WEBINAR

MULTI-LEVEL PREVENTION STRATEGIES TO ADDRESS TEEN E-CIGARETTE USE

FEBRUARY 26, 2019 | 2–3:30 P.M. EST

SAMHSA
Substance Abuse and Mental Health Services Administration
In the chat pod, share with us:

One prevention leader
whose work has influenced you
This meeting will be recorded for archiving purposes.
David Lamont Wilson
NPW Coordinator
Public Health Analyst, Center for Substance Abuse Prevention
Substance Abuse and Mental Health Services Administration
Today’s Presenters

• Brian A. King, PhD, MPH, Deputy Director for Research Translation, Office on Smoking and Health, National Center for Chronic Disease Prevention and Health Promotion, CDC

• John O’Donnell, MA, Acting Synar Lead, Division of State Programs, Center for Substance Abuse Prevention, SAMHSA

• Donna Vallone, PhD, MPH, Chief Research Officer, Truth Initiative

• Emily D’Iorio, MPH, Health Communication Specialist, Center for Tobacco Products, FDA
NPW 2019

MAY 12-18, 2019
www.samhsa.gov/prevention-week
• To involve communities in raising awareness of behavioral health issues and in implementing prevention strategies, and showcasing effectiveness of evidence-based prevention programs.

• To foster partnerships and collaboration with federal agencies and national organizations dedicated to behavioral and public health.

• To promote and disseminate quality behavioral health resources and publications.
### NPW 2019 Daily Health Themes

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<tr>
<th>Day</th>
<th>Theme</th>
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<tr>
<td>Monday, May 13</td>
<td>Prevention of Prescription &amp; Opioid Drug Misuse</td>
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<td>Tuesday, May 14</td>
<td>Prevention of Underage Drinking &amp; Alcohol Misuse</td>
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<td>Wednesday, May 15</td>
<td>Prevention of Illicit Drug Use &amp; Youth Marijuana Use</td>
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<td>Thursday, May 16</td>
<td>Prevention of Youth Tobacco Use</td>
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<td>Friday, May 17</td>
<td>Prevention of Suicide</td>
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Pre·ven·tion Cham·pi·on

*Noun:* a person, activity, program, or organization that inspires others to take *prevention actions* every day that *change lives*
Take the Prevention Challenge

1. Take a photo or video.
2. Add one word to best describe your Prevention Champion.
3. Share your #PreventionChampion photo or video on social media.
4. Use the hashtags #PreventionChampion and #NPW2019.
What one word best describes your #PreventionChampion?

DETERMINATION
Get Involved with NPW Today

- Visit samhsa.gov/prevention-week for the latest resources.
- Take the #PreventionChampion challenge.
- Plan prevention activities and events in your community.
- Join the conversation on social media using #NPW2019.
Brian A. King, PhD, MPH
Deputy Director for Research Translation
Office on Smoking and Health
National Center for Chronic Disease Prevention and Health Promotion
Centers for Disease Control and Prevention
E-cigarette Use Among Youth and Young Adults

BRIAN A. KING, PHD, MPH
DEPUTY DIRECTOR FOR RESEARCH TRANSLATION
OFFICE ON SMOKING AND HEALTH

SAMHSA’s National Prevention Week Webinar Series • February 26, 2019
The Tobacco Landscape Is Evolving

- Smokeless
- Cigarettes
- Cigars, Cigarillos, Little Cigars
- Pipes
- Snus
- Hookah
- Little Cigars
- Bidis
- Kretteks
- E-cigarettes
- Dissolvables
- Heated Tobacco Products
An increasingly popular e-cigarette, called JUUL, is shaped like a USB flash drive.
The “4th Generation” E-cigarette Has Arrived: The “Pod Mod”

Source: Campaign for Tobacco-Free Kids

Youth E-cigarette Initiation and Use

Advertising  Flavors  Nicotine
Net Public Health Benefit or Harm?

Youth Initiation

Adult Cessation
Leads to initiation of combustible tobacco use among non-smokers, particularly children

Leads to relapse among former smokers

Diminishes the chances that a smoker will quit

Discourages smokers from using proven quit methods

Exposes children, pregnant women, and non-users to secondhand aerosol

Glamorizes or renormalizes tobacco use

Results in poisonings among users or non-users

Potential Health Risks of E-cigarettes
Nicotine Poses Unique Dangers to Young People

Chapter 3
Conclusion 1, 2, & 5

1. Nicotine exposure during adolescence can cause addiction and can harm the developing adolescent brain.

2. Nicotine can cross the placenta and has known effects on fetal and postnatal development. Therefore, nicotine delivered by e-cigarettes during pregnancy can result in multiple adverse consequences, including sudden infant death syndrome, and could result in altered corpus callosum, deficits in auditory processing, and obesity.

5. Ingestion of e-cigarette liquids containing nicotine can cause acute toxicity and possibly death if the contents of refill cartridges or bottles containing nicotine are consumed.
Nicotine salts allow particularly high levels of nicotine to be inhaled more easily and with less irritation than free base nicotine.
Conclusion: E-cigarette products can be used as a delivery system for cannabinoids and potentially for other illicit drugs.

Conclusion: Nearly 1 in 11 U.S. students, including 1/3 of those who ever used e-cigarettes, had used cannabis in e-cigarettes in 2016.
Surgeon General’s Advisory on E-cigarette Use Among Youth

It’s not like you can buy a new brain.

https://e-cigarettes.surgeongeneral.gov/
Public Health Actions to Address E-cigarettes

Federal Regulation
Family Smoking Prevention and Tobacco Control Act

- Signed into law on June 22, 2009
- Granted FDA the authority to regulate tobacco products
- Enhanced the ability to intensify policy to reduce tobacco industry influence:
  - Manufacturing
  - Marketing
  - Sale

State, Local, Territory

Potential Sub-National Action:

- Including e-cigarettes in smoke free indoor air policies
- Restricting youth access to e-cigarettes in retail settings
- Licensing retailers
- Establishing specific package requirements
- Setting price policies
- Increasing the minimum age of sale of tobacco products to 21 years of age
- Prohibiting the sale of flavored tobacco products
As the tobacco product landscape continues to diversify, it's important to modernize tobacco control strategies to adapt.

Youth use of any tobacco product, including e-cigarettes, is unsafe.

E-cigarettes are a tobacco product that produces an aerosol by heating a liquid that typically contains nicotine, flavorings, and other chemicals.

Several factors have contributed to the popularity of e-cigarettes, including advertising and the vast array of available flavors.

E-cigarette use is higher among young people than adults. As of 2014, e-cigarettes were the most commonly used tobacco product among U.S. youth.

Youth use of any tobacco product, including e-cigarettes, is unsafe.

As the tobacco product landscape continues to diversify, it's important to modernize tobacco control strategies to adapt.
John O’Donnell, MA
Acting Synar Lead
Public Health Advisor, Center for Substance Abuse Prevention
Division of State Programs
SAMHSA
National Prevention Week
Multi-Level Prevention Strategies to Address Teen E-Cigarette Use: The Synar Program and Electronic Products
February 26, 2019

John O’Donnell
Public Health Advisor
Center for Substance Abuse Prevention
Substance Abuse and Mental Health Services Administration
U.S. Department of Health and Human Services
SAMHSA is the agency within the U.S. Department of Health and Human Services that leads public health efforts to advance the behavioral health of the nation.
The SABG program provides funds to all 50 states, the District of Columbia, Puerto Rico, the U.S. Virgin Islands, 6 Pacific jurisdictions, and 1 tribal entity.

- States use the funds to plan, implement, and evaluate activities that prevent and treat substance abuse and promote public health.
- Preventing substance abuse includes youth tobacco access prevention.
- States may use SABG funds to support certain youth tobacco access prevention activities.

References to states in this presentation include the 50 states, DC, Puerto Rico, the U.S. Virgin Islands, and the Pacific jurisdictions.
“Tobacco addiction is the single most preventable cause of death in our society.”

Centers for Disease Control and Prevention
Between 2010 and 2014, smoking caused:

- Nearly half a million premature deaths per year;
- More than 87 percent of all lung cancer deaths;
- 61 percent of all pulmonary deaths; and
- 32 percent of all coronary deaths.¹

Tobacco Use Is a Pediatric Disease

- 88 percent of adults who have ever smoked daily report that they first smoked by the age of 18, and 99 percent report that they first smoked by the age of 26.²
- More than one-third of adults who have ever smoked report trying their first cigarette by the age of 14.²
- 80 percent of adult smokers who are nicotine-dependent report that they started smoking before they were 18 years old.³

The Synar legislation reflects former Oklahoma congressman Michael Synar’s vision for reducing youth access to tobacco products.

The Synar Amendment and its implementing regulation require states to enact and enforce laws prohibiting the sale and distribution of tobacco products to individuals under the age of 18.
Implementing the Synar Amendment

To implement the Synar Amendment, SAMHSA issued the Synar Regulation in January 1996, requiring states to:

- Have in effect laws prohibiting any manufacturer, retailer, or distributor of tobacco products from selling or distributing such products to any individual younger than age 18.
- Enforce their laws.
- Conduct annual random, unannounced inspections in a way that provides a valid probability sample of outlets accessible to minors.
- Negotiate interim targets and a date to achieve a noncompliance rate of no more than 20 percent.
- Submit an Annual Synar Report detailing state activities to enforce their laws.

References to states in this presentation include the 50 states, DC, Puerto Rico, the U.S. Virgin Islands, and the Pacific jurisdictions.
In FFY 2017, all 50 states and the District of Columbia met the 20 percent target retailer violation rate (RVR).

Youth tobacco use prevalence rates have dropped, but have leveled off.

*Synar is a critical component of the success of youth tobacco prevention efforts.*
States may propose to revise their Synar inspection protocols to include attempted buys of electronic nicotine delivery systems (ENDS) if state law defines such devices as tobacco products.

- It is up to the state to interpret state law.
- Advise consulting state’s Office of the Attorney General.
- As of FFY 2018, 19 states have added ENDS to their protocols as products that can be requested during Synar inspections.
Including ENDS in Synar Inspections

States that include ENDS in their Synar inspections determine how often ENDS will be requested during the inspections unless the Synar checks are combined with FDA tobacco inspections.

When Synar and FDA inspections are combined, the FDA protocol, including any requirements on the variety of products to be requested, MUST be followed.
Merely comparing violation rates in states that did and did not include ENDS among products that might be requested by Synar inspectors can be misleading.

States might be able to detect possible data trends using a new optional feature in the Synar Survey Estimation System (SSES).

Even with more detailed data, note that many variables besides product choice might be associated with violation rates.
How Can Communities Help?

• Identify your State’s Synar Coordinator
  – Check website of the state agency that receives the Substance Abuse Prevention and Treatment Block Grant for your state.
  – Email or call me. My contact info is given in the last slide.
How Can Communities Help?

• Learn about and comment on your state’s Annual Synar Report (ASR).
• States must make their ASRs available to the public for comment.
• Depending on the state, the ASR might be available online, at public hearings, at public libraries, etc. Your State Synar Coordinator will know.
• If it is posted on a state website, you might find it by searching the name of your state and “Annual Synar Report.”
Find out which agency or organization recruits and trains Synar youth inspectors in your state and how to get youth in your community involved. Your State Synar Coordinator will know.

• Youth work with adult inspectors to conduct Synar survey inspections of stores and vending machines.
• Age range for youth inspectors is 15 through 17 in most states.
• Opportunities to fulfill community service requirements and for youth interested in careers in law enforcement, prevention, public service, etc.
How Can Communities Help?

Other roles for youth and other community members:

- Community mobilization
- Educating the public about youth tobacco access laws
- Merchant education efforts
Why Synar Matters to Your Communities

- Penalties to state substance abuse prevention and treatment agency if retailer violation rate exceeds the maximum.
- Consequences of underage tobacco use, including the use of ENDS, for young people in your communities.
Synar Website

https://www.samhsa.gov/synar

John O’Donnell

donovan.john@samhsa.hhs.gov

240-276-0633
Donna Vallone, PhD, MPH
Chief Research Officer
Truth Initiative®
Public Education Strategies to Prevent Youth and Young Adult E-Cigarette Use

Donna M. Vallone, PhD, MPH
Chief Research Officer
Truth Initiative Schroeder Institute®
Agenda

- Formative Research
- Messaging Strategies
- Quit-smoking resources for young e-cigarette users and their parents
Formative Research: Ethnographic

Field dates: November 2018

Participants
Mobile:
• Young adults (18–24)
• Teens (15–17)

In-home Interviews:
• Young adults

Focus Groups:
• Young adults
• Teens
Young people told us that ...

• They are introduced to JUULing through friends.
• “JUUL” is synonymous with e-cigs.
• JUULs are ubiquitous.
• JUULs act as a social lubricant.
• Flavors and smoke tricks are the most appealing aspects.
• JUUL users are split into …
  • those who own a JUUL and share it; and
  • those who don’t own a JUUL but use others’ devices.
• They don’t perceive the risks of vaping to outweigh the benefits.
Young people told us that …

• Friends are usually the point of entry for most JUULers; sharing among friends is common.
• For many teens and young adults, only JUUL appeals – other “e-cigs” or vapes are for heavy users, or nicotine-addicted people.

https://twitter.com/CapnBarb/status/1099130866746511360?s=20
Young people told us that …

• JUULs are everywhere: not just at parties, but in school, and when hanging out with friends.
• JUULs are a conversation-starter, something to hold besides a drink or a phone at parties.
• Flavors are appealing.
• They don’t perceive the risks of vaping.
Anti-Vape Scale Constructs

- Knowledge of Health Consequences
- Reframe Appeal
- Reduce Social Acceptability
Creative: “Mind Blown” & “Horn”
Message Testing: “Mind Blown” & “Horn”

Methods: N=200 each; 15- to 24-year-olds

11-item Anti-Vape Scale, measuring:
✓ Knowledge of Vaping Harms
✓ Appeal (or Un-Appeal) of Vaping
✓ Social Acceptability of Vaping

Contributions
“Mind Blown” and “Horn” found to be strong performers, with:
✓ High likeability, strong relevancy, and generates buzz with strong social media sharing;
✓ Strong communication and branding; and
✓ Effectively reduces the intention to vape with strong message registration.
Anti-Industry Approach: JUUL x Altria
First-of-Its-Kind e-Quit Program

• Supports e-cigarette quitters of all ages
  • Also a resource for parents to help their children quit

• Easy sign-up
  • Text QUIT to 202-804-9884.
  • Users can opt-in via BecomeAnEX or This is Quitting text message programs.
thank you

dvallone@truthinitiative.org
Emily D’Iorio
Health Communication Specialist
The Real Cost Campaign
U.S. Food and Drug Administration
THE REAL COST: YOUTH E-CIGARETTE PREVENTION CAMPAIGN
• Research has demonstrated that public education campaigns can prevent and reduce tobacco use.

• Campaigns have contributed to major declines in tobacco use in the U.S.

• CTP has several campaigns, each one targeting different groups of people:
  ✓ **The Real Cost**: Teens at risk of using cigarettes, e-cigarettes, and smokeless tobacco
  ✓ **Fresh Empire**: Multicultural teens at risk of smoking
  ✓ **This Free Life**: LGBT young adults at risk of smoking
  ✓ **Every Try Counts**: Adult smokers who want to quit smoking
The Real Cost campaign started as a campaign to prevent youth cigarette smoking. The campaign expanded to include messages for rural boys about the harms of smokeless tobacco. The campaign expanded again to include messages to teens at risk for e-cigarette use, or “vaping.”

Our goal
Snap youth out of their “cost-free” mentality when it comes to the risks of tobacco use.
2018 National Youth Tobacco Survey data show an alarming surge in youth e-cigarette use, with more than 3.6 million teens currently vaping.

From 2017 to 2018:

• The number of high-school-age children reporting use of e-cigarettes rose by 78 percent;

• Use among middle-schoolers increased by 48 percent; and

• Almost 30 percent of high school students who currently used e-cigarettes used them on 20 or more of the last 30 days.
SOCIAL MEDIA NORMING

High school bathrooms

12,066 likes
5.3K comments
8.9K saves

Wild ass
No filter
conditocrusa

1,177 views
social media trauma in school ACCOUNT USA
F*cking school sucks monkey and animal
#animals fight #high
vapeaddiction sweet!
E-CIGARETTES ARE A SOCIAL CURRENCY

allyson goldrick @allysuuuun · 11h
life hack: if you’re ever trying to make friends at a party all you need is a juul

Collin Spear @CollinSpear17 · 9h
Having a juul at a party is the equivalent to opening a pack of gum during class in middle school

Brooke Baxley @baxley__brooke
S/o to the girls who offered me a juul hit in the bathroom cause I was crying lol

10:55 AM · 29 Mar 2018
The end result is that teens see using e-cigarettes as largely consequence-free and a cool thing to do.
We conducted focus group testing with nearly 160 youth ages 12–17. We showed them draft ads and asked questions about how motivating, believable, and understandable each ad was. Our learnings include:

• Ads tested well when they were paired with a strong health effects message, such as facts about inhaling acrolein and metal particles.
• Nicotine addiction messages aren’t enough—teens aren’t afraid of being addicted to e-cigarettes because they don’t see them as harmful.
• Flavor ads did not perform well, primarily because youth were confused about the main message.

We then refined our ads before we produced them to reflect these research learnings.
“I heard [vapes were] really not that bad. There weren’t any studies that showed otherwise. At least yet. A lot of people say that it is a lot better than smoking.”
—Group 15, ENDS Experimenters 12–14, Charlotte

“I feel like people stick with vaping because what she said. It’s a healthier alternative. It’s cool. It’s supposedly better.”
—Group 19, ENDS At-Risk 12–14, Phoenix

“I feel like that’s what sets them apart from cigarettes. That’s what makes them more compelling than cigarettes. Cigarettes are like, ‘Ooh, that’s gross,’ and then vapes are like, it makes them seem harmless.”
—Group 4, ENDS Experimenters 15–17, Philadelphia

“Cigarettes—like how they give you cancer because they have all the chemicals and stuff, and vapes don’t have any of that.”
—Group 17, ENDS Experimenter 15–17, Charlotte

“Well, me. I don’t know what it’s going to do so I wouldn’t do it. At the same time, well, I haven’t heard anything bad about it so why not?”
—Group 16, ENDS Experimenter 15–17, Charlotte
CAMPAIGN ADVERTISING
After a year of development, we released almost 20 new online videos in September 2018.

• These ads are based on both qualitative and quantitative research with youth.

• We use innovative media tactics to reach youth.

• We’ve also created materials for high school bathrooms and partnerships with relevant groups.

• We created whatsinavape.com, an interactive web experience for teens to learn about vapes.
Epidemic: 30 — [https://www.youtube.com/watch?v=zYuyS1Oq8gY](https://www.youtube.com/watch?v=zYuyS1Oq8gY)
DON'T THINK OF A CLOWN STANDING OVER YOU WHILE YOU SLEEP AT NIGHT.

Braintrolled — https://www.youtube.com/watch?v=tdWwsGdT4gw
CAMPAIGN IMPLEMENTATION
The Real Cost Youth E-Cigarette Prevention Campaign is limited to age-verified digital media, hyper-targeting the media to reach 12- to 17-year-olds on digital and social channels.

This means that these messages will reach at least 60 percent of the target audience at least 28 times per quarter.
• Collaborating with Scholastic to bring lesson plans, an infographic, and research to more than 700,000 teachers and administrators throughout the U.S.

**Posters:** Prevention posters available for order or print:
[https://digitalmedia.hhs.gov/tobacco/](https://digitalmedia.hhs.gov/tobacco/)

**Youth Vaping Risks Infographic (English and Spanish)**
[https://digitalmedia.hhs.gov/tobacco/print_materials/CTP-119](https://digitalmedia.hhs.gov/tobacco/print_materials/CTP-119)

**2018 NYTS Infographic on Research Findings:**
[https://www.fda.gov/TobaccoProducts/PublicHealthEducation/ProtectingKidsfromTobacco/ucm405173.htm](https://www.fda.gov/TobaccoProducts/PublicHealthEducation/ProtectingKidsfromTobacco/ucm405173.htm)
**Resources**

- NPW Webinar: Emerging Issues in Tobacco Use
  https://www.youtube.com/watch?v=d24HUp7gXBo
- 2014 Annual Synar Reports: Tobacco Sales to Youth
- CDC February 2019 Vital Signs: E-Cigarette Ads and Youth
  https://www.cdc.gov/vitalsigns/ecigarette-ads/index.html
- Youth Tobacco Use: Results from the National Youth Tobacco Survey
  https://www.fda.gov/TobaccoProducts/PublicHealthEducation/ProtectingKidsfromTobacco/ucm405173.htm
- Quick Facts on the Risks of E-cigarettes for Kids, Teens, and Young Adults
Please use the chat feature to share your questions and thoughts with us.
Register Today for the Next NPW Webinar

IMPROVING OPIOID MISUSE PREVENTION LITERACY BETWEEN OLDER ADULTS AND HEALTH CARE PROVIDERS

Effective Prevention Strategies and Approaches for Improving Understanding and Dialogue About Opioid Use Between Older Patients and Their Health Care Providers

MARCH 28, 2019 | 2 – 3:30 P.M. EDT
Please fill out the post-meeting survey that will pop up once this meeting ends.
MAY 12-18 2019

For more information, visit: www.samhsa.gov/prevention-week