E-cigs and the Vaping Crisis
Elizabeth Anderson-Hoagland, MPH

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Dr. Jeffrey D. Howard, Commissioner
Agenda

Uh oh. What do we do?

What are the health effects?

What’s wrong with nicotine?

Why are teens drawn to e-cigarettes?

What are e-cigarettes?
Current E-Cigarette Use

Grade 6: 2.9% (2014), 2.3% (2016), 4.2% (2018)
Grade 8: 9.5% (2014), 7.3% (2016), 14.2% (2018)
Grade 12: 17.3% (2014), 12.2% (2016), 26.7% (2018)
Youth E-cigarette Initiation and Use

Advertising  Flavors  Nicotine
when you break out the mango JUUL pod
Flavorings
Percentage of products that contained nicotine:
- 99.6% of disposable e-cigarette sales
- 100% of rechargeable sales
- 99.5% of refill sales

Percentage that contained nicotine by product type:
- 99.6% of all e-cigarette products sold
- 99.4% of flavored e-cigarette products
- 99.9% of non-flavored e-cigarette products

TEEN E-CIG USERS ARE MORE LIKELY TO START SMOKING.\textsuperscript{2}

Start Smoking Within 6 Months

30.7% 8.1%
E-CIG USER NON USER

\textsuperscript{2}Includes combustible tobacco products [cigarettes, cigars, and hookahs]
It’s an Aerosol, Not a Vapor
VOLATILE ORGANIC COMPOUNDS

ULTRAFINE PARTICLES

HEAVY METALS SUCH AS NICKEL, TIN, AND LEAD

NICOTINE

CANCER-CAUSING CHEMICALS

FLAVORING SUCH AS DIACETYL, A CHEMICAL LINKED TO A SERIOUS LUNG DISEASE
• “We don’t think a lot about addiction here because we’re not trying to design a cessation product at all ... anything about health is not on our mind.”
Does the maker of Marlboro cigarettes want to end smoking?

The biggest American cigarette company buys a $13 billion stake in the biggest e-cigarette startup

By David Goldman, CNN Business
Updated 9:33 AM ET, Thu December 20, 2018
Challenges to Quitting

- Physical addiction to nicotine
- Emotional and psychological connections
- Behavioral habits
- Social connections
Signs of Addiction

• Cravings, or feeling like they really need to use tobacco
• Going out of their way to get tobacco
• Feeling anxious or irritable if they want to use tobacco but can’t
• Continuing to use tobacco because it is hard to stop
Barriers to Reducing Tobacco Use

- Tobacco easily accessible
- Smoking in public legal
- Unfettered advertising
- Poor access to cessation help
Facilitators to Reducing Tobacco Use

• Tobacco more expensive and less accessible
• Smoke-free policies
• Counter-marketing and promotion restrictions
• Easy access to help
Pick Your Level

ASPIRE

TOBACCO PREVENTION TOOLKIT

CATCH®
MY BREATH
E-CIGARETTE & JUUL PREVENTION PROGRAM
Counter Marketing

my life may be an absolute mess but at least i don’t have a nicotine addiction from a flash drive

2:25 PM - 14 Aug 2018

60,288 Retweets 192,427 Likes
Cessation Recommendations

• No great recommendations for youth cessation
• Patterns of use are different for cigarettes and e-cigarettes
• For adults, treat as you would other tobacco products, but scale NRT to nicotine use.
Resources to Quit

- “QUITKY” to 797979
- www.quitnowky.org
And then there is the other stuff...
Citations

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13. Reach Evaluation. “Kentucky Incentives for Prevention Statewide Trends 2018” Available at: https://static1.squarespace.com/static/5a30a0572aeba38c0fb5e2eb/t/5cbef63e4966b36e4c65b96/1555959674093/KIP+2018+Statewide+Trends+Report-final-22Apr2019-v5.0.pdf.
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Thank you!
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