



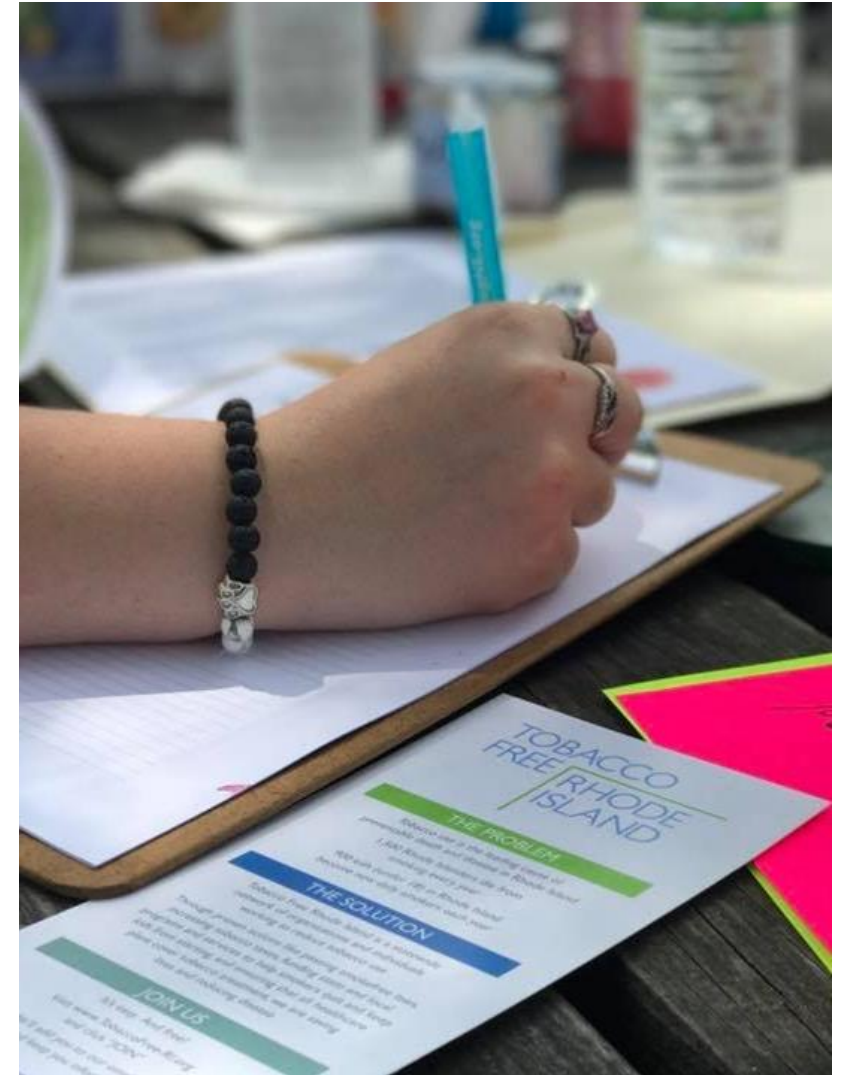
Combating Current Tobacco Trends

Daniel Fitzgerald, MPH, ICPS
And Zoe Moreau

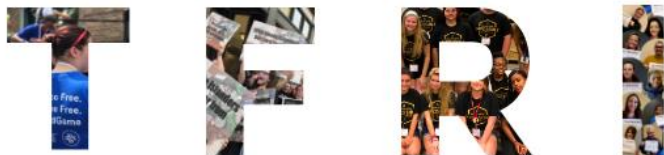


WHAT IS TFRI?

- A statewide network of organizations and individuals working to reduce tobacco use – the leading cause of preventable death and disease in Rhode Island
- Champion efforts to limit youth access to tobacco products
- Educate community members about the impact of policy change
- Resource to find out about the latest information on the tobacco control landscape
- www.TobaccoFree-RI.org







A PROGRAM YEAR IN REVIEW

Policy

- Priority Topic Areas for 2017 - 2018:
 - Increase local tobacco retail licenses & point of sale restrictions
 - Increase the minimum legal sales age for tobacco from 18 to 21
 - Allocate 2.5% of tobacco tax revenue to the Tobacco Control Program
- Created 'letter to the editor' templates and topical fact sheets

Strategic Development

- Strengthened leadership through the creation of a Steering Committee
- On-boarded 9 new Networks Partners bringing the network to an all-time high of 82 partner organizations
- Created E-Newsletter which was opened 12,567 times
- Identified stakeholders and began outreach to strengthen the network
- Hosted trainings that reached a total of 643 youth and adults

Cessation

- Compiled cessation resources from around RI and created a one-page resource tool
- Provided input into state's new cessation treatment coverage matrices
- Disseminated over 4,000 cessation resource guides
- Creating population specific cessation resources

Youth Advisory Board

- Hosted the "This Is Our Year" youth conference with 200 people in attendance - 100% planned and implemented by the 10 Youth Advisory Board (YAB) members
- YAB was trained at the State House on activism and policy change
- YAB presented and engaged with TFRI Network Partners at advocacy days
- Co-hosted the 5th Annual Zombie Walk
- The YAB recruited the next cohort of YAB members consisting of 22 students

Tobacco Control in RI | 2017 - 2018

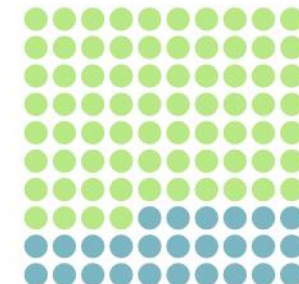
State Tobacco Policy that became effective this year

- ENDS products (ex: e-cigarettes) were added to the Smoke-Free Schools Law (Effective 1/1/18)
 - With funding from CVS Health, TFRI was able to print and distribute update signage to every elementary, middle, and high school in RI.
- ENDS were added to the Smoke-Free Workplaces Law (Effective 1/1/19)
- **Introduced but not passed:**
 - Tobacco 21, increased tobacco tax, and taxation of other tobacco products

Local Tobacco Policy that became effective this year

Smoke-free Ordinances (Recreational Facilities / Town Owned Property): Bristol, Cranston, East Greenwich, and Pawtucket
Local Tobacco Retail Licenses: Johnston (under legal challenges), Middletown (under legal challenges), West Warwick, and Woonsocket
Flavor Restrictions: Barrington (under legal challenges), Johnston, and Middletown
Restrictions on Product Placement: West Warwick, and Woonsocket
Increase sale age from 18 to 21: Barrington (under legal challenges) and Central Falls
Limits on Retail Outlet Density: Central Falls

The majority of Rhode Island high school student do not use tobacco products (including e-cigarettes).

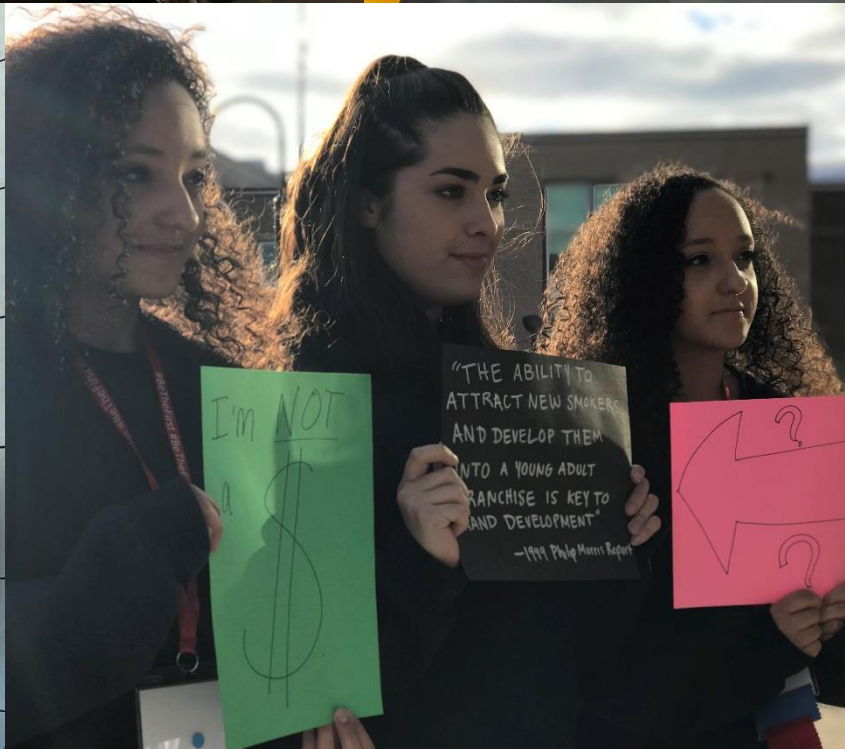
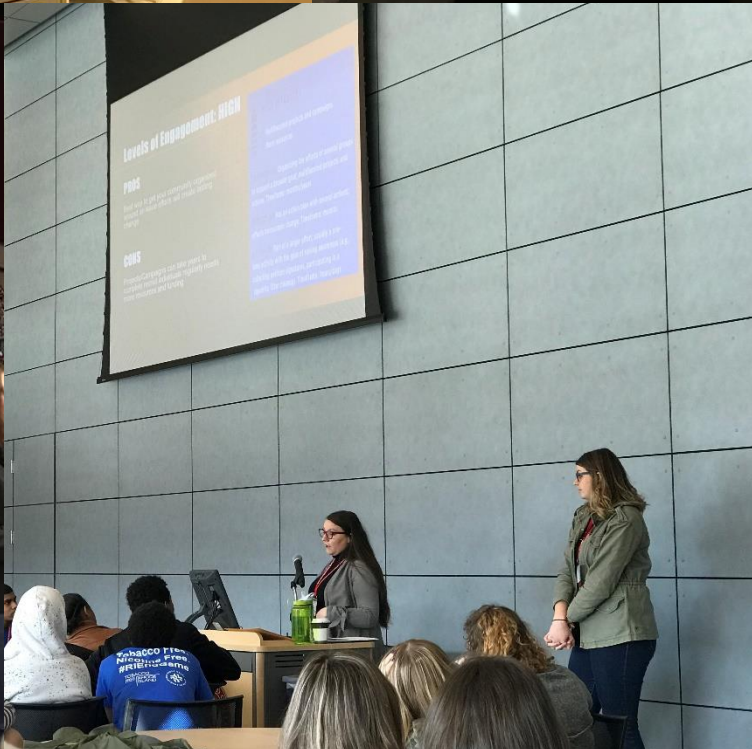


■ Non-Users (74.10%)
 ■ Currently Use a Tob. Product (25.90%)
 Youth Risk Behavior Survey - 2017 High School Survey

Tobacco's Toll on RI

- 1,800 Rhode Islanders die each year from tobacco related illness
- 16,000 of the children alive today will ultimately die prematurely from smoking
- RI Health Care costs (annually) directly caused by smoking = \$640,000,000
- Estimated tobacco industry marketing dollars spent in RI each year = \$27,600,000

www.tobaccofreekids.org/problem/toll-us/rhode_island









**How many RI High School students
currently use any tobacco products?
(including e-cigarettes)**

A. 6.8%

B. 10.4%

C. 20.1%

D. 25.9%

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Youth Tobacco Use Rates in RI

	Cigarette	Smokeless Tobacco	Cigars, Cigarillos, or Little Cigars	Hookah	E-Cigarette
					
High school current use rate:	6.1%	5%	6.8%	N/A	20.1%

Visit www.RIKidsCount.org for a full issue brief on youth tobacco use in RI

(Rhode Island Kids Count, 2017)



Youth Tobacco Use Rates in RI

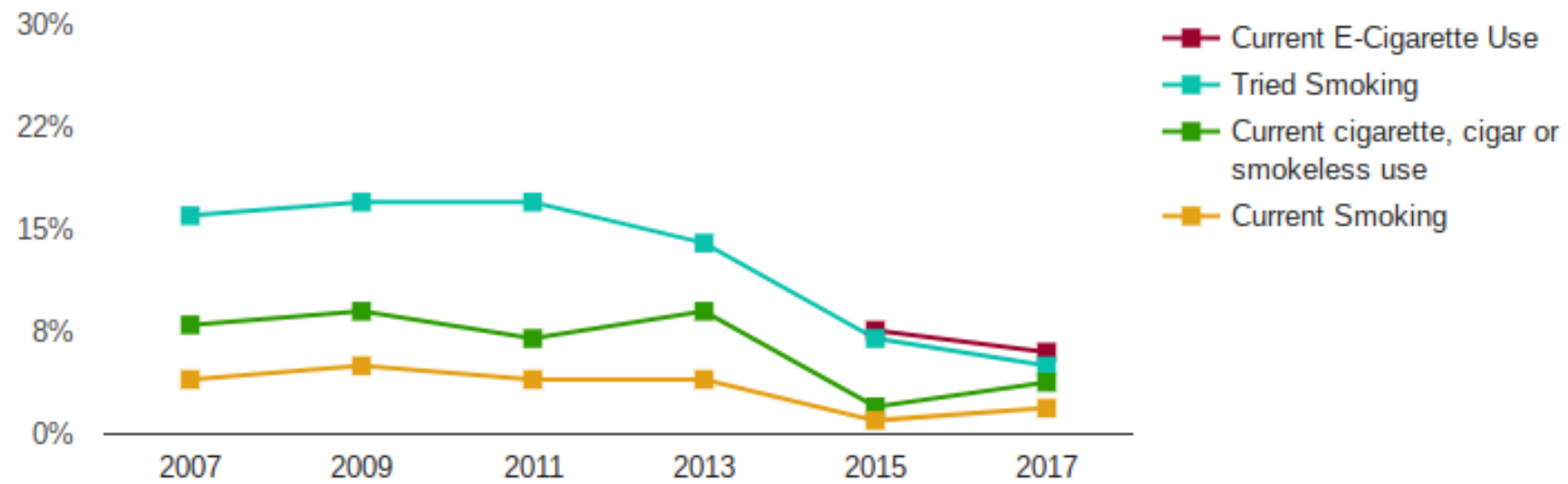
In 2015 Rhode Island had the lowest self-reported rate of current cigarette use for both **middle (0.9%)** and **high school (4.8%)** students among ranked states nationally.

In 2017 the Rhode Island high school smoking rate has gone **up to 6.1%**

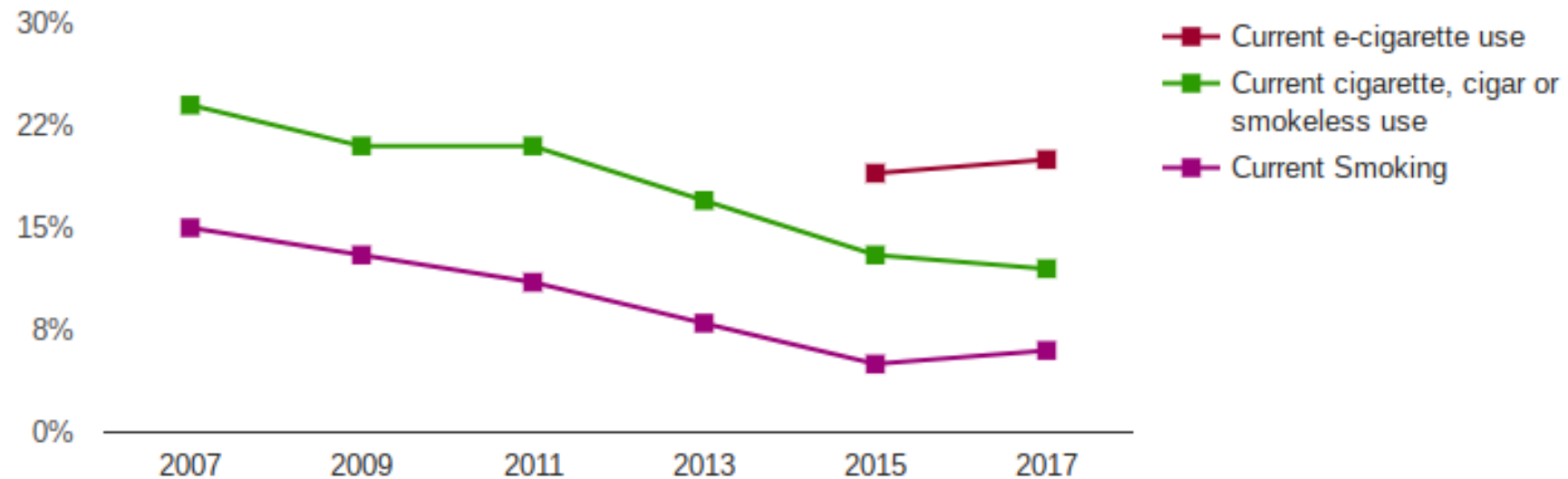
Graph on next slide...



Middle School



High School





Saving Lives

Tobacco kills more people than all of the following, combined:

- *Alcohol*
- *AIDS*
- *Car accidents*
- *Illegal drugs*
- *Murders*
- *Suicides*

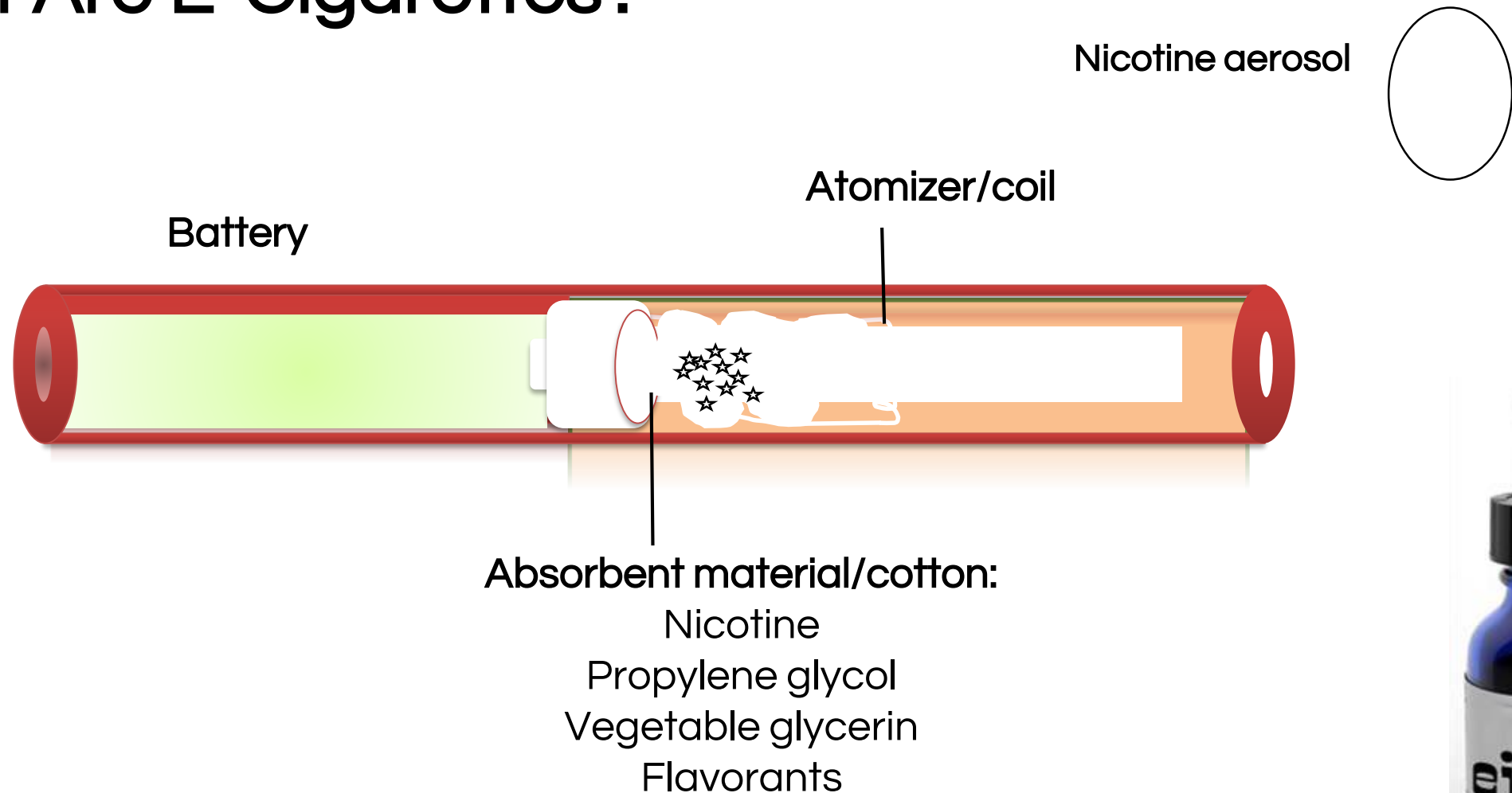
Kids in the US under 18 alive today who will ultimately die from smoking (unless smoking rates decline)	5.6 million
Kids in RI under 18 alive today who will ultimately die from smoking (unless smoking rates decline)	16,000



“E-Cigs & Vapings”



What Are E-Cigarettes?

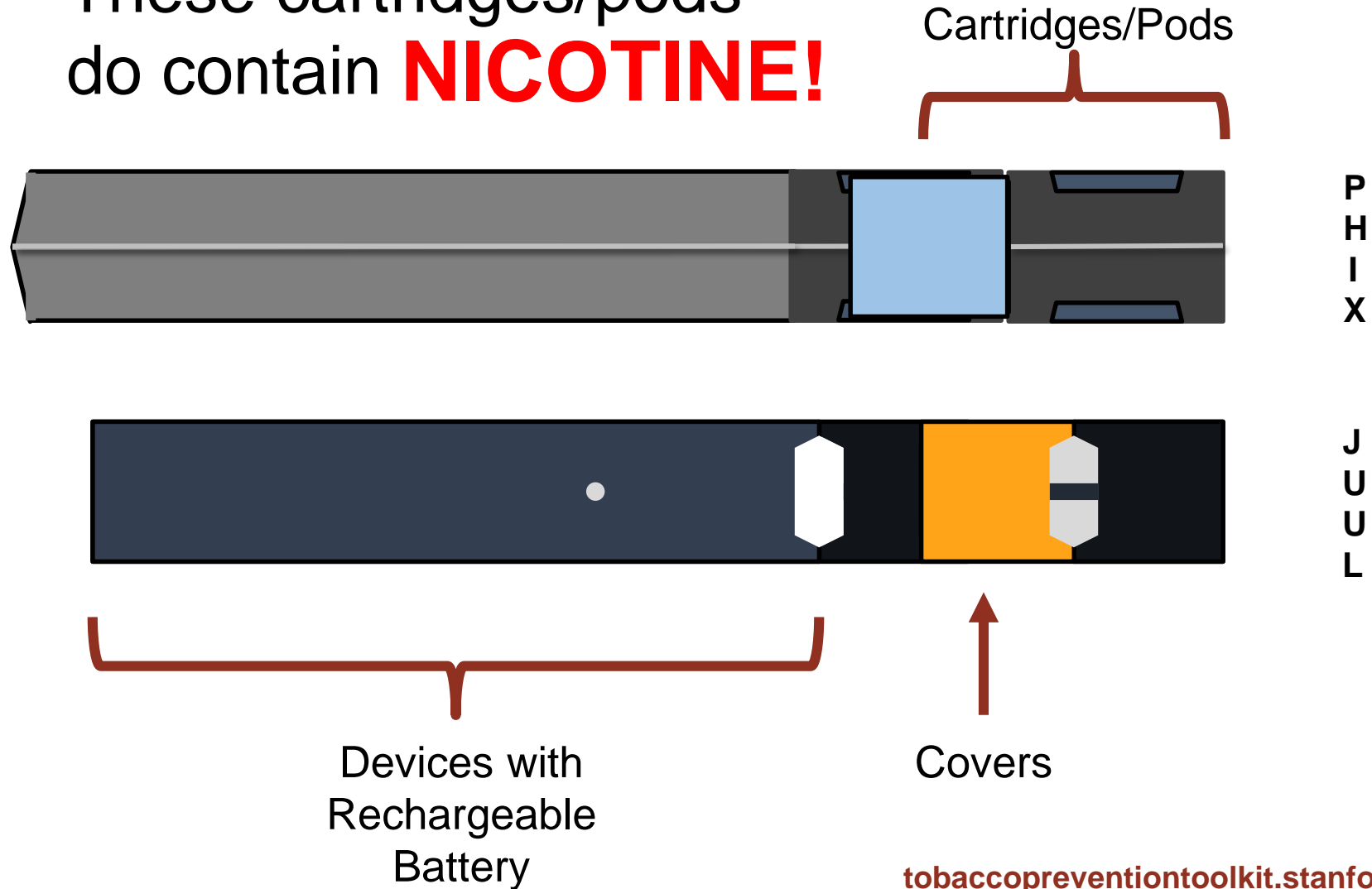


Early Products



Anatomy of a Pod-Based System

These cartridges/pods do contain **NICOTINE!**



What comes out of an e-cigarette?

- A. Vapor
- B. Aerosol
- C. Smoke
- D. All of the above

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A. Vapor

B. Aerosol

C. Smoke

D. All of the above

E-Cigarette/Vape Pen Aerosol Composition

<ul style="list-style-type: none">• Propylene glycol• Glycerin• Flavorings (many)• Nicotine• NNN• NNK• NAB• NAT• Ethylbenzene• Benzene• Xylene• Toluene• Acetaldehyde• Formaldehyde• Naphthalene• Styrene• Benzo(b)fluoranthene• Chlorobenzene	<ul style="list-style-type: none">• Propionaldehyde• Benzaldehyde• Valeric acid• Hexanal• Fluorine• Anthracene	<ul style="list-style-type: none">• Silver• Nickel• Tin• Sodium• Strontium• Barium	<ul style="list-style-type: none">• Lead• Magnesium• Manganese• Potassium• Titanium• Zinc• Zirconium• Calcium• Iron• Sulfur• Vanadium• Cobalt• Rubidium• Crotonaldehyde
<p>All of these have been found in e-cigarette/vape pen aerosol</p>			
	<ul style="list-style-type: none">• Chrysene• Retene• Benzo(a)pyrene• Indeno(1,2,3-cd)pyrene• Benzo(ghi)perylene• Acetone• Acrolein	<ul style="list-style-type: none">• Arsenic• Nitrosamines,• Polycyclic aromatic hydrocarbons• Cadmium• Silicon• Lithium	<p>Compounds in yellow are from FDA 2012, Harmful and Potentially Harmful Substances – Established List</p>

How Much is That?



**How much nicotine is 59mg/ml?
What is the cigarette equivalent?**









- A. 5 cigarettes
- B. 10 cigarettes
- C. 15 cigarettes
- D. 20 cigarettes

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Strength of a Pack

NOTE: ALL SALT-BASED E-JUICE/LIQUID CONTAINS NICOTINE!

	<i>Amount</i>	<i>Equivalent</i>
1 pack cigarettes 	20 cigarettes <i>(contains 8mg per cigarette, but only inhale 1mg)</i>	
1 JUULpod 	0.7 mL pod <i>"5% nicotine by volume"</i>	
1 PHIX pod 	1.5 mL pod <i>"5% nicotine by volume"</i>	
1 Suorin pod 	2 mL cartridge <i>"5.4% nicotine by volume"</i>	

More Nicotine = More Smoking & Vaping

Research

JAMA Pediatrics | [Original Investigation](#)

Associations of Electronic Cigarette Nicotine Concentration With Subsequent Cigarette Smoking and Vaping Levels in Adolescents

Nicholas I. Goldenson, BA; Adam M. Leventhal, PhD; Matthew D. Stone, BA;
Rob S. McConnell, MD; Jessica L. Barrington-Trimis, PhD

Keck
Medicine
of **USC**



The Brain on Nicotine

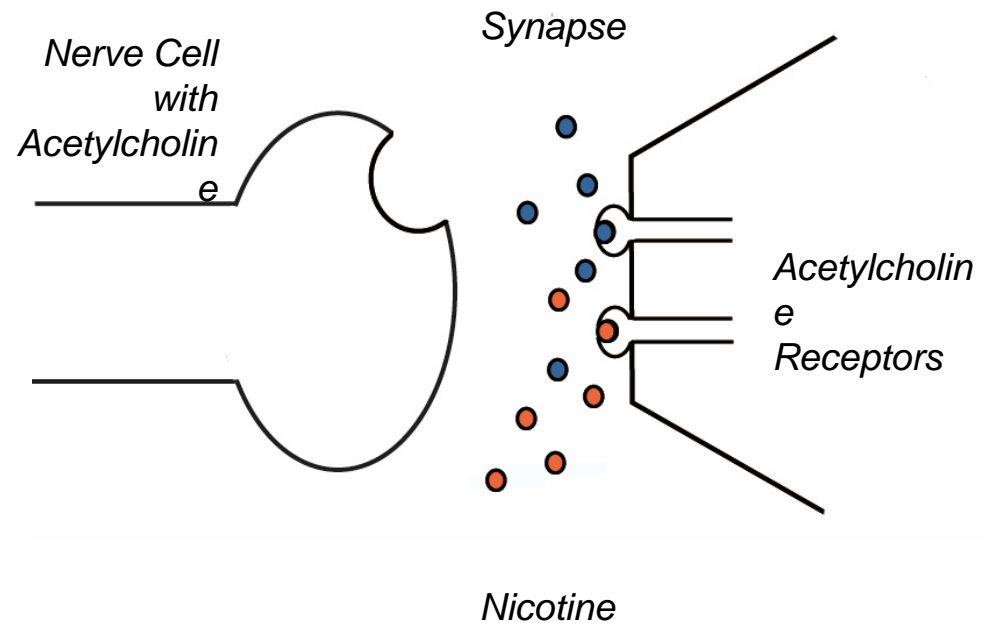
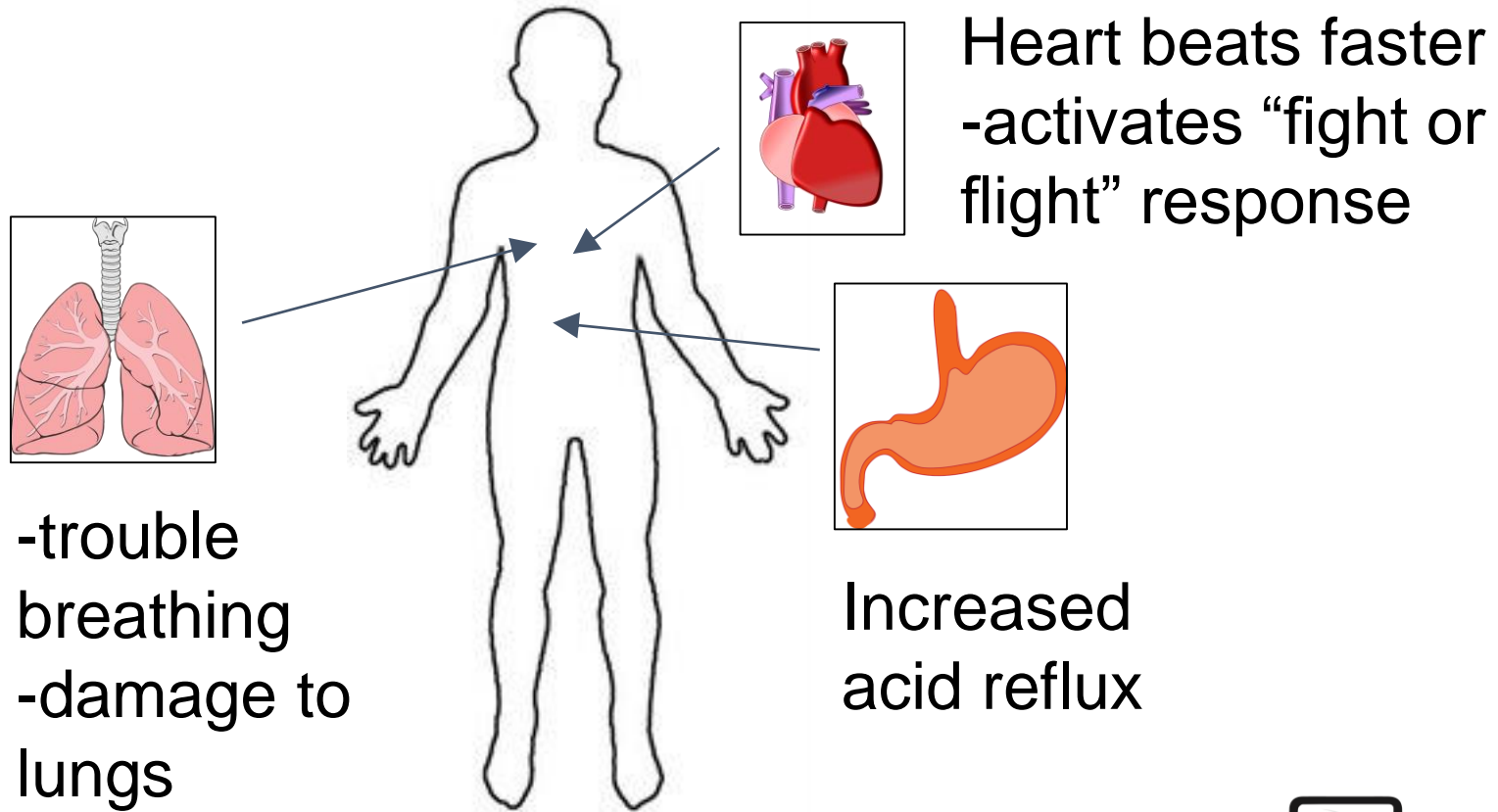


Image Credit: By United States: National Institute of Health via Wikimedia Commons

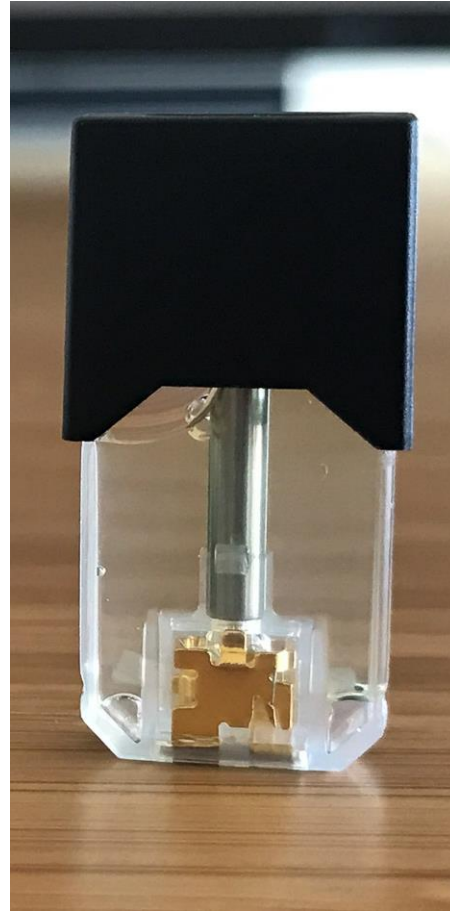


The Body on Nicotine



What's in that Pod?

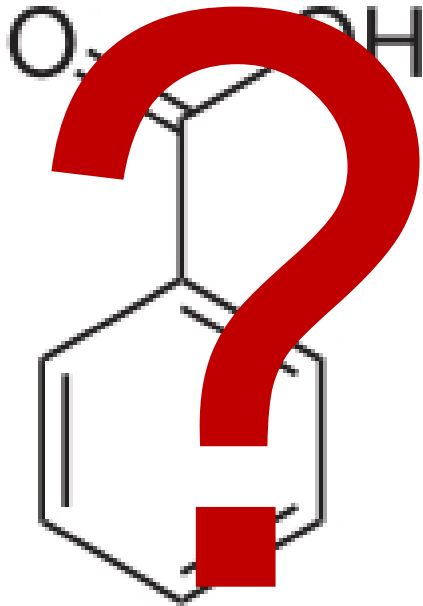
- **Nicotine**
- **Benzoic Acid**
- **Glycerol**
- **Propylene Glycol**
- **Natural Oils**
- **Extracts and Flavors**
- **???**



Over
20 Million
devices and
pods sold every
month



What are the Long-Term Effects?



When Inhaled:

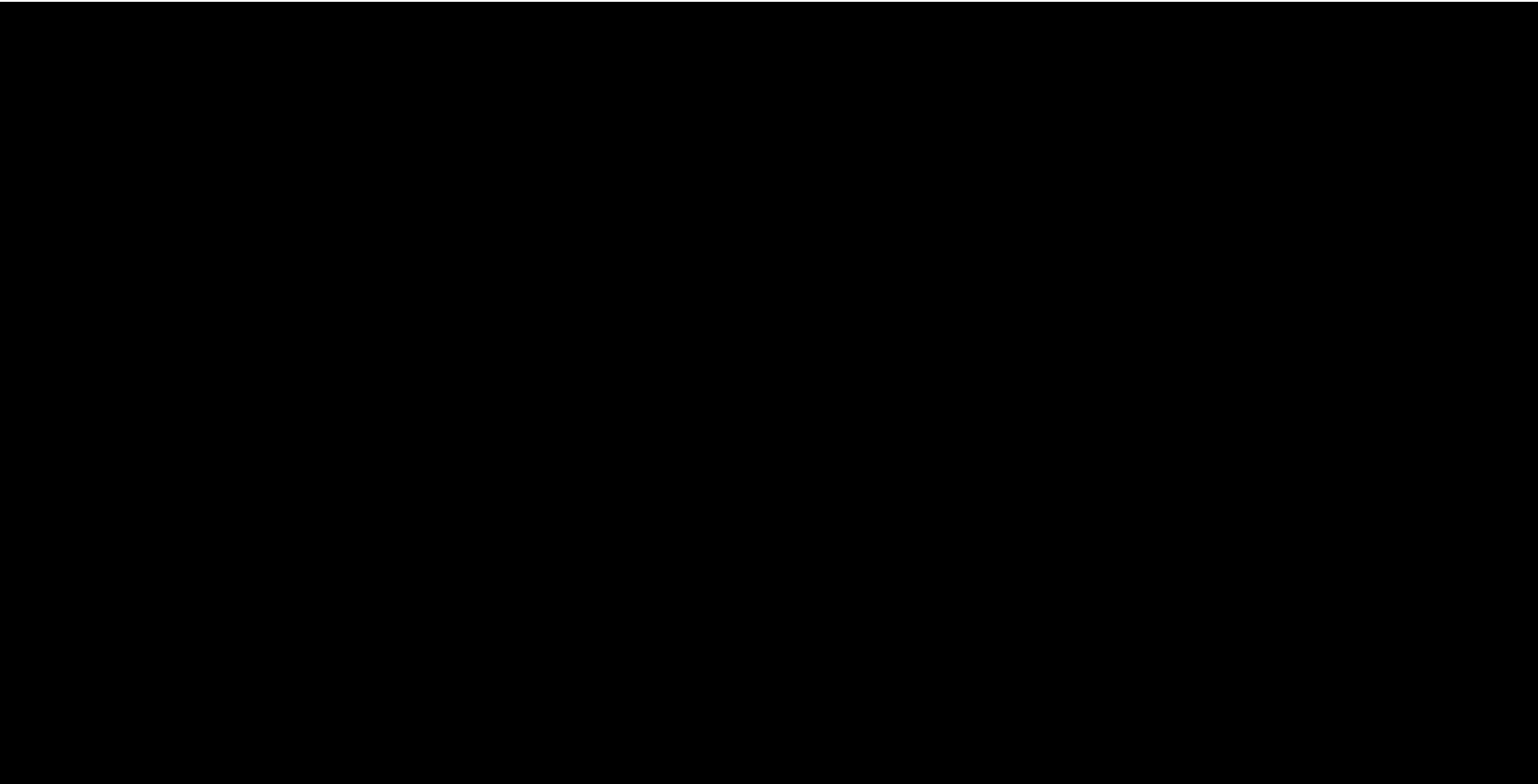
- Irritation to the lungs, nose, and throat
- Coughing, shortness of breath and even wheezing

When Exposed to Skin:

- Cracking and drying
- Little research; what are the long term effects?

The Usual Suspects



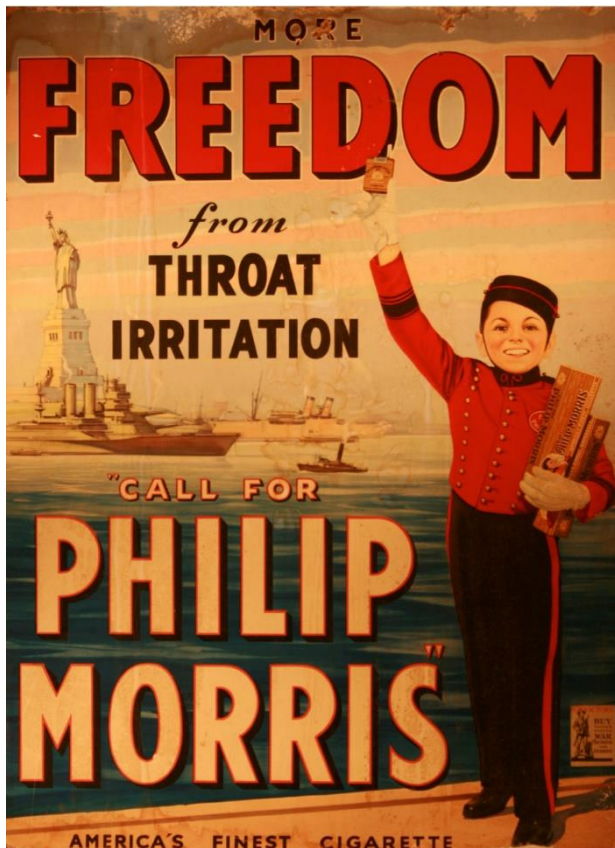


Marketing Strategies

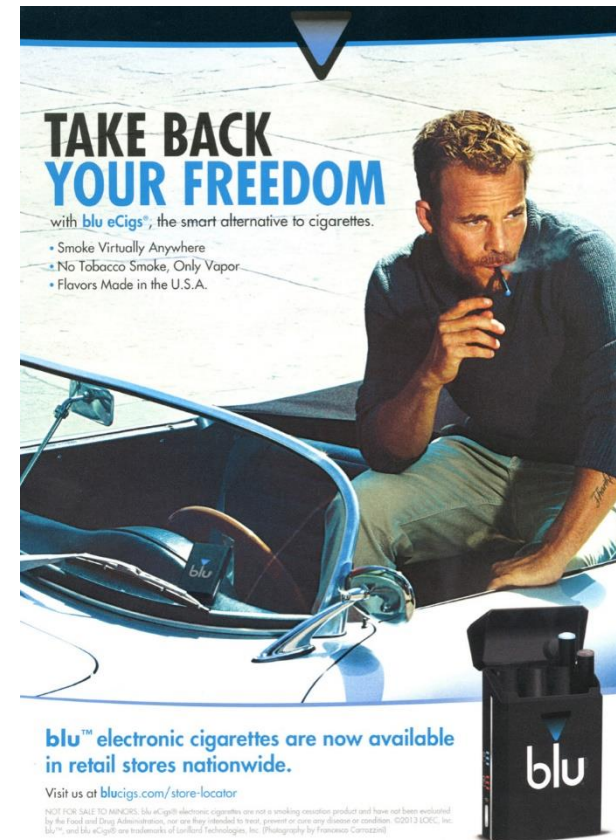


Cigarettes vs. E-cigs/Vapes Ads

Philip Morris Ad [1941]

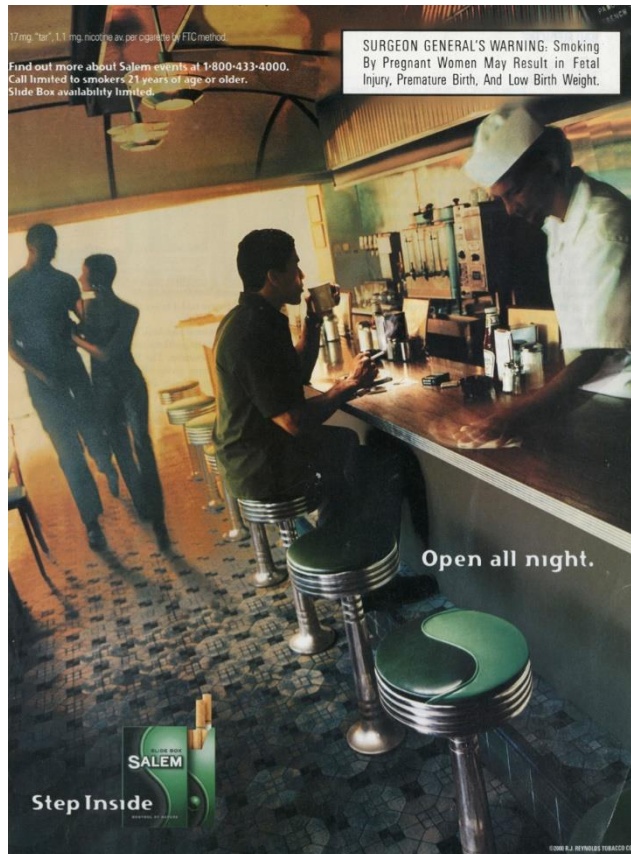


Blu Ad [2013]



Cigarettes vs. E-cigs/Vapes Ads

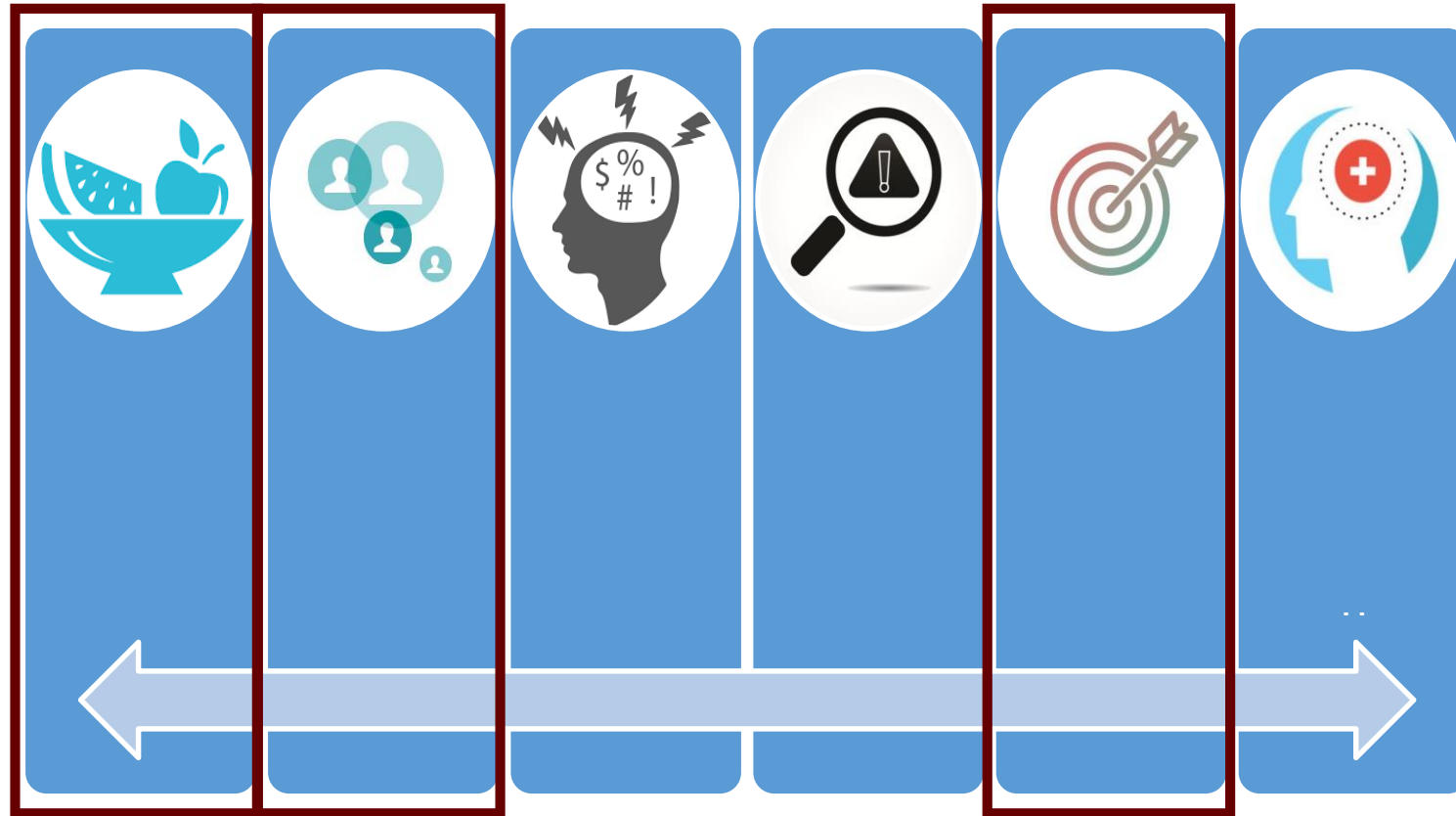
Salem Ad [2000]



Fin Ad [2013]



What the Industry Knows...



Why Flavors?



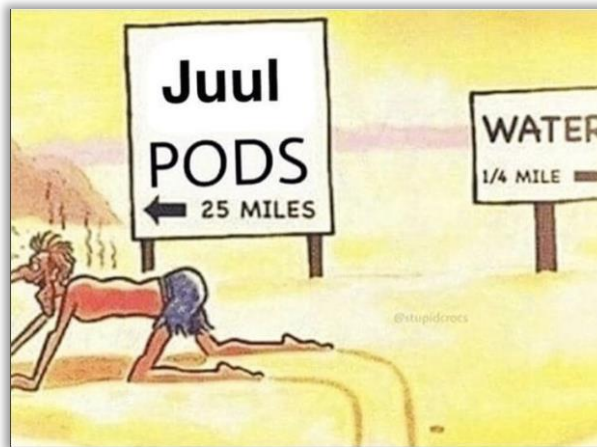
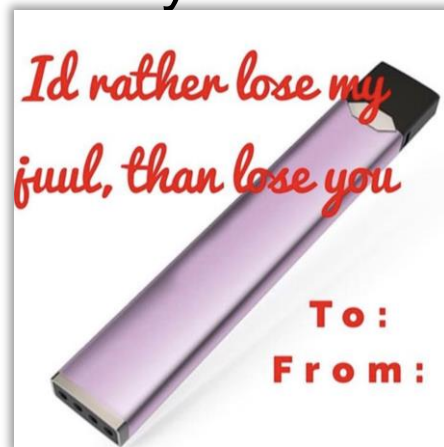
Tobacco Giant Fights San Francisco's Proposed Ban on Flavored Products

www.bloomberg.com

A major tobacco company is pumping millions of dollars into a campaign to persuade San Francisco voters to reject a ban on selling flavored tobacco products, including menthol cigarettes, certain chewing tobaccos and vaping liquids with flavors like cotton candy, mango and cool cucumber.

Social Media Targeting

- Bigger Instagram accounts giving “shout-outs” and reposting of Snapchat videos of young people using
- Problematic memes and cartoons are also distributed via Twitter, which give youth the impression that using is okay





Smoke-Free Schools



Are e-cigarettes included in the RI Smoke-free School Law?

A. Yes!

B. No, not yet!

Are e-cigarettes included in the RI Smoke-free School Law?

A. Yes!

B. No, not yet!

Effective January 1, 2018

New state regulations that ban all Electronic Nicotine Delivery Systems (ENDS) from schools and related properties, along with other tobacco products. ENDS tobacco products, also known as e-cigarettes, vapes, vaping devices, the brand name Juul, Blu, etc. can neither be possessed nor used in these settings, according to the new law.

Includes all RI public, private & charter elementary & secondary schools--- not colleges--- includes surrounding school-owned properties

Resources for Implementation

- New signs [download & print](#). Inform all students, faculty, staff & visitors.
- Read § [23-20.9-4: Smoking in Schools, Definitions](#) [Effective January 1, 2018] --- *available in your folder*
- Read § 23-20.9-5: [Smoking in Schools, Regulation of smoking in schools](#) [Effective January 1, 2018] --- *available in your folder*

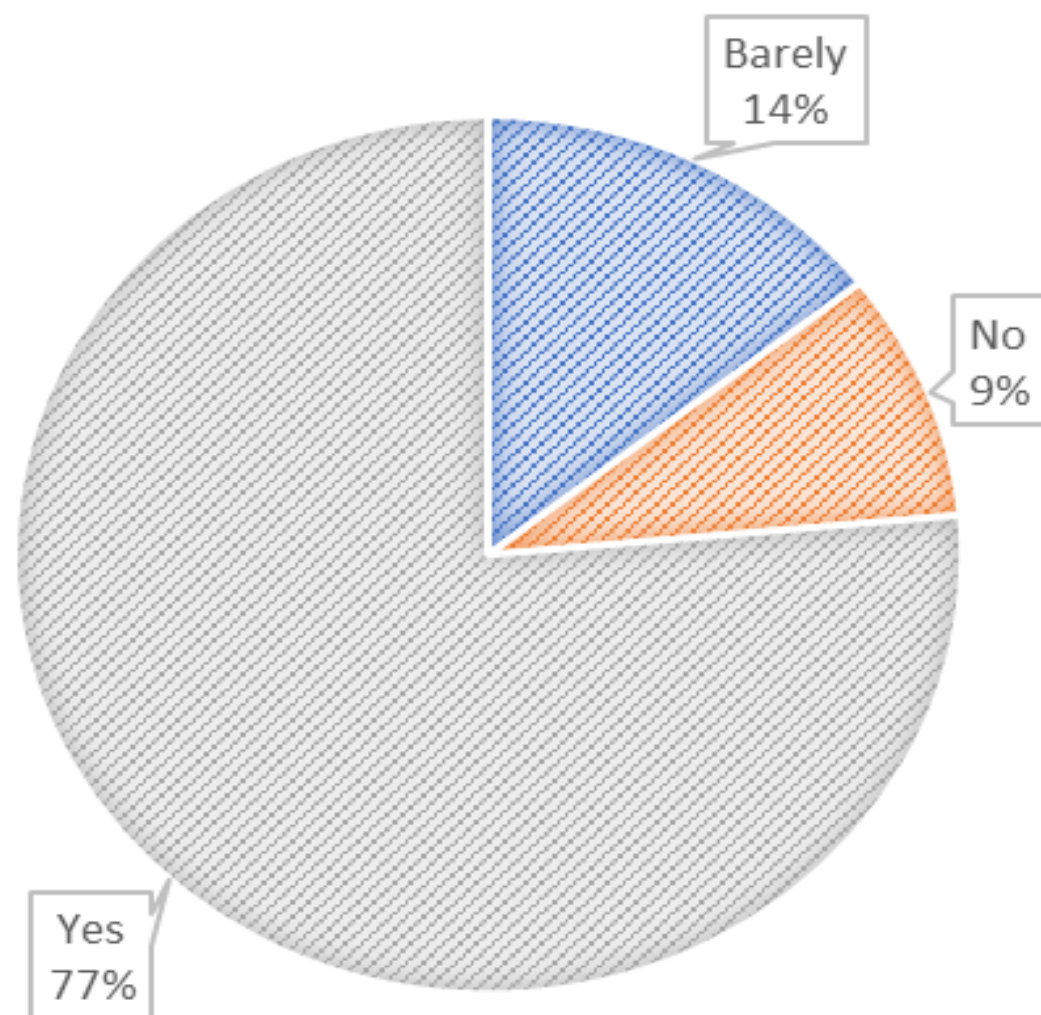


Student Survey

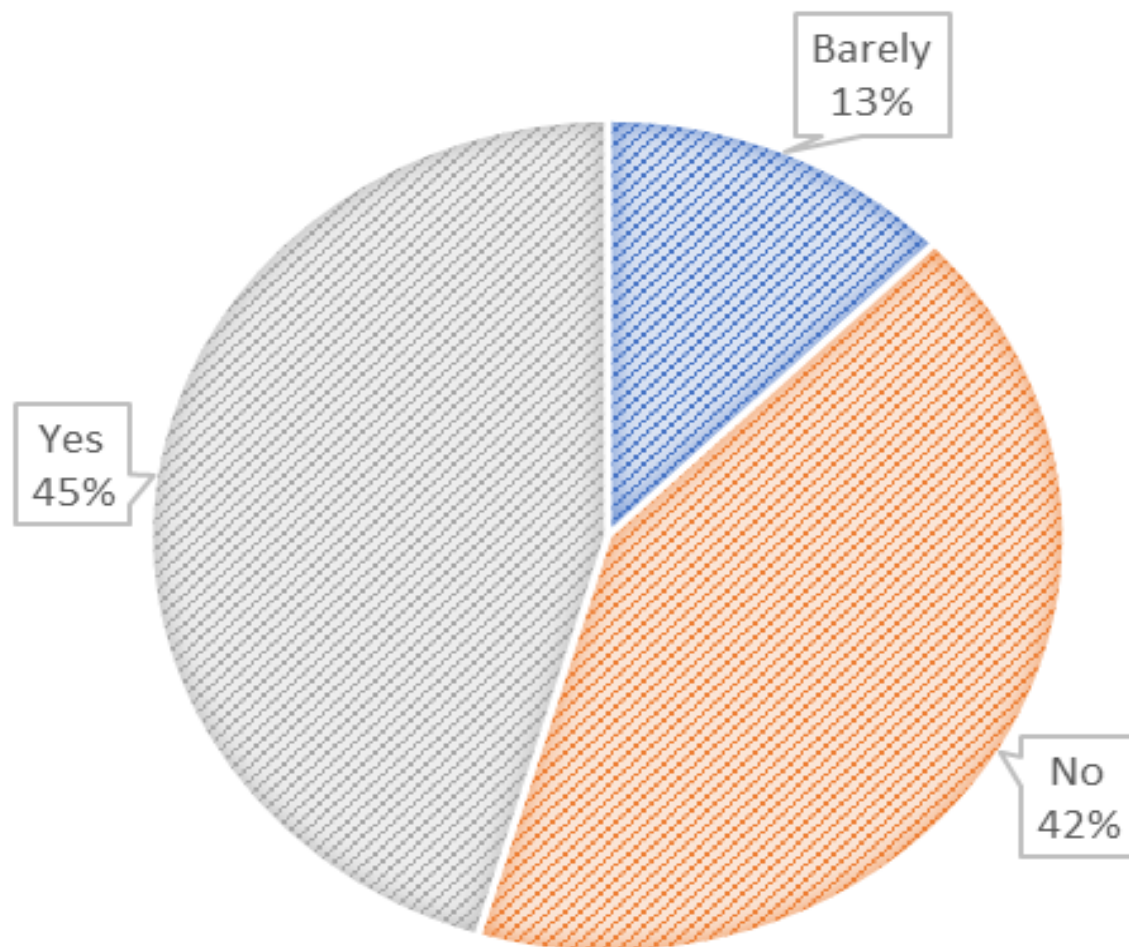
- November 2018
- 413 Students
- 31 of 39 communities represented
- Sent out from peers to peers
- Assistance from RISAS sending out to their counselors
- Responses collected within two weeks



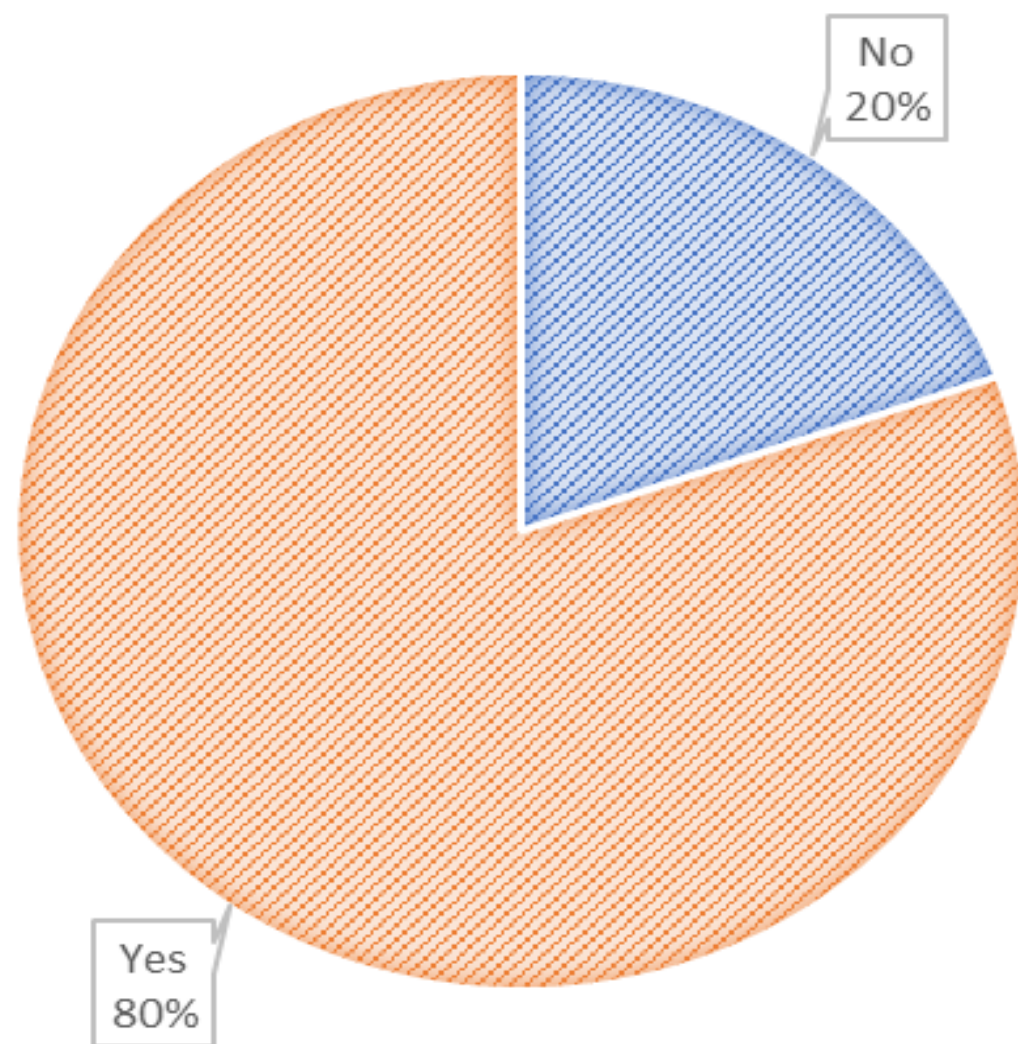
**DURING THE PAST 3 YEARS, HAS YOUR PARENT OR
GUARDIAN TALKED TO YOU ABOUT ALCOHOL,
CIGARETTES, MARIJUANA, OR OTHER DRUGS?**



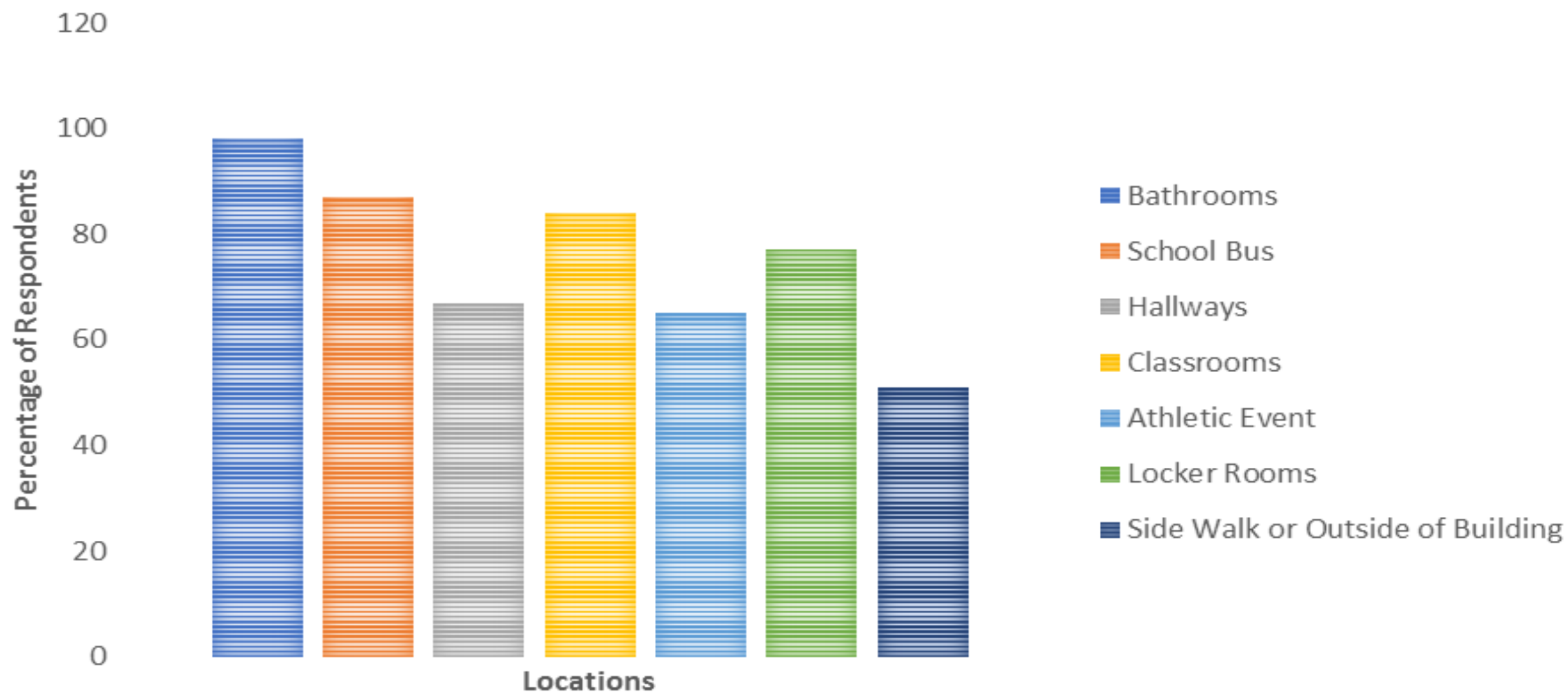
DURING THE PAST 3 YEARS, HAS YOUR PARENT OR GUARDIAN TALKED TO YOU ABOUT E-CIGARETTES?



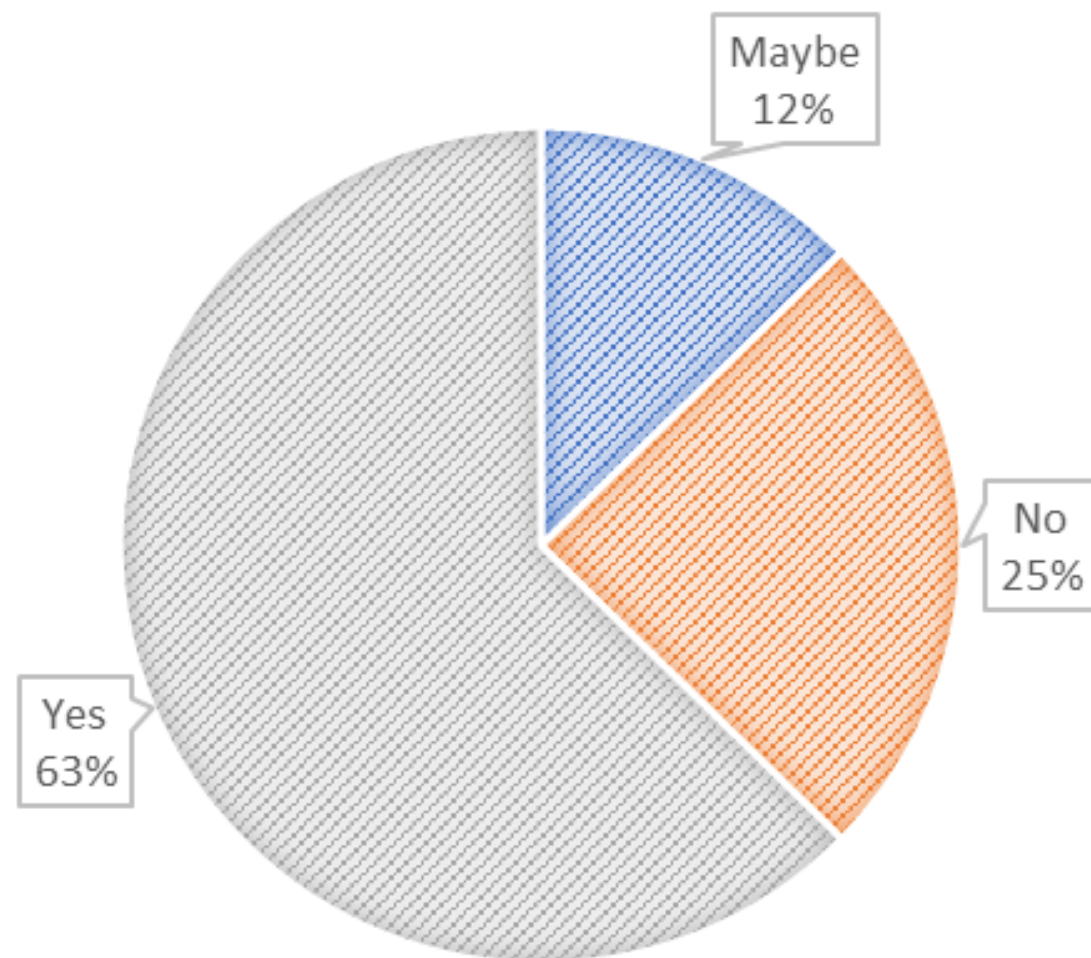
HAVE YOU SEEN E-CIGARETTE USE OR "VAPING" OCCUR IN YOUR SCHOOL?



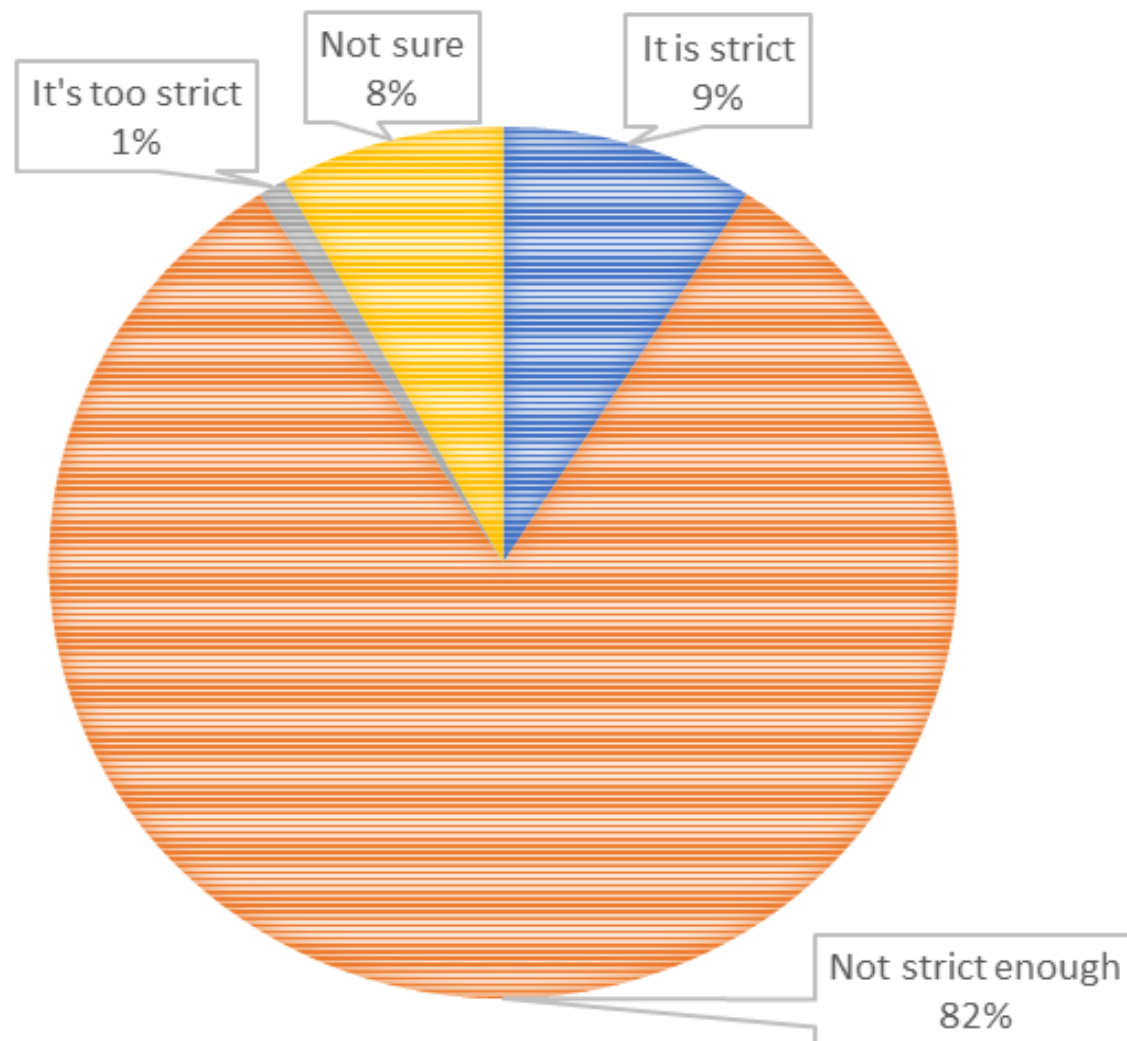
WHERE DO YOU SEE VAPING OCCUR AT YOUR SCHOOL?



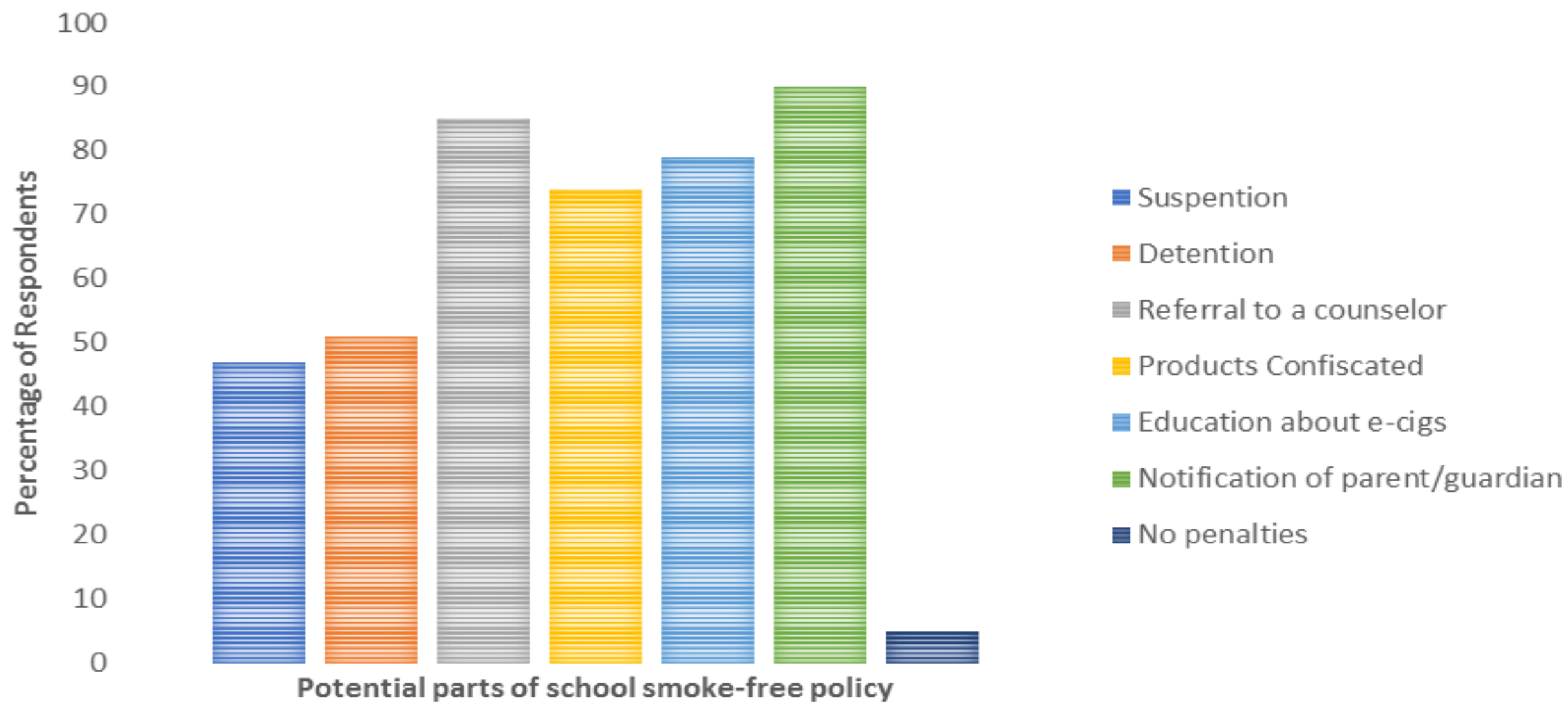
**DO YOU KNOW WHAT THE POLICY IN YOUR
SCHOOL IS REGARDING THE USE OF E-
CIGARETTES AND OTHER TOBACCO PRODUCTS?**



HOW "STRONG" OR "STRICT" DO YOU THINK YOUR SCHOOLS POLICY IS ON E-CIGS?



WHAT DO YOU THINK YOUR SCHOOLS E-CIG POLICY SHOULD INCLUDE?



Communities that participated in this survey:

- Barrington
- Bristol
- Burrillville
- Central Falls
- Charlestown
- Cranston
- Cumberland
- East Greenwich
- East Providence
- Exeter
- Hopkinton
- Jamestown
- Lincoln
- Middletown
- Narragansett
- Newport
- New Shoreham
- North Kingstown
- North Smithfield
- Pawtucket
- Portsmouth
- Providence
- Richmond
- Smithfield
- South Kingstown
- Warren
- Warwick
- West Greenwich
- West Warwick
- Westerly
- Woonsocket

Reach out

- Share the survey data with your school community
- Recruit students to help lead the policy planning work
- Recruit faculty, administrators, and other school staff – including maintenance
- Connect with local substance misuse coalitions
- Stay connected to Tobacco-Free Rhode Island!

Convene

- Plan a series of planning meetings at a time when students and other interested stakeholder can attend
 - *First meeting:*
 - Get to know members of the policy team
 - Designate co-chairs (one student and one member of school staff)
 - Review relevant data and decide what else you need
 - [Great CDC resources](#)
 - Discuss typical elements of tobacco-free school policy
 - Set a meeting schedule

Convene

- Discuss the typical sections of a tobacco-free school policy:
- Rationale
- Policy Text
- Who is Affected by the Policy
 - Types of Tobacco Products
 - Included Places or Areas of School Grounds Covered
- Other Considerations for Policy Education
- Communication of the Policy
- Cessation Services for Students and Staff
- Enforcement
- Penalties
- Penalties for Students, Staff, and Visitors
- Fines
- Evaluation

Organize & Plan

Aim for Fall 2019 implementation date!

- Second meeting: Prepare student members to seek input from their peers in every grade before they draft recommendations to the administration stating how they think the new law should be promoted,
- Third meeting: Students to present their recommendations for policy enforcement, promotion, and monitoring; full group discussion of recommendations; determine questions that need to be answered; and develop a timeline for drafting the policy.
- Fourth meeting: Finalize the policy that the team will present to school leadership for adoption

What's Next

- Superintendents received a survey this week requesting additional information about actual enforcement/referral rates in their districts
- Crafting model policy language with a working group
- Training and technical assistance is available
- Creating a cohort of schools to work together and implement this policy



Questions?





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TobaccoFree-RI.org

