

Limiting Access to Tobacco Products & Addressing the Youth Vaping Epidemic

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Recommended Actions

- Amending County Code Chapter 37A – Licensure of Tobacco Retailers, Section 37A-7(a) to:
 - Prohibit the sale of flavored tobacco products
 - Prohibit small and inexpensive pack sizes
 - Prohibit the mail-order delivery of tobacco products
- Set hearing on the Administrative Agenda for December 17, 2019 to consider adoption of an Ordinance amending County Code Chapter 37A, Section 37A-7(a)

Youth Vaping Epidemic

Rising Popularity

- E-cigarettes are the **most popular** tobacco product among youth
- Between 2016 and 2018, the use of e-cigarettes almost **doubled** from 6% to 10% in 9th graders and 8% to 15% in 11th graders (CHKS)
- E-cigarette usage by high school students **increased 78%** between 2017-2018. (CDC)

80% OF KIDS
WHO EVER USED TOBACCO
STARTED WITH A
FLAVORED PRODUCT



Marketing strategies

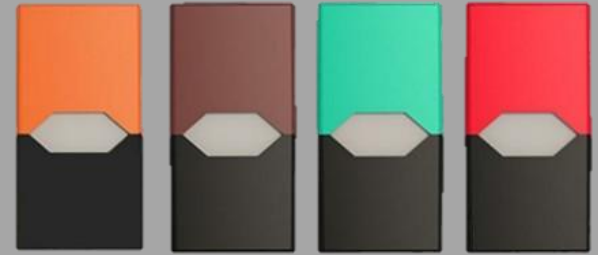
15,500 tobacco flavors
and counting

UNICORN POOP, COGO POPS, LUCKY CHARM, APPLE JAX, SILLY RABBIT, CHOO CHOO CRUNCH, BIRD BRAINS,



JUUL

- **Very high nicotine content:**
59 mg/mL vs. 25 mg/mL in other e-cigs
 - 1 pod = 2 packs of cigarettes
- **Salt-based nicotine enters market in 2015**
 - Benzoic acid added to nicotine = more comfortable to inhale higher concentrations & rapid absorption
- **JUUL Labs represents 78% of the current electronic smoking device (ESD) market share**
- **For every 1 adult smoker who switches, 81 teens will initiate the use of JUUL**
(Soneji et al.)



15- TO 17-YEAR-OLDS ARE

16x

MORE LIKELY TO USE A JUUL
COMPARED TO THOSE AGES 25-34.

 **truth initiative**
INSPIRING TOBACCO-FREE LIVES

truthinitiative.org

Cigs in a Pod

tobaccopreventiontoolkit.stanford.edu

1 Pack of Cigarettes
≈20 mg of nicotine



≈20
CIGARETTES



1 JUUL pod
≈41.3 mg of nicotine



≈41
CIGARETTES



1 PHIX pod
≈75 mg of nicotine



≈75
CIGARETTES



1 Suorin pod
≈90 mg of nicotine



≈90
CIGARETTES



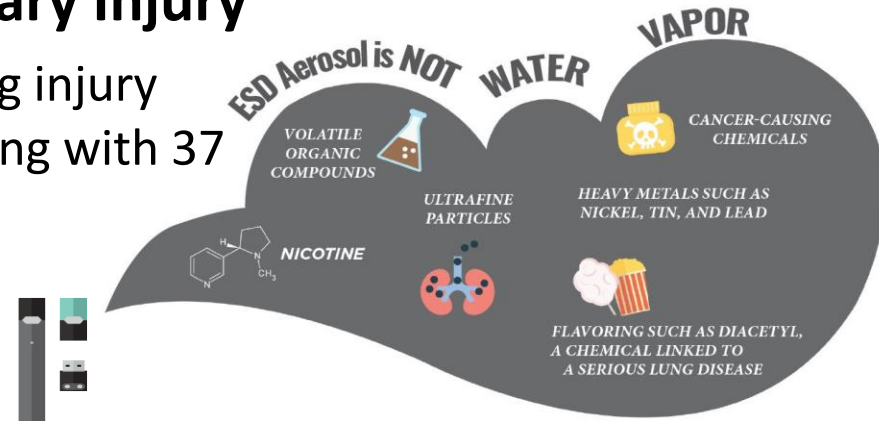
Health Effects

Neurotoxin

- Key brain receptors impacted: can alter brain development and lead to impaired cognitive functioning later in life
- Greater vulnerability to addiction to other drugs
- Damages lung & heart tissues

Vaping Associated Pulmonary Injury

- As of Oct. 29, 2019, 1,888 lung injury cases have been reported along with 37 deaths nationwide (CDC)



NICOTINE
=
=
BRAIN
POISON

Menthol & Mint

- Tobacco Industry created it to make cigarettes more appealing
- ‘Starter’ product for youth
- Younger users tend to perceive menthol cigarettes as safer
- Easier to start, harder to quit
- **Predatory marketing** of African Americans, Hispanic/Latinos and many other priority populations
- Mint flavored JUUL pod is #1 most popular among youth

Did you know?

In 2009, the FDA banned the sale, distribution, and manufacture of cigarettes that contained flavors, If a menthol cigarette ban had been enacted in 2011, it could have saved **320,000** lives.



Addressing the vaping epidemic

1. Ban Youth-Friendly Tobacco Product Flavors

- Tobacco industry concentrates its marketing to exploit this growing trend
- Flavors hook kids – four out of five kids who have used a tobacco product started with a flavor

2. Restrict Pricing Strategies

- Youth and low SES tobacco users are very price-sensitive consumers
- Tobacco companies lower prices through discounting schemes and coupons to encourage consumption and addiction

3. Establish requirements based on minimum pack size and price

- Prevents predatory pricing of tobacco products (ex: \$1 for 2 cigarillos)
- Manufacturers must increase the number of units per package and raise the price of cheap tobacco products. These strategies make products less accessible.

SBC a leader in protecting youth

- First in Southern California to regulate the placement of tobacco products and paraphernalia behind the counter (1996)
- Early adopters of strong Tobacco Retail Licensing Law (2001) to hold retailers accountable and discourage selling illegally to kids
- Amended TRL Law in 2011 to reflect actual costs & increase protections near schools
- Cities taking action:
 - Carpinteria: Moratorium on sale of all vaping devices and ordinance to ban sale of all flavored tobacco
 - Santa Maria: Tobacco Retail License Program and ban on sale of all flavored tobacco
 - Santa Barbara and Goleta have expressed interest in similar policies

Taking Local Action

- Amending County Code Chapter 37A – Licensure of Tobacco Retailers, Section 37A-7(a) to:
 - prohibit the sale of flavored tobacco products, including menthol
 - prohibit small and inexpensive pack sizes
 - prohibit the mail-order delivery of tobacco products
 - Prohibit coupons that allow a consumer to purchase tobacco for less than full price
 - Prohibit discounted items
 - Update the definition of tobacco products to include electronic smoking devices
- Effective date: 90 days from approval

