

# Addressing the E-Cigarette Epidemic

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# Presentation Overview

- The E-Cigarette Epidemic
- The Rise of E-cigarettes: Why?
- Addressing E-cigarette Use
- Want to Help?
- Questions

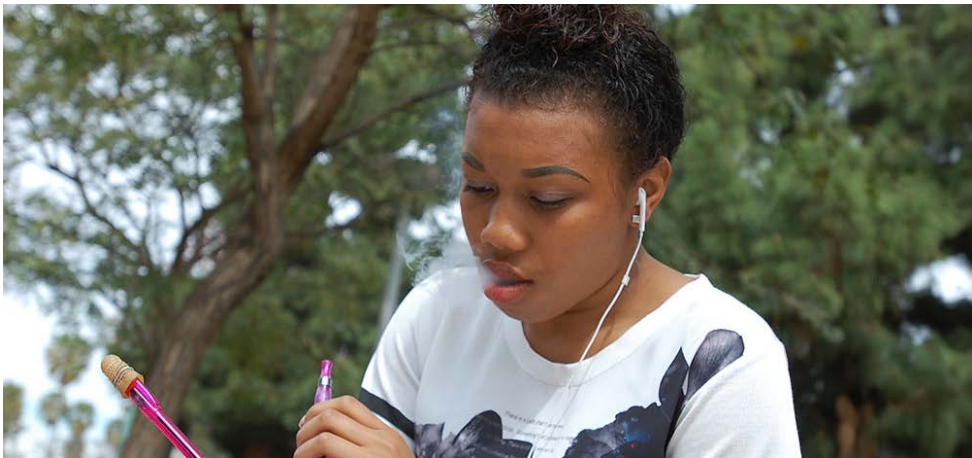


# The E-cigarette Epidemic

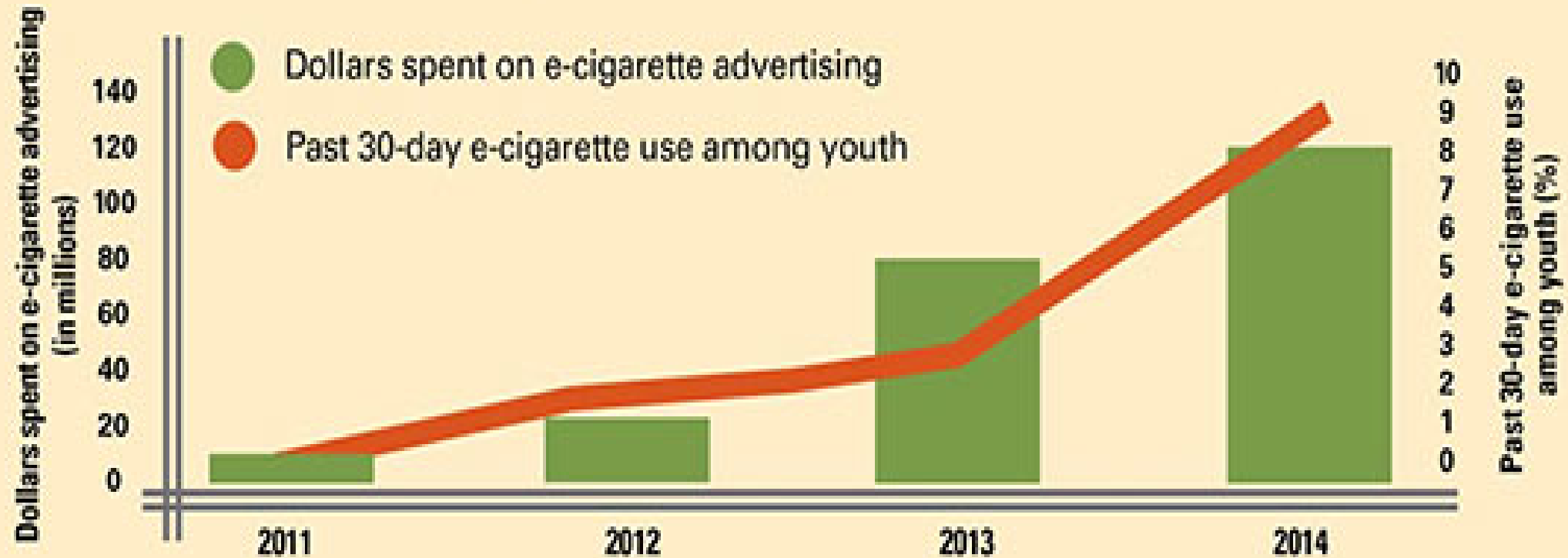


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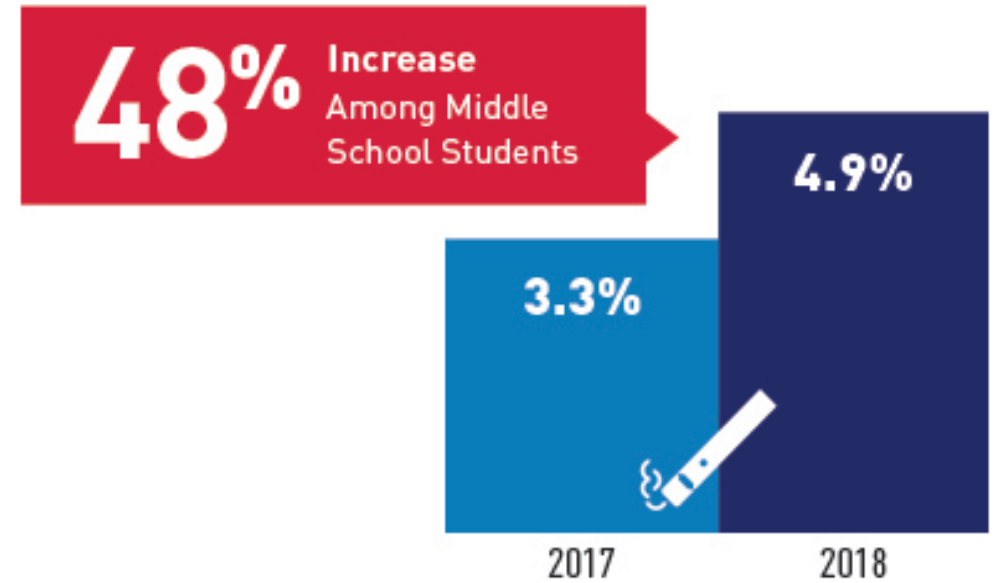
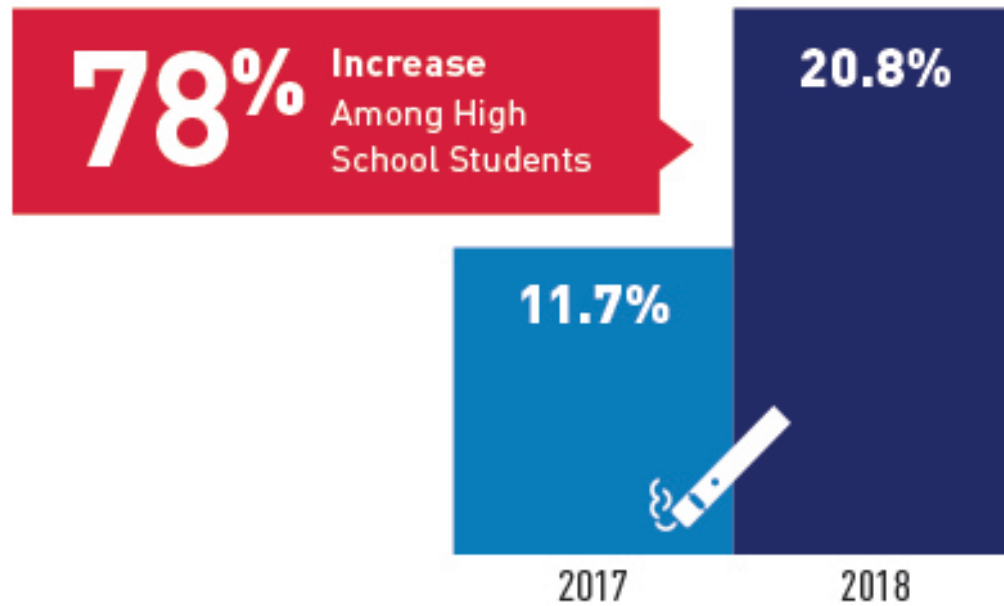


# E-cigarette use among youth is rising as e-cigarette advertising grows



SOURCE: National Youth Tobacco Survey, 2011-2014; Kim et al (2014); Truth Initiative (2015).

# E-cigarette Use: 2017 - 2018



# Local Data – Cigarette Smoking

- The cigarette smoking rate among California adults, 2015-17:

**9.3%**

San Mateo County

**11.7%**

CA statewide



# Local Data – E-cigarette Use Prevalence among High School Students

- According to the 2018 California Student Tobacco Survey, for Region 20 (San Francisco, San Mateo counties), the current e-cigarette use prevalence among high school students in 2017-2018 was 20.8%.



**20.8%**

Region 20  
prevalence

**10.9%**

CA statewide  
prevalence

# Local Data – Current E-cigarette Use in South San Francisco Unified School District (2017-2018)

According to the California Healthy Kids Survey, 2017-2018:

Grade	% of students reporting current e-cigarette use
7	4%
9	2%
11	9%
Non-traditional	22%

- Current e-cigarette use is defined as having used e-cigarettes one or more days in the past 30 days.
- Non-traditional schools refers to Continuation High Schools, County Community Schools, District Community Day Schools, Juvenile Court Schools, Opportunity Schools, and Special Education Schools, as defined by the California Department of Education.

# Local Data – A Closer Look

**Table B3.5**  
*E-Cigarette Consumption*

	Grade 7 %	Grade 9 %	Grade 11 %	NT %
<b>Have you ever used an e-cigarette or vaping device to consume any of the following? (Mark All That Apply.)</b>				
I've never used an e-cigarette or vaping device	87	87	76	53
Nicotine or tobacco substitute	3	3	8	9
Marijuana or THC	4	5	15	38
Amphetamines, cocaine, or heroin	1	0	1	0
Alcohol	2	1	2	0
A flavored product without nicotine, alcohol, or other drug	8	5	16	16
Any other product or substance	2	2	2	6

*Question HS B.30/MS B.24: Have you ever used an e-cigarette or vaping device to consume any of the following? (Mark All That Apply.)*

*Notes: Cells are empty if there are less than 10 respondents. Total percentages may exceed 100% for “mark all that apply” items.*



# THE RISE OF E-CIGARETTES: WHY?



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# E-cigarette Flavors





**Flavors help mask the naturally harsh taste of tobacco, making flavored products more appealing to youth and easier to initiate and sustain tobacco use**

Kostygina, G., S.A. Glantz, and P.M. Ling, 2014

**Flavored cigarettes were “starter products” for youth and thus, Congress banned the manufacture of flavored cigarettes in 2009, with the exception of menthol.**

**Top reasons teens report trying e-cigarettes:**

- **Curiosity (54%)**
- **Appealing flavors (44%)**
- **Peer influences (32%)**

Kong, G; Morean, M.E.; Cavallo, D.A.; Camenga, D.R., Krishnan-Sarin, S. (2014).



**The FDA and Surgeon General have warned that flavored tobacco products help new users establish habits that lead to long term addiction**

U.S. Department of Health and Human Services, 2012; Food and Drug Administration, 2011



# E-Cig Aerosol Composition

<ul style="list-style-type: none"> <li>• Propylene glycol</li> <li>• Glycerin</li> <li>• Flavorings (many)</li> <li>• Nicotine</li> <li>• NNN</li> <li>• NNK</li> <li>• NAB</li> <li>• NAT</li> <li>• Ethylbenzene</li> <li>• Benzene</li> <li>• Xylene</li> <li>• Toluene</li> <li>• Acetaldehyde</li> <li>• Formaldehyde</li> <li>• Naphthalene</li> <li>• Styrene</li> <li>• Benzo(b)fluoranthene</li> </ul>	<ul style="list-style-type: none"> <li>• Chlorobenzene</li> <li>• Crotonaldehyde</li> <li>• Propionaldehyde</li> <li>• Benzaldehyde</li> <li>• Valeric acid</li> <li>• Hexanal</li> </ul>	<ul style="list-style-type: none"> <li>• Benzo(ghi)perylene</li> <li>• Acetone</li> <li>• Acrolein</li> <li>• Silver</li> <li>• Nickel</li> <li>• Tin</li> </ul>	<ul style="list-style-type: none"> <li>• Cadmium</li> <li>• Silicon</li> <li>• Lithium</li> <li>• Lead</li> <li>• Magnesium</li> <li>• Manganese</li> <li>• Potassium</li> <li>• Titanium</li> <li>• Zinc</li> <li>• Zirconium</li> <li>• Calcium</li> <li>• Iron</li> <li>• Sulfur</li> <li>• Vanadium</li> <li>• Cobalt</li> <li>• Rubidium</li> </ul>
<p><b>All of these have been found in e-cig aerosol</b></p>			
<ul style="list-style-type: none"> <li>• Acenaphthylene</li> <li>• Acenaphthene</li> <li>• Fluoranthene</li> <li>• Benz(a)anthracene</li> <li>• Chrysene</li> <li>• Retene</li> <li>• Benzo(a)pyrene</li> <li>• Indeno(1,2,3-cd)pyrene</li> </ul>	<ul style="list-style-type: none"> <li>• Aluminum</li> <li>• Chromium</li> <li>• Boron</li> <li>• Copper</li> <li>• Selenium</li> <li>• Arsenic</li> <li>• Nitrosamines,</li> <li>• Polycyclic aromatic hydrocarbons</li> </ul>	<p>Compounds in yellow are from FDA 2012, Harmful and Potentially Harmful Substances – Established List</p>	

1 Pack of Cigarettes  
≈ 20 mg of nicotine

1 JUUL pod  
≈ 41.3 mg of nicotine

1 PHIX pod  
≈ 75 mg of nicotine

1 Suorin pod  
≈ 90 mg of nicotine



# ALL PODS CONTAIN HIGH LEVELS OF NICOTINE

=20  
CIGARETTES

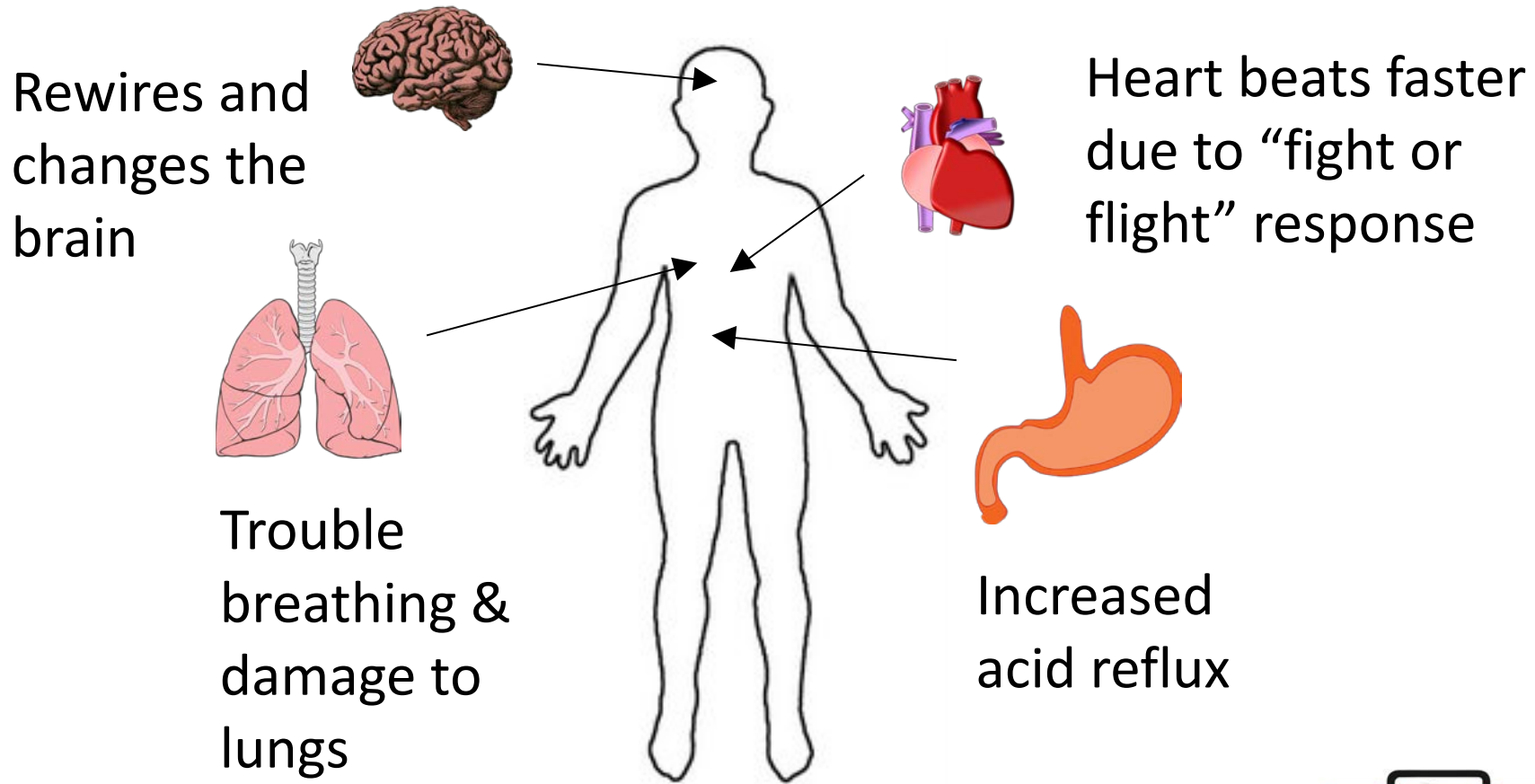
≈41  
CIGARETTES

≈75  
CIGARETTES

≈90  
CIGARETTES



# The Body on Nicotine



# ADDRESSING E-CIGARETTE USE



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**ADDICTION IS NOT**  
**A PHASE.**

**FlavorsHookKids.org**

**KIDS WANT CANDY.  
THE TOBACCO  
INDUSTRY WANTS  
CUSTOMERS.**

**4 out of 5 kids who have  
used tobacco started  
with a flavored product.**

# New Federal Ban

- In early February, the FDA's ban on *some* flavored vaping products went into effect.
  - Applies to cartridge-based e-cigarettes such as Juul
  - It exempts menthol and tobacco flavors
  - Exempts tank-style vapes which operate with refillable e-liquid/e-juice
  - Exempts disposable e-cigarettes, such as Puff Bars, which have become very popular among youth.

## Examples of Prohibited Products



## Examples of products that are exempt

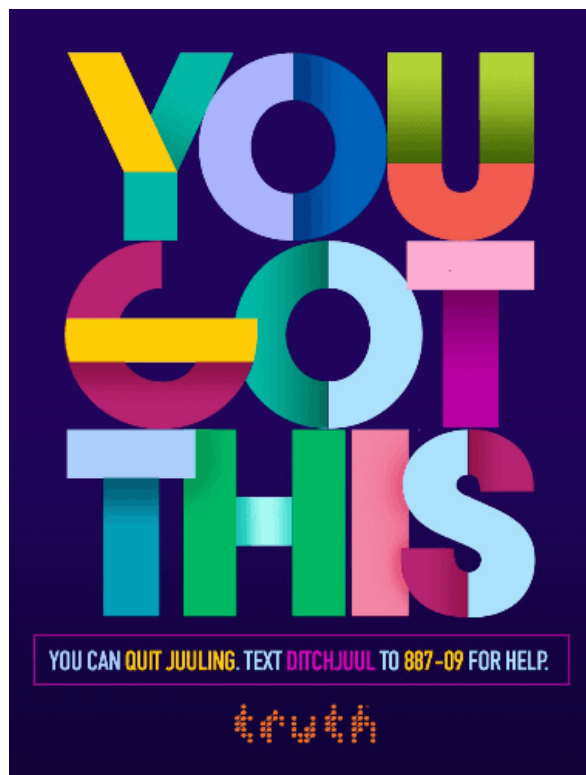


# Resources for Schools to Know About

Stanford Tobacco Prevention Toolkit

Texting Apps for Quit Support

FAQ on E-cigarette Waste



# WANT TO HELP?



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# Ways You Can Help

- Contact your elected official
- Speak at City Council meeting
- Submit op-eds or letters to the editor
- Post on social media
- Educate your community
- Join the Tobacco Education Coalition





# Tobacco Education Coalition (TEC)

[smchealth.org/TobaccoEducationCoalition](https://smchealth.org/TobaccoEducationCoalition)

[facebook.com/TobaccoEducationCoalition](https://facebook.com/TobaccoEducationCoalition)

# Who we are...





# Join the Tobacco Education Coalition

- Four meetings a year
- Lunch provided!
- Help eliminate the #1 cause of Chronic Disease in San Mateo County
- Network with other community partners

**Call or Email to Join!**

[tobaccoprevention@smcgov.org](mailto:tobaccoprevention@smcgov.org)

**(650) 573-3777**

San Mateo County



Tobacco Education  
COALITION

# QUESTIONS



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# CONTACT US



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