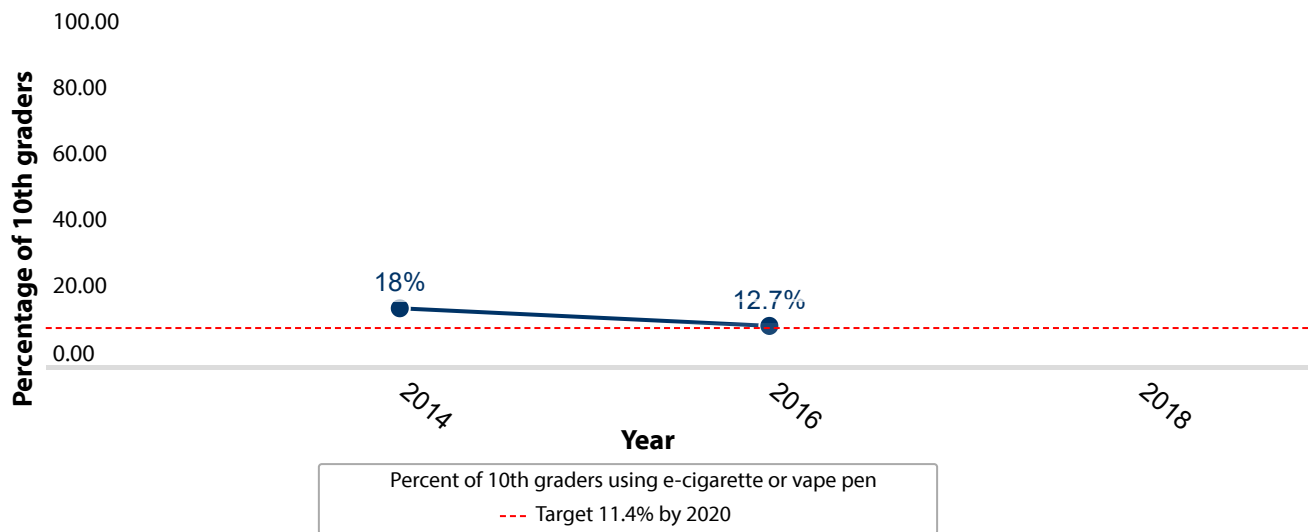




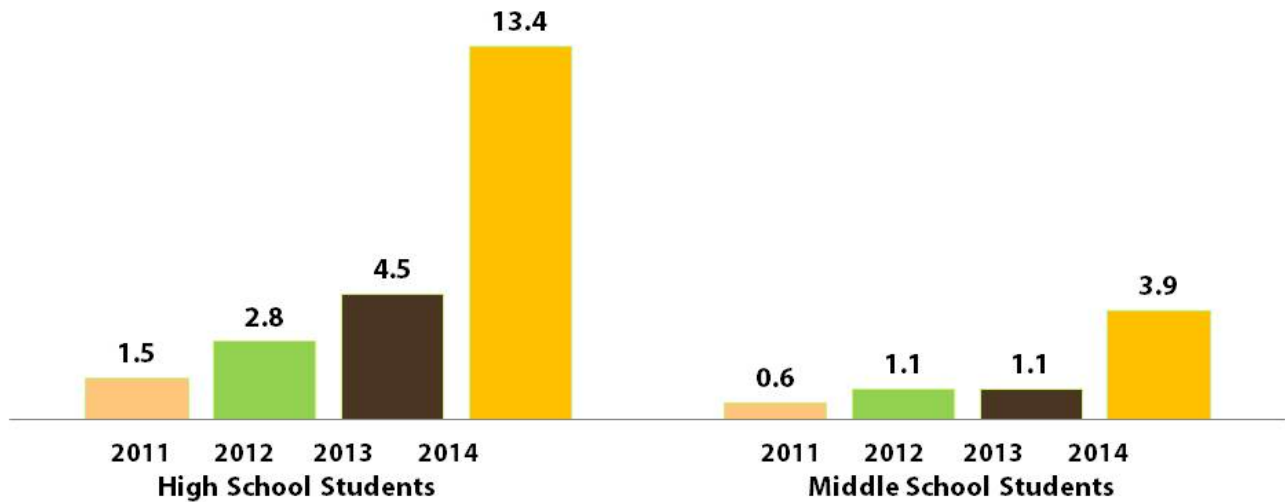
1.2.Y.d.2: Contain the percentage of 10th graders who report using an e-cigarette or vape pen in the past 30 days from 18% in 2014 to 18% by 2017

Reported: January 19, 2016 by the Department of Health



Current State: *Nationally*

Percent of *Current Use** of E-cigarettes Among U.S. High and Middle School Students, 2011–2014

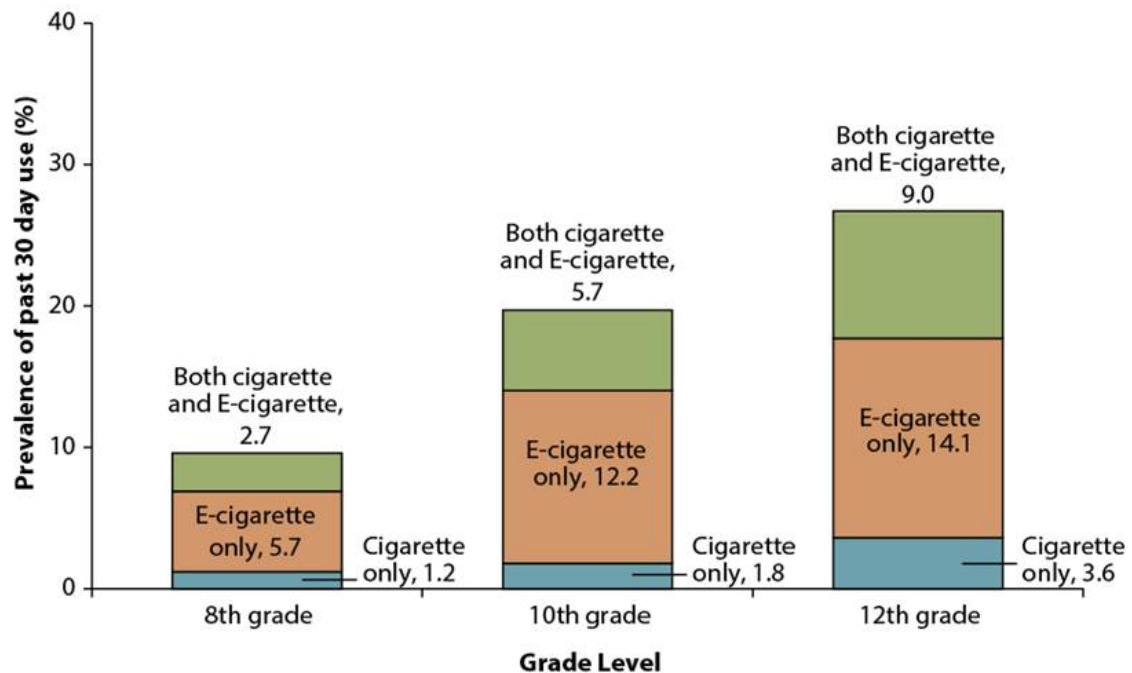


*Used an e-cigarette in past 30 days

Centers for Disease Control and Prevention and U.S. Food and Drug Administration. 2011-2014 National Youth Tobacco Survey

Current State: *Washington*

Prevalence of Past 30-Day E-cigarette, Cigarette and Use of Both Among Youth by Grade



Background:

Vaping is a relatively new phenomenon

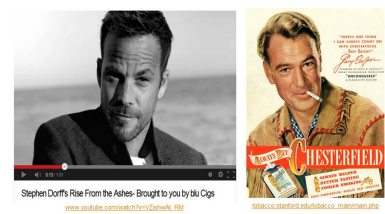
- Introduced to the market in 2004. Since then, global usage has risen exponentially.
- Can be used with liquid nicotine products, “juice”, and various forms of marijuana and other drugs.
- They are largely unregulated in use or sales
- Harms and benefits are being played out in the media and on the internet with limited and evolving research available.

They depict e-cigarette use as masculine, sexy or rebellious.

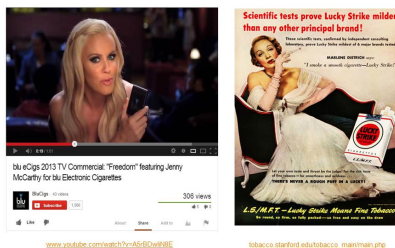


They have celebrity spokespeople

Like cigarette ads of old, television, online and print ads for e-cigarettes feature catchy slogans and celebrity endorsers



... Jenny McCarthy for blu eCigs



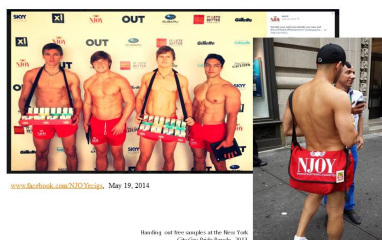
Their magazine ads feature rugged men ...



They portray their products as sexually attractive.



They Offer Free Samples



They sponsor sports figures and events




They use cartoon pitchmen

The Blu e-Cigs website features a cartoon pitchman named "Mr. Cool" reminiscent of the Joe Camel cartoon character that so effectively marketed cigarettes to kids in the 1990s and was prohibited in the Master Settlement Agreement



Contrast those ads with this advertisement for a smoking cessation product



Do it for your family. Do it for yourself. Don't do it alone.

Give yourself a better chance to quit, with NicoDerm® CQ. Just one CQ patch provides a steady stream of medicine to help you fight cravings all day. So instead of spending all your energy on quitting, you can spend it on the people you care about. And with CQ, you'll gradually step down the doses until you're free. NicoDerm CQ. You're not a superhero. You don't have to be.

QUIT
CLEAR
NICODERM
CQ

STEP 1 **STEP 2** **STEP 3**

Quit.com
Use as directed. Individual results may vary. Support programs can increase the chance of success in quit efforts. The American Cancer Society supports the use of a prescription and over-the-counter products when quitting smoking, but does not endorse any specific product. Consult your doctor for more information. ©2004 American Cancer Society. All rights reserved.

"Do it for your family. Do it for yourself. Don't do it alone. Give yourself a better chance to quit, with NicoDerm CQ. Just one CQ patch provides a steady stream of medicine to help you fight cravings all day. So instead of spending all your energy on quitting, you can spend it on the people you care about. And with CQ, you'll gradually step down the doses until you're free. NicoDerm CQ. You're not a superhero. You don't have to be."

NicodermCQ in Family Circle: January 20, 2004, FHM: November 2003, Newsweek: January 19, 2004, Popular Mechanics: January 2004, Redbook: February 2004v, Trinkets and Trash, <http://trinketsandtrash.org/detail.php?artifactid=4436&page=8>

Strategies:

So how do we begin to turn this tide:

Much like we did when reducing the use of tobacco:

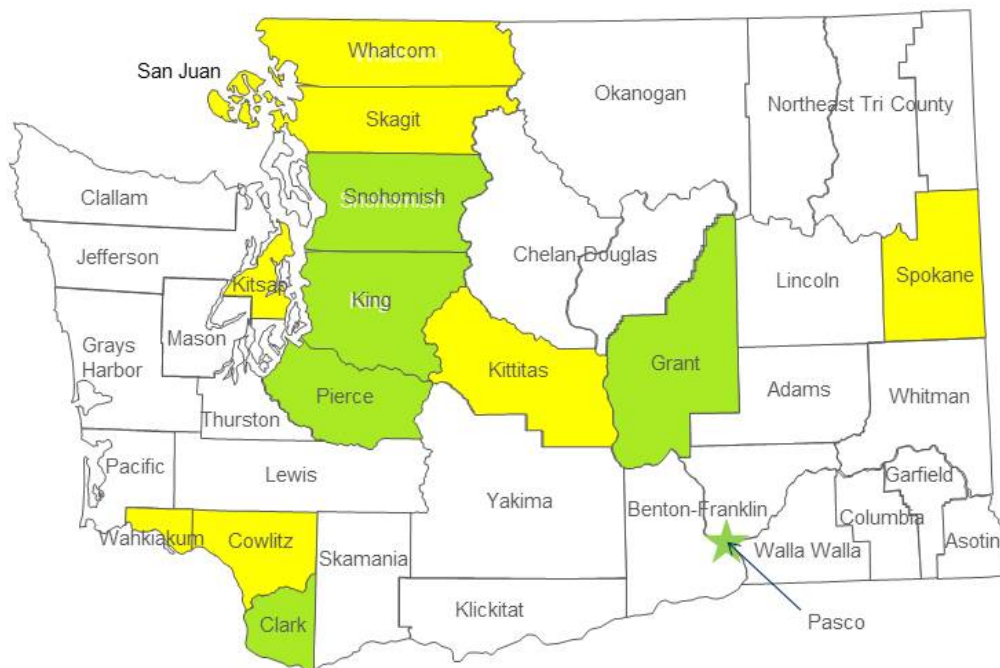
- ✓ Research, research, research – we need to stay current on the evolving research and share it quickly with policy makers and the public
- ✓ Educate people on the known risks from vaping devices
- ✓ Pass sensible public policy

Current Initiatives

Strategy	Activity
Research Summary	DOH has completed a review of the available research on vaping. We will use the information to inform policy decisions and public health messages. Frequent continuous reviews will be conducted to keep up with evolving research in this area.
Prevention Activities	Supporting and expanding vaping prevention activities through the Youth tobacco prevention account and marijuana funds dedicated for prevention activities.
Public Policy	<p>Legislation was introduced last year, and again this year (HB 2313, SB 6157) that would limit the sale and distribution of tobacco and vapor products to those over 21 years of age.</p> <p>Currently 5 counties have ordinances that prohibit e-cigarette use, and 8 more are planning them.</p>

Strategies:

State of Washington – Community Action



Ordinances in place prohibiting e-cigarette use

Beginning to work on local e-cigarette ordinances

Strategies:

Local Ordinances

Clark	Prohibits vaping in public places and sampling/coupons. Requires public "no vaping" and "no sales to minors" signage. ID checks required under 26.
Grant	Prohibits sale to minors, possession by minors, and vaping in public places. Requires public signage stating "no sale to minors." ID checks required.
King	Prohibits sale to minors, sampling/coupons, and vaping in public places. ID checks required under 26.
Pierce	Prohibits sale to minors and vaping in public places. Requires permits for vendors and child-resistant packaging in addition to previous regulations.
Snohomish	Prohibits use of vapor products in public places, sale to minors, and possession by minors. Requires owners public no-vaping signs and vendors to post warning signs related to minors. Limits vaping counters to 5 seats. Prohibits vending sales in youth-accessible places and free sampling. Requires permitting for all sellers of nicotine vapor products and ID checks under 26.
City of Pasco (Franklin)	Prohibits vaping in public places.

Stakeholder/Partner: Tacoma Pierce County Health Department

Pierce County E-Cigarette Policy

Anthony Chen

Director, Tacoma-Pierce County Health Department

Rick Talbert, Tacoma-Pierce County Board of Health



History and Background

- In 2011, Tacoma-Pierce County passed regulations to prohibit vaping in indoor public places, with exceptions for adult-only establishments and worksites.
- Since 2011:
 - Increased use, awareness and acceptance of vapor products without regulation.
 - Devices have changed significantly.
 - Promotion as cessation products without approval or evidence.
 - Research.
 - Legalization of marijuana.
- In 2014, 20% of 12th graders in Pierce County reported using e-cigarettes (Healthy Youth Survey).

Goals

Primary

- Prevent youth use of vapor products by
 - Preventing access.
 - Increasing awareness.
 - Preventing “re-normalization of use”.

Secondary

- Protect all Pierce County residents from second hand exposure to vapor products.

Not to prevent adults from using.

Changes to Our Code

- **Alignment Tobacco Law**
 - E-cigarettes and vapor products can't be used in any public place or place of employment.
- **Youth Possession**
 - Youth under 18 may not purchase or possess vapor products.
- **Retail Permits**
 - Permit required for retail stores to sell vapor products.
 - Limited sampling required for retailers who meet specific criteria.
- **Child Resistant Packaging**
 - Required for all liquids used for vaping.

Implementation

- Communicate with those most impacted by new regulations:
 - Factsheets, website, press releases, direct mail, signage.
- Transition from Tobacco Prevention to Code Enforcement:
 - Develop permit application process, hire and train staff.
- Educate community.
- Encourage WA State Legislature to take action.
- Collaborate with schools to support consistent, appropriate school policies.

Educational Campaign

NOPE.

Pierce County isn't fooled by e-cigarettes.

THINKAGAINPIERCECOUNTY.COM



Planning and Implementation Steps

- Dialogued with our Board of Health, other LHJs and community partners.
- Created a team.
- Determined roles and responsibilities.
- Developed a communication plan.
- Reviewed literature and other research.
- Engaged community.
- Drafted language for code.
- Compiled administrative record.

Community Input

- Board of Health (7 presentations and individual meetings).
- Community-based organizations (~10).
- Community meetings (~12).
- Vape shop industry (3X).
- Surveys at various community events (300+).
- Key information interviews with community leaders, business owners, school district representatives, etc.
- Other local health jurisdictions
- Public comment meeting (35).
- Written comments (~600).
- Surveyed school district personnel (78).

Summary of Input

Vape industry

- Regulation should happen at the state level.
- Let parents educate and protect youth.
- Penalize youth, not retailers.
- Limiting sampling would harm business and prevent smoking cessation.

General Community

- Concerns about second hand exposure, other drug use, gateway to other drugs and child poisoning.
- Confused about current regulations.
- Don't want use restricted, especially for smoking cessation.

Surveys

Community

- 82% Health Department should make it harder for youth to access E-cigarettes.
- 79% Vaping shouldn't be allowed in public places.
Treat vapor products and tobacco the same.

Schools

- 88% Support alignment with SIPP.
- 97% Support prohibiting youth possession.
- 92% Support retail permitting requirements.
Discipline and health issue.

Lessons Learned

- It is difficult but important to engage community members and partners for balanced perspective—the industry is organized, loud and passionate.
- This is time-consuming work and flexibility is necessary.
- A good project management tool and communication are important for clarifying team roles and responsibilities.
- Take time to listen to community.

Request for WA State Legislature

Support tobacco and e-cigarette regulations to protect youth and public health, without preemption.

Tobacco and vapor products are a threat to public health, especially to youth.

- Increase the purchase age of these products to 21.
- Regulate products to address core public health concerns that are difficult to implement locally.
- Allow local jurisdictions to make policies that fit their communities.
- Provide dedicated funding for prevention and control.

Recommendations

- Everyone should review and revise tobacco use policies and signage to include vapor products.
- Everyone should educate partners and decision-makers about this issue.
- Office of the Superintendent of Public Instruction should identify and share effective, consistent policies for related discipline and education.
- The Liquor and Cannabis Board should partner with us and others to share information and increase compliance.
- Law enforcement should review protocols and educate officers about these products and their various uses.
- Behavioral health should revise treatment protocols.

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