

NYS AAP ADVOCACY DAY

March 3, 2020



TALKING POINTS: Electronic Cigarettes & Vaping Products

FACTS

- Latest statistics, 12/2019, show 5.3 million children less than 18 years of age are vaping.
31.2% of high school students and 12.5% of middle school students are vaping.
- These rates continue to increase. Decades of progress on reducing tobacco use is being reversed. There is no evidence that recent regulations or manufacturers actions have affected the rates.
- 96.1% of people less than 18 years of age who vape started with flavored products. Also, one study found 43% of children using vape products said the only reason they tried initially was the appealing flavors. Vulnerable populations use flavors even more.
- Kids largely do not know risks of vaping products. One study showed 66% of young users thought they contained only flavors, not nicotine.
- E Cigs and other vaping products have higher levels of nicotine than traditional cigarettes. A single Juul has more nicotine than a pack of cigarettes and the nicotine salts in Juul's products (the most frequently used manufacturer) are more easily absorbed into the body. Nicotine levels are generally much higher here than in areas such as Europe where they are regulated.
- Vaping products are rarely being used for nicotine cessation and there are much more effective medical treatments.
- E cigs and other vaping products are being used for youth initiation. They do not provide any public health benefit.

RISKS

- Long term risks of E cigs and other vaping products are not known, but we do have a whole new generation with high rates of nicotine addiction.
- We do know vaping products have adverse effects throughout the body including the brain, lungs and heart. Even though they are advertised as much safer than smoking tobacco, they still contain many toxic chemicals and known carcinogens.
- The recent outbreak of vaping lung disease illustrated the potential risks.
- Children's brains are developing up to the age of 25. They are particularly sensitive to toxins. Children and teens are at much higher risk of developing addiction to all substances including nicotine. E cigs and other vaping products are much easier to hide than traditional cigarettes, and therefore children can use them for longer periods before being detected by parents or school officials.
- E cigarette users are known to be 4 times more likely to smoke traditional cigarettes. There is also some evidence that nicotine use may increase risk of other substance use disorders.
- Children are at higher risk of social pressures. E cigs and other vaping products are considered more hip than traditional cigarettes. Social media is particularly effective advertising towards children. A recent JAMA Peds study showed that 8 of 10 followers of Juul on Twitter were less than 21 years of age.

RECOMMENDATIONS

- Ban all forms of flavored nicotine.
- Recent FDA regulations have done little to stem the tide. Loopholes include menthol still being allowed to which kid friendly flavoring may be added and disposable products such as Puff Bars being exempted.
- Marketing restrictions need to be at least as strong as those for tobacco, including social media. Marketing cannot be youth geared and cannot claim any health benefit.
- Strong penalties and enforcement for selling to youth must be put in place.
- Prohibit all internet sales.
- Impose the highest possible taxes on all tobacco products. Taxation has proven to be the most effective measure to reduce tobacco use.
- Public health information needs to include and in fact highlight the dangers of vaping products.
- Increase resources for nicotine cessation programs targeted specifically for children and youth.