacco products from the market
- Supporting robust FDA regulation over all tobacco products



West Virginia
TOBACCO

QUIT **LINE**

1-800-QUIT-NOW

1-877-966-8784



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Thank you for attending!