

Electronic Nicotine Delivery Systems:

Juuling, Other Trends, and
Community Prevention

Prepared by CADCA
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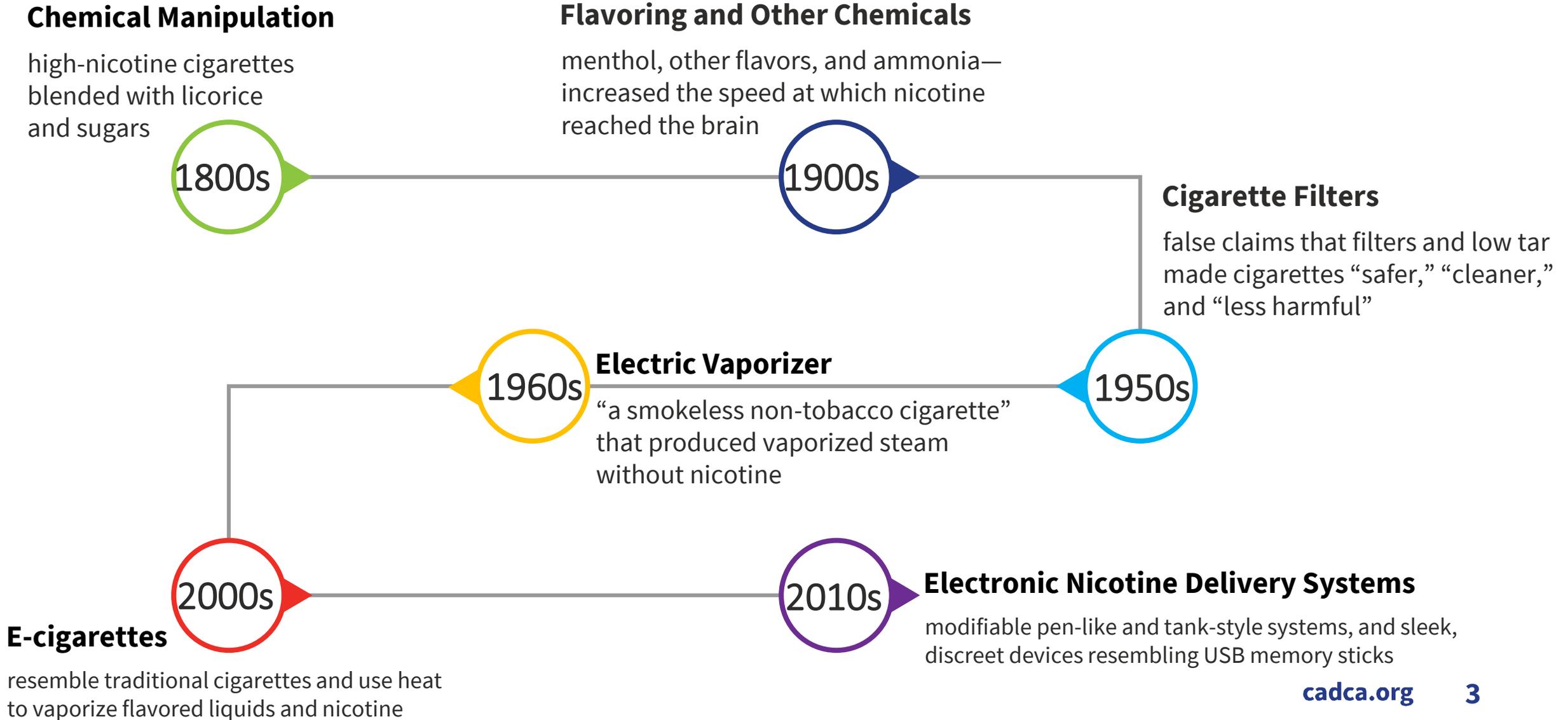
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Electronic Nicotine Delivery Systems

The Changing Landscape of Nicotine Delivery
Smoking vs Vaping: What's the Difference?
Electronic Nicotine Delivery Systems (ENDS)
Recent Research
Federal Regulations
The Role of Community Coalitions
Prevention Works: Lessons from Tobacco Control

The Changing Landscape of Nicotine Delivery



Smoking

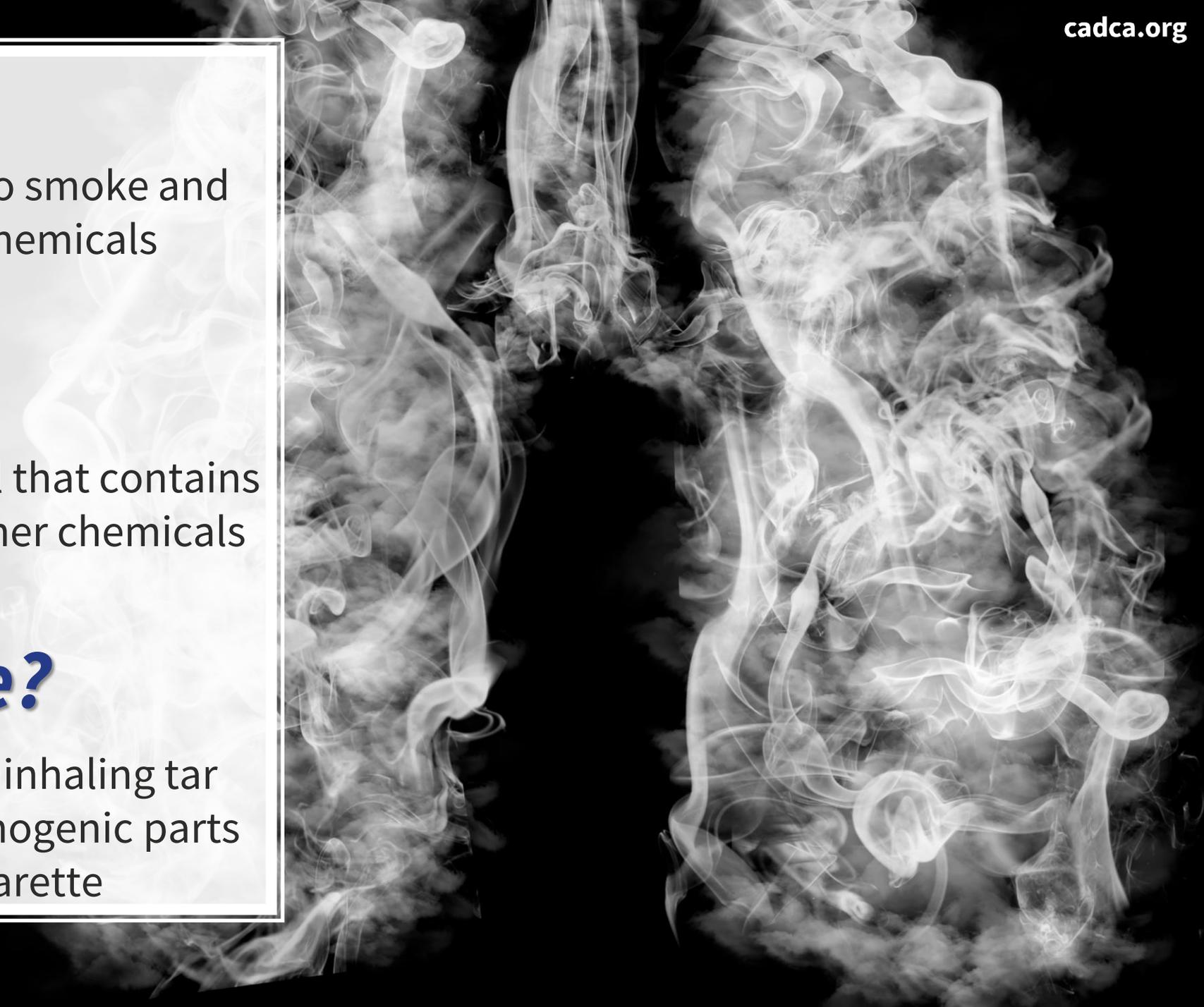
- › inhaling tobacco smoke and other burning chemicals

Vaping

- › inhaling aerosol that contains nicotine and other chemicals

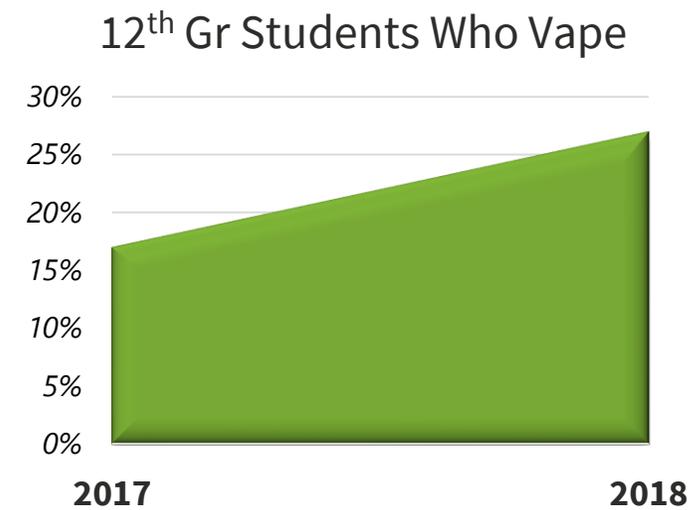
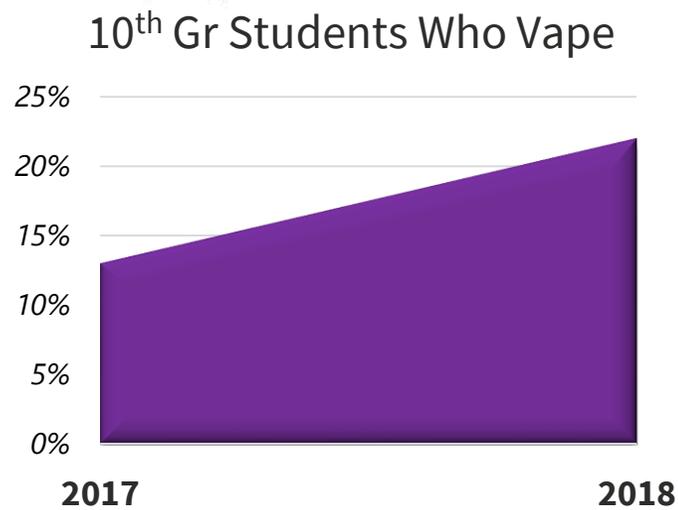
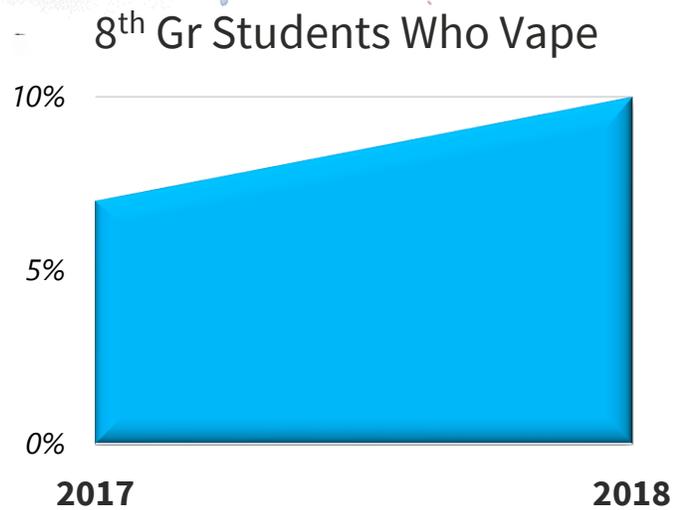
Difference?

- › vape user is not inhaling tar and other carcinogenic parts of a burning cigarette





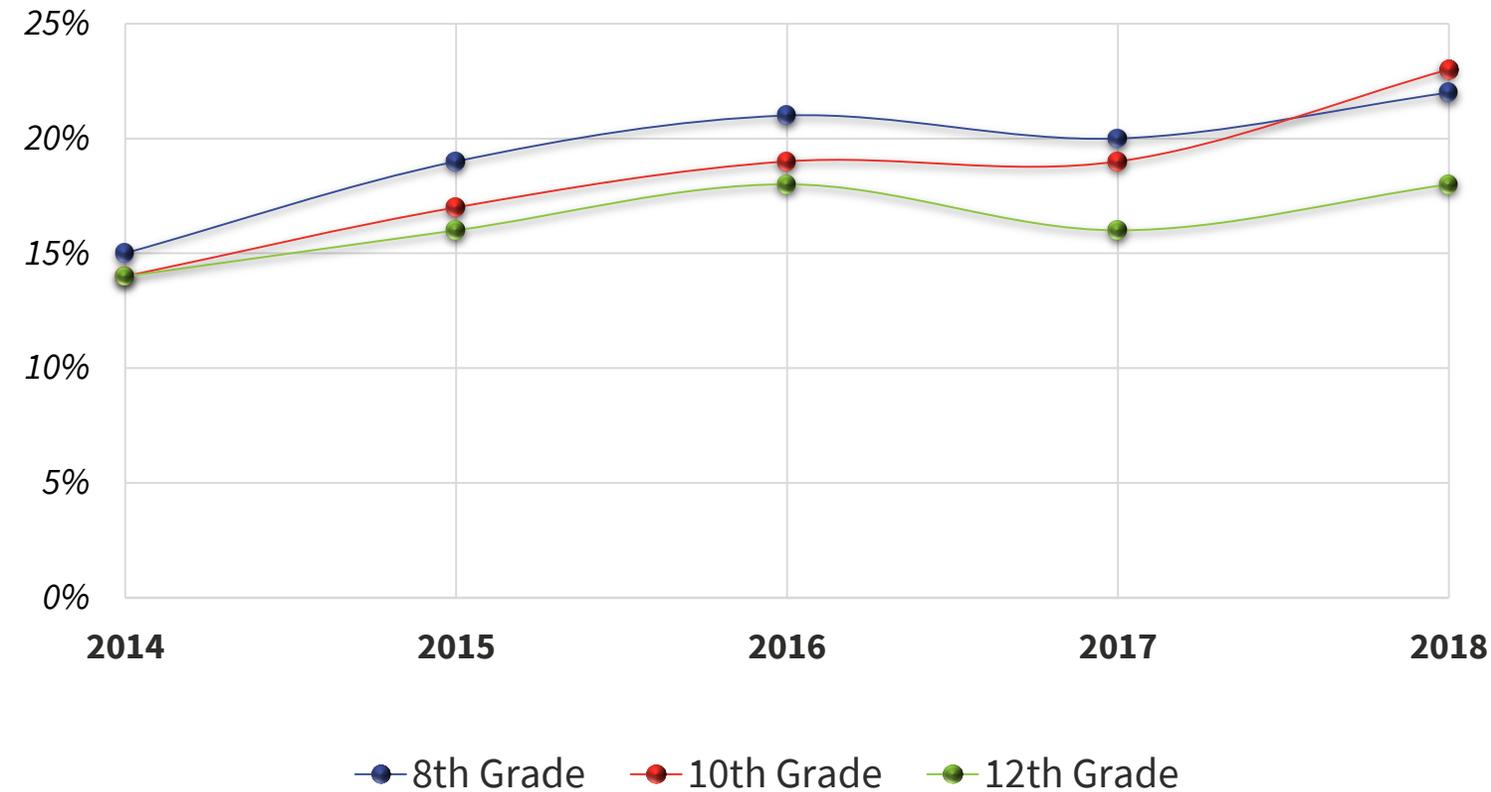
2018 Monitoring The Future



Youth perceptions

- > ENDS are the least harmful of all substances
- > Nicotine-free e-liquids are less harmful than nicotine

Youth who think regular e-cigarette use is harmful





GENERATION 1

- › Look like cigarettes
- › Disposable and rechargeable options
- › May emit light when puffed
- › Short battery life
- › Less expensive

GENERATION 2

- › Slim like a pen
- › Come in various sizes
- › Not shaped like a cigarette
- › Disposable or rechargeable options
- › Refillable with e-juice/ e-liquid

GENERATION 3

- › Modification options
- › Rechargeable; replaceable batteries
- › Large refillable tanks; slick and discreet options
- › Electronic versions of hookah bowl
- › Deliver more nicotine than earlier generations

What's in the e-juice?

- › **Nicotine** — the addictive chemical in tobacco
- › **Humectants** — give ENDS the ability to mimic cigarette smoke by creating aerosol
- › **Flavorings** — chemical additives that come in more than 7000 flavors
- › **Metals** — chromium, nickel, lead, manganese, aluminum, tin, and iron have been detected



IQOS, JUUL

Short for I Quit Ordinary Smoking, IQOS is a heat-not-burn tobacco product created and sold by Philip Morris International

The most popular e-cigarette brand among youth and young adults—JUUL is designed to appeal to young people

One JUULpod contains as much nicotine as a pack of cigarettes





Recent research

For adults: inconclusive

- › less harmful if used as a complete substitute for cigarettes
- › smokers who vape less likely to quit

For youth: more clear

- › brain is developing until age 25
- › risk of developing long-term problems associated with nicotine and other substance use



At-risk populations

- › Older adolescents and young adults
- › White and male with higher educational attainment
- › LGBTQ
- › Individuals with mental health disorders
- › People living in urban areas
- › Economically disadvantaged neighborhoods



Federal regulations

- › restrict ENDS sale to youth under 18
- › restrict sale in vending machines
- › ban the distribution of free samples
- › review ingredients and product design
- › review health risks and appeal to youth
- › require that new products meet public health standards



Role of community coalitions

- › educate community and key decisionmakers
- › use existing partnerships and prevention infrastructure to target ENDS use
- › impact regulations, availability, and norms surrounding tobacco use

Role of community coalitions

- › define the geographic region that you are addressing
- › assess the community conditions where ENDS use takes place
- › engage all appropriate sectors of the community to have the broadest impact
- › develop a comprehensive plan that will reach individuals and the overall community



Prevention works

Educate parents, teachers, coaches, health professionals, and other influencers about the risks of e-cigarette use for youth and young adults

Reduce e-cigarette advertising and marketing that targets youth

Restrict youth access to e-cigarettes in retail settings

Require retail licensing and establish specific package requirements

Coordinate, evaluate, and share best practices across state and local organizations

Develop e-cigarette and smoke-free indoor air policies

Support and reinforce e-cigarette regulations at the federal, state, and local level



Evidence-based interventions

Comprehensive Tobacco Control Programs

Mass-Reach Health Communication Interventions

Interventions to Increase the Unit Price for Tobacco Products

Smoke-Free Policies

Quitline Interventions

Reducing Out-of-Pocket Costs for Evidence-Based Cessation Treatments

Mobile Phone-Based Cessation Interventions

Incentives and Competitions to Increase Smoking Cessation Among Workers – When Combined with Additional Interventions

Community Mobilization with Additional Interventions to Restrict Minors' Access to Tobacco Products





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PRACTICAL THEORIST

**Electronic Nicotine
Delivery Systems:**

**Juuling, Other Trends,
and Community Prevention**

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