

Vital Signs Town Hall Teleconference
E-cigarettes, Advertising, and Youth: A Public Health Priority
Q & A
January 12, 2016
1:00 pm CT

Steve Reynolds: Thank you and thank you so much to our presenters today. What an outstanding job. We have over 400 people on the call right now and I'm sure there are many of you that have questions or would like to ask a question.

If you want to ask a question, you need to get in the queue by pressing Star 1. We're not going to be able to take many questions since we're close to running out of time, so please press star one to get in the queue immediately if you have a question so we can go from there.

Depending on how many questions we get, we probably will take two or three. So again, press Star 1.

Coordinator: Again, that is Star 1 and record your name at the prompt. We do have a question at this time. It will take just a moment for questions to queue. Please do stand by.

Our first question will come from Summer Phillips. Your line is now open.

Summer Phillips: Hello. Thank you for letting me ask a question. We are currently conducting a social media campaign with four area high schools. And they each have student groups that are going to be submitting videos for tobacco-free themes and the importance of that.

What would you say the significance of the e-cigs would be when compared with the use of smokeless tobacco like chew and things like that for that particular age group—high school?

Robin Koval: This is Robin. I don't know who the question was specifically directed to, but...

Summer Phillips: They've been using the Truthinitiative.org for their educational information and just brainstorming for these videos.

Robin Koval: Sure.

Summer Phillips: So we have two of the schools that are primarily focusing on the smokeless tobacco and then we have two schools that are torn as to whether to do the - focus more on the e-cigs and the vape or the smokeless tobacco. And I'm kind of—this is a new area for me, so I just would appreciate knowing from your perspective how I can best help them guiding their focus if you believe that e-cigs are a greater problem than the smokeless tobacco.

Robin Koval: Well, I will tell you what we are doing and you can take a lead from there. We're focusing most heavily right now on combustible tobacco just because of the order of magnitude of risk as well as the fact that what we've seen in our own research is that while we see tremendous declines in cigarettes and young people are very aware of the risks there, they're much less aware of the risks when it comes to hookah and little cigars -- both unregulated and both actually growing and of great concern to us.

We also know that smokeless tobacco is a big risk in certain geographies for kids, and while in terms of harm not as high risk as combustible tobacco, again an area of concern.

Our thinking right now on e-cigarettes is we need to educate young people on e-cigarettes because there's a tremendous amount of confusion. And that's what we're seeing in our research in terms of what's true, what's not true. And we have found for Truth certainly over time that when kids are given the facts and given information they make informed and responsible decisions.

So that's what we're doing. We're going to be doing more on e-cigarettes as the year goes on. We think kids need to know the facts. And as most of us have seen in tobacco control, there's a lot of varying viewpoints and differing information that's out there. So I hope that's helpful.

Summer Phillips: It's very helpful. Thank you so much.

Steve Reynolds: Alright. Well thank you, Summer, for your question. Thank you, Robin, for answering. We have hit actually a couple - one minute past three. But before we close, please take a moment to look at the next to last slide. It's slide thirty-seven.

The Prevention Status report—or PSR—highlight for all fifty states and District of Columbia the status of certain policies and practices designed to address ten public health problems, including tobacco use. The PSR pulled together information about state policies and practices in a helpful, easy-to-use format that decision makers can use to examine their state status and identify areas for improvement.

There's a link at the bottom of the slide to see all of the PSRs by state or topic, or you can look for the link on the January Vital Signs Town Hall Teleconference Web page. Go directly to 2013 Tobacco Use PSR.

And finally, please let us know how we can improve our teleconferences. Email your suggestions to [ostltsfeedback](mailto:ostltsfeedback@cdc.gov)—that's O-S-T-L-T-S-feedback@cdc.gov.

We hope you all will be able to join us for next month's town hall on Tuesday, February 9 when we will focus on healthcare-associated infections. Thank you to our presenters and everyone who attended the call. That ends our call today. Thank you very much and goodbye.

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