



**Florida
HEALTH**

Electronic Nicotine Delivery Systems, JUUL and Youth

Presented by:

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Tobacco Free Florida

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Tobacco Free Florida

AGENDA

Tobacco Free Florida

FDA Response

ENDS Basics & Risks

What You can Do

Current Data & Trends

SWAT

Creating an Epidemic

Help to Quit

JUUL

Questions

Tobacco Free Florida

Working to protect the people of Florida from the dangers of tobacco.

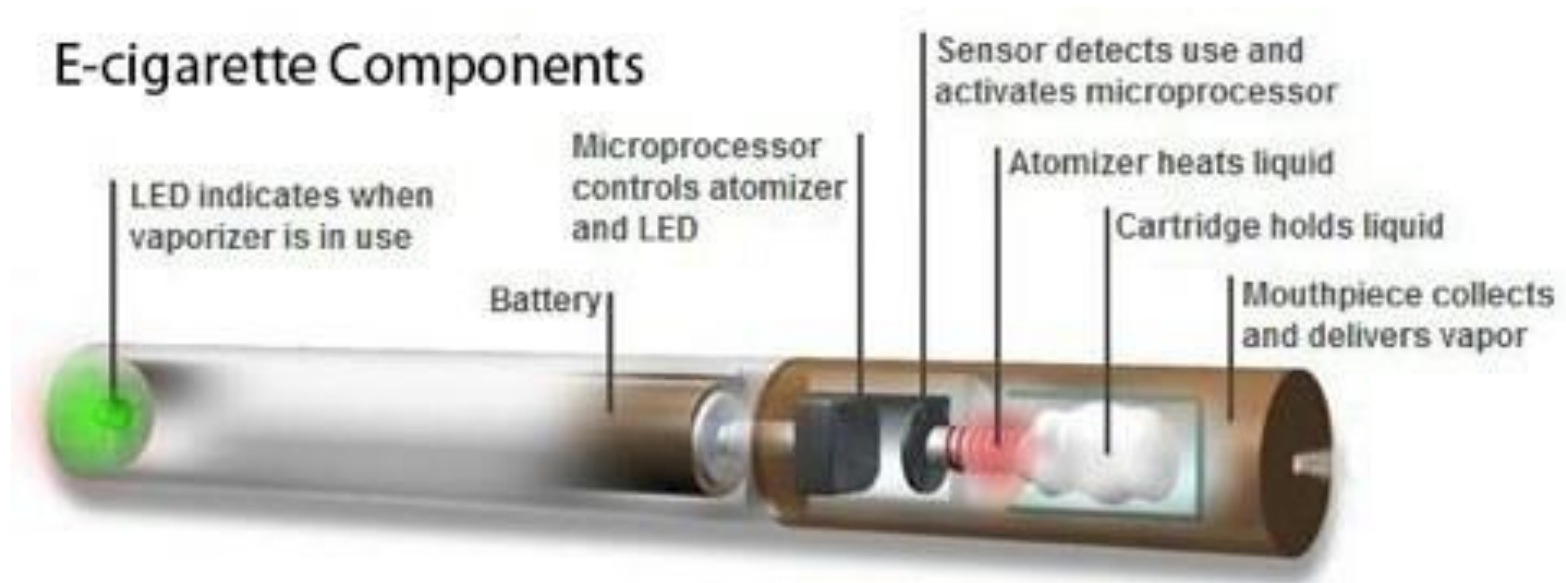


What are ENDS?

- Electronic Nicotine Delivery Systems
- Electronic cigarette, e-cigarette, vaporizer, JUUL, vape pen, e-hookah
- Wide variety of shapes, sizes, styles and colors

How ENDS Work

The devices are designed to simulate cigarette smoking and deliver aerosolized nicotine liquid and other chemicals to the user.



ENDS Risks

- Nicotine Addiction
- Dual Use
- Device Explosions
- Nicotine Poisoning

Nicotine

Nicotine is highly addictive.

Nicotine addiction is the reason that half of all smokers die.

Nicotine is not the primary cause of most smoking related disease.

Nicotine

Cardiovascular Effects

- Nicotine directly affects heart rate and rhythm.
- Nicotine impairs dilation of blood vessels; in coronary arteries this may contribute to smoking-related heart disease.
- Nicotine also raises serum cholesterol and increases clot formation.

Youth Nicotine Use

- Nicotine disrupts circuits that control attention and learning in the brain
- Other risks
 - Nicotine addiction
 - Mood disorders
 - Permanently reduced impulse control

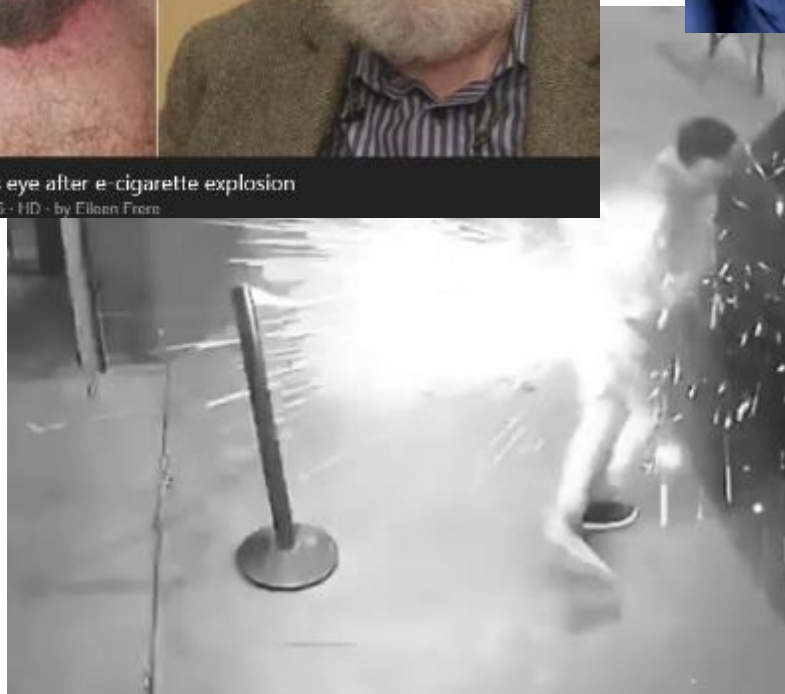


Youth Dual Use

Youth who used e-cigarettes were 4x more likely to start smoking.

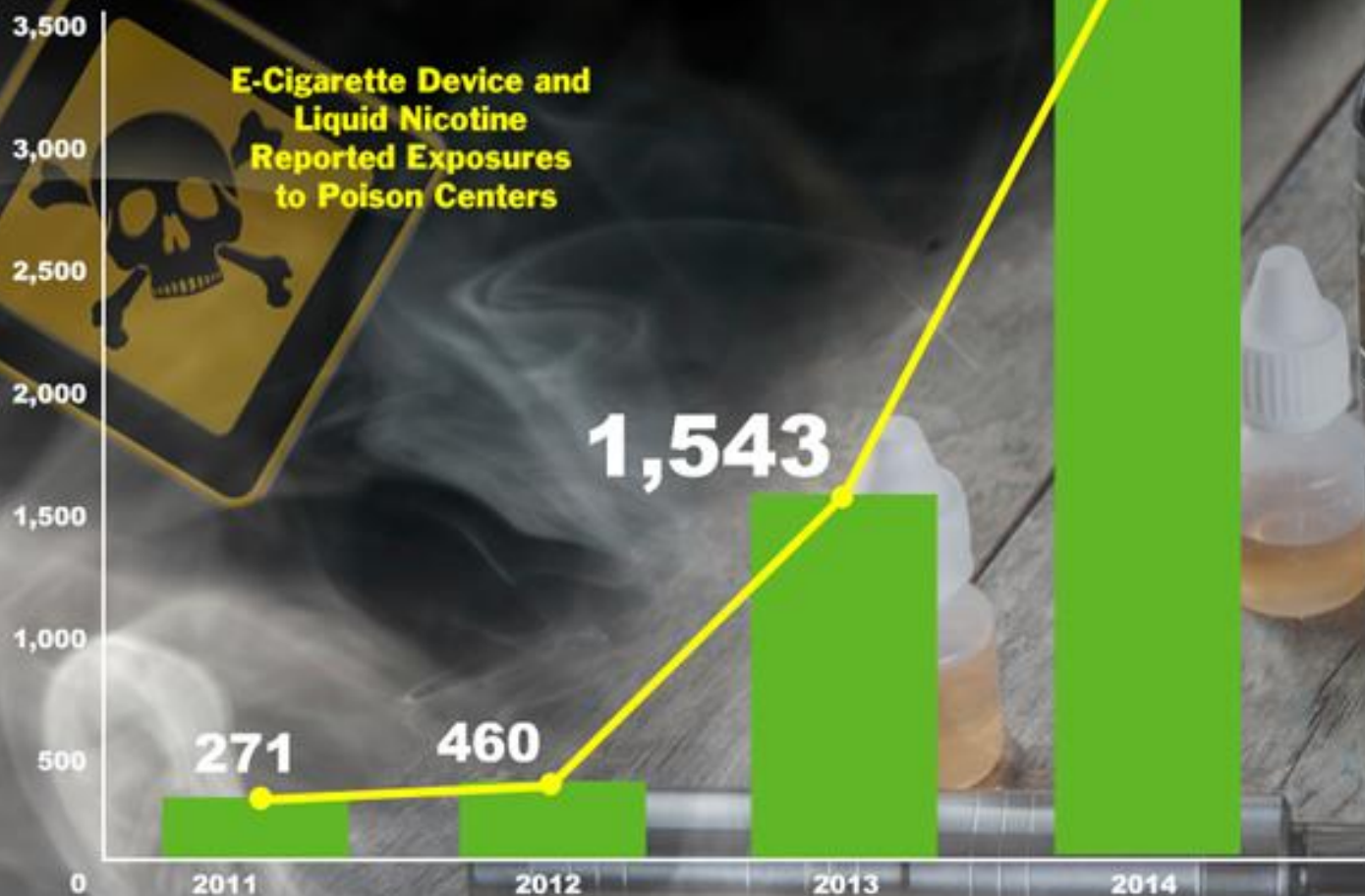
Nationwide, nearly half of all middle and high school students who were current tobacco users used two or more types of tobacco products.

Explosions



Poisoning Calls Related to E-Cigarettes Have Skyrocketed

3,957

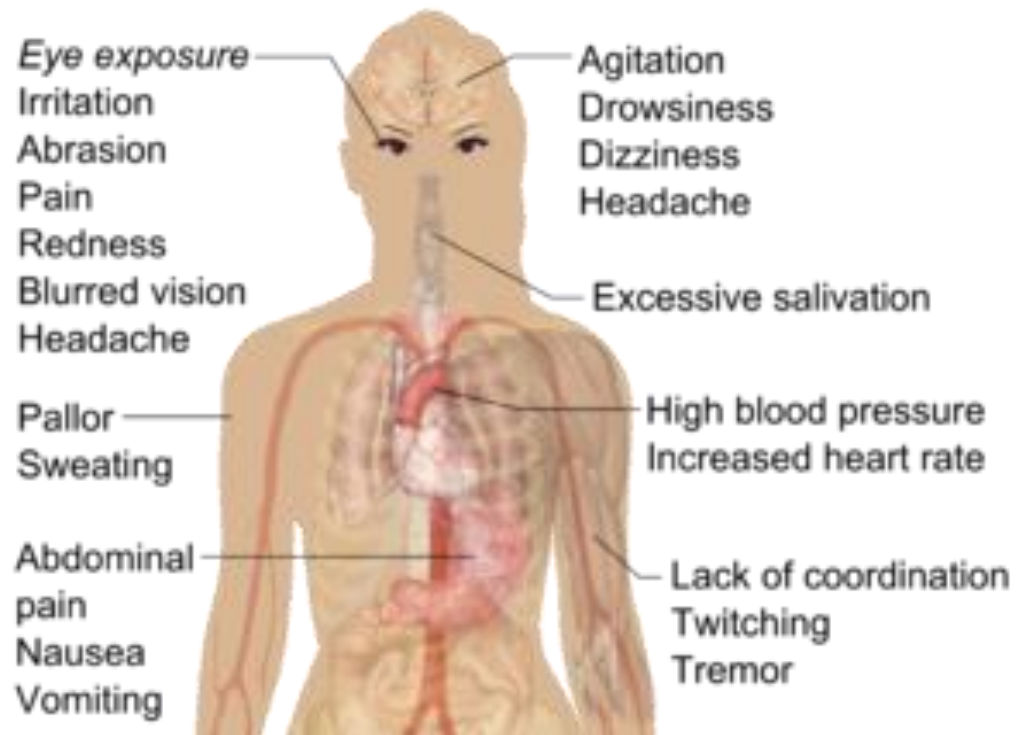


Our Kids Can't Wait

FDA: Finish the rule to regulate all tobacco products, including e-cigarettes.



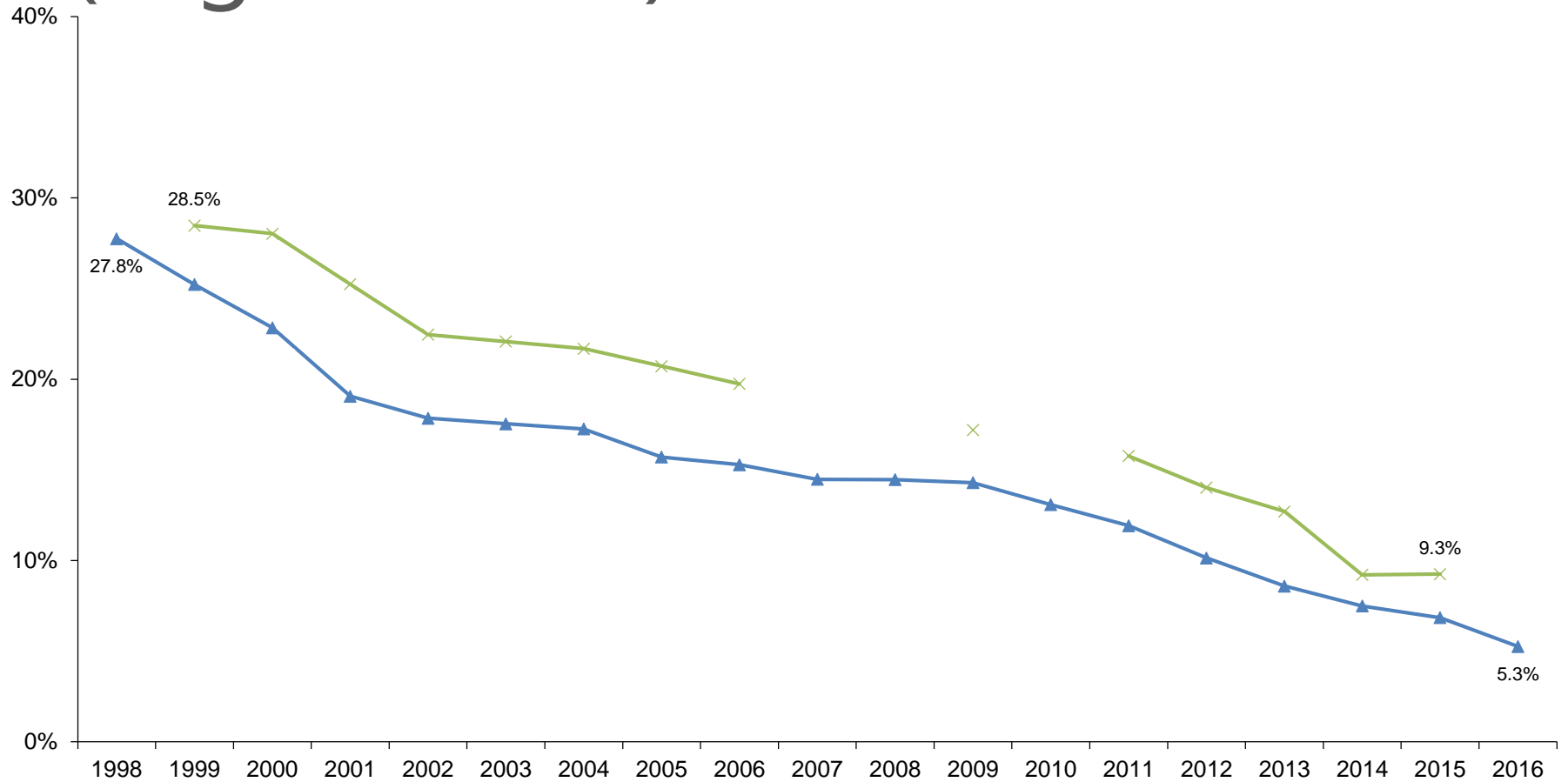
Nicotine Poisoning Symptoms



A photograph of an elderly man with a young child on his shoulders, both smiling, in a park-like setting. The man has grey hair and a beard, and is wearing a plaid shirt. The child is wearing a light blue shirt. The background shows trees and a fence, suggesting an outdoor park environment.

Current Trends FYTS Data

Youth Smoking Prevalence (High School)



The Issue

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

*I, Surgeon General of the United States Public Health Service, VADM Jerome Adams, am emphasizing the importance of protecting our children from a lifetime of nicotine addiction and associated health risks by immediately addressing the epidemic of youth e-cigarette use. The recent surge in e-cigarette use among youth, which has been fueled by new types of e-cigarettes that have recently entered the market, is a cause for great concern. **We must take action now to protect the health of our nation's young people.***

KNOW THE RISKS. TAKE ACTION. PROTECT OUR KIDS.

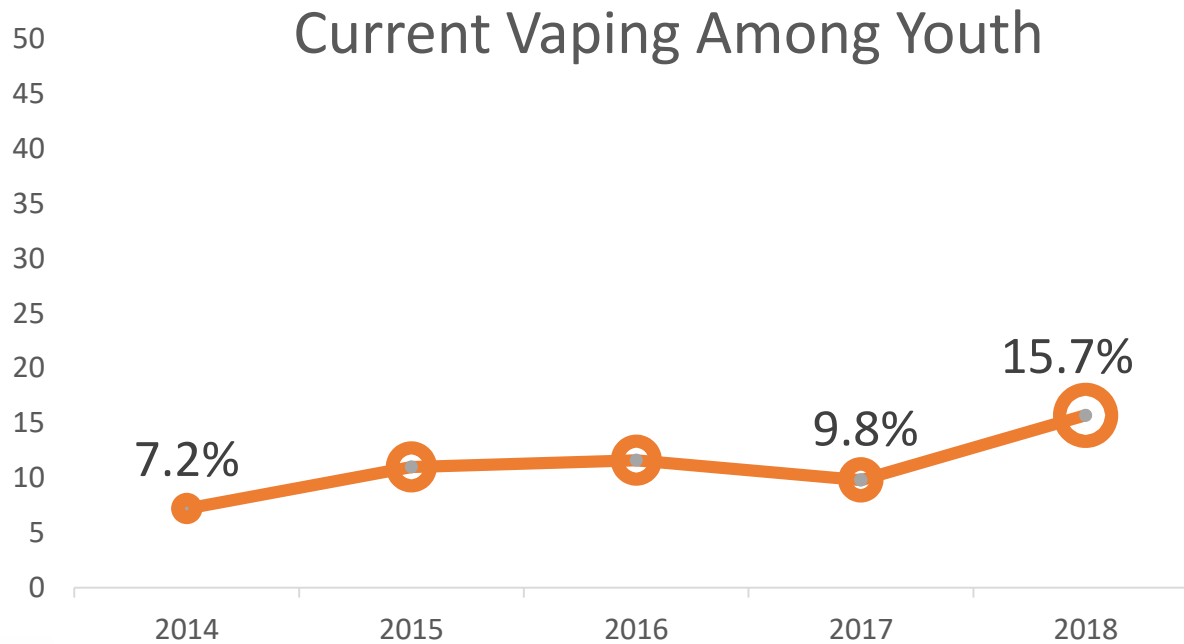
The E-cigarette Epidemic Among Youth

Unfortunately, I now have good reason to believe that it's reached nothing short of an epidemic proportion of growth.

I use the word epidemic with great care. E-cigs have become an almost ubiquitous – and dangerous – trend among teens. The disturbing and accelerating trajectory of use we're seeing in youth, and the resulting path to addiction, must end. It's simply not tolerable. I'll be clear. The FDA won't tolerate a whole generation of young people becoming addicted to nicotine as a tradeoff for enabling adults to have unfettered access to these same products.

Scott, Gottlieb, M.D., FDA Commissioner

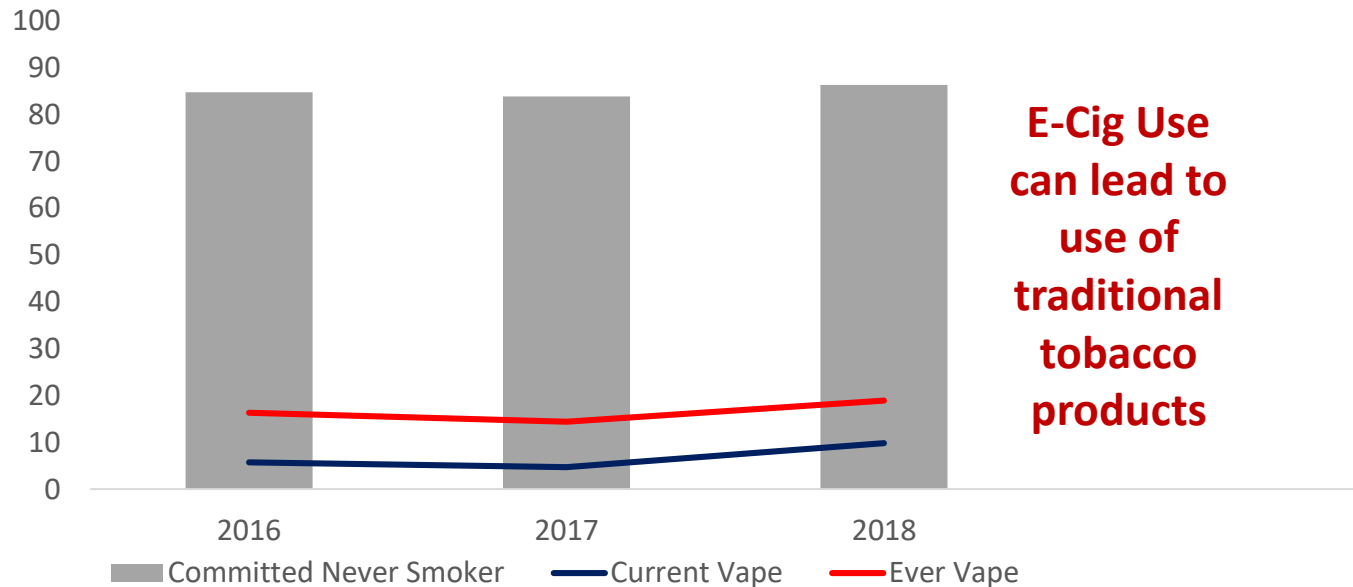
The Evidence



Source: Florida Youth Tobacco Survey 2014-2018

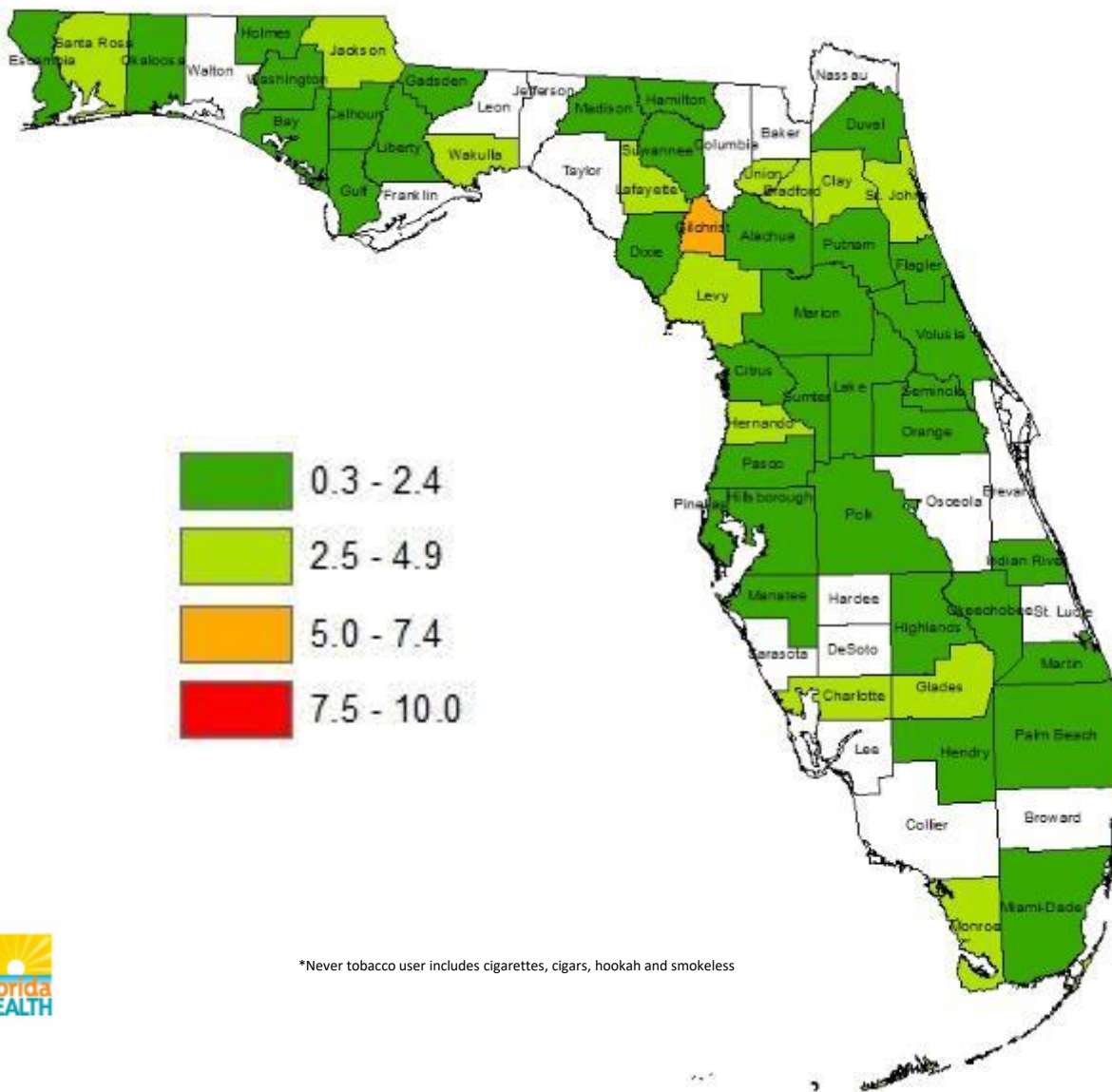
The Evidence

Vaping Among Committed Never Smokers

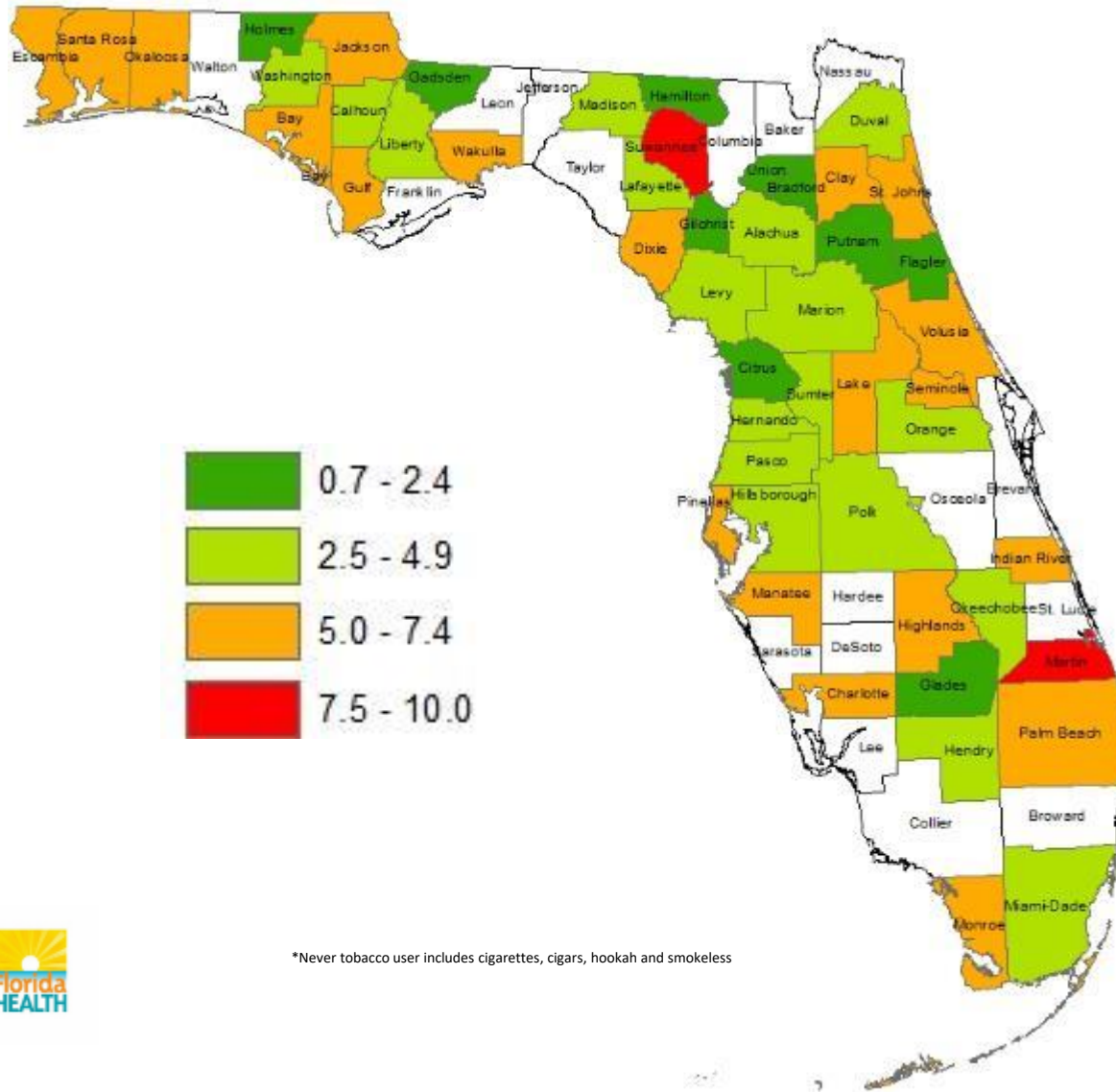


Source: Florida Youth Tobacco Survey 2018, 2017, 2016

Current vaping among committed never tobacco users*, 2016 FYTS



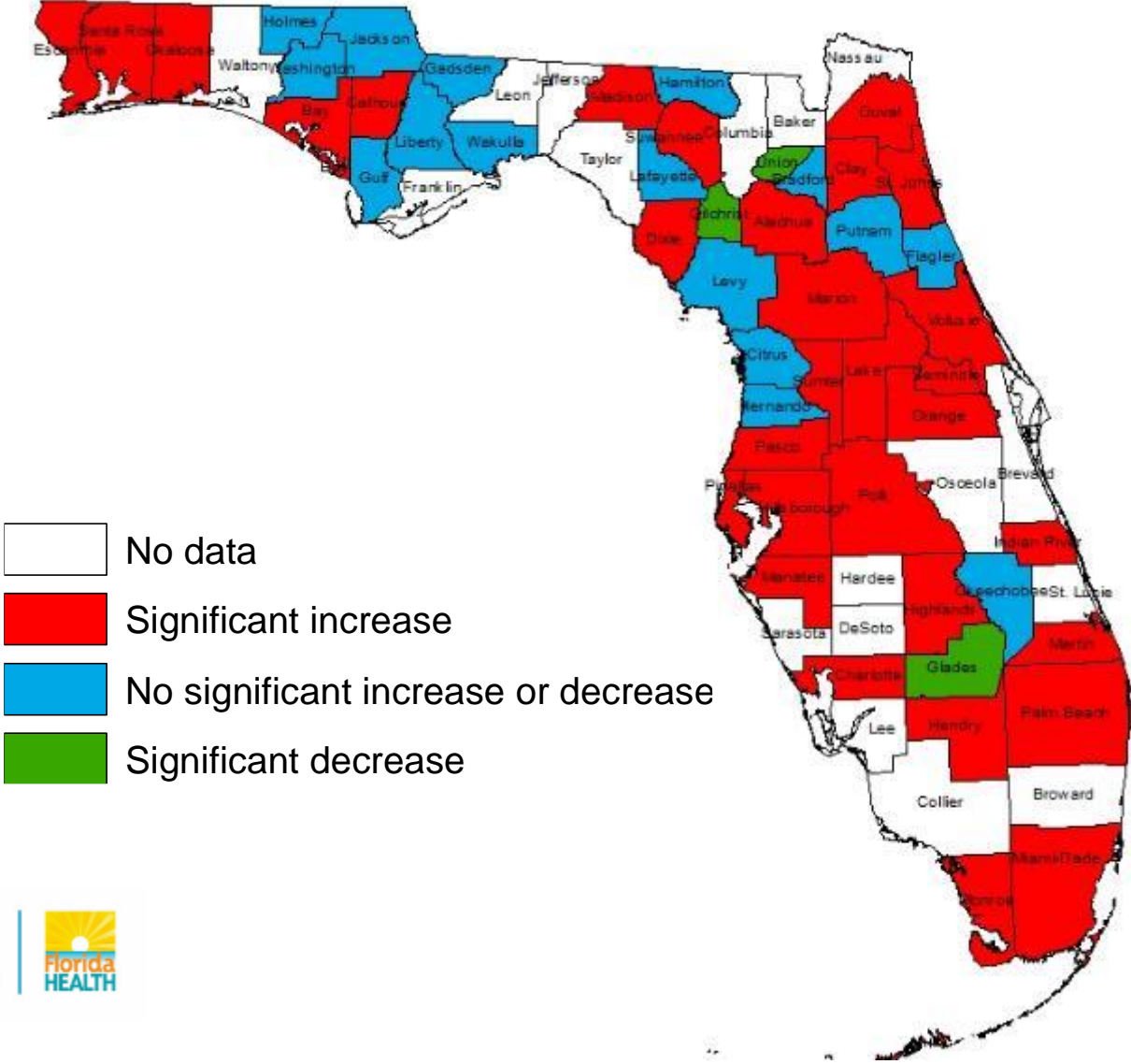
Current vaping among committed never tobacco users*, 2018 FYTS



*Never tobacco user includes cigarettes, cigars, hookah and smokeless



Counties with a significant change in current vaping among committed never tobacco users* from 2016 to 2018



Making an Epidemic

- **Flavored products**
- Product innovation
- Aggressive marketing



E-Cigarette flavors

Tobacco companies purposefully create e-cigarette flavors that appeal more to kids.

E-Cigarette snack food flavors



E-Cigarette Candy flavors



Making an Epidemic

- Flavored products
- **Product innovation**
- Aggressive marketing



Pax

Arizer Solo

ioLito

Wispr

Vapir NO2

Thermovape

Atmos Raw

Da Vinci

puffi

Product Innovation

Hundreds of ENDS device designs are available.

Sample Products



**REAL Look.
REAL Feel.
REAL Flavor.**



Sample Products



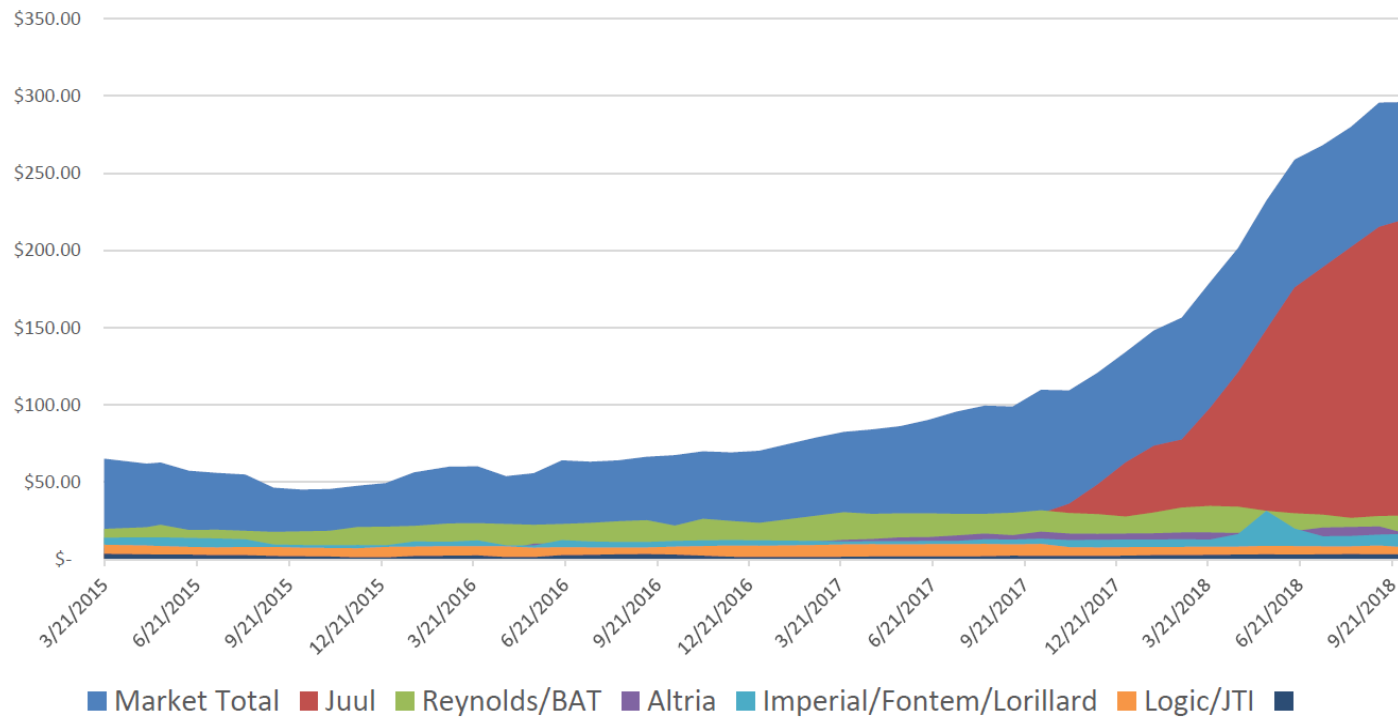
JUUL – the new kid who took over the block



The Rise of JUUL

JUUL

All-channel 4-week e-cigarette sales in millions





Product Innovation

Sleek product design

Convenient JUUL POD system

Nicotine salts

Making an Epidemic

- Flavored products
- Product innovation
- **Aggressive marketing**



Aggressive marketing

Marketing, advertising and public relations efforts targeting teens and young adults.

JUUL Marketing

Youth Focused Launch Parties

COACD INVITES YOU TO
THE **JUUL** PRODUCT LAUNCH PARTY /
FROM THE MAKERS OF PAX.



MUSIC BY
CHAPMAN / illuminati AMS / May Kwok
+ Special Guest Performance

 **THURSDAY JUNE 4TH**

The makers of PAX invite you to the
JUUL LAUNCH PARTY



IT'S HERE! **JUUL**

Thursday, June 4th | 7 - 11 PM | New York City

JUUL Marketing

Sampling Events



JUUL Marketing

Sampling Events



The JUUL Vapor Lounge @ NYC

We built the JUUL Vapor Lounge to introduce the streets of NYC and LA to the next level of Vapor.

Taken on June 6, 2015

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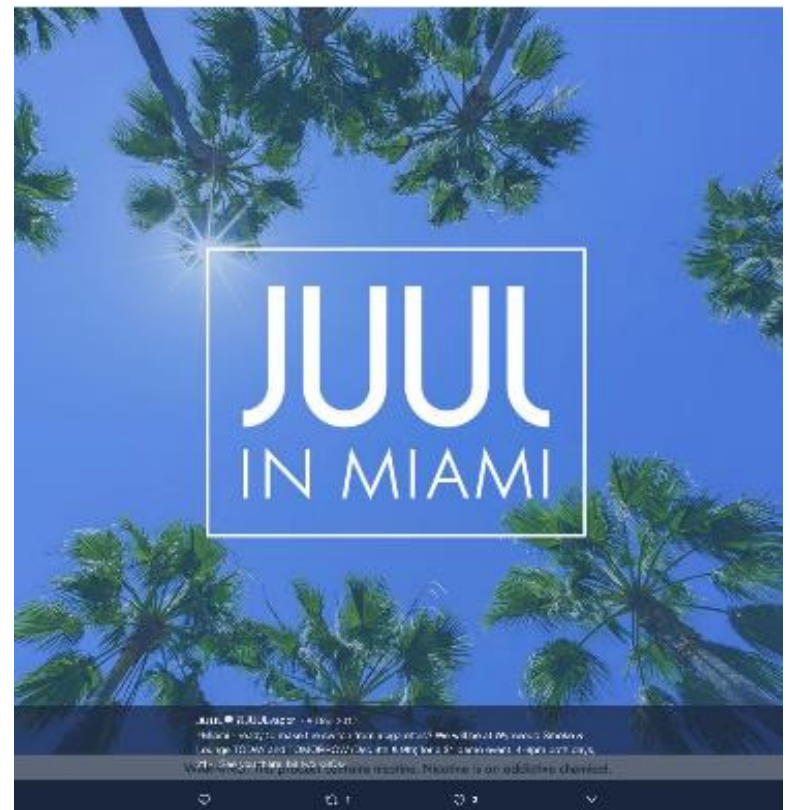
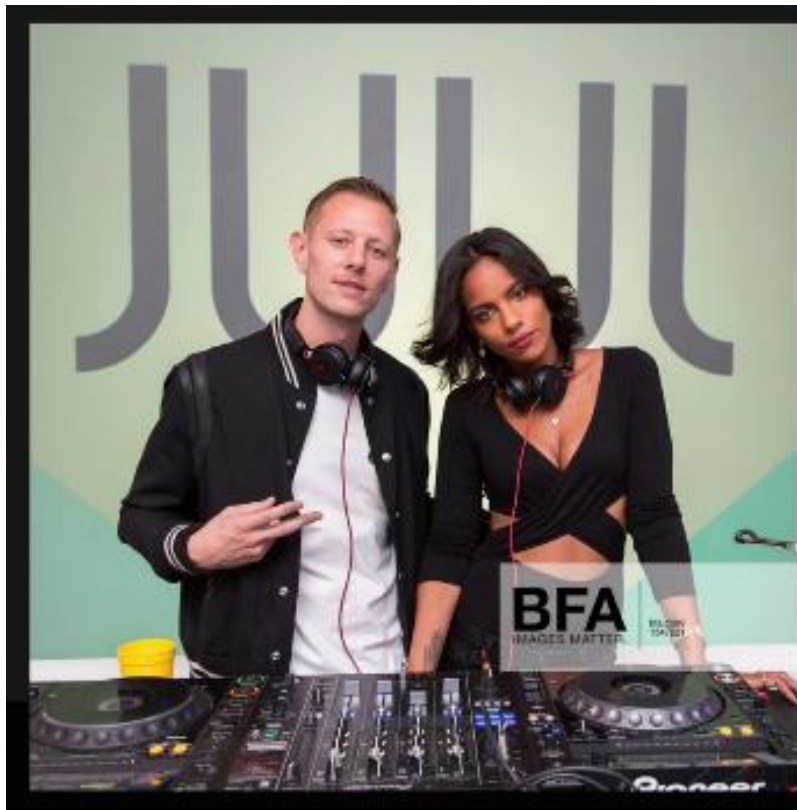


Chelsea, New York, New York



JUUL Marketing

Sampling Events



JUUL Marketing

Print Media



JUUL Marketing

Print Media



JUUL Marketing

Print Media



JUUL SMOKING EVOLVED

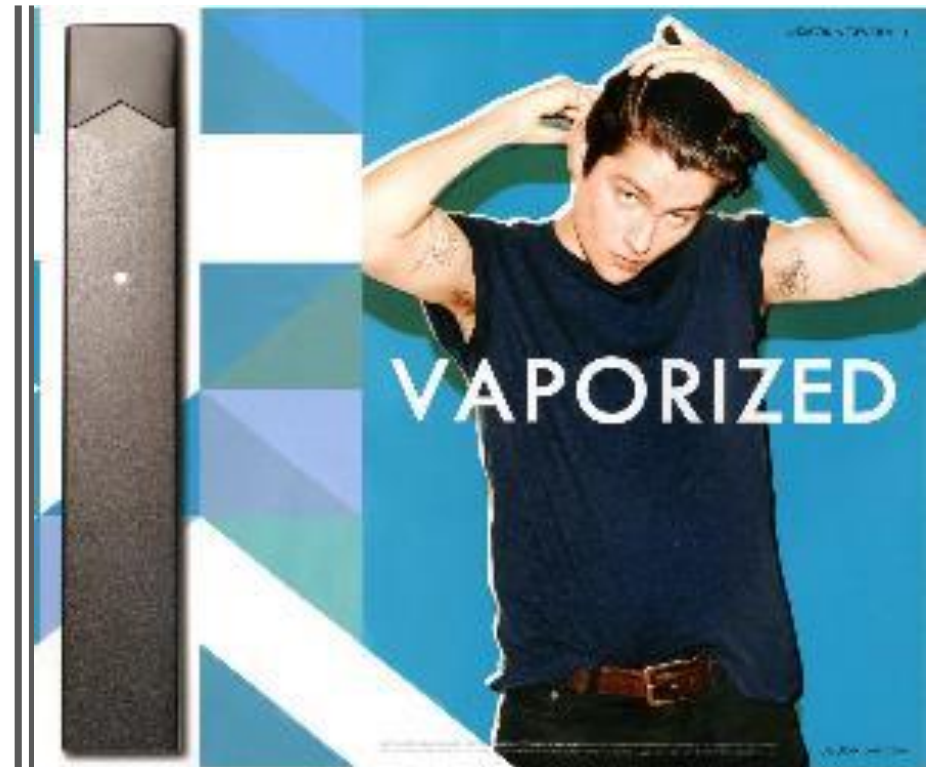
STARTER KIT
\$49.99

BUILT TO SATISFY

The right nicotine strength and vapor quality to provide a powerful and smooth experience. Controlled power and temperature allow for a smooth delivery system. Liquid-to-wick delivery system ensures thick, consistent, flavorful vapor.

NOW AVAILABLE ONLINE & IN-STORE
FREE SHIPPING ONLINE FOR DOMESTIC ORDERS U.S.

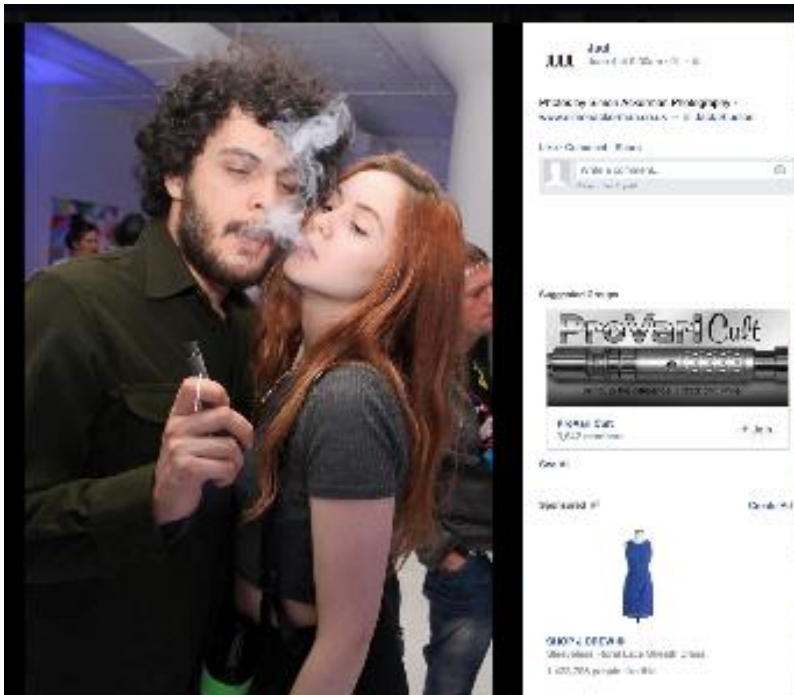
WWW.VAPORSHARK.COM



VAPORIZED

JUUL Marketing

Social Media



JUUL Marketing

Youth Influencers



christinazayas • Follow

New York, New York

christinazayas When smoking cigarettes is not an option, I've turned to @juulvapor. Read why, via the link in my bio! #JUULmoment #ad

View all 47 comments

theparisianman Enjoy the moment babe 🍷👉👈

irinaliakh Ohhh I need it in my life 🥰🥰

cpwears Damn girl you look like "it was all a dream" - Nelly



1,507 likes

NOVEMBER 13, 2017

Add a comment...



JUUL Marketing

Youth Influencers



VICE News Tonight | HBO ⁱ

New Juul Starter Kit
Review!! |
DonnySmokes

105,393

 **Donny Vapes**
Nov. 1, 2018

from VICE News Tonight; HBO

FDA Response

- Declared an epidemic
- Warning letters
- Marketing investigation
- Surprise raid on JUUL Labs
- Required plans to reduce youth uptake from top 5 manufactures – 97% of sales



FDA Response

Launched updated “Real Costs” teen focused media campaign with more extensive ENDS messaging



Counter Marketing

- #TheFactsNow
- truth initiative



What can you do to help?

- Learn more
- Share resources
- Support local efforts

Learn more
about the
issue

Earn 20
FREE CEUs

Florida Tobacco Prevention Training for Educators
An Online Professional Development for K-12 Educators

Course Registration Now Open at
www.tobaccopreventiontraining.org

Course opens on **August 13, 2018** and will remain open 24/7 through **June 6, 2019**

Registration **CLOSES: April 26, 2019**

Course Closes: **June 6, 2019**

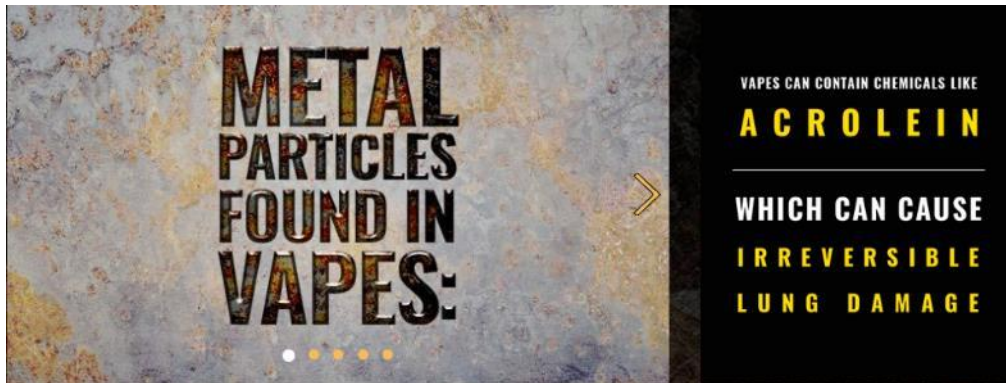
ATTENTION FLORIDA SCHOOL NURSES
DO YOU NEED CONTINUING EDUCATION CREDITS?
Help make this the last generation to have tobacco in their lives!

School Nurses

- Time is Now
- 20 CEU's
- Tobacco Prevention

- Promoted by the FLDOE & FLDOH
- 20 CEU's Awarded (FREE)
- Online & Available 24/7
- Comprehensive & Interactive
- Technical Support Available

Share Resources



- FDA "[The Real Costs](#)" campaign



- Scholastic-FDA partnership – [youth vaping risks](#)
 - Downloadable Infographics, Letter, Datasheet, Lesson & Class Activity



Share Resources

- [CATCH my Breath](#) middle & high school programs



- [truth](#) youth e-cigarette quitting program
 - Text QUIT to (202) 804-9884

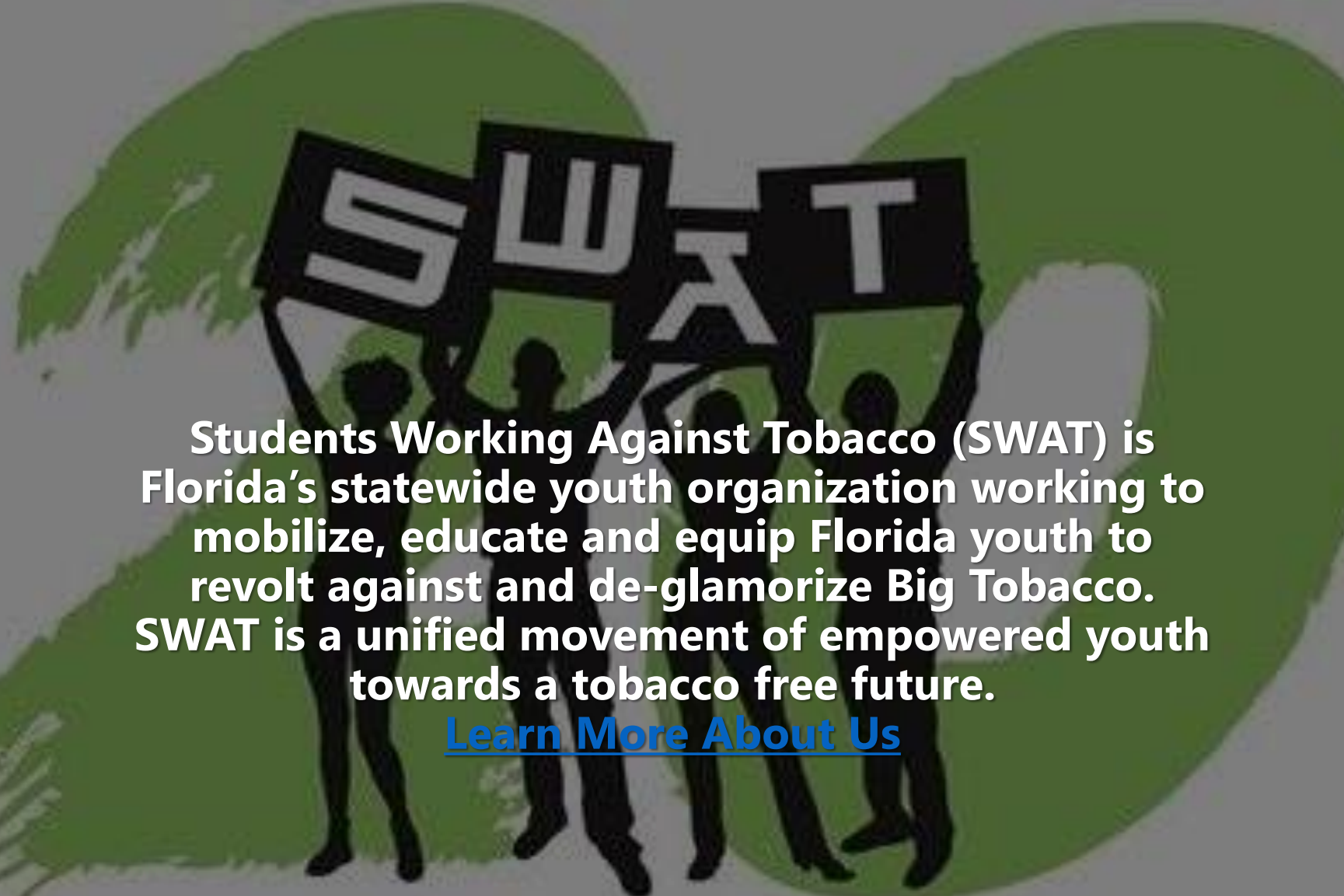
Support local efforts

- Support efforts in your school
 - Strengthen school policy
 - Educate parents
- Local tobacco partnerships throughout Florida
- School-based SWAT clubs

Students Working Against Tobacco

SWAT

A group of students in a classroom setting. In the foreground, a young man in a red and black plaid shirt is gesturing with his hands while speaking to a group of students. The other students are seated at desks, some looking towards the speaker. The background shows a classroom with posters on the wall.



Students Working Against Tobacco (SWAT) is Florida's statewide youth organization working to mobilize, educate and equip Florida youth to revolt against and de-glamorize Big Tobacco. SWAT is a unified movement of empowered youth towards a tobacco free future.

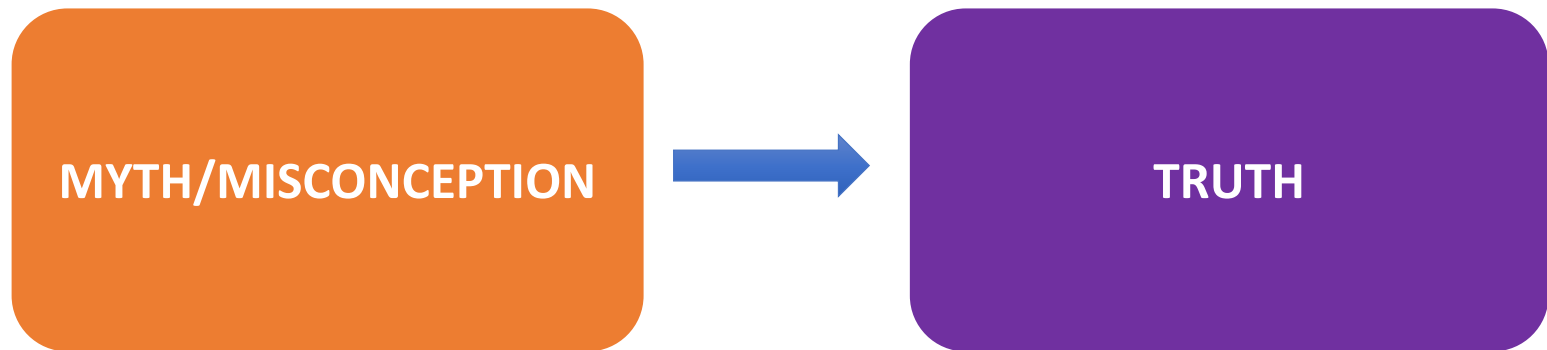
[Learn More About Us](#)

STUDENTS WORKING AGAINST TOBACCO

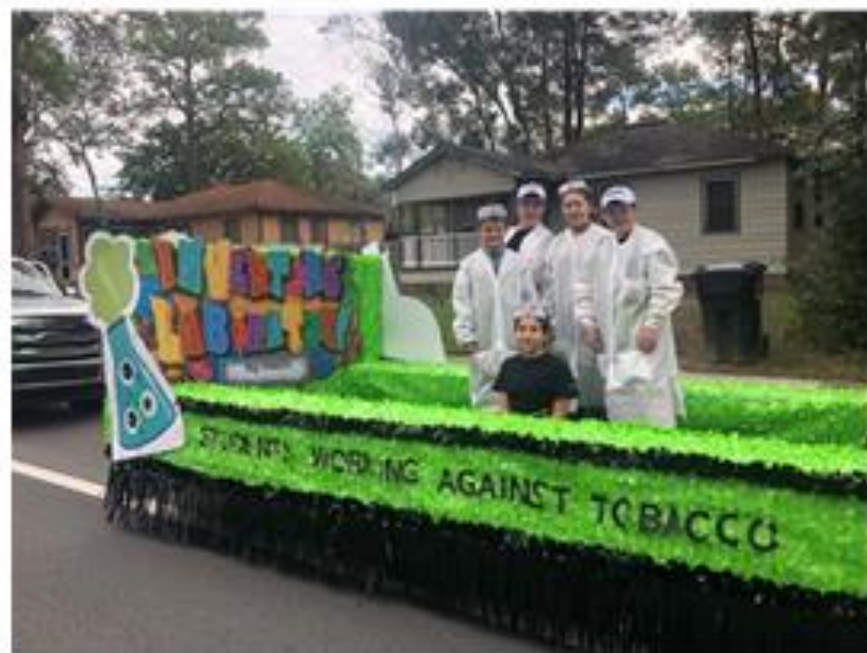


New Youth ENDS Campaign

Key Messages



NALR Day Success



NALR Day Success





NALR Success



Kick Butts Day
March 20, 2019

Working to protect the youth of Florida from the dangers of tobacco

Intended Outcomes of KBD

Beginning with the end in mind

- Empower Youth to Join SWAT.
- Encourage Youth to be part of SWAT Activities.
- Engage, Empower and Recruit adults to be part of SWAT Activities.

Activities you may see



Activities
you may
see





Activities you may see

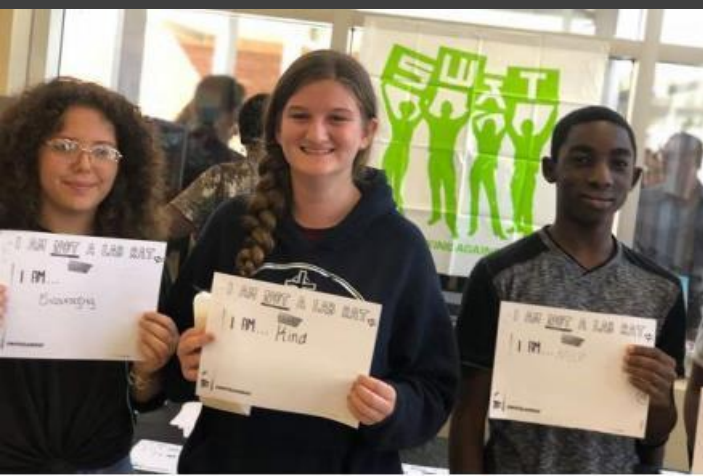
- Post Card Party



JUUL Labs, Inc.

560 20th St

San Francisco, CA 94107





Items for KDB

- Palm Cards
- Flyers
- Press Release
- Message Map

KICK BUTTS DAY

DON'T BE A LAB RAT!

DID YOU KNOW...

- many e-cigarettes contain liquid nicotine, which is highly addictive.
- e-liquids have dangerous chemicals, particularly in certain flavors.
- e-cigarettes are not harmless. Studies have shown that some aerosol contains probable cancer-causing chemicals.
- the FDA recognizes e-cigarettes as tobacco products.
- e-cigarette use among youth has been declared a public health epidemic.
- some e-cigarettes are made by Big Tobacco. The same companies that lied about the harmful effects of smoking for decades are now invested in e-cigarette companies like JUUL.



DON'T LET BIG TOBACCO EXPERIMENT ON YOU!
GET MORE FACTS BY VISITING: SWATFLORIDA.COM/NOT-A-LAB-RAT



Kick
Butts Day
Palm Card

KICK BUTTS DAY

DON'T BE A LAB RAT!

DID YOU KNOW...

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THE EFFECTS OF E-CIGARETTES ON YOUR BODY ARE

UNKNOWN!!

→ DON'T LET BIG TOBACCO EXPERIMENT ON YOU ←



GET MORE FACTS BY VISITING: SWATFLORIDA.COM/NOT-A-LAB-RAT



1. U.S. Department of Health and Human Services. The Health Consequences of Smoking: Nicotine Addiction. A Report of the Surgeon General. Atlanta: U.S. Department of Health and Human Services, Public Health Service, Centers for Disease Control, National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health, 1988. DHHS Publication No. (CDC) 88-5426.
2. US National Library of Medicine National Institutes of Health. Safety evaluation and risk assessment of electronic cigarettes as tobacco cigarette substitutes: a systematic review. *Tobacco Use and Dependence*. 2014.
3. Electronic Nicotine Delivery Systems Report by WHO. WHO Framework Convention on Tobacco Control. World Health Organization, 1 Sept. 2014.
4. <https://www.fda.gov/NewsEvents/PressAnnouncements/ucm350295.htm>
5. <https://www.hhs.gov/NewsEvents/PressAnnouncements/ucm350295.htm>
6. <https://www.nytimes.com/2018/11/20/health/juul-reaches-deal-with-tobacco-giant-alm.html>

Kick Butts Day Flyer

Upcoming Projects

THE EFFECTS OF 8-CIGARETTES ON YOUR BODY ARE

UNKNOWN!!

→ DON'T LET BIG TOBACCO EXPERIMENT ON YOU ←



GET MORE FACTS BY VISITING: SWATFLORIDA.COM/NOT-A-LAB-RAT



What can you do to help?

- Support your local SWAT organization.
- Take this information to school administration.
- Share Tobacco Free Florida ENDS materials for teachers and administrators.
 - Post in teacher's lounges, break rooms, etc.

Quit Your Way Services

Presented by:

Marion Banzhaf

Health Equity and Special Projects Manager

Tobacco Free Florida



At Every HEALTH interaction:

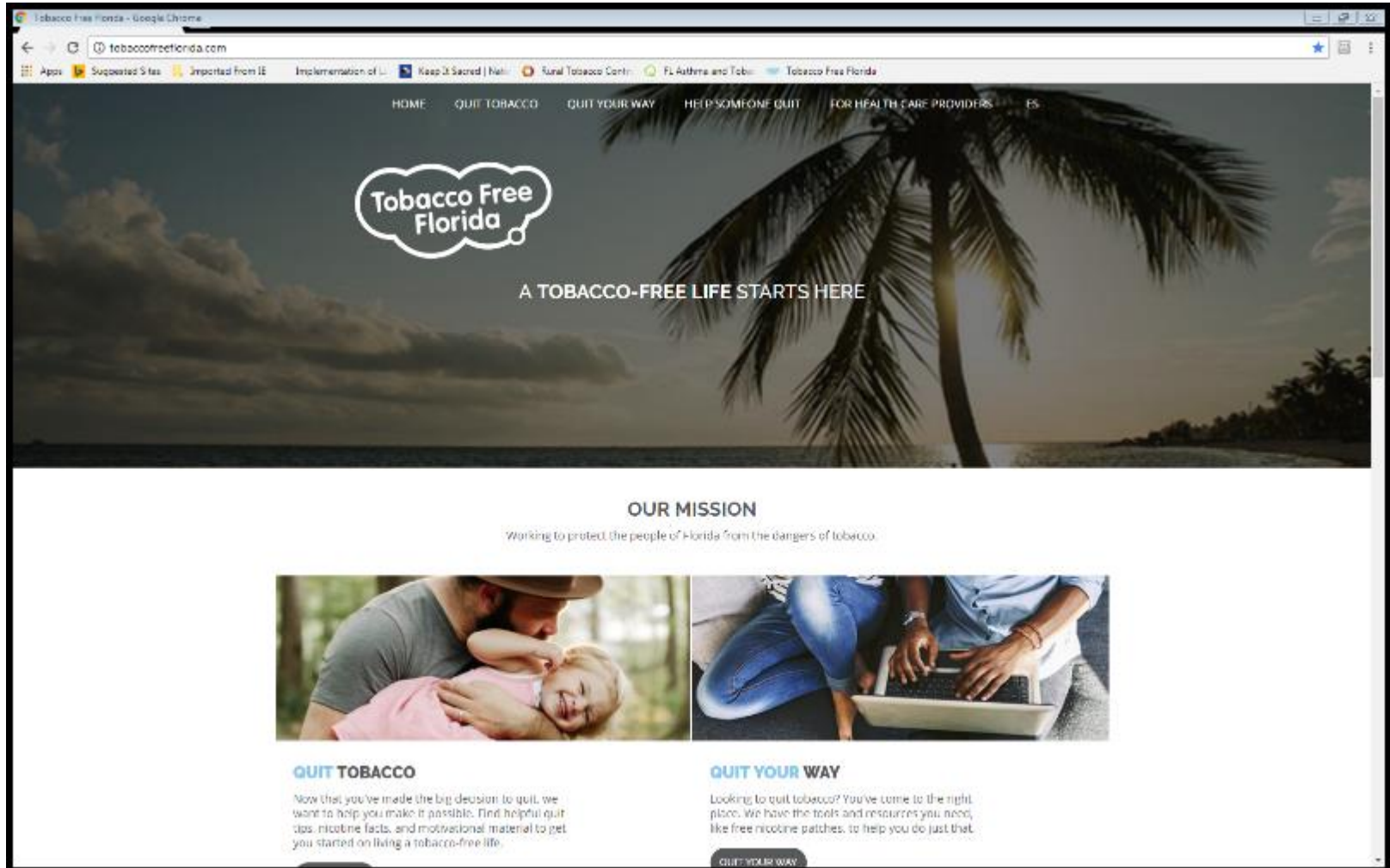
- ASK about tobacco use
- ADVISE that the best thing to do for their health is to quit
- REFER to Tobacco Free Florida
- E-referral thru CHD, or use paper fax system for now

Cessation Services Help Success

- Using services and NRT supports quitting, better than “cold turkey”
- Making a plan and getting help increases success
- Nicotine is a tough addiction, more than one quit attempt may be needed

TOBACCO FREE FLORIDA SERVICES

www.tobaccofreeflorida.com



The screenshot shows the homepage of the Tobacco Free Florida website. The browser's address bar displays "tobaccofreeflorida.com". The navigation menu includes links for HOME, QUIT TOBACCO, QUIT YOUR WAY, HELP SOMEONE QUIT, and FOR HEALTH CARE PROVIDERS. The main header features the "Tobacco Free Florida" logo and the tagline "A TOBACCO-FREE LIFE STARTS HERE" against a background of a palm tree and a sunset. Below the header, the "OUR MISSION" section states: "Working to protect the people of Florida from the dangers of tobacco." Two main content areas are visible: "QUIT TOBACCO" with an image of a man holding a baby, and "QUIT YOUR WAY" with an image of a person using a laptop. A "QUIT YOUR WAY" button is partially visible at the bottom.

Tobacco Free Florida

A TOBACCO-FREE LIFE STARTS HERE

HOME QUIT TOBACCO QUIT YOUR WAY HELP SOMEONE QUIT FOR HEALTH CARE PROVIDERS

OUR MISSION

Working to protect the people of Florida from the dangers of tobacco.

QUIT TOBACCO

Now that you've made the big decision to quit, we want to help you make it possible. Find helpful quit tips, nicotine facts, and motivational material to get you started on living a tobacco-free life.

QUIT YOUR WAY

Looking to quit tobacco? You've come to the right place. We have the tools and resources you need, like free nicotine patches, to help you do just that.

QUIT YOUR WAY

Quit Your Way

- Developed to remove barriers to quit services
- All services free to Floridians
- Phone, web, text quit for age 17 and under (no NRT)
- Group Quit, age 18+, with NRT (if medically appropriate)
- Each Quit Your Way service is available two times in a fiscal year (July-June)



TEXT2QUIT

Receive tips, games and *reminders*



EMAIL TIPS - Get the tools and tips on how to quit tobacco and receive professional advice via email



QUIT GUIDE - A practical and resourceful Quit Guide to help you build your plan to quit

2 WEEK STARTER KIT - Two weeks of free nicotine replacement patches, gum or lozenges to help you quit your addiction
(If medically appropriate & 18 years of age or older)



Thank You