

ELECTRONIC NICOTINE DELIVERY SYSTEMS (ENDS)

WHY WE NEED TO TALK ABOUT ENDS

Smoking is the leading cause of preventable death. In fact, over 16 million Americans live with a disease caused by smoking (CDC, 2021). Although traditional cigarette use has declined significantly over the past several decades among youth and young adults, there has been a significant increase in the use of Electronic Nicotine Delivery Systems (ENDS), also referred to as e-cigarettes, e-cigs, vapes, vaporizers, vape pens, hookah pens, and e-pipes. ENDS are the most commonly used tobacco product among youth in the United States (CDC, 2016) and include a wide range of devices that allow users to inhale an aerosol of “e-liquid” that typically contains nicotine, flavorings, propylene glycol, vegetable glycerin, along with other additives. Though these devices vary in size and appearance, they largely operate in a similar way with the same components. They may look like conventional combusted cigarettes, cigars, or pipes, while others resemble pens or USB flash drives (USFDA, 2022).

Marketing ENDS to Youth

Preventing use of ENDS among youth and young adults is imperative as research suggests that approximately 9 out of 10 adult tobacco users first used during adolescence. The 2012 Surgeon General’s report found that the tobacco industry’s advertising and promotional activities are causal to the onset of smoking in youth and young adults (USDHHS, 2012). The 2016 U.S. Surgeon General’s report focused largely on ENDS and found that e-cigarettes are marketed by promoting flavors and using a wide range of media channels and approaches that had been used in the past for marketing traditional tobacco products to youth and young adults. Those clearly marketed to young populations include flavors such as banana split, cotton candy, Kool-Aid, sweet tarts, Hawaiian Punch, Rocket Pop, gummy bears, Fruit Loops, and Skittles. Additionally, many e-juice flavors are named after cartoon characters, such as Curious George, Poppa Smurf, and Daisy Duck.

ENDS Use

Vast strides had been made in preventing the use of traditional tobacco products. However, this did not prevent the use of ENDS among youth and young adults when they gained popularity. In fact, use of e-cigarettes tripled between 2013 and 2014. The 2016 Surgeon General’s report explains that the upward trend in use of e-cigarettes is concerning considering the impact nicotine exposure can have on the developing brain and the research that identifies variability in the chemicals within e-cigarettes, including toxic substances (Cheng, 2016). Of the 3.57 million middle and high school students who reported current e-cigarette use, 82.9% of these youth reported using flavored e-cigarettes (CDC, 2020). In

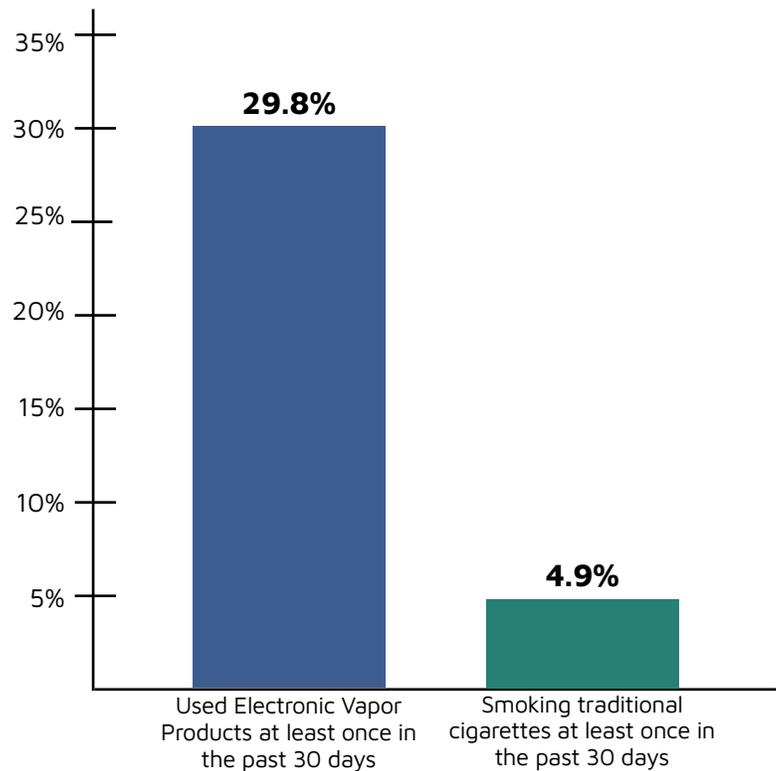
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ENDS Use Continued

February 2020, the FDA implemented a policy prioritizing enforcement against the manufacture, distribution, and sale of certain unauthorized flavored prefilled pod or cartridge-based e-cigarettes (CDC, 2020). Though 2020 data shows a decline in e-cigarette use from 5.35 million in 2019, we cannot ignore the more than 3.5 million youth who still use these products.

ENDS Use In Ohio

In 2019, 29.8% of high school students in Ohio reported using electronic vapor products on at least one occasion in the past 30 days compared to 4.9% that reported smoking traditional cigarettes at least once in the past 30 days (Truth Initiative, 2020). In July 2015, Ohio enacted a cigarette tax of \$1.60 per pack, compared to the national average of \$1.82 per pack. Other tobacco products are taxed at a rate of 17% of the wholesale price. In December 2019, the United States raised the federal minimum age of sale of all tobacco products to 21. This also includes any product related to a vaping device. Retailers are also required to post signs stating that the sale of tobacco products to minors is prohibited (Truth Initiative, 2020). Ohio's state quit line invests \$1.46 per smoker, compared to the national average of \$2.14 per smoker. (Truth Initiative, 2020)



As Ohioans, we must support evidence-based efforts to educate, inform, and delay the onset of tobacco use, including ENDS, as well as efforts to regulate e-cigarettes and their components, all while addressing health disparities related to tobacco use.

RECOMMENDATIONS FOR PREVENTION PROFESSIONALS

Ohio is a leader in prevention. Working together on a comprehensive prevention plan to address vaping among youth and young adults, we can make strides in developing healthier communities. It is recommended that prevention professionals who care about this issue take a strong stance with advocacy and a powerful youth voice at the center of their messaging, including:

Implement evidence-based strategies to prevent youth tobacco use:

1. Involve youth in strategic planning processes related to tobacco use.
2. Support youth in the development and implementation of tobacco prevention campaigns.
3. Engage youth in point-of-sale environmental scans.
4. Develop or strengthen community partnerships that support tobacco prevention efforts.
5. Educate youth on alternative coping strategies and tobacco industry marketing strategies.

Implement counter-marketing strategies and support policies restricting access and availability:

1. Make recommendations to tobacco retailers to limit advertisements and discounts on tobacco products and to keep tobacco products out of sight and reach.
2. Utilize various media channels to disseminate information about risks of vaping, benefits of cessation, industry marketing tactics, and cessation resources

Promote tobacco cessation and access to services:

1. Support and promote tobacco cessation programs across Ohio, including quit line services, individual and group counseling, and other evidence-based strategies.
2. Work with community partners to expand access to and availability of cessation programs.

Monitor and evaluate tobacco use to strengthen Ohio's tobacco prevention efforts:

1. Train adult allies to hold youth focus groups to gather knowledge, skills, and attitudes toward tobacco use to gather valuable youth data.
2. Support efforts for statewide data collection on tobacco use.

Advocate for stricter policies on ENDS:

1. Support efforts on the state and local levels to supplement FDA regulatory actions.
2. Support efforts to address vape shops through zoning guidelines to limit density and proximity of these establishments to youth-sensitive and low-income areas.
3. Encourage college campuses to include vaping specific language in their tobacco-free policies.
4. Support efforts to limit advertisement and sale of flavored products, including menthol.

ABOUT PREVENTION ACTION ALLIANCE

PAA is a nonprofit that helps prevent substance misuse and promote mental health and wellness. We provide resources and technical assistance to individuals, families, and communities to help educate, empower and advocate.

ACKNOWLEDGMENTS

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Prevention
Action Alliance

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