A red square with a white border, containing the text "Tobacco-21 & Flavor Guidance".

Tobacco-21 & Flavor Guidance

Introduction

Jayne Carlson, Community Health Specialist
Scott County Public Health
Bachelor of Science, Public Health , Winona State University

Riley Gaulrapp
10th grade student
Shakopee High School

Katie Moras
Owner of El Bosque Encantado Spanish Immersion Preschool
Bachelor of Art, Spanish, University of Minnesota
Master of Art in Teaching, Hamline University

Judge Christian S. Wilton
Scott County Judge

VAPING-RELATED DEATH

THIRD IN MASSACHUSETTS

- **MAN IN HIS 50'S FROM WORCESTER COUNTY**
- **VAPED BOTH NICOTINE AND THC**
- **TWO WOMEN WHO VAPED NICOTINE HAVE ALSO DIED**



**THIRD VAPING-RELATED DEATH
REPORTED IN MASSACHUSETTS**

**CBSN
BOSTON**

HEADLINES

FORECASTS

SPORTS

LOTTERY

FINANCE

50° 11:03 AM

WARNING: This product contains nicotine. Nicotine is an addictive chemical.

Cause of Vaping Lung Disease Identified



FDA



**Tocopherol
Acetate**





Grosse Pointe teen with double lung transplant from vaping warning his peers

By Deena Centofanti | Published February 4 | FOX 2 Detroit

(FOX 2) - The first teen to undergo a double lung transplant due to vaping is now healing and speaking out about his health, hoping he can have an impact on the lives of his peers.

Daniel Ament was a student at Grosse Point North with dreams of becoming a Navy Seal. That dream was shattered when he got gravely ill from vaping at just 16 years old.

Latest News

[View More](#)

Man fatally shot near Highland Park church; suspects remain at large



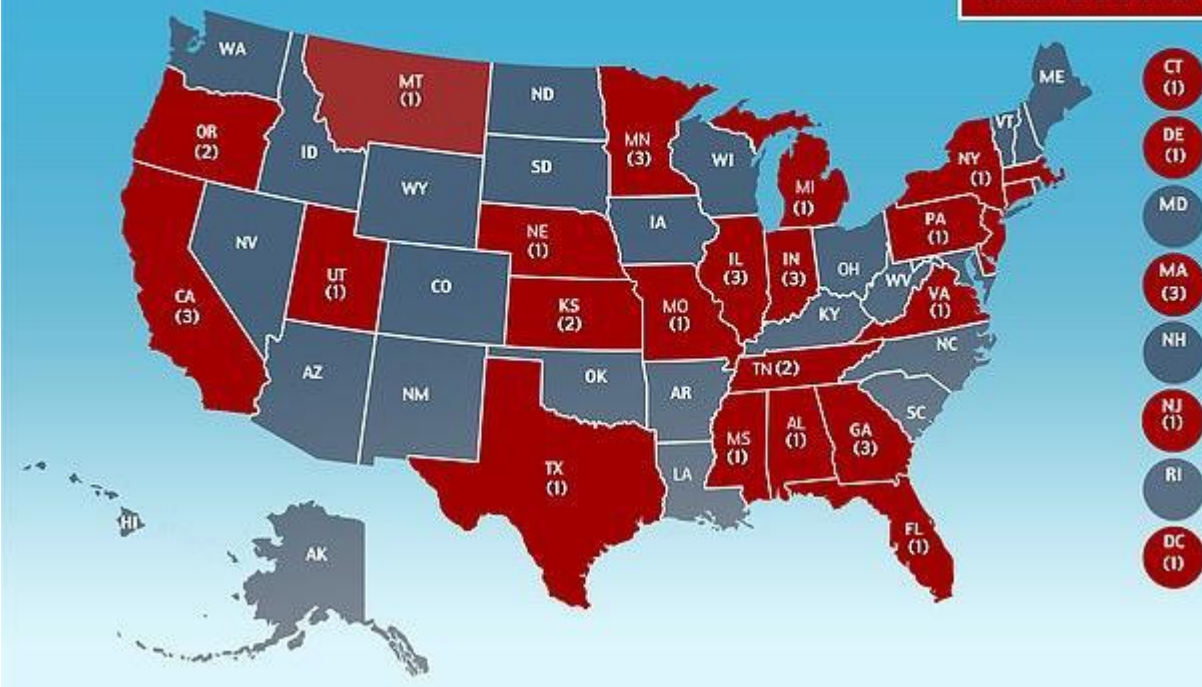
Retired NYPD cop says he was



VAPING DEATHS ACROSS THE US

STATE WHERE VAPE RELATED DEATH OCCURRED (# OF DEATHS)

Total Deaths: 40



‘It’s Insidious’: How Juul Pitched E-Cigs to Native American Tribes

Time Magazine, February 6, 2020

Juul Closes Deal with Tobacco Giant Altria



Juul products displayed in a New York City smoke shop. The company dominates the e-cigarette market but is under sharp criticism for its role in the teenage vaping epidemic.
Jeenah Moon for The New York Times

On December 20, 2018, Altria, one of the world's largest cigarette manufacturers, bought 35% of Juul for \$12.8 billion.

According to Wells Fargo, the deal valued Juul Labs at \$38 billion.

“Raising the legal minimum age for cigarette purchase to 21 could gut our key young adult market (17-20) where we sell about 25 billion cigarettes and enjoy a 70% market share.

”-Philip Morris, largest tobacco company in the US

Agenda

- Smell Test Activity
- The Rise of E-Cigarette and Vaping
- Federal update
- Marketing to a New Generation
- Emerging Concerns
- Scott County Minnesota Student Survey data
- Shakopee High student story
- Call to Action

The Rise of E- Cigarettes & Vaping

Evolution of E-Cigarettes

1st Generation



Disposable
e-cigarettes

2nd Generation



Vape Pens
(Refillable and Rechargeable)

3rd Generation



Mods
(Variable Power Options)

4th Generation



Pod MODS
(Nicotine Salt Technology)

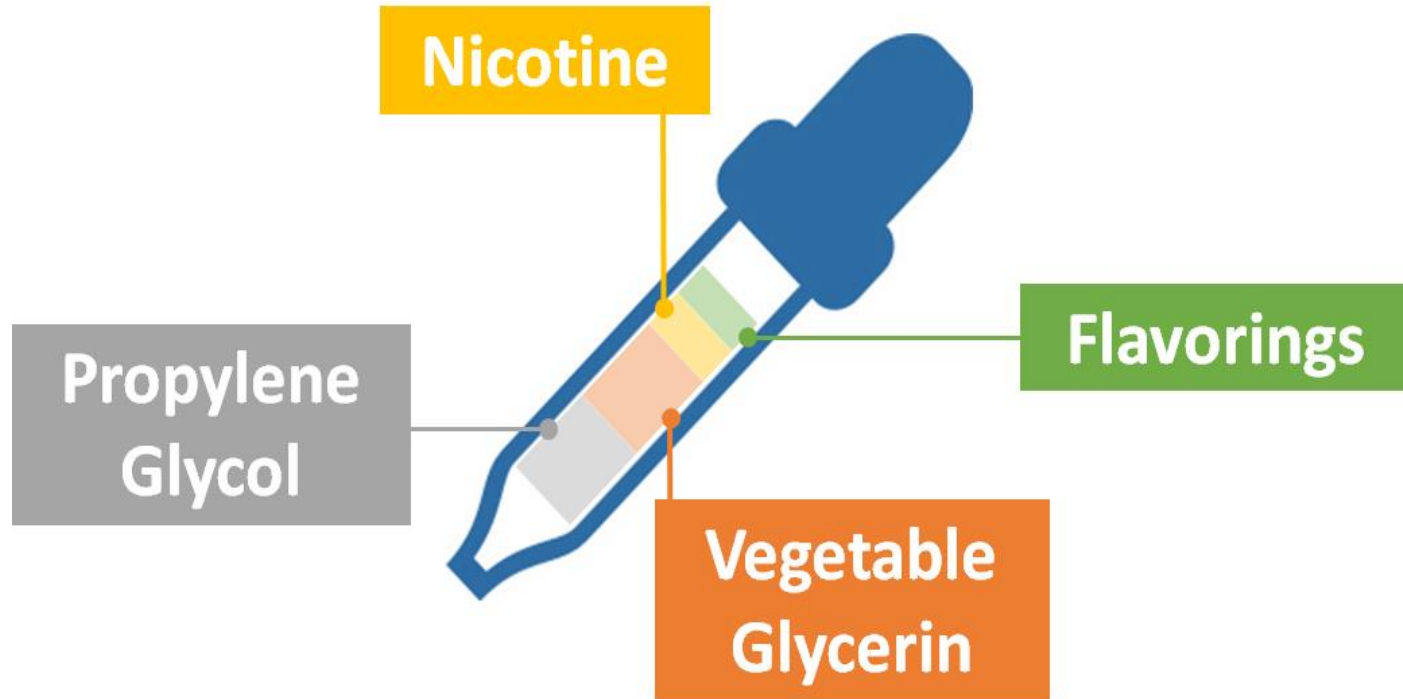
How to Vape

How to Vape - ZB Vape School

Thousands of flavors that appeal to kids



E-liquid components



The Rise of JUUL & E-Cigarette Epidemic

- The amount of nicotine in one JUUL “pod” is equal to one pack of cigarettes.
- 63% of young JUUL users do not realize it always contains nicotine
- 80% of 15-to-24-year-olds who try JUUL continue using the product.



Big Tobacco is back,
thanks to JUUL —
with a whole new
way to get kids
hooked on nicotine.



JUUL's flavored e-cigarettes deliver massive doses of nicotine

Don't let sweet-tasting ads from JUUL fool you — each JUUL pod delivers the same amount of addictive nicotine as 20 cigarettes. It's no wonder Marlboro-maker Altria spent \$12.8 billion buying into JUUL. Their mint, menthol, fruit, creme and mango flavors have fueled what the FDA warns is a "youth e-cigarette epidemic." It's time to act: Stop flavored e-cigarettes and give our kids, parents and teachers a fighting chance.



tobaccofreekids.org/JUUL

Made for by Campaign for Tobacco-Free Kids

Marketing to a New Generation

Tobacco Industry Marketing

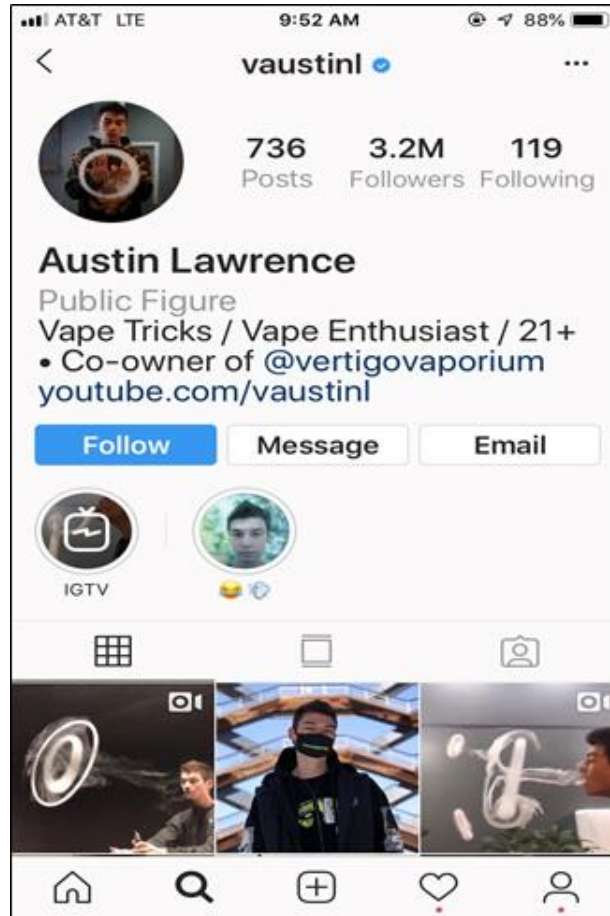
- The tobacco industry spends **\$117.8 million** on marketing each year in Minnesota.
- 89% of students had seen ads promoting e-cigarettes in the past 30 days.
- 40% had seen ads on the internet, 39% on TV



Social Media



Social Media



Social Media



Emerging Concerns

Increased risk of addiction to tobacco, drugs, and alcohol



An emerging concern: e-cigarettes and marijuana

One-third of high school e-cigarette users report having used their vaping device for recreational marijuana.

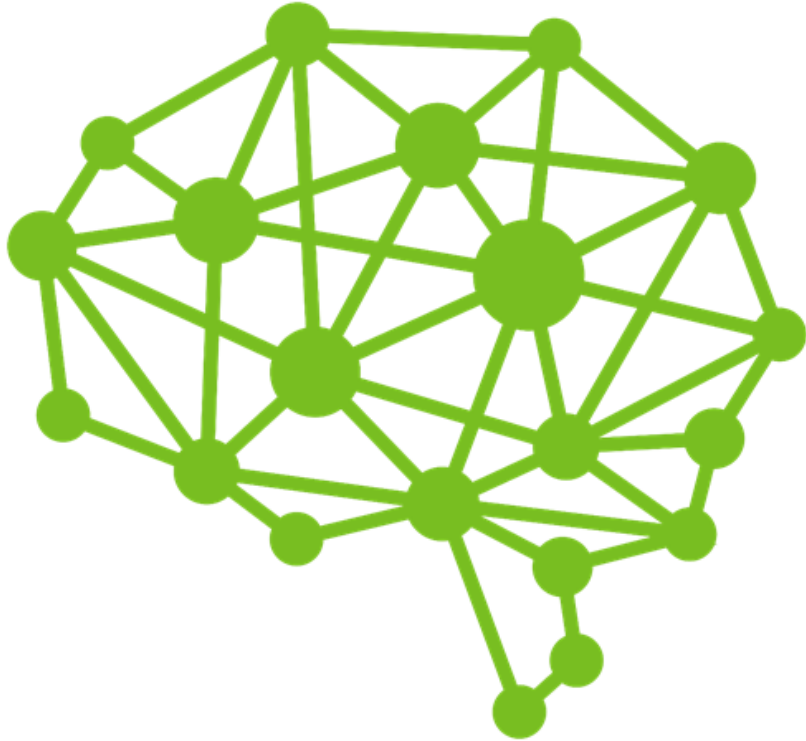


Growing Concern with Lung Injuries

- As of February 4th, 2020, a total of 2,758 hospitalized EVALI cases or deaths have been reported to CDC from all 50 states. 64 deaths have been confirmed in 28 states.
 - Median Age of patients: 24 years and ranged from 13-85 years.
 - 15% of patients were under 18 years old.
 - 66% male
- In Minnesota confirmed or probable cases: 141
 - Confirmed deaths: 3
- In Scott County confirmed or probable cases: 4
- Vitamin E acetate strongly linked to outbreak, complex investigation
- Wide variety of substances and products
- 82% reported using THC-containing products
- 57% reported using nicotine-containing products
- **One thing in common: e-cigarette and vaping devices**

Effects on Brain Development

Nicotine is Highly Addictive



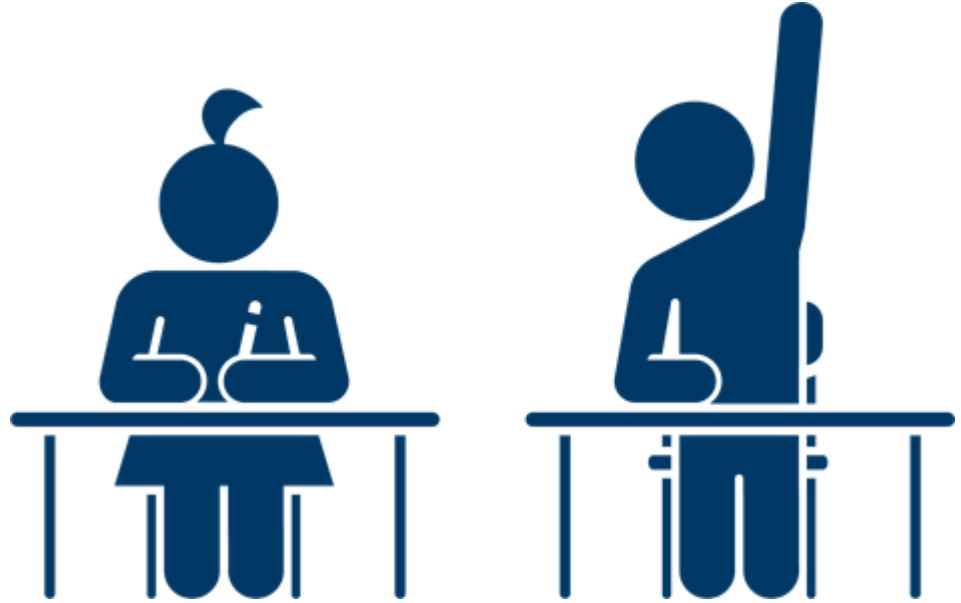
Symptoms of nicotine addiction can appear among youth within only a few days or weeks after smoking initiation.

The earlier the exposure, the greater the risk.

Nicotine harms brain development as teens grow

No amount of nicotine is safe for youth.

Youth nicotine exposure has negative implications for learning, memory, and attention span.



The brain is not fully formed until early to late 20's

- Female brain develops at 21 years old
- Male brain develops at 25-28 years old



Federal Tobacco-21 & Flavor Restrictions

Federal update on T-21 & Flavors

- Minimum sales age 21 is effectively immediately, including in tribal jurisdictions
- Could take FDA 270 days to have “written rules” (9 months)
- If there is a retailer reported selling under the age of 21, it should be reported to the FDA
- Pre-filled flavored pods EXCEPT menthol and tobacco are no longer sold
 - This ban is only temporary until FDA reviews the products

Teens Find a Big Loophole in the New Flavored Vaping Ban

The policy allows mint, dessert and fruit flavors to continue to be sold in disposable e-cigarettes, prompting many teens to switch from Juul to those devices.

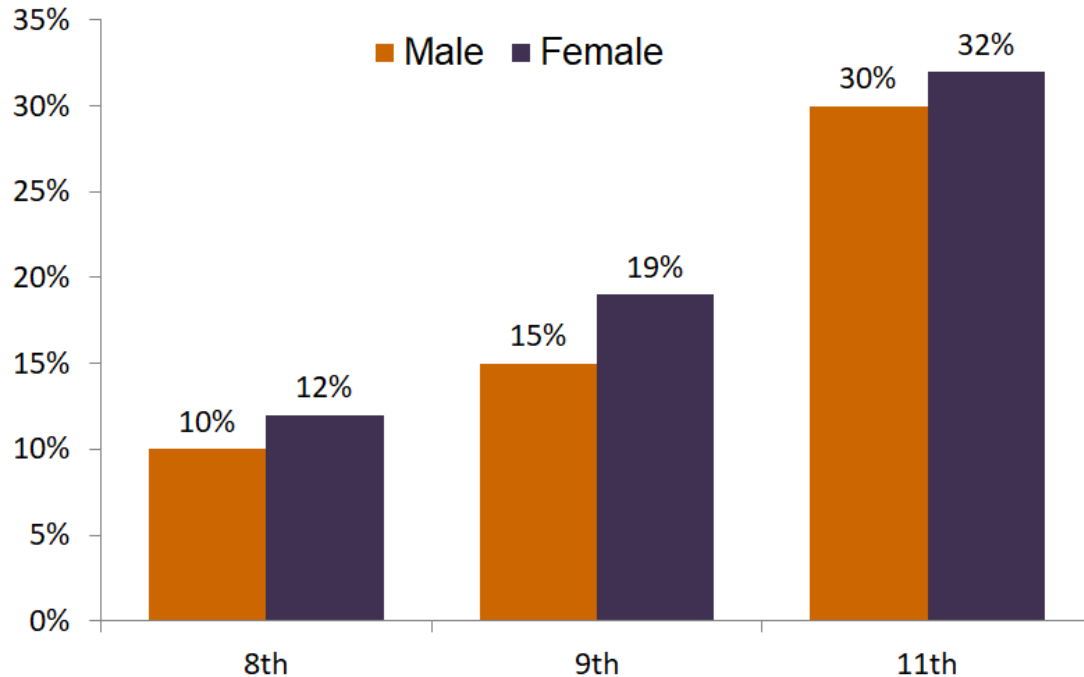


Gaps in Federal Legislation of Flavors

- Still legal, available, and accessible
 - Disposable, one time use e-cigarettes
 - Vape juice in containers (15,000 flavors)
 - All smoking devices
 - Juul pods in tobacco and menthol
- Only a partial flavor ban from the federal government

Close to home?
Minnesota Student
Survey Data in
Scott County

Use of any tobacco products, including e-cigarettes and hookah, at least once in the past 30 days



8th: 173 children

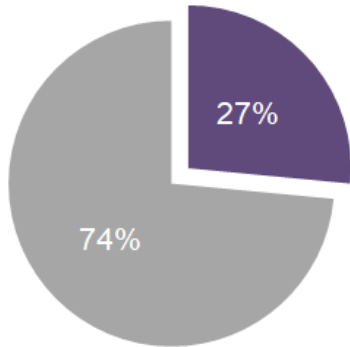
9th: 268 children

11th: 367 children

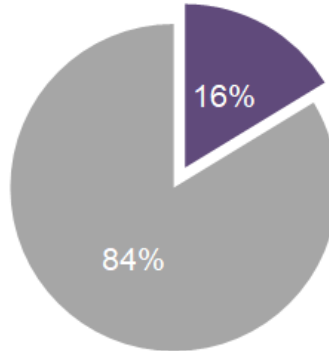
Total: 808 children

Perceived Risk from using substances-8th, 9th, 11th grade

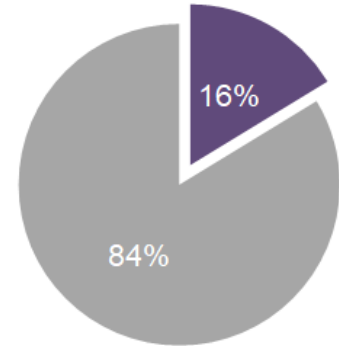
Binge drinking once or twice per week



Smoking 1+ packs of cigarettes per day



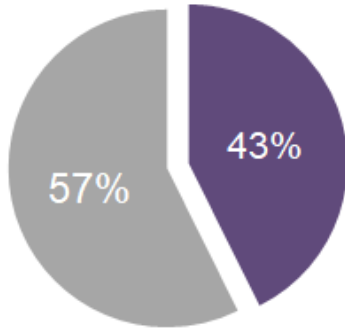
Using prescription drugs not prescribed to you



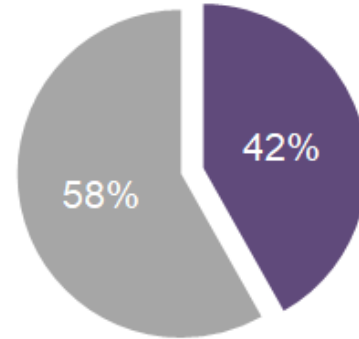
- No risk or slight risk
- Moderate risk or great risk

Perceived Risk from using substances-8th, 9th, 11th grade

**Using marijuana once
or twice per week**



**Vaping or using e-
cigarettes**



- No risk or slight risk
- Moderate risk or great risk

Student Experience

Call to Action

Full Ban on All Sales of E-Cigs/Flavors

- St. Louis Park did so on January 6, 2020



**WARNING: THIS PRODUCT CONTAINS NICOTINE.
NICOTINE IS AN ADDICTIVE CHEMICAL.**



Full Flavor Ban



Exit Packet

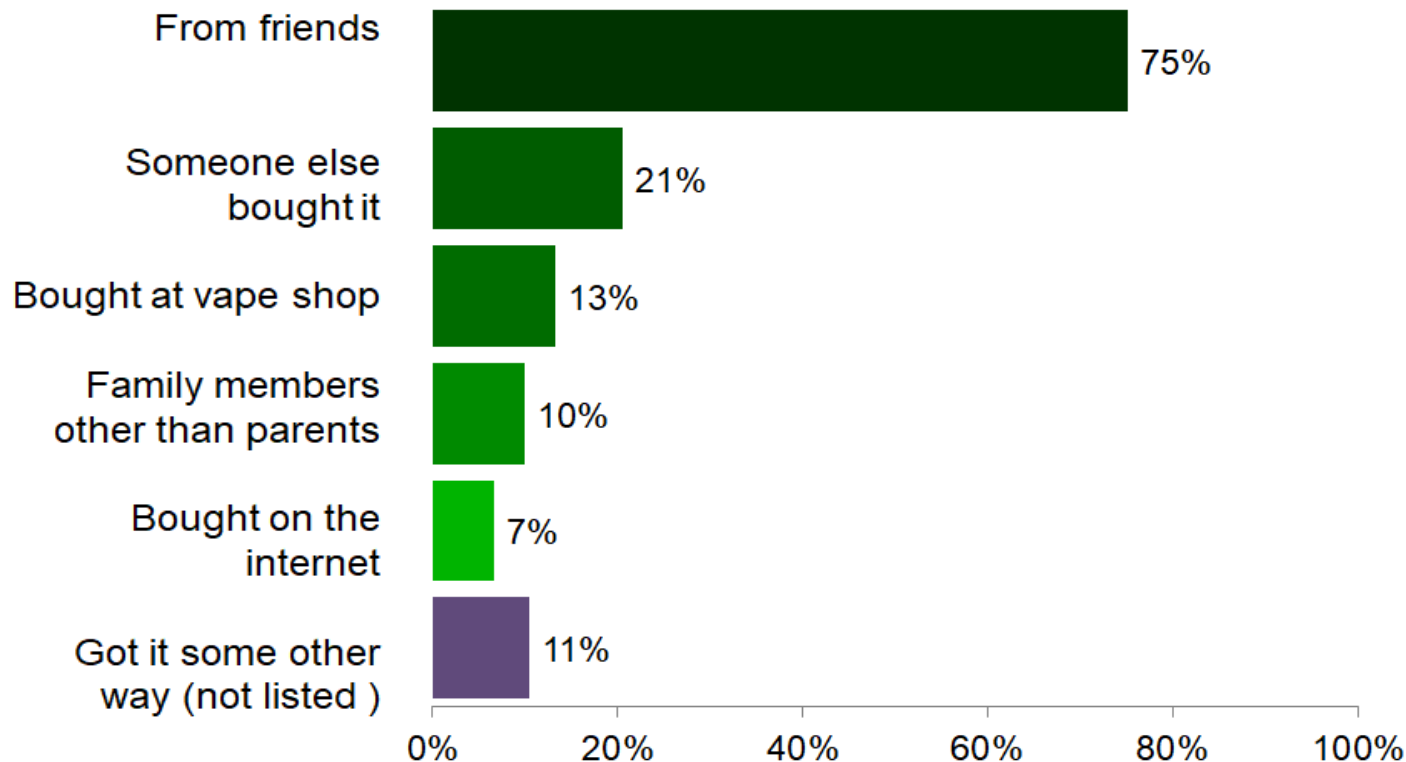
Thank you!

Jayne Carlson, BS
Scott County Public Health
jcarlson@co.scott.mn.us

Katie Moras, MA
El Bosque Encantado
Katie@ebeschool.com

Judge Christian S. Wilton
Scott County Judge
Chris.Wilton@courts.state.mn.us

Where do students get vaping products?



Participation by grade in MSS, 2019

Here is the participation by grade in MSS for 2019:

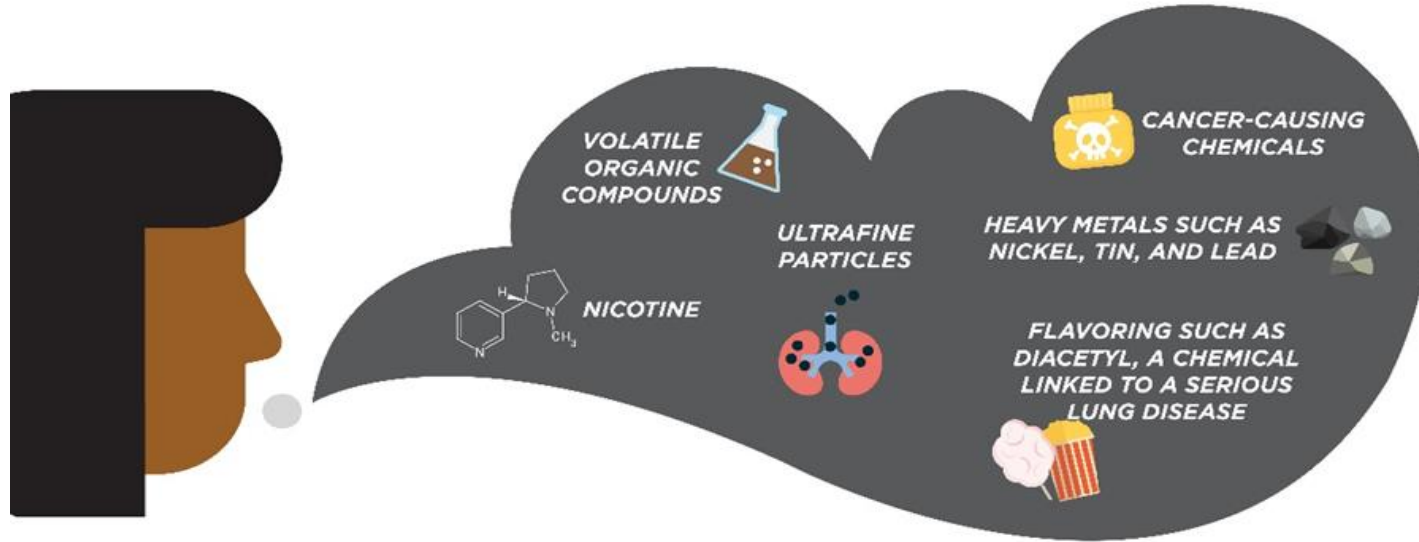
5th : 1588 students (84.9% of all 5th graders in the county)

8th: 1727 students (88% of all 8th graders in the county)

9th: 1743 students (84% of all 9th graders in the county)

11th: 1284 students (68.2% of all 11th graders in the county)

E-Cigarette Aerosol Contents



Why Tobacco 21?

Almost 95% of addicted adult smokers started before the age of 21

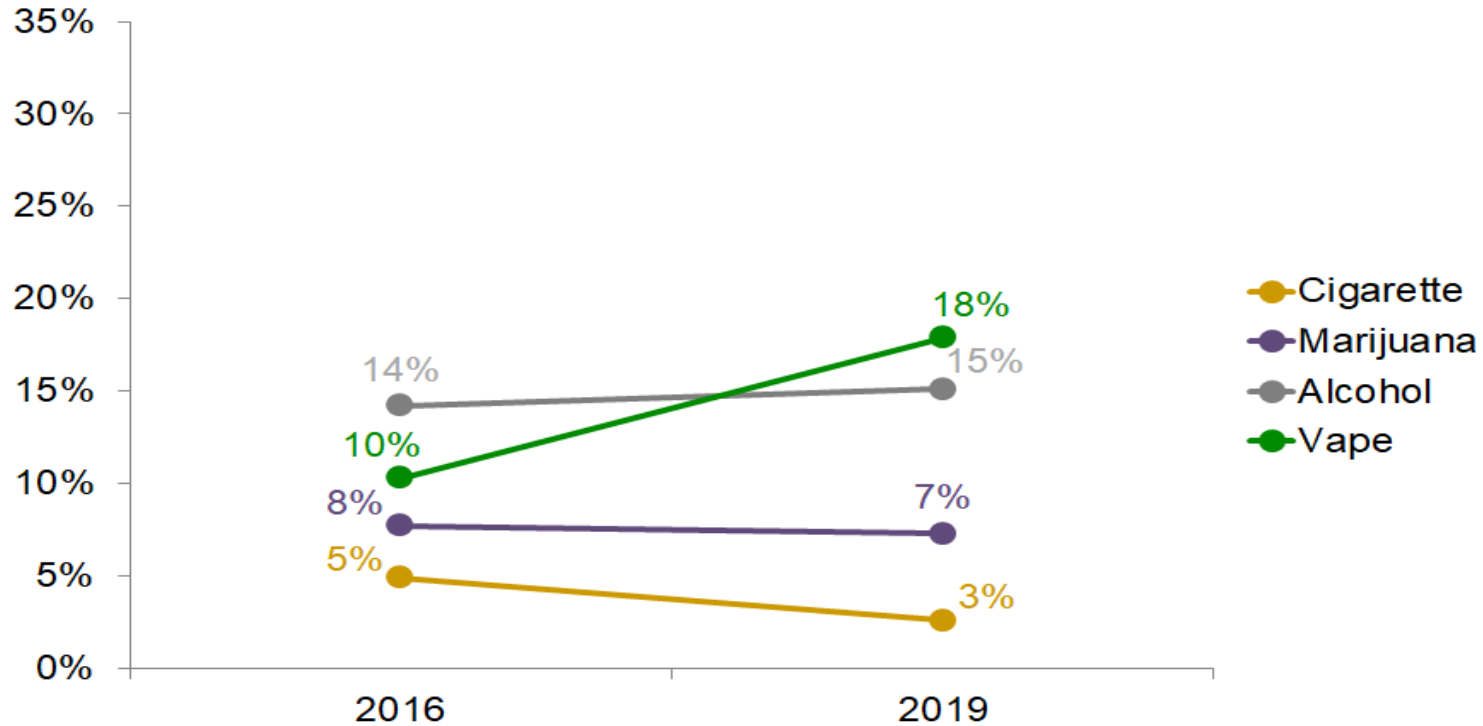
Prevent 30,000 Minnesota kids from becoming smokers over the next 15 years

25% reduction in smoking initiation among 15-17 year olds

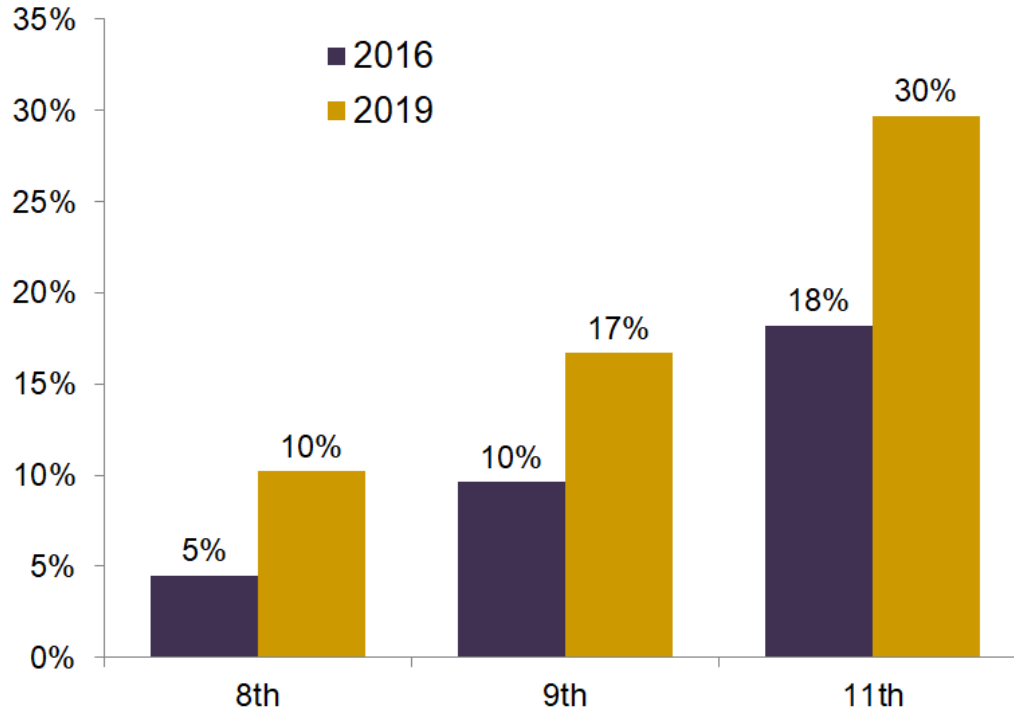
Reduce teens ability to buy tobacco products themselves or to access them through social sources



Used substance in the past 30 days



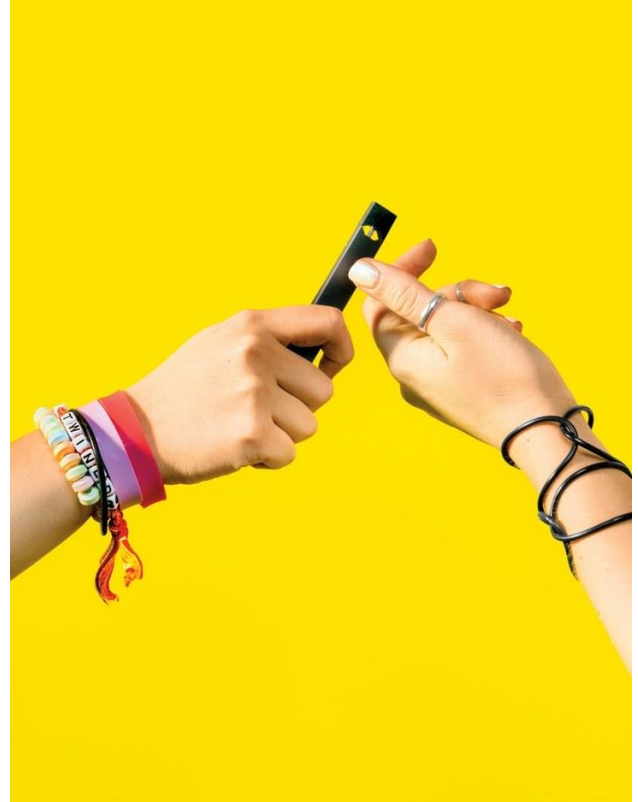
Sharp Increases in Youth Vaping across Grades



Won't youth find another way to get tobacco?

75% of smokers ages 15-17 get tobacco from social sources.

High School students are less likely to be around a 21 year old than 18 year old.



54 Minnesota cities and counties have raised the tobacco age to 21. Currently, 38% of Minnesota's population lives in a Tobacco 21 community.

Hennepin and Ramsey County Municipalities:

Arden Hills, Bloomington, Brooklyn Center, Eden Prairie, Edina, Excelsior, Falcon Heights, Golden Valley, Greenfield*, Lauderdale, Little Canada, Minneapolis, Minneapolis-Saint Paul Airport*, Minnetonka, Mound*, Mounds View, New Brighton, North Oaks, Plymouth, Richfield, Rockford*, Robbinsdale*, Roseville, Shoreview, St. Anthony, St. Bonifacius*, St. Louis Park and St. Paul.

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Updated 11/18/2019

Edina (May 2017) - St. Louis Park (July 2017)

Most recent – now up to 55:

- Stevens, Benton, Hennepin, and Olmsted counties (July 2019) ... Wright County (Sept 2019) - Cities of New Brighton (June 2019) ... Mounds View and Braham (Sept 2019)

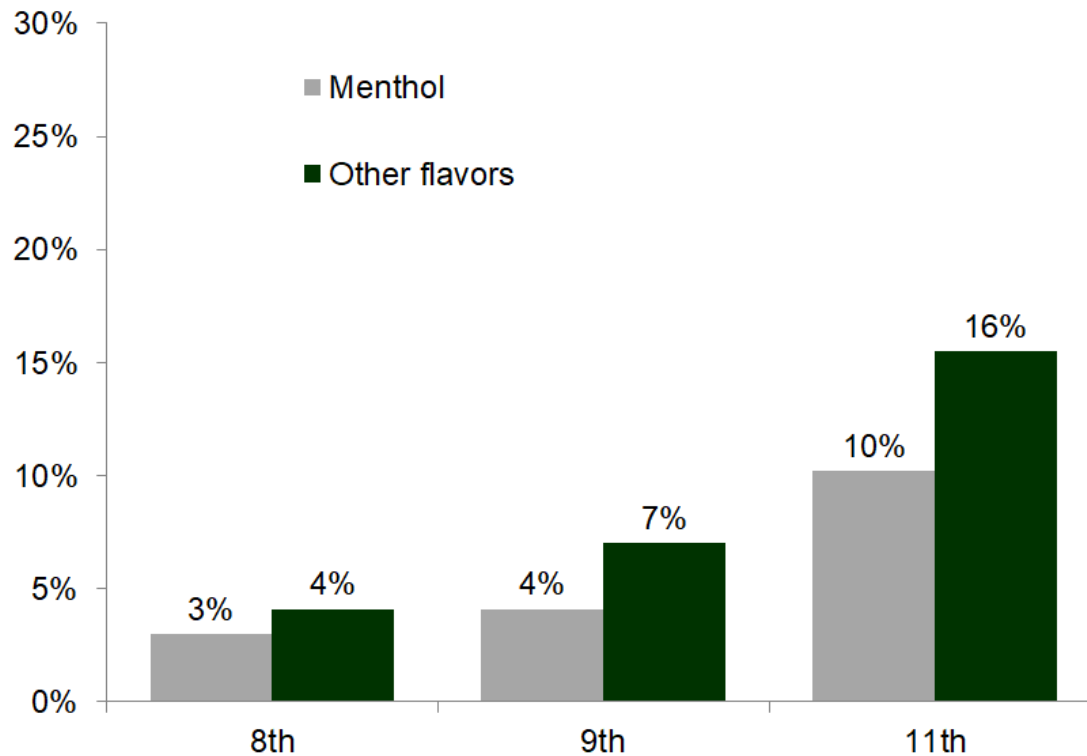
How will this policy affect tobacco retailers?

Little impact on local businesses.

18-20 year olds make up roughly 2% of tobacco sales.

A business model that depends on selling deadly products to young people should not be protected.

Use of flavored products



Costs of Smoking in Minnesota

\$3 BILLION

IN EXCESS HEALTH CARE
EACH YEAR



EQUAL TO:



PER MAN,
WOMAN AND
CHILD IN
MINNESOTA.

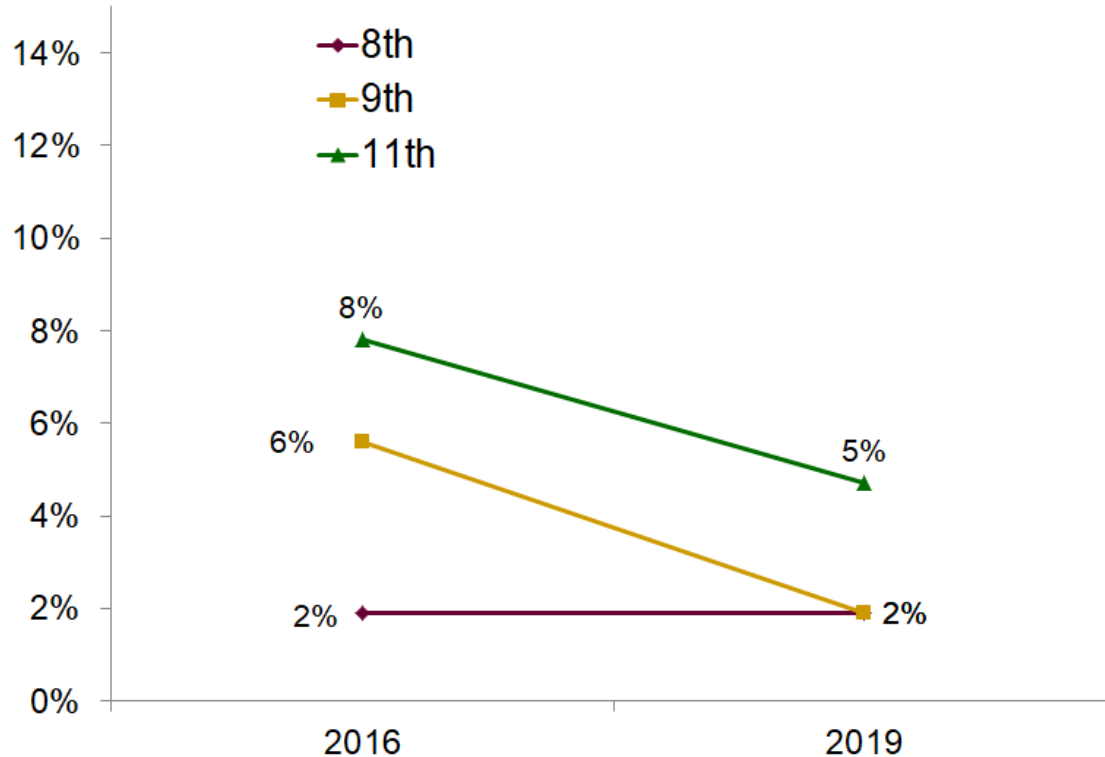
In Scott County:

- 5,500 adults smoke cigarettes
- 1 in 6 deaths are tobacco related

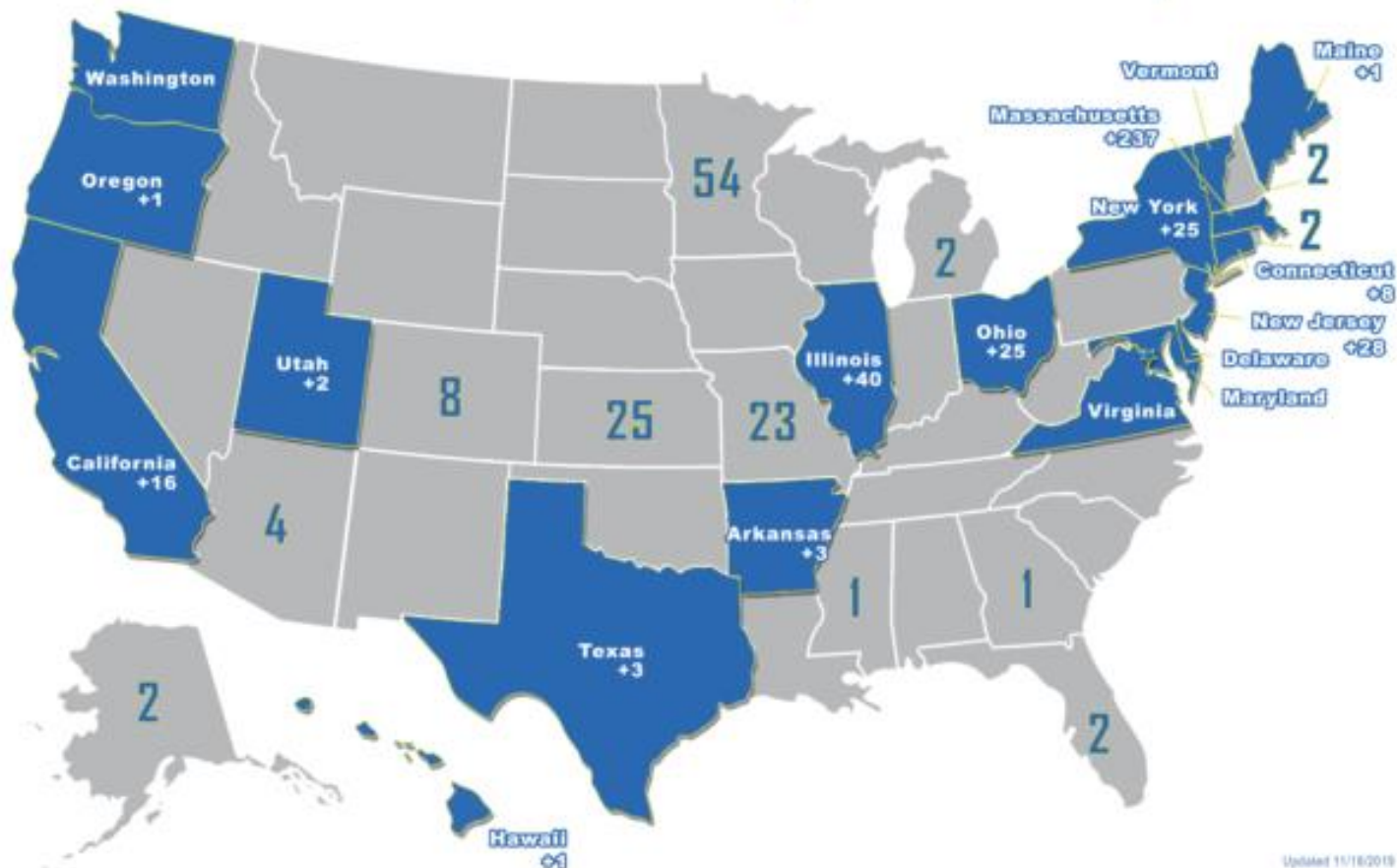
Increased Risk of Smoking

4x greater odds
of smoking

Smoked a cigarette at least once in the last 30 days



At least 500 localities in 30 states have passed Tobacco 21 policies.



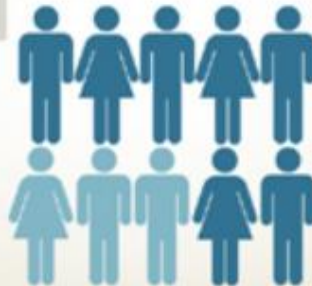
Why Tobacco 21?

Most adults favor making **21** the minimum age of sale for tobacco products



3 out of **4**

U.S. adults **favor** making 21 the minimum age of sale for tobacco products.



This includes

7 out of **10**

U.S. adult **cigarette smokers** who **favor** making 21 the minimum age of sale.



Source: American Journal of Preventive Medicine

Why Tobacco 21?

