

# Limiting Access to Tobacco Products & Addressing the Youth Vaping Epidemic

Van Do-Reynoso, MPH, PhD  
Shantal Hover-Jones, MPH

# Recommended Actions

- Amending County Code Chapter 37A – Licensure of Tobacco Retailers, Section 37A-7(a) to:
  - Prohibit the sale of flavored tobacco products
  - Prohibit small and inexpensive pack sizes
  - Prohibit the mail-order delivery of tobacco products
- Set hearing on the Administrative Agenda for December 17, 2019 to consider adoption of an Ordinance amending County Code Chapter 37A, Section 37A-7(a)

# Youth Vaping Epidemic

## Rising Popularity

- E-cigarettes are the **most popular** tobacco product among youth
- Between 2016 and 2018, the use of e-cigarettes almost **doubled** from 6% to 10% in 9<sup>th</sup> graders and 8% to 15% in 11<sup>th</sup> graders (CHKS)
- E-cigarette usage by high school students **increased 78%** between 2017-2018. (CDC)

**80% OF KIDS**  
**WHO EVER USED TOBACCO**  
**STARTED WITH A**  
**FLAVORED PRODUCT**



# Marketing strategies

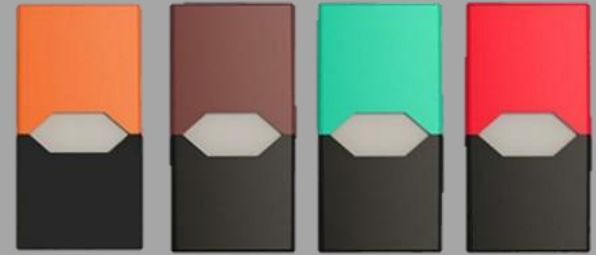
15,500 tobacco flavors  
and counting

UNICORN POOP, COGO POPS, LUCKY CHARM, APPLE JAX, SILLY RABBIT, CHOO CHOO CRUNCH, BIRD BRAINS,



# JUUL

- **Very high nicotine content:**  
59 mg/mL vs. 25 mg/mL in other e-cigs
  - 1 pod = 2 packs of cigarettes
- **Salt-based nicotine enters market in 2015**
  - Benzoic acid added to nicotine = more comfortable to inhale higher concentrations & rapid absorption
- **JUUL Labs represents 78% of the current electronic smoking device (ESD) market share**
- **For every 1 adult smoker who switches, 81 teens will initiate the use of JUUL**  
(Soneji et al.)



**15- TO 17-YEAR-OLDS ARE**

**16x**

**MORE LIKELY TO USE A JUUL**  
COMPARED TO THOSE AGES 25-34.

 **truth initiative**  
INSPIRING TOBACCO-FREE LIVES

[truthinitiative.org](http://truthinitiative.org)

# Cigs in a Pod

[tobaccopreventiontoolkit.stanford.edu](http://tobaccopreventiontoolkit.stanford.edu)

1 Pack of Cigarettes  
≈20 mg of nicotine



≈20  
CIGARETTES



1 JUUL pod  
≈41.3 mg of nicotine



≈41  
CIGARETTES



1 PHIX pod  
≈75 mg of nicotine



≈75  
CIGARETTES



1 Suorin pod  
≈90 mg of nicotine



≈90  
CIGARETTES



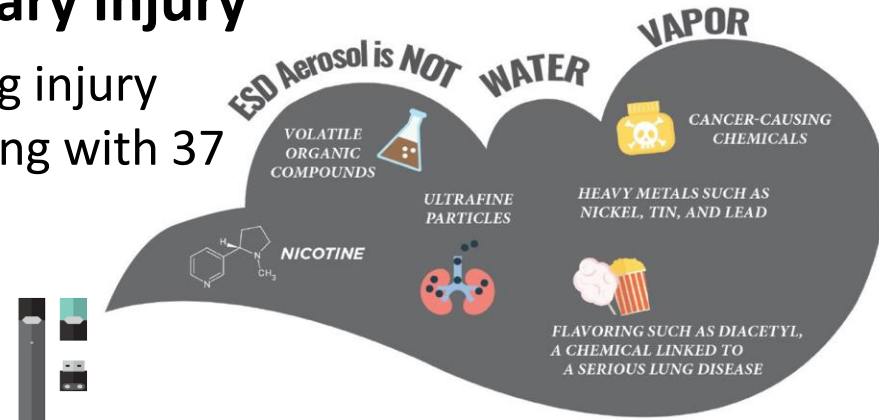
# Health Effects

## Neurotoxin

- Key brain receptors impacted: can alter brain development and lead to impaired cognitive functioning later in life
- Greater vulnerability to addiction to other drugs
- Damages lung & heart tissues

## Vaping Associated Pulmonary Injury

- As of Oct. 29, 2019, 1,888 lung injury cases have been reported along with 37 deaths nationwide (CDC)



**NICOTINE**  
**BRAIN POISON**



# Menthol & Mint

- Tobacco Industry created it to make cigarettes more appealing
- ‘Starter’ product for youth
- Younger users tend to perceive menthol cigarettes as safer
- Easier to start, harder to quit
- **Predatory marketing** of African Americans, Hispanic/Latinos and many other priority populations
- Mint flavored JUUL pod is #1 most popular among youth

Did you know?

In 2009, the FDA banned the sale, distribution, and manufacture of cigarettes that contained flavors, If a menthol cigarette ban had been enacted in 2011, it could have saved **320,000** lives.





# Addressing the vaping epidemic

## 1. Ban Youth-Friendly Tobacco Product Flavors

- Tobacco industry concentrates its marketing to exploit this growing trend
- Flavors hook kids – four out of five kids who have used a tobacco product started with a flavor

## 2. Restrict Pricing Strategies

- Youth and low SES tobacco users are very price-sensitive consumers
- Tobacco companies lower prices through discounting schemes and coupons to encourage consumption and addiction

## 3. Establish requirements based on minimum pack size and price

- Prevents predatory pricing of tobacco products (ex: \$1 for 2 cigarillos)
- Manufacturers must increase the number of units per package and raise the price of cheap tobacco products. These strategies make products less accessible.

# SBC a leader in protecting youth

- First in Southern California to regulate the placement of tobacco products and paraphernalia behind the counter (1996)
- Early adopters of strong Tobacco Retail Licensing Law (2001) to hold retailers accountable and discourage selling illegally to kids
- Amended TRL Law in 2011 to reflect actual costs & increase protections near schools
- Cities taking action:
  - Carpinteria: Moratorium on sale of all vaping devices and ordinance to ban sale of all flavored tobacco
  - Santa Maria: Tobacco Retail License Program and ban on sale of all flavored tobacco
  - Santa Barbara and Goleta have expressed interest in similar policies

# Taking Local Action

- Amending County Code Chapter 37A – Licensure of Tobacco Retailers, Section 37A-7(a) to:
  - prohibit the sale of flavored tobacco products, including menthol
  - prohibit small and inexpensive pack sizes
  - prohibit the mail-order delivery of tobacco products
  - Prohibit coupons that allow a consumer to purchase tobacco for less than full price
  - Prohibit discounted items
  - Update the definition of tobacco products to include electronic smoking devices
- Effective date: 90 days from approval

