

POLICY APPROACHES TO PREVENT VAPING AMONG YOUTH

Join our panel of three policy experts from Arizona, California, and Hawaii to compare the policy approaches and experiences of each state in addressing e-cigarette use among youth.



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LEARNING OBJECTIVES

1

Discuss types of legislation that have been proposed to address e-cigarette use among youth.

2

Identify challenges to passing policies that limit e-cigarette use among youth.

3

Share strategies to increase success at passing policies that address e-cigarette use.



CONTINUING NURSING EDUCATION

1.0

contact
hour

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- Be present for the full duration of the activity
- Complete an evaluation after the workshop ends on July 10, 2019 and before (or on) July 25, 2019

<http://cne.nursing.arizona.edu> (quicklink side bars, CPE Evaluations)

password: **Vaping**

TODAY'S PANEL



Heather Carter,
Arizona State Senate



Tim Gibbs,
American Cancer Society
Cancer Action Network



Trish La Chica,
Hawai'i Public Health
Institute



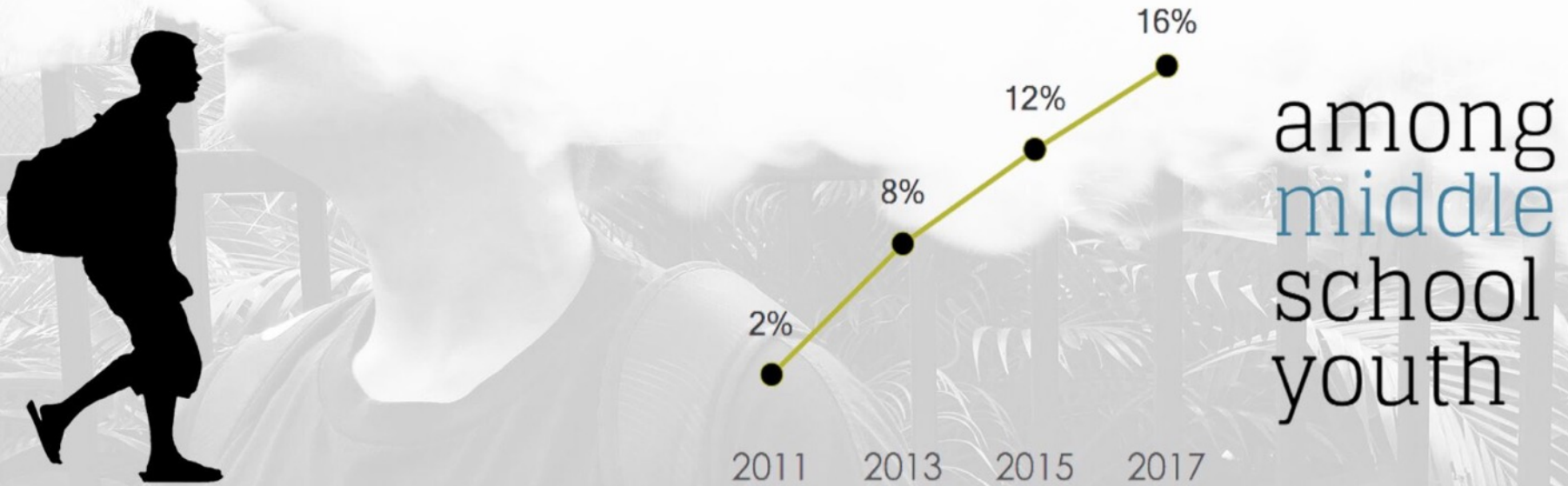
1

Can you please summarize the policy initiatives proposed in your state to address the increase of vaping among youth?



YOUTH E-CIGARETTE USE **INCREASED** IN HAWAI'I

Percent of middle and high schoolers who report using e-cigarettes in the past 30 days



16%

State Average
(20.8% National)

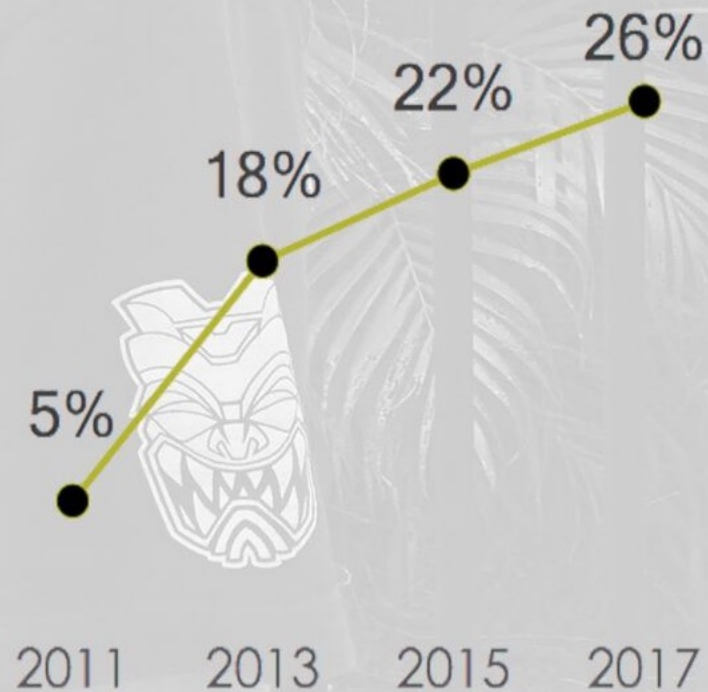
18% 13% 18% 23%

Kauai

Oahu

Maui

Hawaii



among
high
school
youth

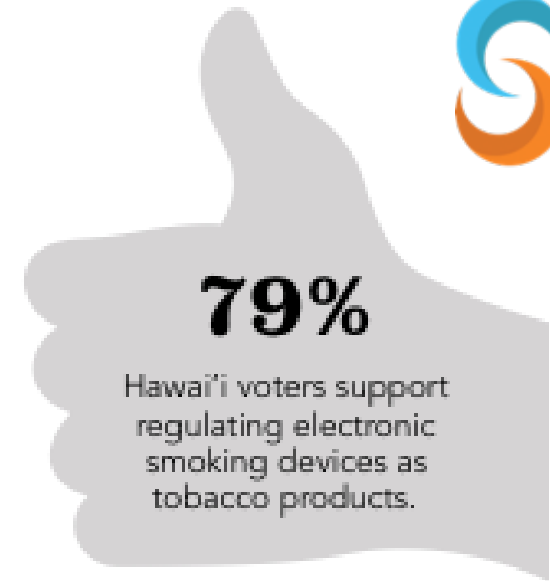
26%

State Average
(20.8% national)

31% 22% 32% 34%

Kauai Oahu Maui Hawaii

2019 Legislation



HB 276/SB 1009, Relating to Flavored Tobacco Products

Prohibits the sale of flavored tobacco products, including menthol.

HB 1574/SB 1405, Relating to Electronic Smoking Products

Regulates electronic smoking devices by establishing a tax, requiring permits and licenses, increasing fees, making online sales unlawful except to registered sellers.

2

What challenges have been faced in passing legislation and what lessons have been learned?

2018

PREEMPTION

Removed county authority to regulate the sale of tobacco products and ESDs

2019

YOUTH PENALTIES

Penalized youth for possession, required teachers to confiscate devices.

→ **Avoid conference committee**

Both changes occurred when no public input can be accepted

→ **Educate lawmakers on tobacco industry tactics**

Meant to distract from the issue



3

What strategies can increase success at passing policies and/or be used to address the tobacco industry's pushback?

messaging

youth-led

community-
mobilization

POLICY STRATEGIES

1

MOUNT A PUBLIC CAMPAIGN

Visual display, campaign logo and website, collect endorsements from leaders, agencies

2

STRONG YOUTH VOICE & VISIBILITY

Youth presentations, youth asks to lawmakers and elected officials, testimony

3

CONSISTENT MEDIA COVERAGE

Weekly coverage via letters to the editor, editorials to counter industry

4

STRONG CHAMPIONS

Allies in the House and Senate, and members in key committees who are not afraid to speak up

5

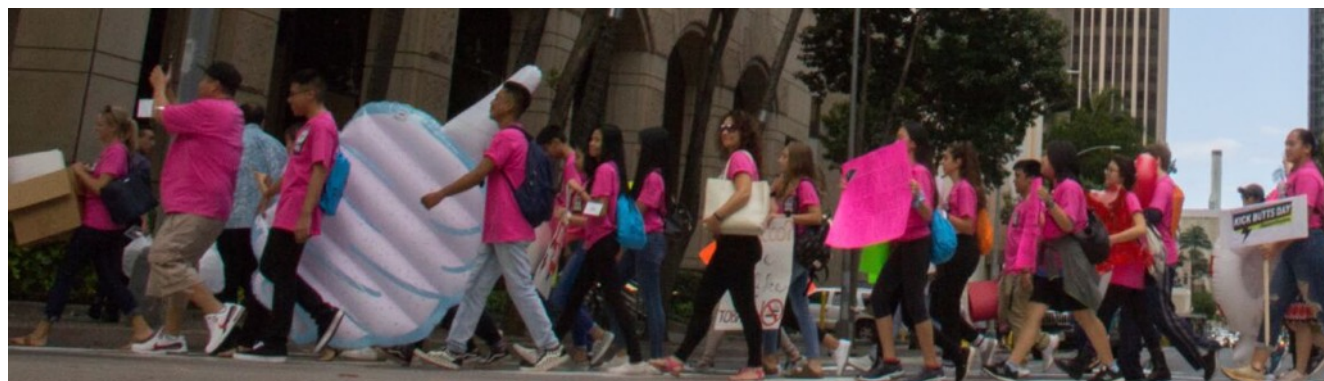
STAY TRUE TO MESSAGING

Focus on nicotine addiction, candy flavors, must be regulated as a tobacco product

1

MOUNT A PUBLIC CAMPAIGN

<https://flavorshookkidshi.org>





2

**STRONG YOUTH
VOICE &
VISIBILITY**



3

CONSISTENT MEDIA COVERAGE



Community Voice

Stop The Vaping Epidemic In Hawaii Schools

By Anthony McCurdy / May 15, 2019

Big Tobacco continues to spin its deceptions, including to our state lawmakers.



Hawaii

Hawaii Considers Flavored E-Cigarette Ban To Curb Teen Vaping

By The Associated Press / March 29, 2019

Students testified to legislators that their classmates were vaping in bathrooms and isolated corners of campuses.



Community Voice

Just Because Vaping Is Legal Doesn't Mean It's Safe

By Forrest Batz / February 26, 2019

Proposals before the Legislature call for regulating electronic cigarettes and banning flavored tobacco.



4

**STRONG
CHAMPIONS**



INDY FLAVORED TOBACCO HOOKS KID



5

STAY TRUE TO MESSAGING



Nicotine Addiction

E-cigarettes are addicting kids who have never smoked to nicotine and tobacco



Candy Flavors Lure Kids, Nicotine Keeps Them Hooked

Youth who start vaping don't seek nicotine, but the flavors lure them in and nicotine gets them hooked. Menthol an insidious flavor that increases initiation and makes cessation more difficult.



E-cigarette Regulations

E-cigarettes are tobacco products and cannot be exempt from regulations (tobacco taxes, online sales restrictions, permits/licenses). Strong protections are necessary to curb youth use.

QUESTIONS TO THE PANEL



Heather Carter,
Arizona State Senate



Tim Gibbs,
American Cancer Society
Cancer Action Network



Trish La Chica,
Hawai'i Public Health
Institute



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