Welcome

The Center for State, Tribal, Local, and Territorial Support presents the

**CDC Vital Signs** Town Hall on
**Surge in Youth Tobacco Product Use: Causes and Public Health Implications**

February 12, 2019
2:00–3:00 PM (EST)
<table>
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<tr>
<th>Time</th>
<th>Agenda Item</th>
<th>Speaker(s)</th>
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| 2:00 pm | Welcome & Introduction     | José T. Montero, MD, MHCDS  
|         |                             | Director, Center for State, Tribal, Local, and Territorial Support, CDC  |
| 2:05 pm | Vital Signs Overview       | Andrea Gentzke, PhD, MS  
|         |                             | Health Scientist, Office on Smoking and Health, National Center for Chronic Disease Prevention and Health Promotion, CDC |
| 2:15 pm | Presentations              | Robin Koval  
|         |                             | CEO and President, Truth Initiative |
|         |                             | Laura Oliven, MPP  
|         |                             | Minnesota Tobacco Control Manager, Minnesota Department of Health |
| 2:35 pm | Q&A and Discussion         | Dr. José T. Montero |
| 2:55 pm | Wrap-up                    |                                                                           |
| 3:00 pm | End of Call                |                                                                           |
Vital Signs™
TOWN HALL TELECONFERENCE

to support STLT efforts and build momentum around the monthly release of CDC Vital Signs
Vital Signs:
Tobacco Product Use Among Middle and High School Students - United States, 2011-2018

Town Hall Briefing
February 12, 2019

ANDREA GENTZKE, PHD
OFFICE ON SMOKING AND HEALTH
CENTERS FOR DISEASE CONTROL AND PREVENTION
Introduction

Tobacco product use is the leading cause of preventable disease and death in the United States.

Nearly all tobacco product use begins during youth and young adulthood.

Recent changes to the tobacco product landscape have shifted the types of products used by youths.

The Surgeon General has concluded that exposure to nicotine during adolescence can cause addiction and harm the developing adolescent brain.
Methods

National Youth Tobacco Survey (NYTS)
- Nationally representative, annual survey of U.S. students in grades 6-12
- 2018 NYTS:
  - March - May, 2018, 20,189 participants (response rate: 68%)
- Seven tobacco products assessed:
  - Cigarettes, E-cigarettes, Cigars, Smokeless Tobacco, Hookah, Pipe Tobacco, Bidis

Measures Assessed:

<table>
<thead>
<tr>
<th>Measure</th>
<th>Description</th>
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<tbody>
<tr>
<td>Current Use</td>
<td>Each product, reported use on ≥1 of the past 30 days</td>
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<tr>
<td>Frequent Tobacco Product Use</td>
<td>Reported use on ≥20 of the past 30 days (among product users)</td>
</tr>
<tr>
<td>Any Tobacco Product Use</td>
<td>Current use of ≥1 of the seven tobacco products assessed</td>
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<tr>
<td>Combustible Tobacco Product Use</td>
<td>Current use of Cigarettes, Cigars, Hookah, Pipe Tobacco, Bidis</td>
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<tr>
<td>Multiple Tobacco Product Use</td>
<td>Current use of ≥2 of the seven tobacco products assessed</td>
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Prevalence of Tobacco Product Use
United States, 2018

More than 1 in 4 high school students (27.1%, 4.04 million) and about 1 in 14 middle school students (7.2%, 840,000) currently used any tobacco product

E-cigarettes were the most commonly used tobacco product among high school (20.8%, 3.05 million) and middle school (4.9%, 570,000) students

| Tobacco Product Use* Among Middle and High School Students, United States, 2018 |
|---------------------------------|-----------------|-----------------|
|                                  | High School     | Middle School   |
| Any Tobacco Product             | 27.1            | 7.2             |
| Combustible Tobacco Products    | 13.9            | 3.3             |
| Multiple Tobacco Products       | 11.3            | 2.4             |
| E-cigarettes                    | 20.8            | 4.9             |
| Cigarettes                      | 8.1             | 1.8             |
| Cigars                          | 7.6             | 1.6             |
| Smokeless Tobacco               | 5.9             | 1.8             |
| Hookah                          | 4.1             | 1.2             |
| Pipe Tobacco                    | 1.1             | 0.3             |

*In 2018, bidis was not reported separately by school level, but are included in summary measures to maintain consistency across years.
U.S. High School Students: Change in Tobacco Product Use, 2017-2018

High School - statistically significant changes during 2017-2018:
Any tobacco product use increased by 38.3% (19.6% to 27.1%)
Multiple tobacco product use increased by 22.8% (9.2% to 11.3%)
E-cigarette use increased by 77.8% (11.7% to 20.8%)

*Tobacco Product Use* Among High School Students, United States, 2017-2018

*In 2018, bidis was not reported separately by school level, but are included in summary measures to maintain consistency across years.*
U.S. Middle School Students: Change in Tobacco Product Use, 2017-2018

Middle school - statistically significant changes during 2017-2018:
Any tobacco product use increased by 28.6% (5.6% to 7.2%)
E-cigarette use increased by 48.5% (3.3% to 4.9%)

Tobacco Product Use* Among Middle School Students, United States, 2017-2018

*In 2018, bidis was not reported separately by school level, but are included in summary measures to maintain consistency across years.
Frequent Tobacco Product Use
United States, 2017-2018

During 2017-2018, frequent e-cigarette use increased by 38.5% (from 20.0% to 27.7%) among high school student e-cigarette users.

No other statistically significant changes in frequent use were observed.

Frequent use of select tobacco products among U.S. middle and high school students, 2017-2018

Frequent Use defined as use on ≥20 of past 30 days, among current users of each product.

- Any Tobacco Product: 24.2% in 2011, 27.1% in 2018
- Combustible Tobacco: 21.8% in 2011, 20.8% in 2018
- Cigarettes: 15.8% in 2011, 11.3% in 2018
- ≥2 Tobacco Products: 12.0% in 2011, 8.1% in 2018
- Cigars: 11.6% in 2011, 5.9% in 2018
- Smokeless Tobacco: 7.9% in 2011, 4.1% in 2018
- Hookah: 4.1% in 2011, 1.1% in 2018
- Pipe: 4.0% in 2011, 4.1% in 2018
- E-cigarettes: 1.5% in 2011, 4.1% in 2018
U.S. Middle School Students: Trends in Tobacco Product Use, 2011-2018
Discussion

The types of tobacco products used by youth has changed over time

- Declines in cigarette smoking stalled in recent years
- E-cigarettes have been the most commonly used tobacco product since 2014

During 2017-2018, current e-cigarette use increased by 77.8% among high school students and 48.5% among middle school students

- No significant changes in current use of combustible tobacco products
- About 1.5 million more youth used e-cigarettes in 2018 than 2017
- Frequent e-cigarette use increased by 38.5% among high school student users

The increase in e-cigarette use among youth is consistent with observed increases in sales of the e-cigarette JUUL, a USB-shaped e-cigarette device

- JUUL has a high nicotine content, can be used discreetly and is available in flavors

This increase in e-cigarette use during 2017–2018 erased the progress in reducing e-cigarette use, as well as any tobacco product use, that had occurred in prior years
<table>
<thead>
<tr>
<th>Key Takeaways</th>
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<td><strong>1</strong> Current e-cigarette use increased considerably during 2017-2018. E-cigarettes were the driver of the observed increase in any tobacco product use among youth.</td>
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<td><strong>2</strong> In 2018, about 1 in 4 high school students and 1 in 14 middle school students (a total of 4.9 million U.S. youth) reported current use of any tobacco product.</td>
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<td><strong>3</strong> In addition to more youths using e-cigarettes overall, current e-cigarette users in high school are using them more frequently in 2018 than 2017.</td>
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<td><strong>4</strong> The sustained implementation of proven population-based strategies, in coordination with tobacco product regulation by FDA, can reduce all forms of tobacco product use and initiation among U.S. youth.</td>
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Citation:

Acknowledgements:
Pamela Lemos, Joel London, Michael Tynan, Linda Neff (Office on Smoking and Health, CDC)
Lynn Sokler, Rich Schieber, Brandy Peaker, Shannon Omisore (Vital Signs Program, CDC)
Tackling the Youth E-Cigarette Epidemic

Robin Koval
President and CEO
February 12, 2019
About Truth Initiative

America’s largest nonprofit public health organization dedicated to achieving a culture where all youth and young adults reject tobacco

- **truth® campaign**
- Truth Initiative Schroeder Institute® Research and policy studies
- Community activism and engagement
- Innovation in tobacco dependence treatment
The rise of vaping

E-cigarettes are turning back the clock on progress in the fight against tobacco and addicting a new generation to nicotine:

- When Truth Initiative began 28% of high school teens smoked – now it’s down to 8.1%.
- Today, 20% of high school students vape.

“Youth who vape are 4X more likely to begin smoking deadly cigarettes.”
Research

• There is a huge knowledge gap among youth, adults, parents and educators when it comes to e-cigarettes.

• The Truth Initiative Schroeder Institute has conducted groundbreaking research on multiple youth e-cigarette topics, including four peer-reviewed published studies.

• Studies, fact sheets and relevant articles can be found at truthinitiative.org.

BEHIND THE EXPLOSIVE GROWTH OF JUUL
SOCIAL INFLUENCES AND FLAVORS DRIVE RISING TEEN USE OF THE TOP E-CIGARETTE
Research findings

• 63% of JUUL users did not know that this product always contains nicotine.

• 15- to 17-year-olds have over 16 times greater odds of being current JUUL users compared with those between 25 and 34 years old.

• 56% of 15- to 17-year-old JUUL users used the device three or more times a month.
  o 25% used JUUL 10 or more times a month.

Youth e-cigarette use is NOT mere youthful curiosity and experimentation.
truth® campaign

- **Safer ≠ Safe** shares key facts about e-cigarettes:
  - Youth who vape are 4 times more likely to begin smoking cigarettes.
  - One JUUL pod is equivalent to the nicotine of a pack of cigarettes.
- Generated **54 million** video views and **1.7 million** social engagements in the first week.
- To date, the campaign generated **166 million** views and **3.7 million** social engagements.
- **1.3 million** visits to thetruth.com and more than **200 thousand** web interactions with our fact-based activities including our **Safer ≠ Safe** quiz.
Breaking: the company that once said they’re “not Big Tobacco” is joining forces with... Big Tobacco. The makers of Marlboro just purchased a minority stake in Juul for $12 Billion. We saw this one coming.
bit.ly/2T15HOg

Never thought we’d see these two getting cozy for the holidays. But uhhhh, I guess money really can buy you love - or at least a “significant” stake in Juul. nyti.ms/2A5Xvoz
Quitting e-cigarettes

• First-of-its kind, text messaging youth e-cigarette quitting program
  o Anonymous
  o Messages tailored by age group to give appropriate recommendations for teens, young adults and parents

Text QUIT to (202) 804-9884

• Users can also opt-in online at BecomeAnEX.org or through the This is Quitting app.
School curriculum

• A Truth Initiative study of 1,500+ teachers and administrators of middle/ high schools showed that many lacked knowledge about the harms and addictive properties of e-cigarettes, including JUUL.

• Less than half (47 percent) of those surveyed recognized a photo of a JUUL.

• 66% of those teachers and administrators said they had communicated with parents regarding JUUL and vaping.

• A survey of parents found that only 26% of parents recalled receiving e-cigarette communication from their schools.
The solution

Regulation, prevention, education and innovation are key in arresting and reversing youth vaping.
thank you

Rkoval@truthinitiative.org

truthinitiative.org
A Comprehensive State Response to the Youth E-cigarette Use Epidemic

Laura Oliven | Tobacco Control Manager
A Youth Epidemic

Percent of high school students who used various tobacco products in the past 30 days, by type of product: 2005-2017

- Cigarettes
- E-cigarettes

- 2005: 22.4%
- 2008: 19.1%
- 2011: 18.1%
- 2014: 12.9%
- 2017: 19.2%

Percent of high school students who used e-cigarettes in past 30 days

- 2014: 12.9%
- 2017: 19.2%

Minnesota Youth Tobacco Survey
A Sharp Increase in Young Adult E-cigarette Use

Three in four young adult e-cigarette users are never smokers.

Percent of 18-24 year olds who use e-cigarettes

- 2014: 12.8%
- 2018: 21.9%

Minnesota Adult Tobacco Survey, 2018
Nicotine Addiction Advisory

Highlights damaging health consequences to young brains

 Warns that early nicotine exposure increases susceptibility to long-term addiction

Includes opportunities for action by parents, health care providers, school staff, and policy makers
Partnership on Outreach to Schools

Find the letter and toolkit at health.mn.gov/e-cigarettes
4 PSA’s messaged to parents

- **Dangers of nicotine**: talk to your kids
- **Products like JUUL**: be aware of devices kids use
- **Industry targeting**: be aware of how your kids are targeted
- **Dangers of nicotine**: set an example by not using

Available at [youtube.com/user/MNDeptoHealth](https://youtube.com/user/MNDeptoHealth)
Outreach through Grantees and Partners

Grantee and Partner Toolkit
- Talking points
- Data highlights
- Q&A
- Sample communications
- Key resources

2018 Back to School Partner Toolkit

As of July 2018, the California Data Collection and Reporting System for Youth in Residential Treatment Programs showed an overall increase in the number of youth in treatment in the state. The following information is intended to support outreach and engagement efforts to increase awareness of available resources and services.

Talking Points
- Most common barriers to youth in treatment include:
  - Financial concerns
  - Language barriers
  - Lack of access to transportation
  - Lack of support from family or friends

Youth exposure to tobacco products is more likely to use other substances.
- The use of cigarettes and tobacco products among youth is on the rise, and e-cigarette use among youth is increasing at a faster rate than traditional cigarette use.

New e-cigarette technologies pose greater risks for youth.
- Multiple user-friendly features make it easy for youth to use e-cigarettes.
- E-cigarettes contain nicotine, which is highly addictive and can harm the developing brain.

Youth e-cigarette use is at its highest point ever recorded.
- In 2017, 1 in 5 high school seniors reported using e-cigarettes, a significant increase from 2016.
- The trend is expected to continue in 2018.

For more information, visit the California Department of Public Health's website.
Outreach through Health Care

- Partnership with medical and dental associations
- Coordinated education efforts and media outreach
- Presentations to health systems, plans, and clinics
- Collaboration on new tools and resources for providers
Communities are taking action.

- Amending clean indoor air laws to restrict e-cigarette use indoors.
- Limiting the sale of flavored tobacco products, including e-cigarettes, to adult-only shops.
- Raising the minimum age to buy tobacco to 21.
- Increasing funding for comprehensive tobacco prevention and control.

(Vector illustration credit: Vecteezy)
Visit www.health.mn.gov/ecigarettes

- **Health Advisory**: Nicotine and the Escalating Risk of Addiction for Youth
- **School Toolkit**: Addressing Student Use of E-cigarettes and other Vaping Products
- **Factsheet**: E-cigarettes and Other Vaping Products
- And more...
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CDC Vital Signs Electronic Media Resources

- Become a fan on Facebook
  www.facebook.com/cdc
- Follow us on Twitter
  www.twitter.com/CDCgov
- Syndicate Vital Signs on your website
  https://tools.cdc.gov/medialibrary/index.aspx#/media/id/305883
- Vital Signs interactive buttons and banners
  https://www.cdc.gov/socialmedia/tools/buttons/vitalsigns
Thank You

Provide feedback on this teleconference: CSTLTSFeedback@cdc.gov

Please mark your calendars for the next Vital Signs Town Hall Teleconference

March 12, 2019
2:00–3:00 PM (EST)

For more information, please contact Centers for Disease Control and Prevention

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Web: www.cdc.gov

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