

Smoke-Free Colusa County Monthly

Issue: 10 April 2018

All about
FLAVORS!

In This Issue:

- CDPH Campaign Feature - "Flavors Hook Kids"
- Truth Initiative Feature on Flavored JUUL E-Cigarettes
- Resources/Upcoming Events



Smoke-Free Colusa County Subcommittee



The Smoke-Free Colusa County Subcommittee, part of the Colusa County Wellness Coalition, aims to improve the health of Colusa County residents through education and promotion of a tobacco-free lifestyle.

New Campaign Targets Tobacco

Industry's Deceptive Marketing to Youth

Article from California Department of Public Health at <https://www.cdph.ca.gov/Programs/OPA/Pages/NR18-022.aspx>

Date: April 24, 2018

Number: 18-022

Contact: Corey Egel |
916.440.7259 |
cdphpress@cdph.ca.gov

SACRAMENTO - In an effort to combat the tobacco industry's latest marketing strategies aimed at getting youth hooked on nicotine, the California Department of

Public Health (CDPH) today launched a new "Flavors Hook Kids" campaign.

The campaign warns parents and concerned adults about the increasing availability of flavored tobacco products targeted to teens. The campaign also highlights how easy it is for kids to purchase flavored

Smoke-Free Air Everywhere

tobacco products online.

"Flavors disguise the harshness of tobacco and make smoking seem harmless, when we know it's not," said CDPH Director and State Public Health Officer Dr. Karen Smith. "Innocent sounding e-cigarette flavors like Cherry Crush and Cotton Candy could lead to a lifetime of nicotine addiction."

More than 80 percent of youth who have tried tobacco products started with a flavored product – there are more than 15,500 e-cigarette flavors on the market.

Also increasing in popularity among teenagers are new e-cigarette devices called "pod mods." One in particular, JUUL, looks like a flash drive. It is easily hidden from parents and teachers because of its deceptive design. Each JUUL cartridge contains the same amount of nicotine as an

entire pack of traditional cigarettes.

"We encourage parents to talk to their kids about the significant risks of nicotine addiction and tobacco use – which can impact brain development and cause asthma and respiratory disease," said Dr. Smith. "There's simply no safe level of tobacco consumption, and it is far too easy for teens to get interested and hooked due to the tobacco industry's deceptive tactics."

E-cigarettes are the most common tobacco product used by youth in the U.S. In 2016, 13.6 percent of California high school students reported using tobacco products, and more than half (8.6 percent) reporting using e-cigarettes, including "pod mods." Research has shown minors can successfully buy e-cigarette products online 94 percent of the time.

The new "Flavors Hook Kids" campaign appears in seven languages including English, Spanish, Mandarin, Cantonese, Korean, Vietnamese and Tagalog. Learn more here.

About the California Tobacco Control Program

The California Department of Public Health's Tobacco Control Program was established by the Tobacco Tax and Health Protection Act of 1988. California's comprehensive approach has changed social norms around tobacco-use and secondhand smoke. In November 2016, Californians passed Proposition 56 which funds tobacco-use prevention programs, a new state Oral Health Program and research on tobacco-related illnesses such as cancer and heart disease.

JUUL E-Cigarette Craze Highlights Why Flavored Tobacco Products Are So Dangerous

Article from Truth Initiative at <https://truthinitiative.org>.

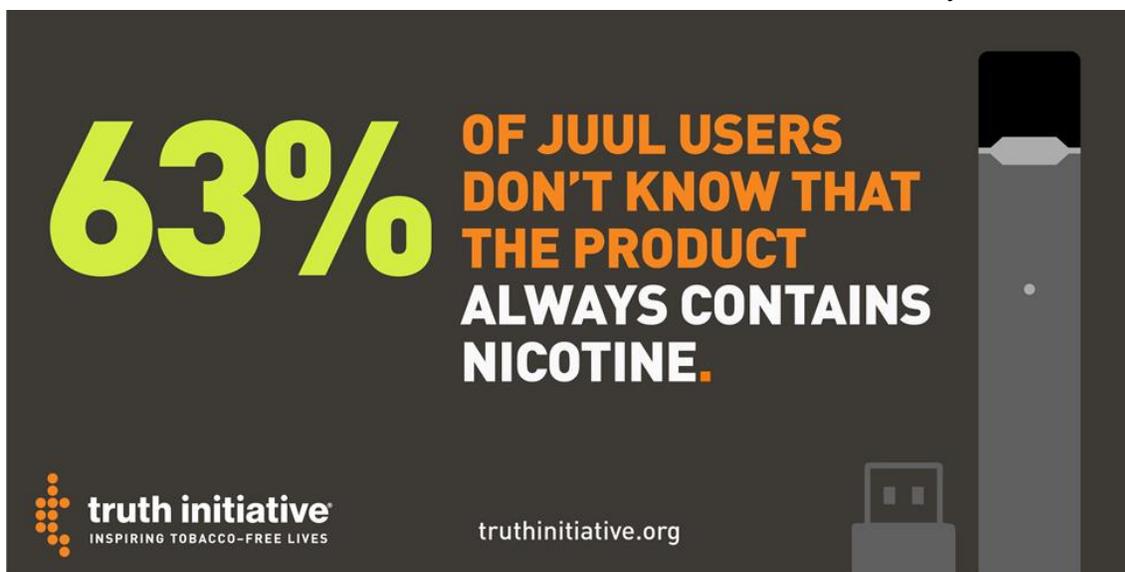
Since 2016, the e-cigarette brand JUUL has surged in popularity among young people and as of April 2018 has taken more than half of the e-cigarette market share. A new Truth Initiative study published today in Tobacco Control reveals that while many young people are aware of JUUL, there is low awareness that the product

- Among those who recognized JUUL, 25 percent reported that use of this product is called "JUULing," indicating that this product is so distinctive, it is perceived as its own category.

- Sixty-three percent of JUUL users did not know that this product always contains nicotine.

pack of cigarettes) raise concerns about the lack of education and regulation of e-cigarette products.

Almost all smokers (98 percent) start by the age of 26, with nearly nine out of 10 adult smokers starting by the age of 18. While e-cigarettes may be less harmful than



always contains the addictive chemical nicotine. For example:

- Twenty-five percent of survey respondents aged 15-24 recognized a JUUL e-cigarette device when shown a photo of the product.

Promoted as a “satisfying alternative to cigarettes,” JUUL puts a new generation of youth at risk of nicotine dependence and future cigarette use. The prevalence and popularity of these high potency nicotine delivery devices (one JUUL cartridge has nicotine levels equal to a

combustible tobacco products — which remain the leading cause of preventable disease and death in the country — e-cigarettes are shown to strongly increase the likelihood of smoking cigarettes among young people. In fact, more than four times as many young adults

who use e-cigarettes begin smoking tobacco cigarettes, compared to peers who do not vape.

“It is no wonder that JUUL e-cigarettes have rapidly caught on with youth — they look like a sleek USB flash drive, are easily concealed, and come in youth appealing flavors like mint, mango and crème brulee,” said Robin Koval, CEO and President of Truth Initiative.

“Unfortunately, young people are unaware that JUUL packs a powerful nicotine punch with a single cartridge equal to an entire pack of cigarettes. This escalates the urgency for Food and Drug Administration (FDA) regulation and public education regarding the risks for young people.”

The findings of the new Truth Initiative study demonstrate

the need for FDA regulation, as well as education among teens and their parents on the risks of products like JUUL. While the FDA has announced efforts to reduce the addictiveness and appeal of combustible tobacco products, the delay in premarket review for e-cigarettes and other novel products deprives the public of critical information needed to make informed choices, contributes to confusion among smokers about the quality and safety of devices and permits the proliferation of products that are highly appealing to youth.

The FDA has promised to mitigate these risks through product standards; however, the public has yet to see concrete proposals. Due to this delay in action, Truth

Initiative and six other public health and medical groups have filed a federal lawsuit challenging the FDA’s decision to allow e-cigarettes to avoid full regulatory compliance until 2022 – a full four years past the original deadline and 13 years since the FDA was given authority over tobacco products in the United States. Said another way, an entire generation of young people will enter and leave their teens without proper oversight of these products.

For more information on JUUL and similar products, visit

<https://truthinitiative.org/news/what-is-juul> and www.truthinitiative.org.

Upcoming Events

- **May 17th 12:00-2:00 Colusa County Health/Wellness Coalition Meeting (Colusa Veterans Hall)** – Join Colusa County community members as we begin to develop a county-wide health/wellness coalition! Lunch provided.

For more information or to R.S.V.P to the above event, please contact the Colusa County Tobacco Education Program at TEP@ColusaDHHS.org or 530-458-0380.

Resources

Interested in a meeting or community presentation to learn more about secondhand smoke, thirdhand smoke, tobacco marketing towards youth, or the Colusa County Tobacco Education Program? Contact us directly to schedule an appointment:

[Colusa County Tobacco Education Program](#)

Contact: Amanda Pitts, Project Director

Phone: (530) 458-0380

<http://www.countyofcolusa.org/tobaccoeducation>

Like Colusa County Public Health on Facebook!



<https://www.facebook.com/ColusaCountyPublicHealth/>

Interested in quitting smoking?



<https://www.nobutts.org/>