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.
In order to earn 1.0 contact hours of CNE for participation in this activity, you must:

- 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

This activity is jointly provided by the University of Arizona College of Nursing and the Western Region Public Health Training Center.
TODAY’S PANEL

Heather Carter, Arizona State Senate

Tim Gibbs, American Cancer Society Cancer Action Network

Trish La Chica, Hawai’i Public Health Institute
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%  18%  13%  18%  23%
Kauai    Oahu    Maui    Hawaii

State Average (20.8% National)
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.*
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

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2019

**YOUTH PENALTIES**

Penalized youth for possession, required teachers to confiscate devices.

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**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*
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
MOUNT A PUBLIC CAMPAIGN

https://flavorshookkidshi.org
STRONG YOUTH
VOICE &
VISIBILITY
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.
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, Hawaiʻi Public Health Institute
CONTINUING NURSING EDUCATION

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