



Muskegon County Tobacco Reduction Coalition

Knowsmoke invites you to our end of the fiscal 2016-2017 meeting!

The Knowsmoke coalition has invited Laura de la Rambelje Public Health Consultant with the Michigan Department of Health and Human Services' Tobacco Section to present on electronic cigarettes. She will share how they have become the new tobacco products of choice for America's youth, why they appeal to youth and adults, what is known about their health impacts, and what is happening across Michigan to control their use.

MEETING DETAILS

PRESENTATION TITLE

Tobacco and Youth: Electronic Nicotine Delivery System (ENDs)

DATE & TIME

June 19, 2017
9:30am - 11:00am

LOCATION

Lakeshore Chamber of Commerce
380 Western Ave.
Muskegon, MI 49440

COST

Free (Seats are limited "35 seats MAX")
Light refreshments will be provided

RVSP

Please RSVP as soon as possible to powerscl@mercyhealth.com by June 12, 2017

MCBAP

1.5 MCBAP credits will be available

GUEST SPEAKER

Laura de la Rambelje

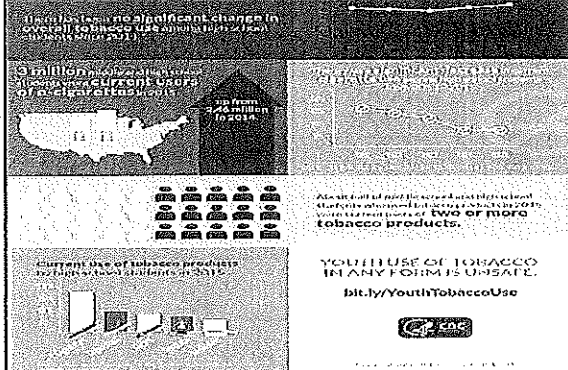
Laura de la Rambelje has been a Public Health Consultant with the Michigan Department of Health and Human Services' Tobacco Section since February 2011. She works with agencies serving populations disparately impacted by tobacco use and is the section lead on hookah, e-cigarettes and other new generation tobacco products, the 24/7 tobacco-free schools initiative and section policy and legislative priorities. Prior to her public health career, Ms. de la Rambelje served in the civil service at the U.S. Department of State promoting democracy and human rights in multilateral fora.

E-Cigarettes, Hookah, and Michigan Youth: Tobacco Playbook Déjà vu



Knowsmoke Muskegon County Tobacco Reduction Coalition
June 19, 2017

TOBACCO USE AMONG MIDDLE AND HIGH SCHOOL STUDENTS—UNITED STATES, 2011-2015



Tobacco: The Problem Is Still With Us

Michigan High School Students

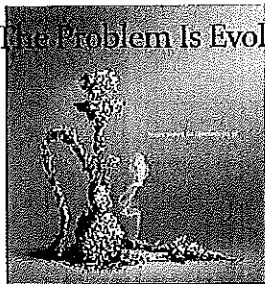
- 10% were current cigarette smokers in 2015 (down from 11.8% in 2013)
- 17.6% used cigarettes, cigars, cigarillos, or spit/dip/snuff tobacco in the last 30 days in 2015 (MI 18% in 2013, 18.5% in U.S. 2015)
- 23% were current electronic cigarette users (24.1% U.S.)
- 29.1 % currently used tobacco (cigarette, smokeless, cigar, or electronic cigarettes) (31.4% U.S.)
- **BUT**: 52% tried *quitting* smoking cigarettes in 2015 (45.4% U.S.)

Tobacco Prevention History

- Master Settlement Agreement – 1998
 - Forbade direct marketing to youth
 - Restrictions on marketing, promotions, advertising
- Family Smoking Prevention & Tobacco Control Act-2009
 - Seeks to prevent and reduce tobacco use by youth
 - Gives FDA authority to regulate the manufacture, distribution and marketing of tobacco products
- Michigan's Dr. Ron Davis Smokefree Air Law-2010
 - Protects residents and visitors from secondhand smoke exposure in all restaurants, bars and businesses, including motels and hotels
- FDA Deeming – August 8, 2016



Tobacco: The Problem Is Evolving



*"We don't smoke that s**t, we just sell it. We reserve that right for the young, the poor, the black and the stupid."*

- R.J. Reynolds, as quoted in the Times of London, August 2, 1992

What Are New Generation Tobacco Products?

- New Generation Tobacco Products include:
 - E-cigarettes, snus, sticks, strips, orbs, hookah, dokha, other forms of dissolvables, etc.
- But don't forget established forms of Other Tobacco Products, including:
 - Spit/Chew/Snuff, Cigars, Pipes
- Dual use of cigarettes and other forms of tobacco products is expected to rise as individuals seek to avoid smoke-free laws and policies.

IMPORTANT:

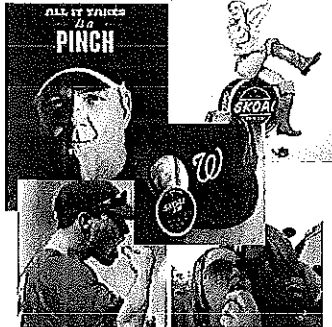
Nicotine Replacement Therapy \neq New Generation Tobacco Products.



Old Generation Tobacco Reboot

Spit/Snuff/Dip/Chewing Tobacco

- Many candy flavors like mint, cinnamon, apple, berry, citrus, cherry, peach.
- Bright colors make them easy to confuse with other products.
- History of association with baseball.
- Extremely difficult to quit.



New Generation Tobacco Products

Snus

- Tobacco in a small pouch, similar to a small tea bag
- U.S. versions marketed aggressively as alternative to smoking in smoke-free environments



Special Concerns

- Youth attracted to many flavors.
- Easy to hide or confuse with other products.
- All forms of smokeless tobacco use associated with oral, esophageal and pancreatic cancer.



New Generation Tobacco Products

Strips

- Nicotspan is nicotine-based
- Camel Strips and others are ground tobacco pressed into a strip
- Marketed as alternative to smoking in smoke-free environments

Special Concerns

- Easy to hide or confuse with other products.
- All forms of smokeless tobacco use associated with oral, esophageal and pancreatic cancer.



Hookah Myths & Facts

MYTHS

Safer alternative to cigarette smoking with fewer impurities.

The water inside the hookah filters out the tobacco smoke harmful substances

Smell, taste and smoothness of the sweetened tobacco provides less irritation to the airways.

FACTS

The chemicals associated with cigarettes are the same in Hookah tobacco products plus the charcoal used for heating releases higher levels of CO.

The water only cools the tobacco smoke, but it does not filter it so it feels less harsh and smokers inhale more deeply.

These lead to longer, deeper, more sustained periods and more exposure to toxic substances.

Centers for Disease Control and Prevention (CDC) Office on Smoking and Health

Compared with Cigarettes

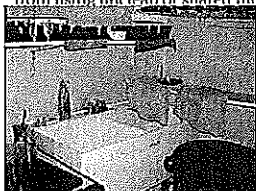
⊙ While many hookah smokers may consider this practice less harmful than smoking cigarettes, hookah smoking carries many of the same health risks as cigarettes.

⊙ Water pipe smoking delivers the addictive drug nicotine and is at least as toxic as cigarette smoke.

⊙ Due to the mode of smoking—including frequency of puffing, depth of inhalation, and length of the smoking session—hookah smokers may absorb higher concentrations of the toxins found in cigarette smoke.

Public Health

Hookah smoking brings with it the same serious health risks associated with all tobacco use, including exposure to SHS. In addition, there is an added concern with infectious disease from using unclean or shared mouthpieces.



Dirty rags and dollar store dish soap effectively eradicate Tuberculosis and Herpes, right?? WRONG. Photo from a Detroit hookah lounge's hookah "cleaning" area.



Waitstaff start a hookah by sucking on the pipe. It doesn't matter if they then give you a "clean" mouthpiece.

Health Concerns

- Dual Use
- Flavorings
- Primary, Secondhand, Thirdhand Aerosol Exposure: Some studies have indicated adverse health impacts for both the user and bystander.
 - NIOSH, ASHRAE, American Industrial Hygiene Association and American College of Physicians recommend current smoking bans extend to E-Cigarettes
 - Propylene Glycol, Glycerin/glycerol
 - Secondhand and Thirdhand Nicotine
 - Formaldehyde, acetaldehyde



Why Be Concerned?

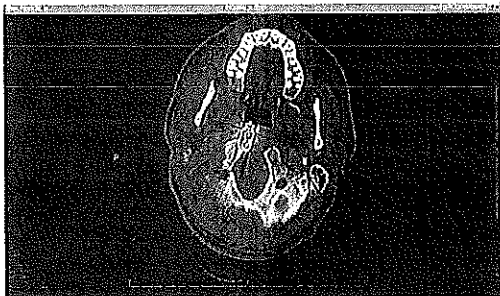
- Many new generation products resemble candy, are brightly packaged, and are aggressively marketed toward youth.
 - May 2014 study revealed tobacco products are flavored using the same flavorings found in Kool Aid and Jolly Ranchers!
- Many products come in small packages easily opened by children; even small amounts of nicotine can be lethal to children.
- Nicotine impairs fetal brain and lung development, and alters development of the cerebral cortex and hippocampus (centers for decision-making) in adolescents.



Health and Safety Concerns

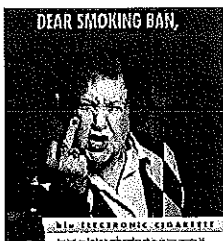
- Reported Impacts to FDA:
 - Pneumonia
 - Congestive heart failure
 - Disorientation
 - Seizure
 - Hypotension, and others
- Lack of quality control
 - In 2009, the FDA tested the ingredients of cartridges from two leading brands of e-cigarettes and found levels of cancer-causing and toxic chemicals, including diethylene glycol, an ingredient in antifreeze.
 - Some cartridges labeled as containing no nicotine had nicotine.

Safety Concerns



Social Concerns

- Social norms reversal.
- Marketed to maintain addiction.
- Playing one of Big Tobacco's playbook:
 - Back on TV.
 - In the workplace.
 - In schools.
 - False health claims.
 - Aimed at youth.



Concern: Youth Interest

- Youth perceive e-cigarettes and other new generation tobacco products to be less harmful than cigarettes.
 - With e-cigarettes, while they may be 'less harmful' than cigarettes, clean air is the standard for comparison.
 - OTP can be just as, more, or differently harmful.
 - Nicotine is addictive.
- Possible 'gateway phenomenon' among young e-cigarette users – Association, NOT yet Causality:
 - Progressing to hookah and blunts.
 - More likely to progress to combustible tobacco in one year.
 - More likely to use both conventional cigarettes (dual use) and alcohol.
 - Starting to see electronic cigarettes used for other substances

E-Cigarettes in Michigan



- Local Action! E-Cig Bans in...
 - Parks, Other Outdoor Locations: Ann Arbor, Washtenaw County, Hastings
 - Indoor Air: Washtenaw County, Luce, Mackinac, Alger & Schoolcraft counties
 - Government Buildings and Vehicles for Employees: Genesee County, Oakland County, Branch-Hillsdale-St. Joseph Community Health Agency, Michigan LARA, Michigan DHHS, Michigan DEQ
 - Ingham County-owned & operated buildings
 - Sales to Minors: Birmingham, Rochester Hills, Rochester, Sterling Heights, Marquette County, Luce, Mackinac, Alger & Schoolcraft Counties

Youth Quit Tobacco Resources

- www.Michigan.gov/tobacco
MI Department of Health and Human Services Tobacco Section website offers resources, fact sheets and information on quitting
- Michigan.quitlogix.org
The Michigan Tobacco Quitline site offers information on how to quit, a smoking calculator and more
- Tipsheet for Parents on E-Cigarettes: https://e-cigarettes.surgeongeneral.gov/documents/SGR_ECig_ParentTipSheet_508.pdf

Youth Quit Tobacco Resources

- Smokefree.gov**
Smokefree TXT
- Free text message quit tobacco service that provides 24/7 encouragement, advice and tips to teens trying to quit smoking. Once signed up, teens receive text messages timed according to their selected quit date and for up to six weeks afterward. Teens can sign up online at www.teen.smokefree.gov or text QUIT to iQUIT(47848)
 - Free smartphone application – QuitSTART – an intensive quit guide for teens that delivers cessation and mood management tips, tracks cravings and monitors quit attempts
- Teen Central**
- Developed by KidsPeace, a nonprofit organization helping youth in crisis. Addresses many topics and has a quit tobacco site available free <http://www.teencentral.net/quitsmoking/index.php>
