

Leveraging community partners and youth voice in tobacco prevention and cessation

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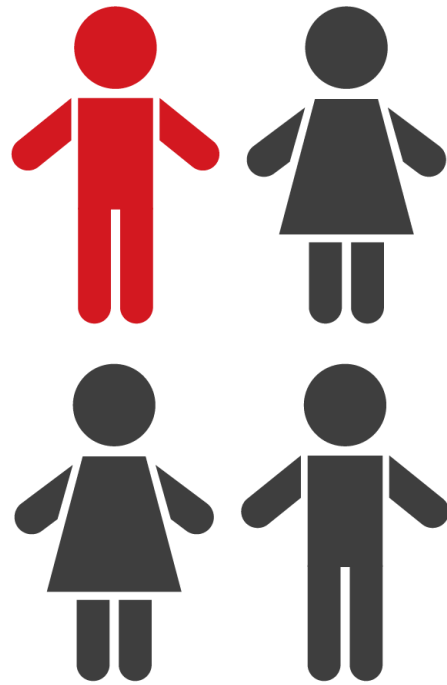
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American
Heart
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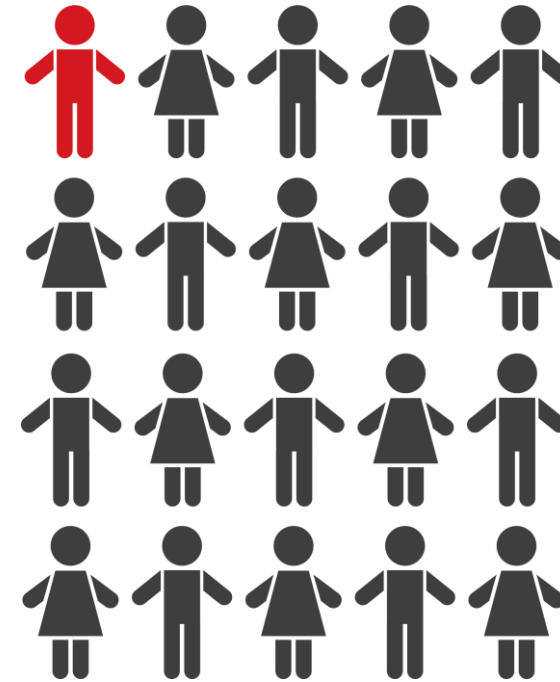
**THE GOOD
NEWS:**

**FEWER TEENS ARE SMOKING
CIGARETTES THAN EVER
BEFORE**



1997

ROUGHLY 1 IN 4 TEENS SMOKED



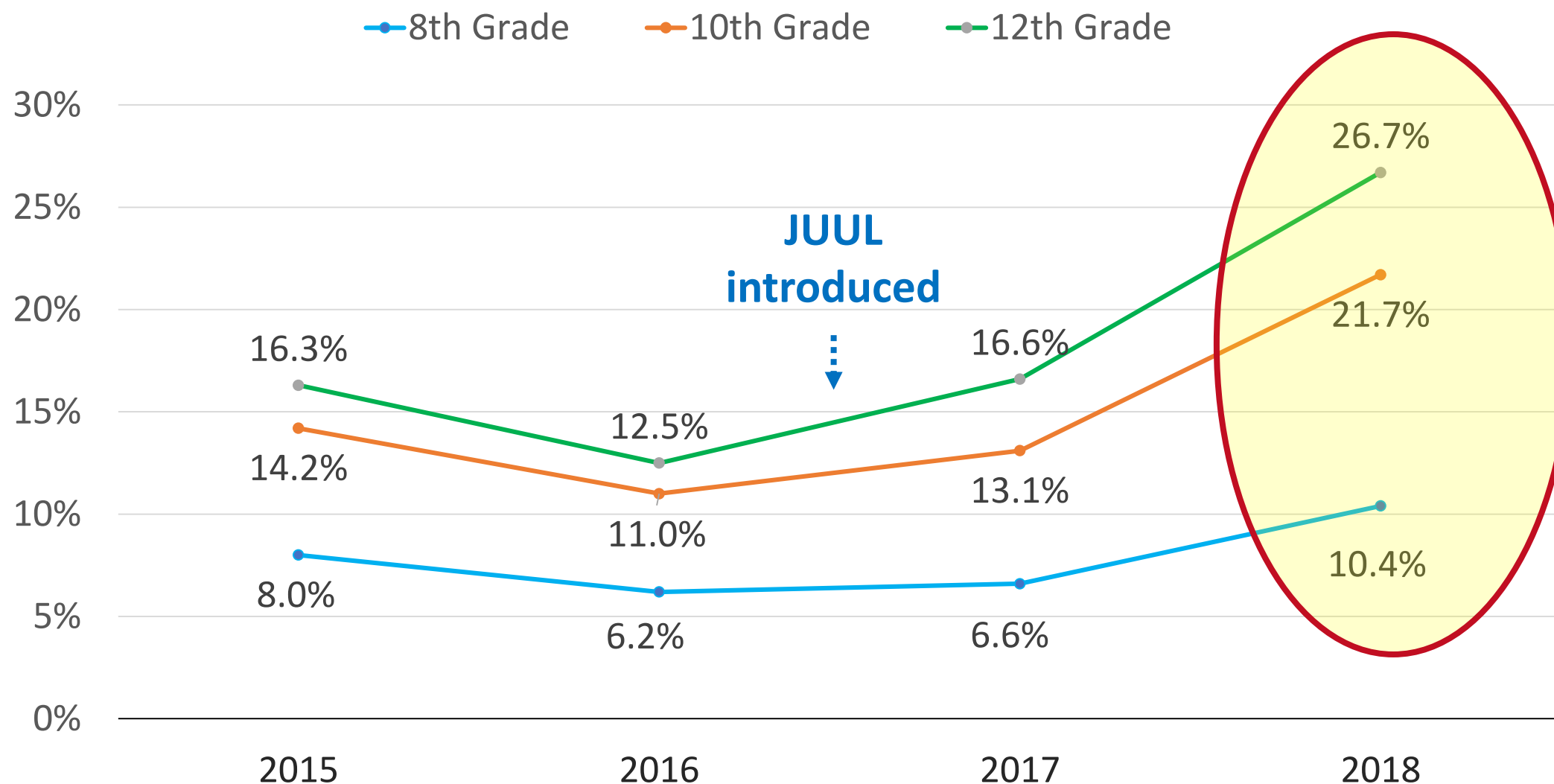
2018

ROUGHLY 1 IN 20 TEENS SMOKE

THE BAD NEWS:

TEENS ARE VAPING AT ALARMING RATES

Percent of teens who vaped in the past month



As vaping has evolved,
more kids are picking up the habit.



Disposable
e-cigarette

“Cigalike”



E-pipe



E-cigar

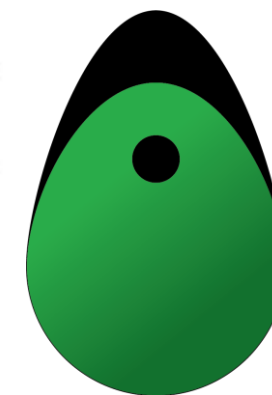


Large-size
tank devices

“Box Mods”



“Vape Pen”



Rechargeable
e-cigarette

“Vape Pod”

First Generation

Second Generation

Current Generation



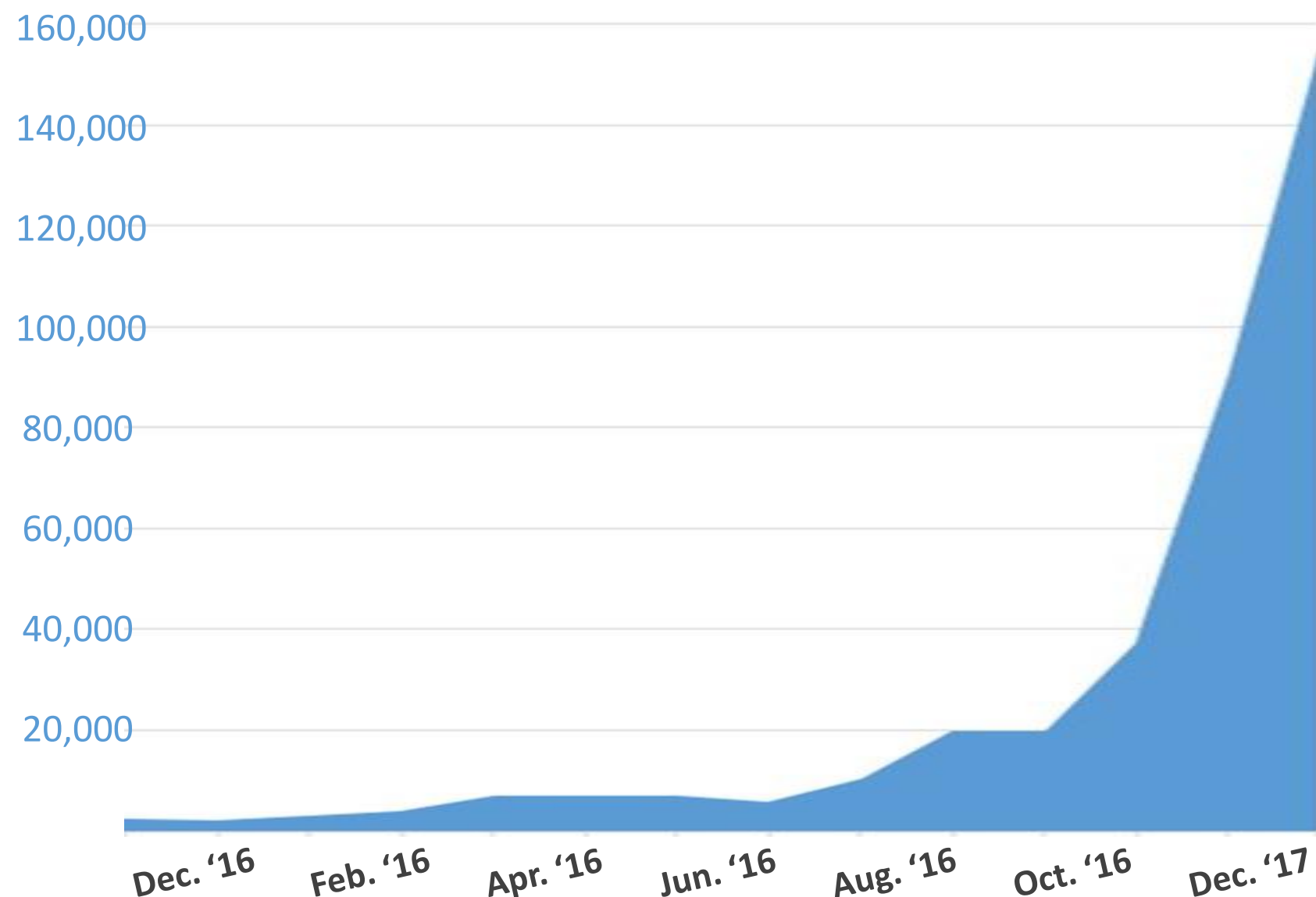
The rise of juul

- Most popular e-cigarette on the market.
- Slim USB flash drive design, vibrant colors, and enticing flavors.
- Small aerosol “cloud” allows for discreet use.
- Nicotine salts in JUUL pods increase the rate of nicotine delivery.

JUUL MARKETS TO YOUTH



JUUL-related tweets on Twitter, 2015-2017



Huang, J., Duan, Z., Kwok, J., Binns, S., Vera, L.E. Kim, Y., Szczypka, G., & Emery, S.L. (2018). Vaping versus JUULing: how the extraordinary growth and marketing of JUUL transformed the US retail e-cigarette market. *Tobacco Control*, 054382.

NEWS

Nearly Half of Juul's Followers on Twitter Last Year Were Teens, Report Claims



Catie Keck
5/21/19 12:15am • Filed to: JUUL

11.1K

13

1





E-liquid



Food product



E-liquid



Food product



E-liquid



Food product

E-Cigarette Health Impact

Short term health effects include:

Acute lung disease

Mouth and throat irritation

Nausea

Headache

Dry cough

Long-term health effects are unknown.

A new study shows flavors and nicotine from e-cigarettes damage heart tissue and reduce its ability to heal.



FACT:

An e-cigarette refill pod has the same amount of nicotine as at least **20 regular cigarettes (1 pack)**.

FACTS: E-cigarettes and other vaping devices...

...are *not risk-free*

...have *not yet undergone market review by FDA*

...typically contain nicotine, a *highly addictive drug with known health risks*

...have *little consistency across different products*, including nicotine levels

...are *not proven methods for quitting smoking*



...are frequently *used in addition to smoking, rather than in place of cigarettes, even when people are trying to quit*

...may be *re-normalizing smoking behavior*

... *have been associated with an outbreak of lung disease*

CHANGING POLICY

- Raising the age of sales for all tobacco products from 18 to 21
- Adopting licensing standards for retailers of all tobacco products
- Restricting the sale of all flavored tobacco products at all locations
- Significantly increasing the price of all tobacco at an equivalent rate, with a portion of revenue directed to tobacco control and/or prevention



Preemption

- If a locality chose to license, assess a fee, or tax cigarettes, they previously would forgo their share of the cigarette tax revenue which is collected by the state
- Because of definitions in Colorado law, counties and statutory cities are unable to regulate cigarettes, tobacco, and nicotine products in the same way a home-rule municipality can
- There is no tobacco retail license requirement at the state-level in Colorado, so localities were hesitant to pass policies like T21 as well because they were nearly un-enforceable



Preemption Repeal

.....
Passage of HB19-1033:

- Removed the fiscal penalty
- Explicitly included the authority of localities to raise the age of tobacco and nicotine product sale to 21, and to tax and regulate those products' sale



Outcome

- HB19-1033 was signed into law on May 28, 2019 and since its passage the following number of policies have passed on the community level:
 - 26 Tobacco Retail License
 - 30 Tobacco 21
 - 5 Flavor Restrictions
 - 14 taxes on tobacco or e-cigarettes



Mission statement

Amplifying Colorado young people's passion to shift perspectives about the tobacco industry and root causes of nicotine and substance use.



UpRISE Youth Movement

February 12 at 11:00 AM · 🌐

UpRISE amplifies the voices of young people in Colorado. Last week, members of UpRISE attended the American Heart Association's "Go Red" event at the Capitol. Three leaders from the UpRISE Youth Action Board had the opportunity to share their stories related to the tobacco and vape Industry's abuse of power. #WhatWeDoWednesday #upriseyouthmovement #resist #inform #stepup #empower



Youth Perspective on Vaping Epidemic: Nariah Smith

- UpRISE Youth Action Board Member
- Previously served as a Minor Operative with the FDA
- Senior High School Student
- Attending Colorado State University in Fall 2020 (Go Rams!)

