



WEBINAR

MULTI-LEVEL PREVENTION STRATEGIES TO ADDRESS TEEN E-CIGARETTE USE

FEBRUARY 26, 2019 | 2-3:30 P.M. EST



SAMHSA
Substance Abuse and Mental Health
Services Administration

In the chat pod, share with us:

One **prevention leader**
whose work has influenced you

Multi-Level Prevention Strategies to Address Teen E-Cigarette Use

National Prevention Week Webinar
February 26, 2019

Disclaimer: The views, opinions, and content expressed in this presentation do not necessarily reflect the views, opinions, or policies of the Center for Substance Abuse Prevention (CSAP), the Substance Abuse and Mental Health Services Administration (SAMHSA), or the U.S. Department of Health and Human Services (HHS).



SAMHSA
Substance Abuse and Mental Health
Services Administration

This meeting will be recorded for archiving purposes.



David Lamont Wilson

NPW Coordinator

Public Health Analyst, Center for Substance Abuse Prevention
Substance Abuse and Mental Health Services Administration



SAMHSA
Substance Abuse and Mental Health
Services Administration

Today's Presenters

- **Brian A. King, PhD, MPH**, Deputy Director for Research Translation, Office on Smoking and Health, National Center for Chronic Disease Prevention and Health Promotion, CDC
- **John O'Donnell, MA**, Acting Synar Lead, Division of State Programs, Center for Substance Abuse Prevention, SAMHSA
- **Donna Vallone, PhD, MPH**, Chief Research Officer, Truth Initiative
- **Emily D'Iorio, MPH**, Health Communication Specialist, Center for Tobacco Products, FDA

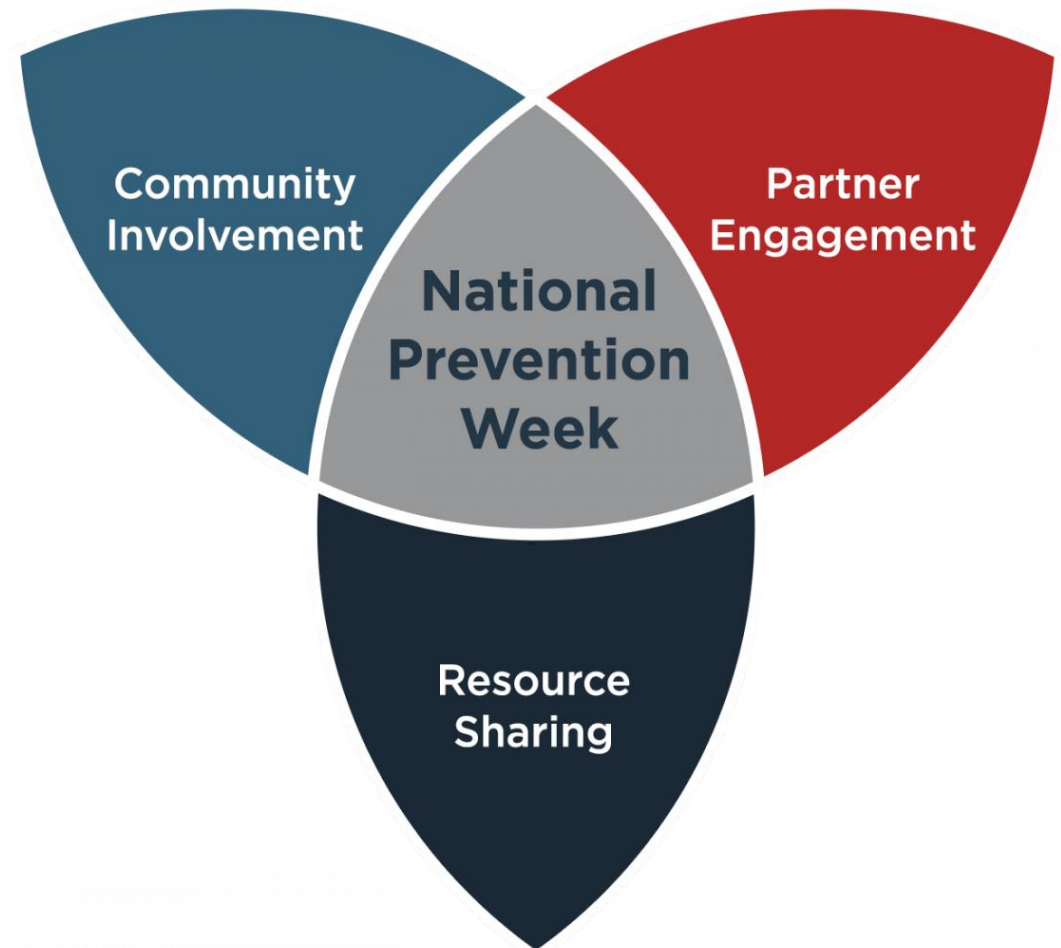


INSPIRING
ACTION
CHANGING
LIVES

NPW
national prevention week

MAY 12-18, 2019
www.samhsa.gov/prevention-week

- To involve **communities** in raising awareness of behavioral health issues and in implementing prevention strategies, and showcasing effectiveness of evidence-based prevention programs.
- To foster **partnerships and collaboration** with federal agencies and national organizations dedicated to behavioral and public health.
- To promote and disseminate quality **behavioral health resources and publications.**



NPW 2019 Daily Health Themes



INSPIRING

ACTION

CHANGING

LIVES

Monday, May 13

Prevention of Prescription & Opioid Drug Misuse

Tuesday, May 14

Prevention of Underage Drinking & Alcohol Misuse

Wednesday, May 15

Prevention of Illicit Drug Use & Youth Marijuana Use

Thursday, May 16

Prevention of Youth Tobacco Use

Friday, May 17

Prevention of Suicide

Pre-ven-tion Cham-pi-on

Noun: a person, activity, program, or organization that inspires others to take **prevention actions** every day that **change lives**

Take the Prevention Challenge

1. Take a photo or video.
2. Add one word to best describe your Prevention Champion.
3. Share your #PreventionChampion photo or video on social media.
4. Use the hashtags #PreventionChampion and #NPW2019.

Prevention Challenge

What one word best describes your #PreventionChampion?



Get Involved with NPW Today

- ❑ Visit samhsa.gov/prevention-week for the latest resources.
- ❑ Take the #PreventionChampion challenge.
- ❑ Plan prevention activities and events in your community.
- ❑ Join the conversation on social media using #NPW2019.





Brian A. King, PhD, MPH

Deputy Director for Research Translation
Office on Smoking and Health
National Center for Chronic Disease
Prevention and Health Promotion
Centers for Disease Control and Prevention



SAMHSA
Substance Abuse and Mental Health
Services Administration

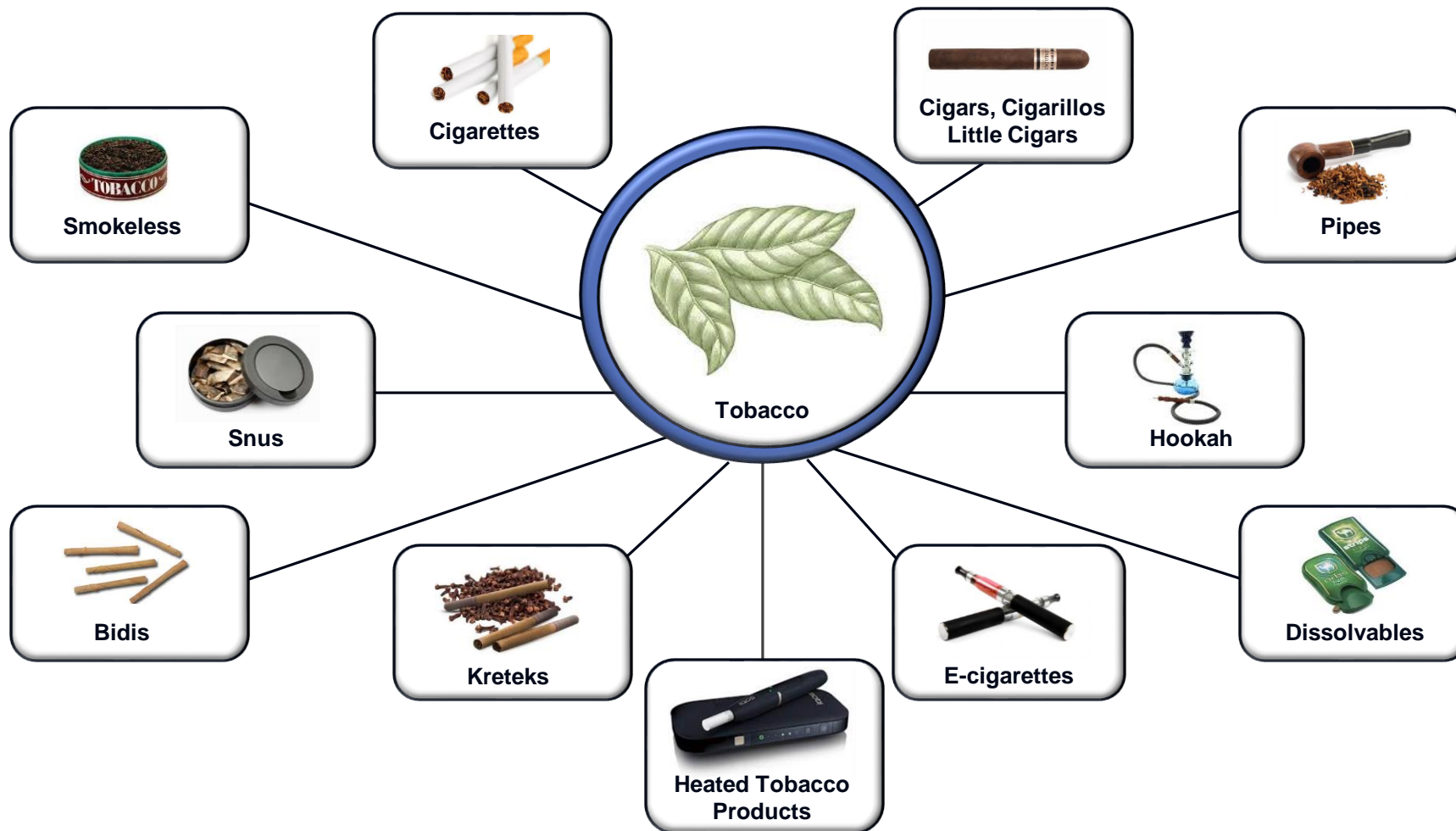


E-cigarette Use Among Youth and Young Adults

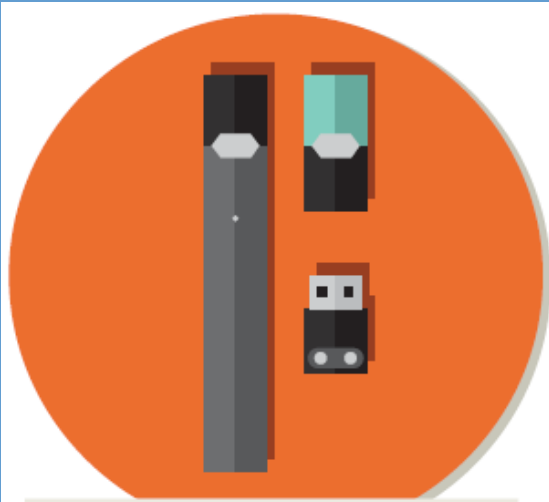
BRIAN A. KING, PHD, MPH
DEPUTY DIRECTOR FOR RESEARCH TRANSLATION
OFFICE ON SMOKING AND HEALTH

SAMHSA's National Prevention Week Webinar Series • February 26, 2019

The Tobacco Landscape Is Evolving



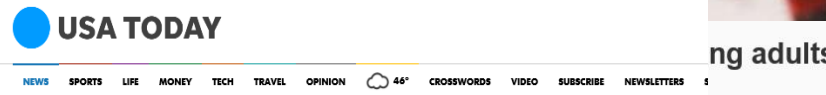
The Rise of JUUL



An increasingly popular e-cigarette, called JUUL, is shaped like a USB flash drive.



JUUL craze getting teens hooked on high levels of nicotine, health officials fear



Rachel Bluth, Kaiser Health News | Published 10:24 a.m. ET March 28, 2018



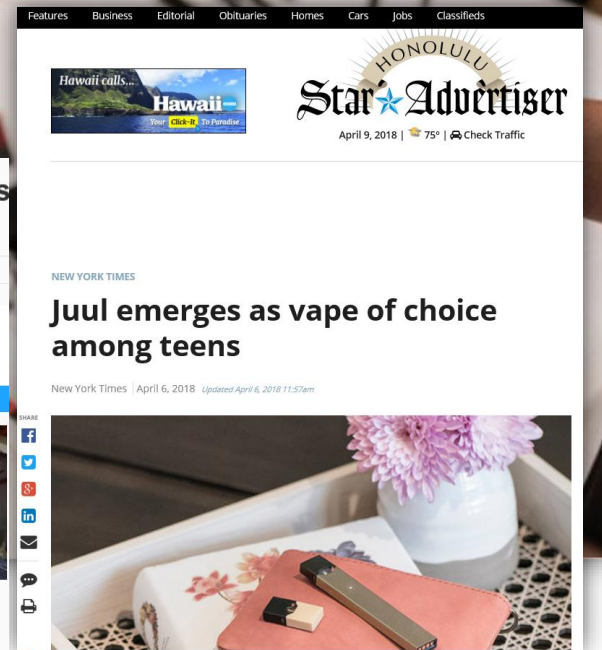
The U.S. Surgeon General warns e-cigarette use is a growing public health concern. Sean Dowling (@seandowlingtv) has more. Buzz60

Share your feedback to help improve our site experience!

POPULAR STORIES



Here's the biggest news you missed this weekend
usatoday.com | 21 hours ago



The “4th Generation” E-cigarette Has Arrived: The “Pod Mod”

**MarkTen Elite
(Altria)**



**myBlu
(Imperial Tobacco)**



**Vuse Alto
(RJR)**



Myle



Phix



Suorin Drop



Suorin Air



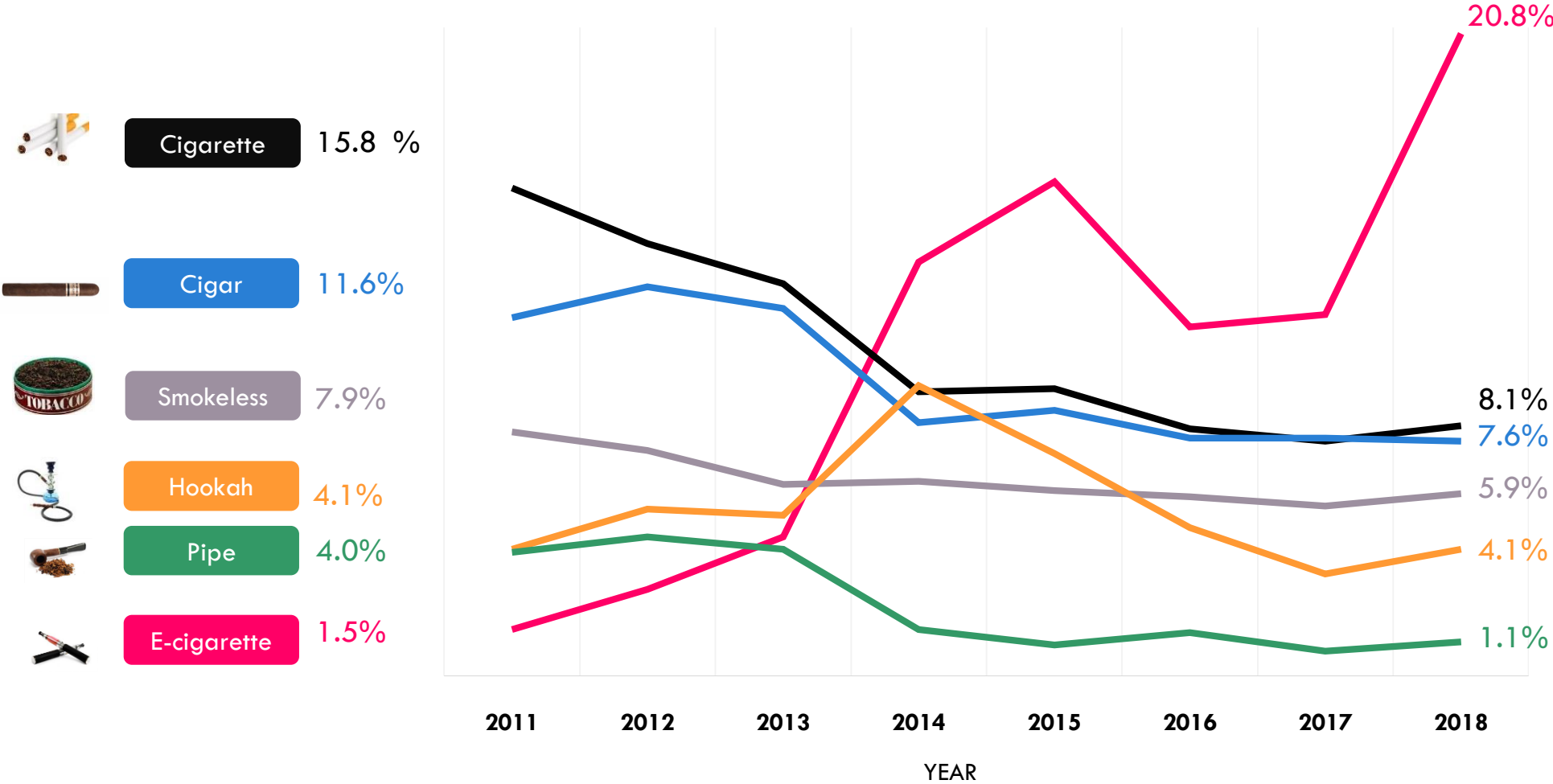
KandyPens Feather



Daze MFG ZOOR



Current Tobacco Product Use Among U.S. High School Students – NYTS 2011–2018

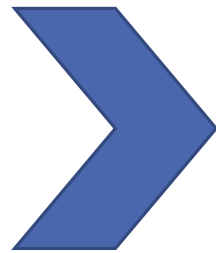


Source: Gentzke AS, Creamer M, Cullen KA, Ambrose BK, Willis G, Jamal A, King BA. Vital Signs: Tobacco Product Use Among Middle and High School Students — United States, 2011–2018. MMWR Morb Mortal Wkly Rep 2019; 68(6):1-8.

Youth E-cigarette Initiation and Use



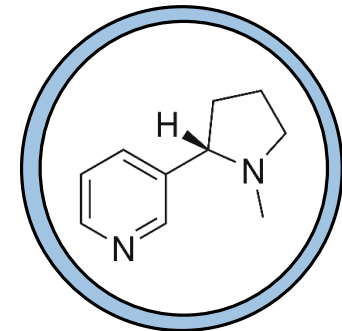
Advertising



Flavors



Nicotine



Net Public Health Benefit or Harm?



Youth Initiation

Adult Cessation

Potential Health Risks of E-cigarettes



Leads to initiation of combustible tobacco use among non-smokers, particularly children



Leads to relapse among former smokers



Diminishes the chances that a smoker will quit



Discourages smokers from using proven quit methods



Exposes children, pregnant women, and non-users to secondhand aerosol



Glamorizes or renormalizes tobacco use



Results in poisonings among users or non-users

Nicotine Poses Unique Dangers to Young People



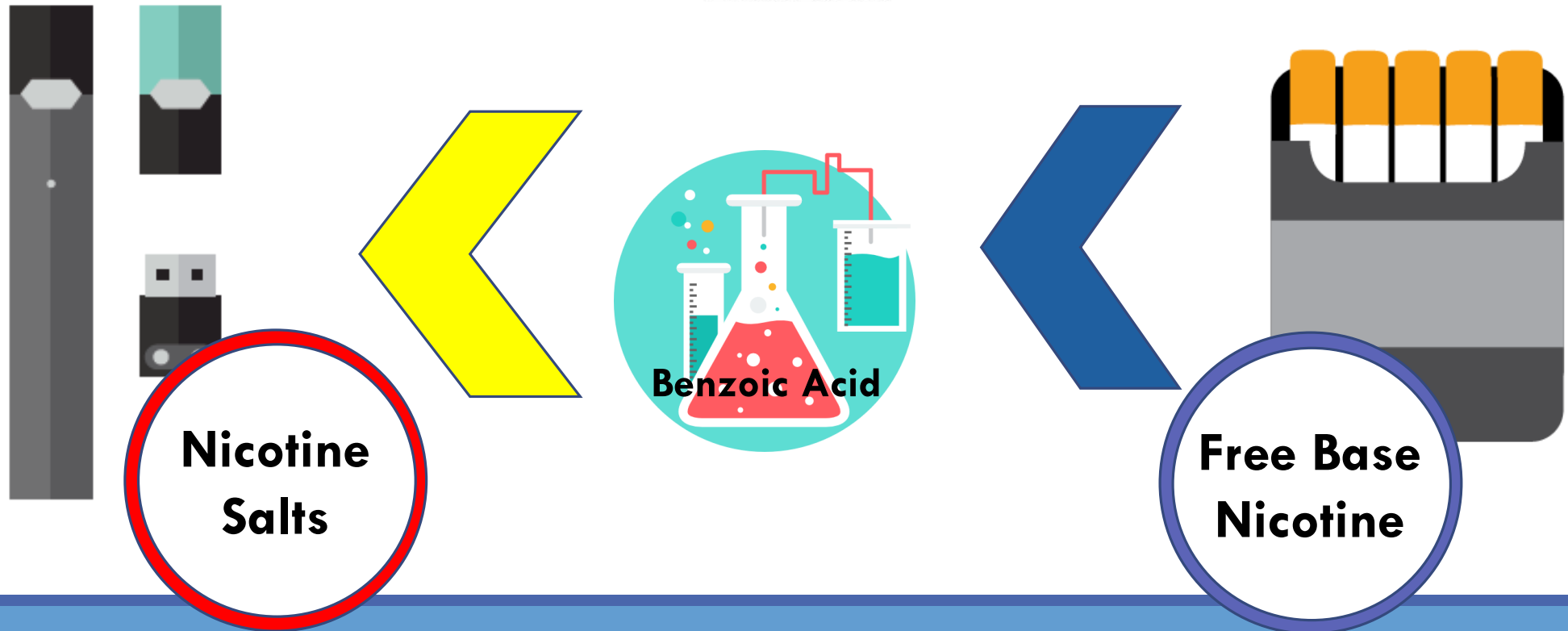
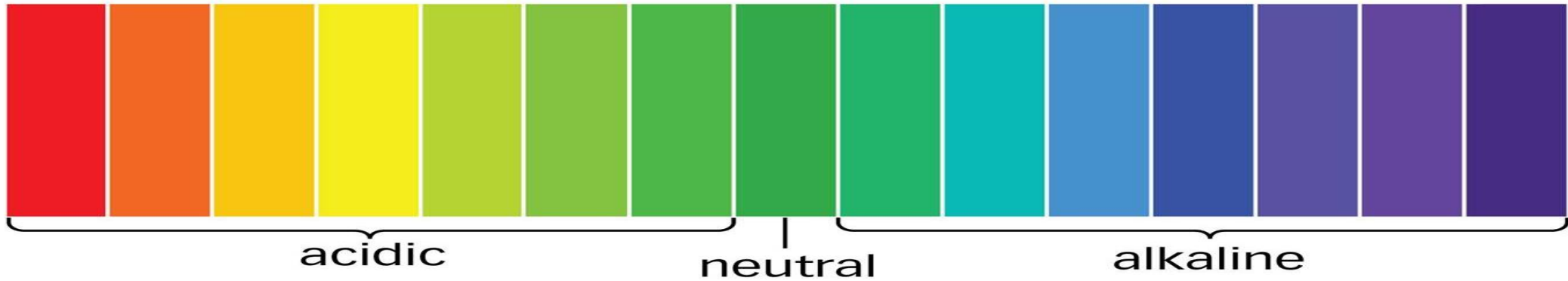
Chapter 3
Conclusion 1, 2, & 5

1. Nicotine exposure during adolescence can cause addiction and can harm the developing adolescent brain.

2. Nicotine can cross the placenta and has known effects on fetal and postnatal development. Therefore, nicotine delivered by e-cigarettes during pregnancy can result in multiple adverse consequences, including sudden infant death syndrome, and could result in altered corpus callosum, deficits in auditory processing, and obesity.

5. Ingestion of e-cigarette liquids containing nicotine can cause acute toxicity and possibly death if the contents of refill cartridges or bottles containing nicotine are consumed.

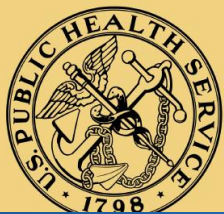
Nicotine salts allow particularly high levels of nicotine to be inhaled more easily and with less irritation than free base nicotine.



E-cigarettes and Cannabinoids

E-Cigarette Use Among Youth and Young Adults

A Report of the Surgeon General



Conclusion: E-cigarette products can be used as a delivery system for cannabinoids and potentially for other illicit drugs.

Letters

RESEARCH LETTER

Prevalence of Cannabis Use in Electronic Cigarettes

Among US Youth

Electronic cigarettes (e-cigarettes) are the most commonly used tobacco product among US youth.¹ Cannabis and other substances can be used in e-cigarettes. In 2016, approximately one-third of US middle and high school students reported using e-cigarettes with nicotine substances.² Shifts in social acceptability and access to cannabis could occur as several states consider legalizing cannabis sales for adults. Given the high concentration of tobacco

and other substances,³ it is important to monitor the substance youth use in e-cigarettes. Previous research has assessed e-cigarette cannabis use among students in select grades,⁴ but no study to our knowledge has assessed use among students more broadly, particularly middle school students. This study estimates the national prevalence of self-reported cannabis use in e-cigarettes among US middle and high school students.

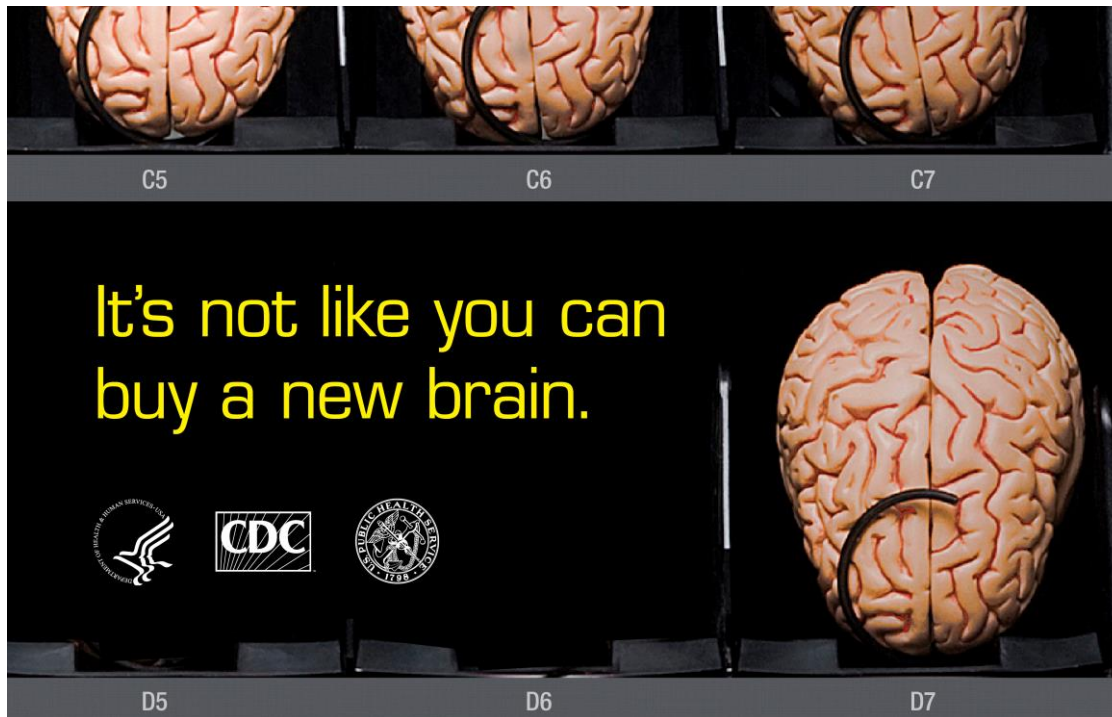
Methods | Data were from the 2016 National Youth Tobacco Survey (NYTS), a cross-sectional, school-based survey of US students in grades 6 to 12. The NYTS uses a 3-stage cluster sam-

Table. Prevalence and Correlates of Cannabis Use in E-Cigarettes Among US Middle and High School Students

Characteristics	Any Cannabis Use*			For Students Who Ever Used E-Cigarette Devices (n = 3,177)		
	Unweighted No.	Weighted % (95% CI)	P Value†	Unweighted No.	Weighted % (95% CI)	P Value†
Overall	1783	8.9 (8.1-9.8)	NA	1621	20.6 (18.3-23.1)	NA
Sex						
Male	1087	10.6 (9.7-11.6)	<.001	997	33.3 (30.7-36.0)	.003
Female (reference)	682	7.2 (6.1-8.4)	NA	612	7.2 (5.6-9.1)	NA
Race/ethnicity						
White non-Hispanic (reference)	769	8.5 (7.5-9.4)	NA	697	28.1 (26.6-29.9)	NA
Other non-Hispanic	112	7.2 (5.8-8.3)	.20	99	21.9 (18.0-26.7)	.11

Conclusion: Nearly 1 in 11 U.S. students, including 1/3 of those who ever used e-cigarettes, had used cannabis in e-cigarettes in 2016.

Surgeon General's Advisory on E-cigarette Use Among Youth



<https://e-cigarettes.surgeongeneral.gov/>

Surgeon General's Advisory on E-cigarette Use Among Youth

I, Surgeon General of the United States Public Health Service, VADM [Name], of protecting our children from a lifetime of nicotine addiction and an epidemic of youth e-cigarette use. The recent surge in e-cigarette use among youth is a public health crisis that has recently entered the market, and it is a crisis that threatens the health of our nation's young people.

KNOW T

The E-cigarette Epidemic Among Youth

Considerable progress has been made in reducing cigarette smoking and tobacco product use. However, the tobacco product landscape continues to evolve to include a wide variety of smokeless, and electronic products, such as e-cigarettes.¹ E-cigarette flavors, and other additives to the user via an inhaled aerosol.

E-cigarettes entered the U.S. marketplace around 2007, and since then, the use of tobacco products among U.S. youth.² E-cigarette use among youth increased 78% among high school students during the past year, from 1.1% to 1.9% among high school students, and 1 in 5 high school students currently use e-cigarettes.³

E-cigarette aerosol is not harmless.⁴ Most e-cigarettes contain nicotine, and other tobacco products.⁵ Nicotine exposure during adolescence, which continues to develop until about age 25.⁶ Nicotine exposure can affect memory, and attention.^{1,2} Using nicotine in adolescence can also affect the brain.^{1,2} In addition to nicotine, the aerosol that users inhale and exhale contains other harmful substances, including heavy metals, volatile organic compounds, and ultrafine particles that can be inhaled deeply into the lungs.

Many e-cigarettes also come in kid-friendly flavors. In addition to tobacco flavors, some of the chemicals used to make certain flavors may be used to deliver other drugs, including marijuana.⁷ In 2016, one-third of youth who had used e-cigarettes had used marijuana in e-cigarettes.⁸

For adults, e-cigarettes may have the potential to reduce risk for lung cancer and heart disease compared with smoking cigarettes; however, a majority of adults who use e-cigarettes are also smokers. The use of multiple tobacco products puts youth at even greater risk. Moreover, a 2018 National Academy of Sciences, Engineering, and Medicine report found moderate evidence that e-cigarette use increases the frequency of use of other tobacco products. But any e-cigarette use among young people is unsafe, even if it is not used with other tobacco products.

E-cigarettes Come in Many Shapes and Sizes

E-cigarettes are a rapidly changing product class, and are known as "hookahs," "mods," and "vape pens."⁹ Recently, a new type of e-cigarette has emerged among youth due to its minimal exhaled aerosol, reduced odor, and portability. Many of these new e-cigarettes look like a USB flash drive, and are often referred to as "flash drive" e-cigarettes.

One of the most popular USB flash drive shaped e-cigarettes is JUUL, which experienced a 600% surge in sales during 2016-2017, giving it the greatest market share of any e-cigarette in the U.S. by the end of 2017.⁹ Other companies are now also starting to sell e-cigarettes that look like USB flash drives.

All JUUL e-cigarettes have a high level of nicotine. A typical JUUL cartridge, or "pod," contains about as much nicotine as a pack of 20 regular cigarettes.¹⁰ These products also use nicotine salts, which allow particularly high levels of nicotine to be inhaled more easily and with less irritation than the free-base nicotine that has traditionally been used in tobacco products, including e-cigarettes. This is of particular concern for young people, because it could make it easier for them to initiate the use of nicotine through these products and also could make it easier to progress to regular e-cigarette use and nicotine dependence. However, despite these risks, approximately two-thirds of JUUL users aged 15-24 do not know that JUUL always contains nicotine.¹¹

You Can Take Action

We must take aggressive steps to protect our children from these highly potent products that risk exposing a new generation of young people to nicotine.¹² The bad news is that e-cigarette use has become an epidemic among our nation's young people. However, the good news is that we know what works to effectively protect our kids from all forms of tobacco product use, including e-cigarettes.¹³⁻¹⁵ We must now apply these strategies to e-cigarettes, including USB flash drive shaped products such as JUUL. To achieve success, we must work together, aligning and coordinating efforts across both old and new partners at the national, state, and local levels. Everyone can play an important role in protecting our nation's young people from the risks of e-cigarettes.

Information for Parents

- You have an important role to play in addressing this public health epidemic.
- Learn about the different shapes and types of e-cigarettes and the risks of all forms of e-cigarette use for young people at <https://e-cigarettes.surgeongeneral.gov/>.
- Set a good example by being tobacco-free. If you use tobacco products, it's never too late to quit. Talk to a healthcare professional about quitting all forms of tobacco product use. For free help, visit smokefree.gov or call 1-800-QUIT-NOW.
- Adopt tobacco-free rules, including e-cigarettes, in your home and vehicle.
- Talk to your child or teen about why e-cigarettes are harmful for them. It's never too late.
- Get the Surgeon General's tip sheet for parents, [Talk With Your Teen About E-cigarettes](https://e-cigarettes.surgeongeneral.gov/), at <https://e-cigarettes.surgeongeneral.gov/>.
- Start the conversation early with children about why e-cigarettes, including JUUL, are harmful for them.
- Let your child know that you want them to stay away from all tobacco products, including e-cigarettes, because they are not safe for them. Seek help and get involved.
 - Set up an appointment with your child's health care provider so that they can hear from a medical professional about the health risks of tobacco products, including e-cigarettes.
 - Speak with your child's teacher and school administrator about enforcement of tobacco-free school policies and tobacco prevention curriculum.
 - Encourage your child to learn the facts and get tips for quitting tobacco products at Teen.smokefree.gov.

Information for Teachers

- You have an important role to play in addressing this public health epidemic.
- Learn about the different shapes and types of e-cigarettes and the risks of all forms of e-cigarette use, including JUUL, for young people at <https://e-cigarettes.surgeongeneral.gov/>.
- Develop, implement, and enforce tobacco-free school policies and prevention programs that are free from tobacco industry influence, and that address all types of tobacco products, including e-cigarettes.

Public Health Actions to Address E-cigarettes

Federal Regulation

Family Smoking Prevention and Tobacco Control Act



- Signed into law on June 22, 2009
- Granted FDA the authority to regulate tobacco products
- Enhanced the ability to intensify policy to reduce tobacco industry influence:
 - Manufacturing
 - Marketing
 - Sale

State, Local, Territory

Potential Sub-National Action:



- Including e-cigarettes in smoke free indoor air policies
- Restricting youth access to e-cigarettes in retail settings
- Licensing retailers
- Establishing specific package requirements
- Setting price policies
- Increasing the minimum age of sale of tobacco products to 21 years of age
- Prohibiting the sale of flavored tobacco products

1



E-cigarettes are a tobacco product that produces an aerosol by heating a liquid that typically contains nicotine, flavorings, and other chemicals.

2



Several factors have contributed to the popularity of e-cigarettes, including advertising and the vast array of available flavors.

3



E-cigarette use is higher among young people than adults. As of 2014, e-cigarettes were the most commonly used tobacco product among U.S. youth.

4



Youth use of any tobacco product, including e-cigarettes, is unsafe.

5



As the tobacco product landscape continues to diversify, it's important to modernize tobacco control strategies to adapt.

Brian A. King, PhD, MPH
Office on Smoking and Health
baking@cdc.gov



www.cdc.gov/tobacco



E-CIGARETTES SHAPED LIKE USB FLASH DRIVES:
**INFORMATION FOR PARENTS, EDUCATORS,
AND HEALTH CARE PROVIDERS**

Electronic cigarettes (e-cigarettes) are battery-powered devices that can deliver nicotine and flavorings to the user in the form of an aerosol. E-cigarettes come in many shapes and sizes.

WHAT'S THE BOTTOM LINE?

A new e-cigarette shaped like a **USB** flash drive is being used by students in schools.

Nicotine is highly addictive and can **harm brain development**, which continues until about age 25.

The use of any tobacco product — including e-cigarettes — is **unsafe** for young people.

Parents, educators, & health care providers can help prevent and reduce the use of all tobacco products, including e-cigarettes, by young people.

>> **Learn HOW** in this fact sheet.

U.S. Department of Health and Human Services
Centers for Disease Control and Prevention

KNOW THE RISKS
E-CIGARETTES & YOUNG PEOPLE

**Talk with Your Teen About E-cigarettes:
A Tip Sheet for Parents**

BEFORE THE TALK
Know the facts.

- Get credible information about e-cigarettes and young people at E-cigarettes.SurgeonGeneral.gov.

Be patient and ready to listen.

- Avoid criticism and encourage an open dialogue.
- Remember, your goal is to have a conversation, not to deliver a lecture.
- It's OK for your conversation to take place over time, in bits and pieces.

Set a positive example by being tobacco-free.

- If you use tobacco, it's never too late to quit. For free help, visit smokefree.gov or call 1-800-QUIT-NOW.

CDC Tobacco Free
2 hrs · 🌐

Like Page

Something in this locker contains nicotine, which is addictive and can harm brain development. What is it?

Hiding in Lockers

Protect kids from e-cigarettes

https://www.cdc.gov/tobacco/basic_information/e-cigarettes/index.htm

Learn More

357 · 562 Comments · 311 Shares

Like · Comment · Share





John O'Donnell, MA

Acting Synar Lead

Public Health Advisor, Center for Substance Abuse Prevention
Division of State Programs
SAMHSA



SAMHSA
Substance Abuse and Mental Health
Services Administration

National Prevention Week
Multi-Level Prevention Strategies to Address Teen
E-Cigarette Use: The Synar Program and Electronic Products
February 26, 2019

John O'Donnell
Public Health Advisor
Center for Substance Abuse Prevention
Substance Abuse and Mental Health Services Administration
U.S. Department of Health and Human Services



SAMHSA is the agency within the U.S. Department of Health and Human Services that leads public health efforts to advance the behavioral health of the nation.

Substance Abuse Prevention and Treatment Block Grant (SABG)

The SABG program provides funds to all 50 states, the District of Columbia, Puerto Rico, the U.S. Virgin Islands, 6 Pacific jurisdictions, and 1 tribal entity.

- States use the funds to plan, implement, and evaluate activities that prevent and treat substance abuse and promote public health.
- Preventing substance abuse includes youth tobacco access prevention.
- States may use SABG funds to support certain youth tobacco access prevention activities.

References to states in this presentation include the 50 states, DC, Puerto Rico, the U.S. Virgin Islands, and the Pacific jurisdictions.

“Tobacco addiction is the single most preventable cause of death in our society.”

Centers for Disease Control and Prevention

Between 2010 and 2014, smoking caused:

- Nearly half a million premature deaths per year;
- More than 87 percent of all lung cancer deaths;
- 61 percent of all pulmonary deaths; and
- 32 percent of all coronary deaths.¹

1. U.S. Department of Health and Human Services. (2014). *The Health Consequences of Smoking—50 Years of Progress: A Report of the Surgeon General*. Atlanta, GA: U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health.

Tobacco Use Is a Pediatric Disease

- 88 percent of adults who have ever smoked daily report that they first smoked by the age of 18, and 99 percent report that they first smoked by the age of 26.²
- More than one-third of adults who have ever smoked report trying their first cigarette by the age of 14.²
- 80 percent of adult smokers who are nicotine-dependent report that they started smoking before they were 18 years old.³

2. U.S. Department of Health and Human Services. (2012). *Preventing Tobacco Use Among Youth and Young Adults: A Report of the Surgeon General*. Atlanta, GA: U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health.

3. U.S. Department of Health and Human Services. (2010). Results from the 2009 National Survey on Drug Use and Health.

The History Behind the Synar Legislation

- The Synar legislation reflects former Oklahoma congressman Michael Synar's vision for reducing youth access to tobacco products.
- The Synar Amendment and its implementing regulation require states to enact and enforce laws prohibiting the sale and distribution of tobacco products to individuals under the age of 18.



Michael Synar

Implementing the Synar Amendment

To implement the Synar Amendment, SAMHSA issued the Synar Regulation in January 1996, requiring states to:

- Have in effect laws prohibiting any manufacturer, retailer, or distributor of tobacco products from selling or distributing such products to any individual younger than age 18.
- Enforce their laws.
- Conduct annual random, unannounced inspections in a way that provides a valid probability sample of outlets accessible to minors.
- Negotiate interim targets and a date to achieve a noncompliance rate of no more than 20 percent.
 - Federal target of 20 percent established for states and U.S. jurisdictions for the FFY 2003 Annual Synar Report.
- Submit an Annual Synar Report detailing state activities to enforce their laws.

References to states in this presentation include the 50 states, DC, Puerto Rico, the U.S. Virgin Islands, and the Pacific jurisdictions.

Synar Is a Success

In FFY 2017, all 50 states and the District of Columbia met the 20 percent target retailer violation rate (RVR).

Youth tobacco use prevalence rates have dropped, but have leveled off.

Synar is a critical component of the success of youth tobacco prevention efforts.

States may propose to revise their Synar inspection protocols to include attempted buys of electronic nicotine delivery systems (ENDS) if state law defines such devices as tobacco products.

- It is up to the state to interpret state law.
- Advise consulting state's Office of the Attorney General.
- As of FFY 2018, 19 states have added ENDS to their protocols as products that can be requested during Synar inspections.

Including ENDS in Synar Inspections

States that include ENDS in their Synar inspections determine how often ENDS will be requested during the inspections unless the Synar checks are combined with FDA tobacco inspections.

When Synar and FDA inspections are combined, the FDA protocol, including any requirements on the variety of products to be requested, **MUST** be followed.

Merely comparing violation rates in states that did and did not include ENDS among products that might be requested by Synar inspectors can be misleading.

States might be able to detect possible data trends using a new optional feature in the Synar Survey Estimation System (SSES).

Even with more detailed data, note that many variables besides product choice might be associated with violation rates.

- Identify your State's Synar Coordinator
 - Check website of the state agency that receives the Substance Abuse Prevention and Treatment Block Grant for your state.
 - Email or call me. My contact info is given in the last slide.

How Can Communities Help?

- Learn about and comment on your state's Annual Synar Report (ASR).
- States must make their ASRs available to the public for comment.
- Depending on the state, the ASR might be available online, at public hearings, at public libraries, etc. Your State Synar Coordinator will know.
- If it is posted on a state website, you might find it by searching the name of your state and "Annual Synar Report."

How Can Communities Help?

Find out which agency or organization recruits and trains Synar youth inspectors in your state and how to get youth in your community involved. Your State Synar Coordinator will know.

- Youth work with adult inspectors to conduct Synar survey inspections of stores and vending machines.
- Age range for youth inspectors is 15 through 17 in most states.
- Opportunities to fulfill community service requirements and for youth interested in careers in law enforcement, prevention, public service, etc.

Other roles for youth and other community members:

- Community mobilization
- Educating the public about youth tobacco access laws
- Merchant education efforts

Why Synar Matters to Your Communities

- Penalties to state substance abuse prevention and treatment agency if retailer violation rate exceeds the maximum.
- Consequences of underage tobacco use, including the use of ENDS, for young people in your communities.

Synar Website

<https://www.samhsa.gov/synar>

John O'Donnell

john.odonnell@samhsa.hhs.gov

240-276-0633



Donna Vallone, PhD, MPH

Chief Research Officer
Truth Initiative®



SAMHSA
Substance Abuse and Mental Health
Services Administration



Public Education Strategies to Prevent Youth and Young Adult E-Cigarette Use

Donna M. Vallone, PhD, MPH

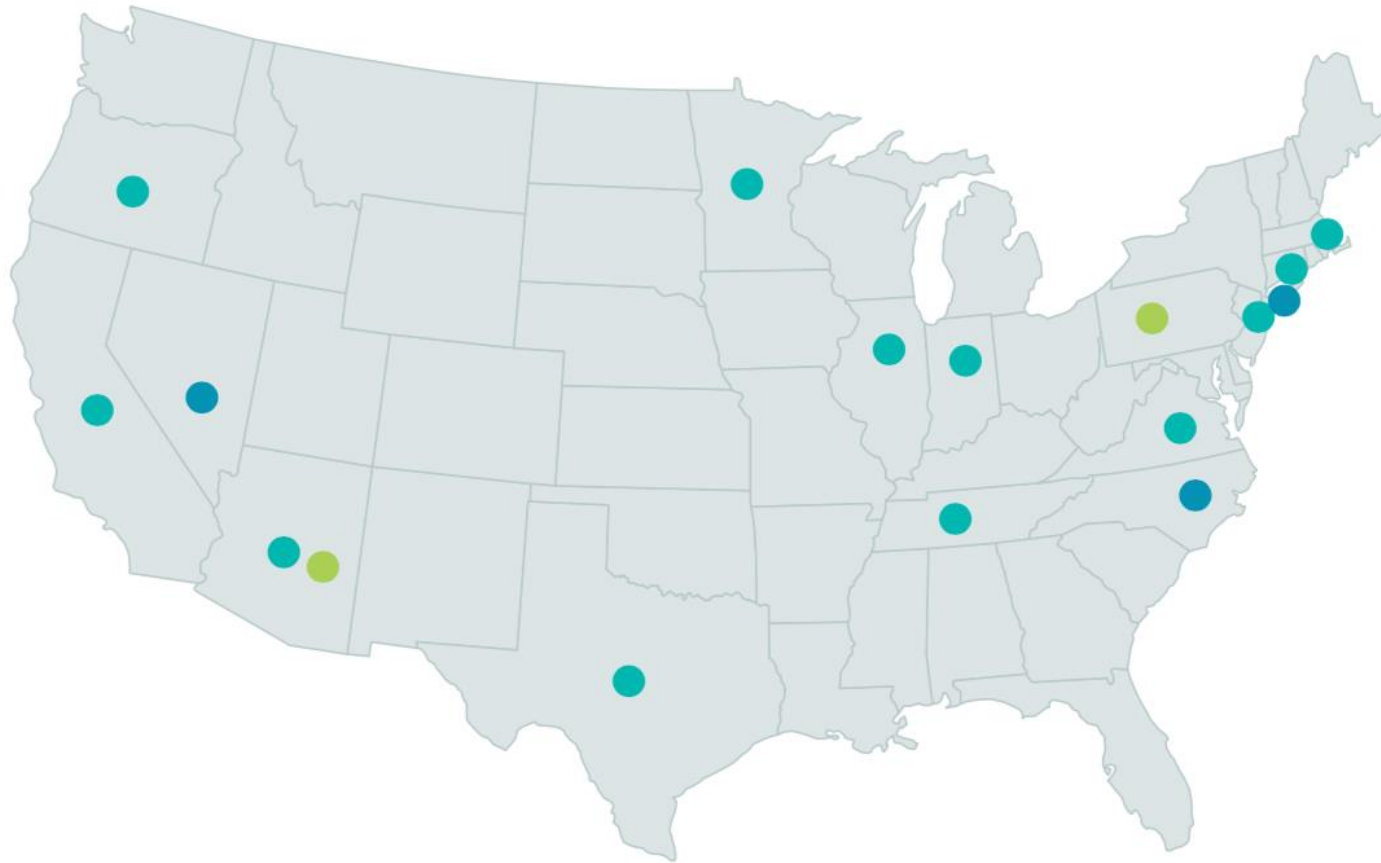
Chief Research Officer

Truth Initiative Schroeder Institute®

Agenda

- Formative Research
- Messaging Strategies
- Quit-smoking resources for young e-cigarette users and their parents

Formative Research: Ethnographic



Field dates: November 2018

Participants

Mobile:

- Young adults (18–24)
- Teens (15–17)

In-home Interviews:

- Young adults

Focus Groups:

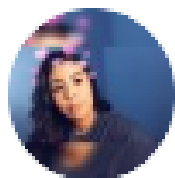
- Young adults
- Teens

Young people told us that ...

- They are introduced to JUULing through friends.
- “JUUL” is synonymous with e-cigs.
- JUULs are ubiquitous.
- JUULs act as a social lubricant.
- Flavors and smoke tricks are the most appealing aspects.
- JUUL users are split into ...
 - those who own a JUUL and share it; and
 - those who don't own a JUUL but use others' devices.
- They don't perceive the risks of vaping to outweigh the benefits.

Young people told us that ...

- Friends are usually the point of entry for most JUULers; sharing among friends is common.
- For many teens and young adults, only JUUL appeals – other “e-cigs” or vapes are for heavy users, or nicotine-addicted people.



lorena. @CapnBarb · Feb 22

For all the real smokers. I need to **quit**. I know vaping isnt any better but i need something so my question is... vape or **juul**?



2



<https://twitter.com/CapnBarb/status/1099130866746511360?s=20>

Young people told us that ...

- JUULs are everywhere: not just at parties, but in school, and when hanging out with friends.
- JUULs are a conversation-starter, something to hold besides a drink or a phone at parties.
- Flavors are appealing.
- They don't perceive the risks of vaping.

Anti-Vape Scale Constructs

- Knowledge of Health Consequences
- Reframe Appeal
- Reduce Social Acceptability

Creative: “Mind Blown” & “Horn”



Message Testing: “Mind Blown” & “Horn”

Methods: N=200 each; 15- to 24-year-olds

11-item Anti-Vape Scale, measuring:

- ✓ Knowledge of Vaping Harms
- ✓ Appeal (or Un-Appeal) of Vaping
- ✓ Social Acceptability of Vaping

Contributions

“Mind Blown” and “Horn” found to be strong performers, with:

- ✓ High likeability, strong relevancy, and generates buzz with strong social media sharing;
- ✓ Strong communication and branding; and
- ✓ Effectively reduces the intention to vape with strong message registration.

Anti-Industry Approach: JUUL x Altria

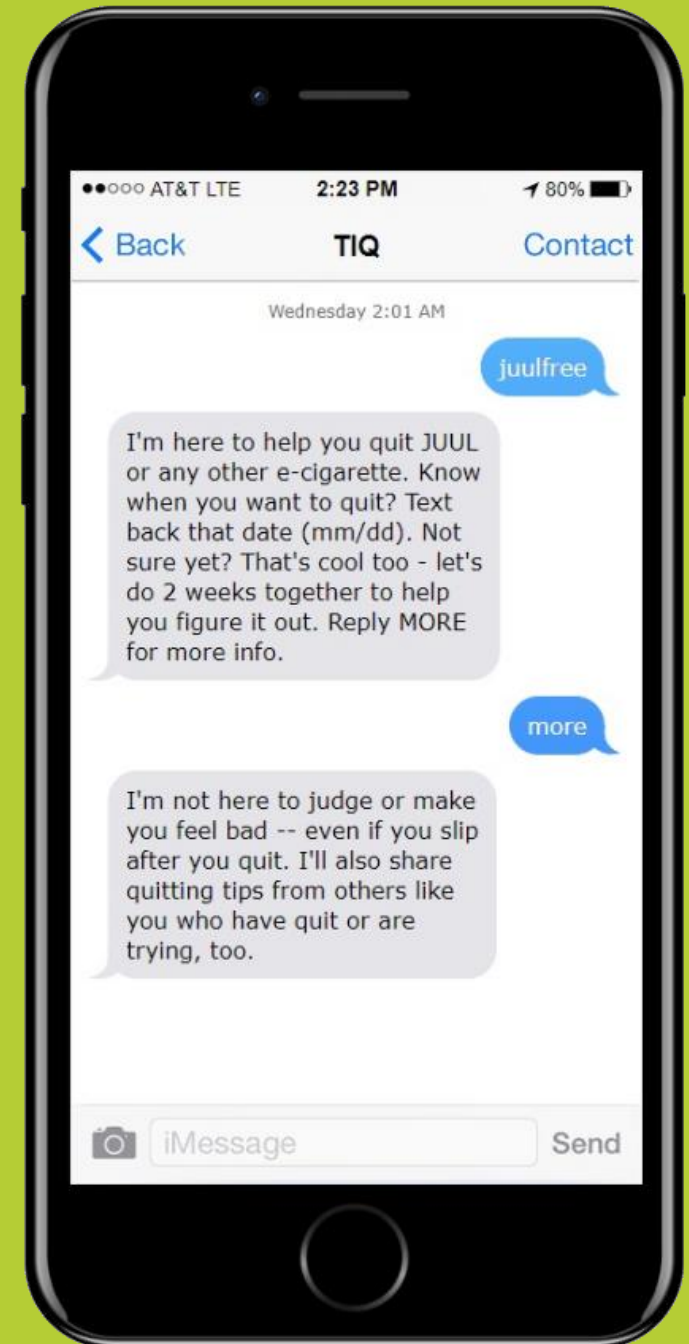


First-of-Its-Kind e-Quit Program

- Supports e-cigarette quitters of all ages
 - Also a resource for parents to help their children quit
- Easy sign-up
 - Text **QUIT** to 202-804-9884.
 - Users can opt-in via BecomeAnEX or This is Quitting text message programs.



QUITTING
THIS IS QUITTING



thank you

dvallone@truthinitiative.org





Emily D'Iorio

Health Communication Specialist
The Real Cost Campaign
U.S. Food and Drug Administration



SAMHSA
Substance Abuse and Mental Health
Services Administration

THE REAL COST: YOUTH E-CIGARETTE PREVENTION CAMPAIGN

FDA

U.S. FOOD & DRUG
ADMINISTRATION



This information is not a formal dissemination of information by FDA/CTP and does not represent Agency position or policy.

CENTER FOR TOBACCO PRODUCTS

- Research has demonstrated that public education campaigns can prevent and reduce tobacco use.
- Campaigns have contributed to major declines in tobacco use in the U.S.
- CTP has several campaigns, each one targeting different groups of people:
 - ✓ ***The Real Cost***: Teens at risk of using cigarettes, e-cigarettes, and smokeless tobacco
 - ✓ ***Fresh Empire***: Multicultural teens at risk of smoking
 - ✓ ***This Free Life***: LGBT young adults at risk of smoking
 - ✓ ***Every Try Counts***: Adult smokers who want to quit smoking





Our goal

Snap youth out of their “cost-free” mentality when it comes to the risks of tobacco use.

2014

The Real Cost campaign started as a campaign to prevent youth cigarette smoking.

2016

The campaign expanded to include messages for rural boys about the harms of smokeless tobacco.

2018

The campaign expanded again to include messages to teens at risk for e-cigarette use, or “vaping.”

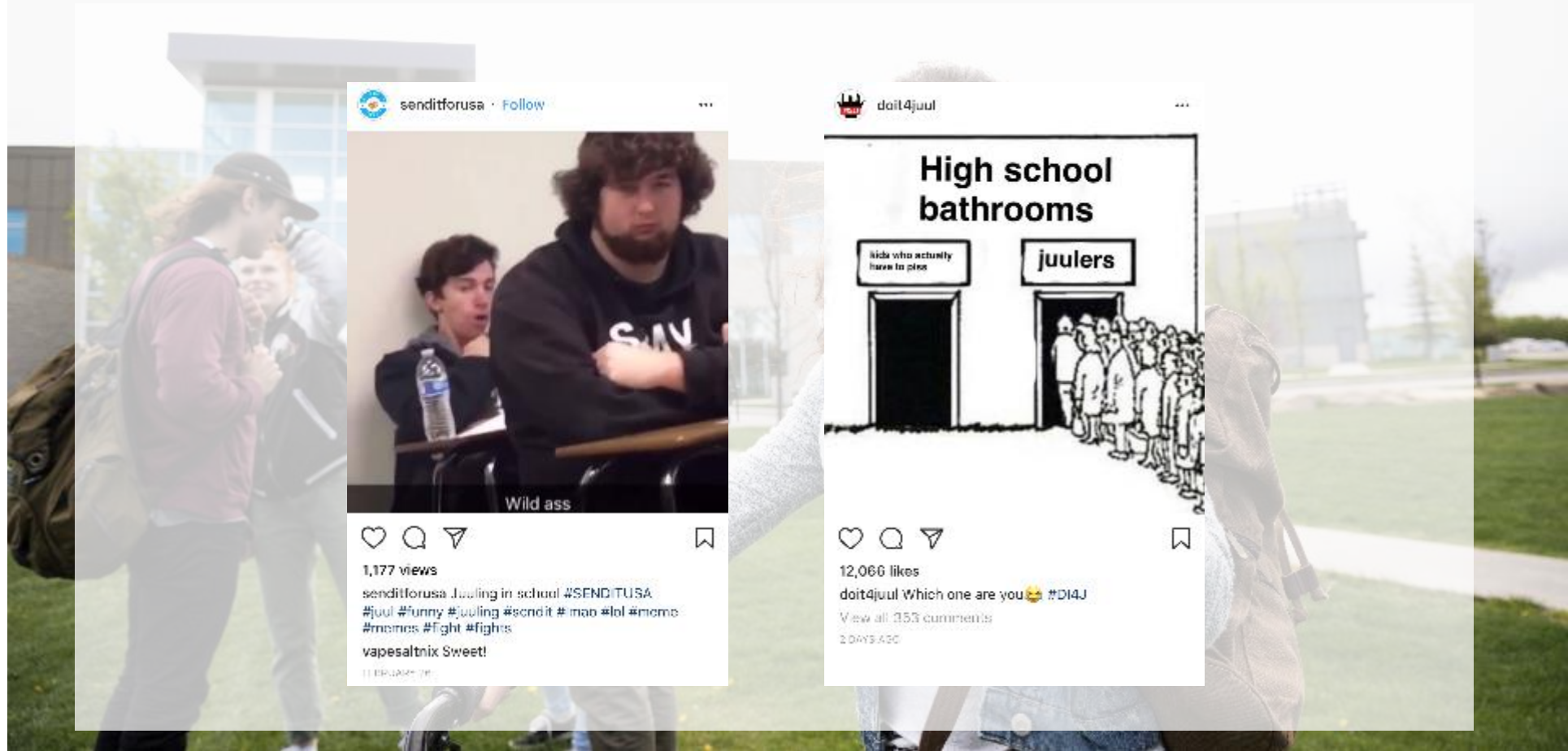
2018 National Youth Tobacco Survey data show an alarming surge in youth e-cigarette use, with more than **3.6 million teens currently vaping.**

From 2017 to 2018:

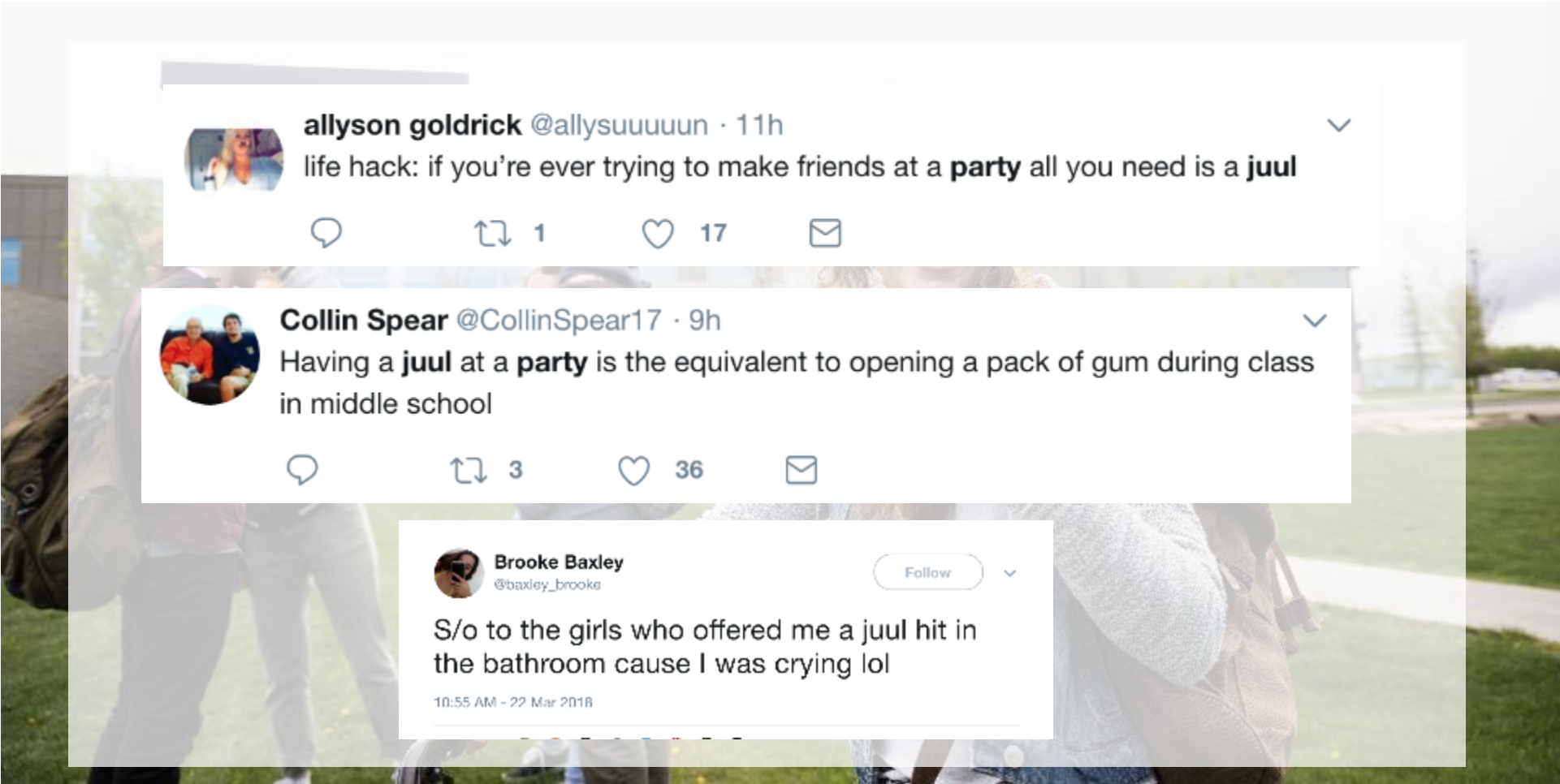
- The number of high-school-age children reporting use of e-cigarettes **rose by 78 percent;**
- Use among middle-schoolers **increased by 48 percent; and**
- **Almost 30 percent** of high school students who currently used e-cigarettes used them on **20 or more of the last 30 days.**



SOCIAL MEDIA NORMING




E-CIGARETTES ARE A SOCIAL CURRENCY



 **allyson goldrick** @allysuuuuun · 11h
life hack: if you're ever trying to make friends at a **party** all you need is a **juul**

1 retweet, 17 likes


 **Collin Spear** @CollinSpear17 · 9h
Having a **juul** at a **party** is the equivalent to opening a pack of gum during class in middle school

3 retweets, 36 likes

 **Brooke Baxley** @baxley_brooke [Follow](#)
S/o to the girls who offered me a juul hit in the bathroom cause I was crying lol

10:55 AM - 22 Mar 2018

LOW RISK PERCEPTIONS



The end result is that teens see using e-cigarettes as largely consequence-free and a cool thing to do.

We conducted focus group testing with nearly 160 youth ages 12–17. We showed them draft ads and asked questions about how motivating, believable, and understandable each ad was. Our learnings include:

- Ads tested well when they were paired with a strong health effects message, such as facts about inhaling acrolein and metal particles.
- Nicotine addiction messages aren't enough—teens aren't afraid of being addicted to e-cigarettes because they don't see them as harmful.
- Flavor ads did not perform well, primarily because youth were confused about the main message.

We then refined our ads before we produced them to reflect these research learnings.

“I heard [vapes were] really not that bad. There weren’t any studies that showed otherwise. At least yet. A lot of people say that it is a lot better than smoking.”

—Group 15, ENDS Experimenters 12–14, Charlotte

“I feel like people stick with vaping because what she said. It’s a healthier alternative. It’s cool. It’s supposedly better.”

— Group 19, ENDS At-Risk 12–14, Phoenix

“I feel like that’s what sets them apart from cigarettes. That’s what makes them more compelling than cigarettes. Cigarettes are like, ‘Ooh, that’s gross,’ and then vapes are like, it makes them seem harmless.”

—Group 4, ENDS Experimenters 15–17, Philadelphia

“Cigarettes—like how they give you cancer because they have all the chemicals and stuff, and vapes don’t have any of that.”

— Group 17, ENDS Experimenter 15–17, Charlotte

“Well, me. I don’t know what it’s going to do so I wouldn’t do it. At the same time, well, I haven’t heard anything bad about it so why not?”

— Group 16, ENDS Experimenter 15–17, Charlotte

CAMPAIGN ADVERTISING

NEW ADVERTISING FOR YOUTH



After a year of development, we released almost **20 new online videos** in September 2018.

- These ads are based on both qualitative and quantitative research with youth.
- We use innovative media tactics to reach youth.
- We've also created materials for high school bathrooms and partnerships with relevant groups.
- We created whatsinavape.com, an interactive web experience for teens to learn about vapes.





Epidemic :30 — <https://www.youtube.com/watch?v=zYuyS1Oq8gY>

CREATIVE EXTENSIONS: WEB, SOCIAL, DIGITAL ADS



VAPING CAN PUT MICROSCOPIC METAL PARTICLES INTO YOUR LUNGS.
TRC:0099339

VAPING CAN PUT DANGEROUS CHEMICALS LIKE FORMALDEHYDE INTO YOUR BLOODSTREAM.
THE REAL COST
LEARN MORE

VAPING CAN CHANGE YOUR BRAIN.
TRC:0099339

THE REAL COST
LEARN MORE

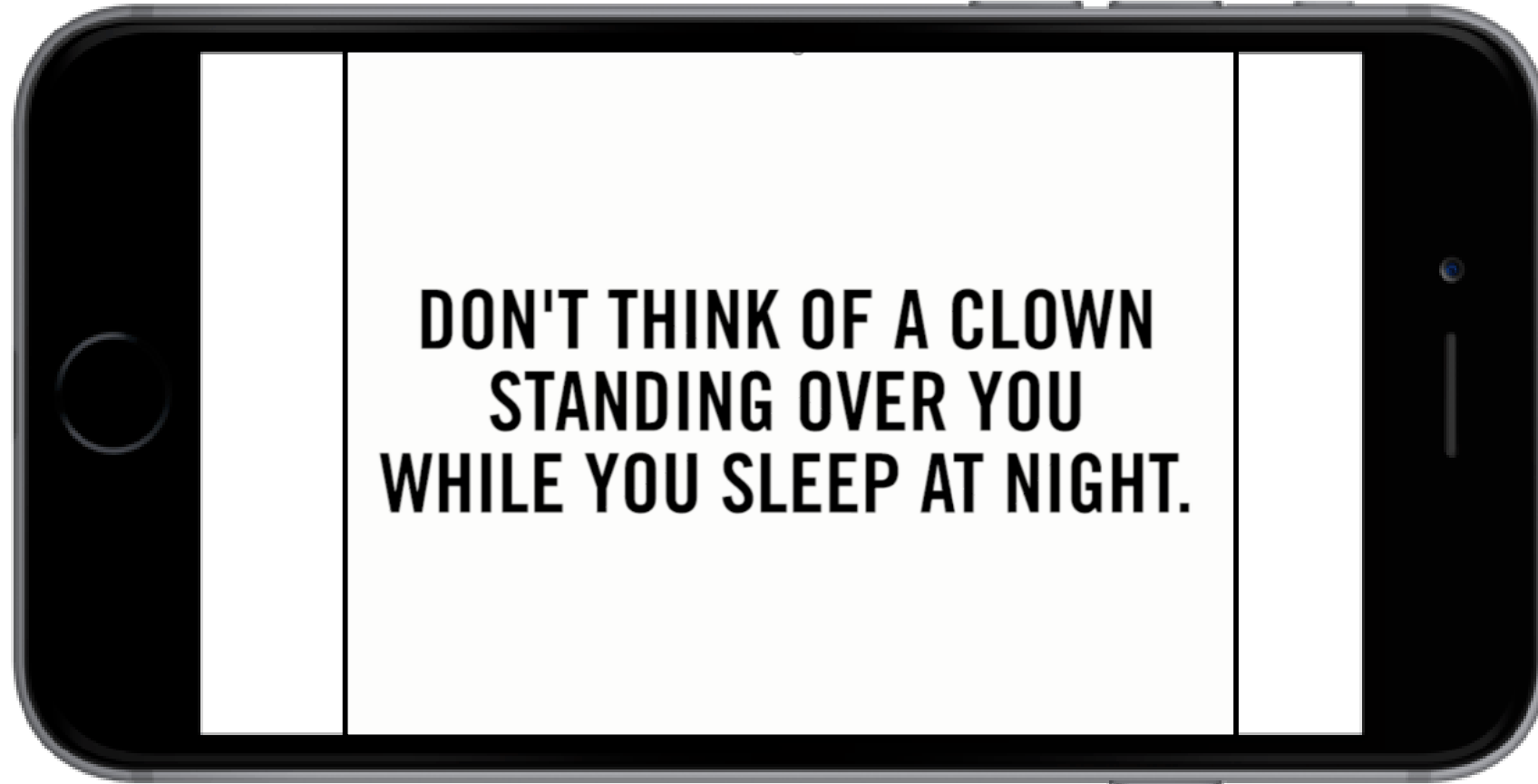
The Real Cost
AN EPIDEMIC IS SPREADING. SWIPE UP TO SOLVE.
LEARN MORE

THE REAL COST
LEARN MORE

VAPING CAN PUT DANGEROUS CHEMICALS LIKE ACROLEIN INTO YOUR LUNGS.
TRC:0099339

THE REAL COST
LEARN MORE

VAPING CAN PUT DANGEROUS CHEMICALS LIKE DIACETYL INTO YOUR LUNGS.
TRC:0099339



Brainrolled — <https://www.youtube.com/watch?v=tdWwsGdT4gw>

CAMPAIGN IMPLEMENTATION

- *The Real Cost* Youth E-Cigarette Prevention Campaign is limited to **age-verified digital** media, hyper-targeting the media to **reach 12- to 17-year-olds** on digital and social channels
- This means that these messages will reach at least 60 percent of the target audience at least 28 times per quarter.



SCHOLASTIC PARTNERSHIP



- Collaborating with Scholastic to bring lesson plans, an infographic, and research to more than 700,000 teachers and administrators throughout the U.S.
- <http://www.scholastic.com/youthvapingrisks/>

SPONSORED

THE REAL COST OF VAPING

Understanding the dangers of teen e-cigarette use
GRADES 9–12

The latest data and information to help increase awareness about the dangers of youth vaping

DOWNLOAD LETTER

VIEW DATA

DOWNLOAD INFOGRAPHIC

Posters: Prevention posters available for order or print:

<https://digitalmedia.hhs.gov/tobacco/>

Youth Vaping Risks Infographic (English and Spanish)

https://digitalmedia.hhs.gov/tobacco/print_materials/CTP-119

2018 NYTS Infographic on Research Findings:

<https://www.fda.gov/TobaccoProducts/PublicHealthEducation/ProtectingKidsfromTobacco/ucm405173.htm>

- **NPW Webinar: Emerging Issues in Tobacco Use**

<https://www.youtube.com/watch?v=d24HUp7gXBo>

- **2014 Annual Synar Reports: Tobacco Sales to Youth**

<https://store.samhsa.gov/product/2014-Annual-Synar-Reports-Tobacco-Sales-to-Youth/synar-15>

- **CDC February 2019 Vital Signs: E-Cigarette Ads and Youth**

<https://www.cdc.gov/vitalsigns/ecigarette-ads/index.html>

- **Youth Tobacco Use: Results from the National Youth Tobacco Survey**

<https://www.fda.gov/TobaccoProducts/PublicHealthEducation/ProtectingKidsfromTobacco/ucm405173.htm>

- **Quick Facts on the Risks of E-cigarettes for Kids, Teens, and Young Adults**

https://www.cdc.gov/tobacco/basic_information/e-cigarettes/Quick-Facts-on-the-Risks-of-E-cigarettes-for-Kids-Teens-and-Young-Adults.html

Please use the chat feature to share your questions and thoughts with us.

Register Today for the Next NPW Webinar



WEBINAR

IMPROVING OPIOID MISUSE PREVENTION LITERACY BETWEEN OLDER ADULTS AND HEALTH CARE PROVIDERS

Effective Prevention Strategies and Approaches for Improving Understanding and Dialogue About Opioid Use Between Older Patients and Their Health Care Providers

MARCH 28, 2019 | 2 – 3:30 P.M. EDT



Please fill out the post-meeting survey that will pop up once this meeting ends.



MAY 12-18
2019

For more information, visit:
www.samhsa.gov/prevention-week



SAMHSA
Substance Abuse and Mental Health
Services Administration