

# ENDING THE YOUTH VAPING EPIDEMIC

*COALITION FOR A TOBACCO-FREE HAWAI'I - YOUTH COUNCIL*

1



2



**Every year**  
**1,400** people in Hawai'i die  
from a tobacco-related  
illness.

**How many more lives will it take before  
we take action?**

3



**FOOD FOR THOUGHT**

***95% OF SMOKERS  
START BEFORE THE  
AGE OF 21***

4

# THE ROLE FLAVORS PLAY

8 OF 10 YOUTH WHO  
HAVE EVER TRIED A  
TOBACCO PRODUCT  
STARTED WITH A  
FLAVORED PRODUCT

5

HOME
PRODUCTS
ELFIQ
QUAQ TECH
WHOLESALE ▾
SUPPORT ▾

**FLAVORS**


15,500+ mostly candy and fruit flavors, packed in bright colors, marketed to young children

**ADDITIONAL CONCERN**

Flavors mask the harsh taste, making it easier for kids to get hooked on nicotine and harder to quit

**Be Colorful, Be Full Of Energy.**

Brief Style And Contrast Color Application Show Young And Fashionable Quality.



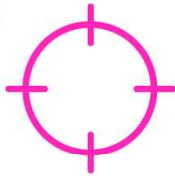
6

3



7

**HOW DID THIS  
HAPPEN?**



**CDC DIRECTOR DR. TOM  
FRIEDEN - 2016**

"The same advertising tactics the tobacco industry used years ago to get kids addicted to nicotine are now being used to entice a new generation of young people to use e-cigarettes."

**THE BASE OF OUR BUSINESS IS THE  
HIGH SCHOOL STUDENT**

LORILLARD TOBACCO EXECUTIVE

8

**The New York Times**  
 Juul Targeted Schools and Youth Camps,  
 House Panel on Vaping Claims

**Star Advertiser**  
 WEDNESDAY 9/7/22  
**Local & Business**  
**Hawaii to net \$7M in Juul settlement**

YEAH, BUT OUR TRUE CALLING IS HELPING ADULTS QUIT CIGARETTES!

9

**Stanford MEDICINE**  
 REACH Lab

**TOBACCO PREVENTION TOOLKIT**

**CIGS IN AN E-CIG**

Product	Nicotine Content	Equivalent Cigarettes
1 Pack of Cigarettes	~22mg of Nicotine	~20 CIGARETTES
1 JUUL Pod	~41.3mg of Nicotine	~37 CIGARETTES
1 Flum Float	~400mg of Nicotine	~363 CIGARETTES
1 Elf Bar	~650mg of Nicotine	~590 CIGARETTES

**WHY THE CONCERN?**

10

# HEALTH IMPACTS

BRAIN	HEART	LUNG	MENTAL HEALTH
<p>Nicotine harms the developing brain, impacting</p> <ul style="list-style-type: none"> <li>Memory</li> <li>Attention</li> <li>Concentration</li> <li>Cognition</li> <li>Impulse Control</li> </ul>	<p>Significantly impair the function of the body's blood vessels,</p>	<p>E-cigarettes produce acetaldehyde, acrolein, and formaldehyde. These aldehydes can cause lung disease</p>	<p>55% more likely to suffer from depression or anxiety</p>

11

## CHEMICAL COMPOUNDS IN E-CIGARETTE AEROSOL

THIS GRAPHIC OFFERS A SUMMARY OF A SELECTION OF HAZARDOUS COMPOUNDS IN E-CIGARETTE AEROSOL & THEIR EFFECTS

The compounds shown below are all found in e-cigarette aerosol. The mass figures given in µg, take into account both mainstream (inhaled) and sidestream aerosol. 1 µg is equal to 1 millionth of a gram. Amounts of these compounds vary in different brands of e-cigarettes - these figures are approximate.

**ESTIMATED NUMBER OF CHEMICAL COMPOUNDS IN E-CIGARETTE AEROSOL**

2,000

35

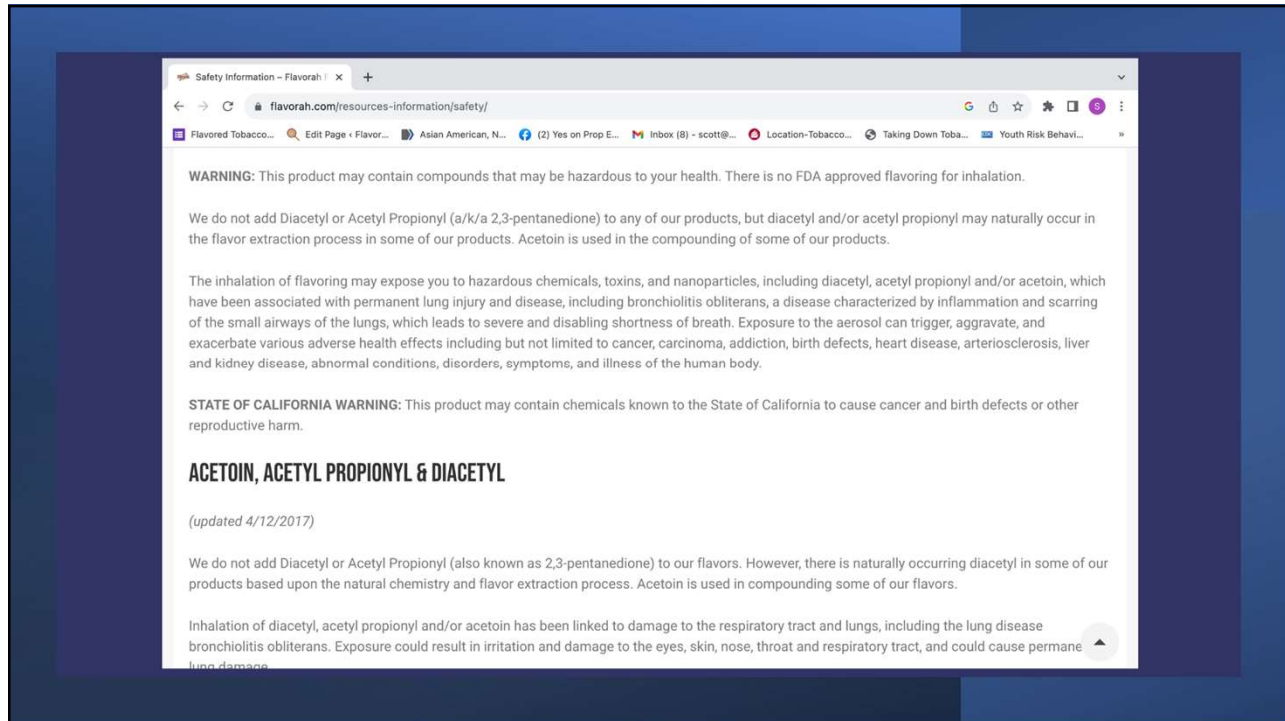
**NUMBER OF THESE COMPOUNDS WITH CONFIRMED CARCINOGENIC ACTIVITY**

<p><b>NICOTINE</b></p> <ul style="list-style-type: none"> <li>• One ml of 5% nicotine e-juice equals 2 packs of cigarettes</li> <li>• Addictive</li> <li>• Increases heart rate</li> <li>• Increases blood pressure</li> <li>• Harms teen brain development</li> </ul> <p><b>FORMALDEHYDE</b></p> <ul style="list-style-type: none"> <li>• Irritant to skin &amp; eyes</li> <li>• Known human carcinogen</li> <li>• Irritant to respiratory tract</li> <li>• Flammable &amp; explosive</li> </ul> <p><b>BENZENE</b></p> <ul style="list-style-type: none"> <li>• May harm reproductive organs</li> <li>• Known human carcinogen</li> <li>• Damages bone marrow</li> <li>• Lowers red blood cell count</li> </ul> <p><b>CADMIUM</b></p> <p style="text-align: center;"><b>48</b> <b>Cd</b> Cadmium 112.414</p> <ul style="list-style-type: none"> <li>• Damages lungs &amp; kidneys</li> <li>• Known human carcinogen</li> <li>• May harm reproductive organs</li> <li>• Weakens bones</li> </ul>	<p><b>ACETALDEHYDE</b></p> <p style="text-align: center;"><chem>CC(=O)C</chem></p> <ul style="list-style-type: none"> <li>• Can cause pulmonary edema</li> <li>• Known animal carcinogen</li> <li>• Probable human carcinogen</li> <li>• Irritant to skin &amp; eyes</li> <li>• Irritant to respiratory tract</li> </ul> <p><b>LEAD</b></p> <p style="text-align: center;"><b>82</b> <b>Pb</b> 207.2</p> <ul style="list-style-type: none"> <li>• Damage to central nervous system</li> <li>• Probable human carcinogen</li> <li>• Harms brain development</li> <li>• Can cause damage to DNA</li> </ul> <p><b>ACROLEIN</b></p> <p style="text-align: center;"><chem>C=CC=O</chem></p> <ul style="list-style-type: none"> <li>• Can cause acute lung injury</li> <li>• Probable human carcinogen</li> <li>• Known DNA mutagen</li> <li>• Irritant to skin &amp; nose</li> </ul> <p><b>TOLUENE</b></p> <p style="text-align: center;"><chem>Cc1ccccc1</chem></p> <ul style="list-style-type: none"> <li>• Irritant to skin &amp; eyes</li> <li>• Can cause damage to liver &amp; kidneys</li> <li>• Can cause anxiety &amp; insomnia</li> <li>• Irritant to respiratory tract</li> </ul>
--	---

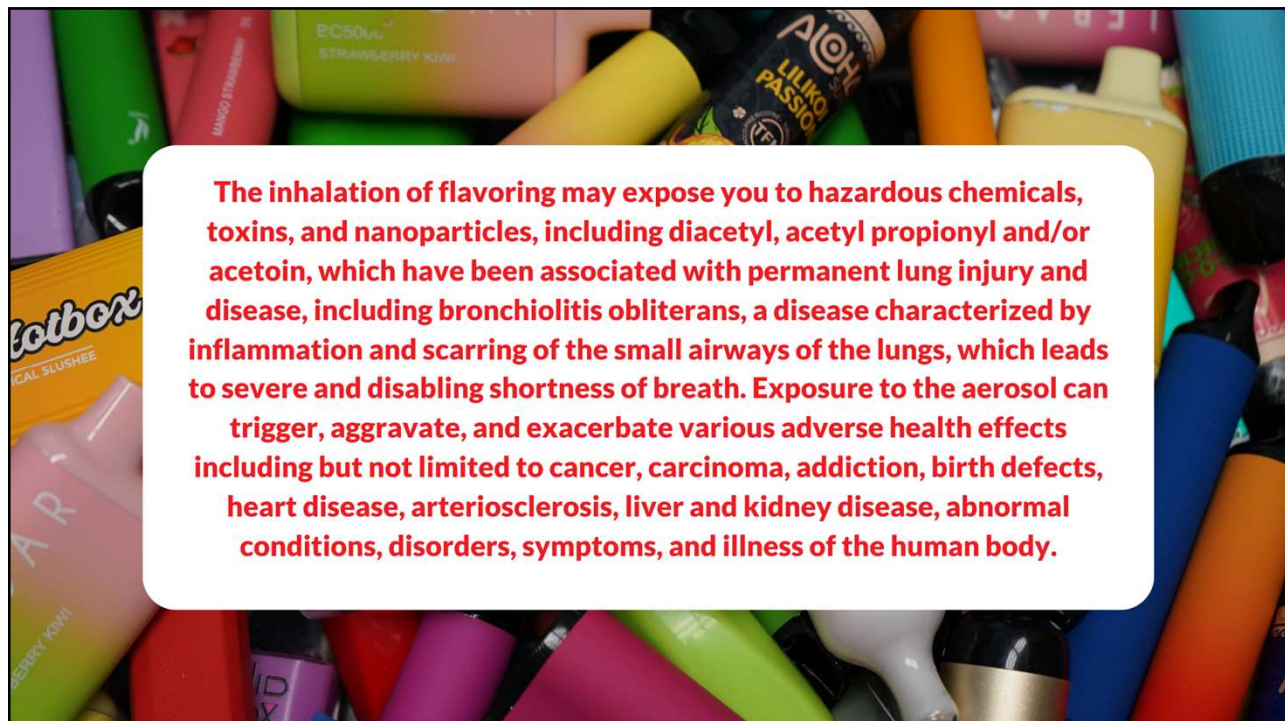
## WHAT'S IN THE CLOUD?

Sources: <https://factor.nihs.nih.gov/2022/2/feature/3-feature-e-cigarettes-and-toxic-metals> <https://pubs.acs.org/doi/full/10.1021/acs.est.8b01741>

12



13



14

## IT'S NOT JUST E-CIGARETTES



**SMALL  
CIGARS**



**SMOKELESS  
TOBACCO**



**MENTHOL  
CIGARETTES**

15

## WHAT'S THE PROBLEM WITH MENTHOL?

### HEALTH DISPARITY

78% of Native Hawaiian/Pacific Islanders smokers, smoke menthol cigarettes

### IN E-LIQUID

Menthol flavor significantly increases cell damage, even without nicotine

### YOUTH

Over half (54 percent) of youth smokers ages 12-17 use menthol cigarettes,

### IN E-LIQUID

Exposed to up to 1,600 times as much pulegone as smokers of menthol cigarettes.


16

***PART OF THE SOLUTION,  
ENDING THE SALE OF FLAVORED  
TOBACCO IN HAWAII***



17

***VOTER SUPPORT***



**76% of Hawaii registered voters support a ban on flavored tobacco products that includes menthol**

18

<p><b><i>DECRIMINALIZE YOUTH TOBACCO USE</i></b></p>	<p><b>PUP LAWS DON'T WORK</b></p> <p>Youth need help with their addiction, not punishment for falling victim to predatory practices</p>	<p><b>STOP THE SCHOOL TO PRISON PIPELINE</b></p> <p>Use some of the tax revenues to support youth cessation programs</p>
--	---	--

19

**FLAVORS  
HOOK  
KIDS  
HAWAI'I**

**"MOVING BEYOND TOBACCO"**

REMOVE ALL  
**FLAVORS**  
IN ALL  
**PRODUCTS**  
FOR ALL  
**PEOPLE**

[www.flavorshookkidshi.org](http://www.flavorshookkidshi.org)

20

# HOW CAN YOU HELP?

## ENDORSEMENTS

Help us get other groups involved and endorse our efforts

## EDUCATE A FRIEND OR FAMILY MEMBER

Share what you have learned

## SUBMIT TESTIMONY

We need to make sure lawmakers know most people support regulating e-cigarettes!



21

# SOURCES

- Youth projected to die prematurely. *The Health Consequences of Smoking: 50 Years of Progress. A Report of the Surgeon General*, 2014.
- NSC. Analysis of unintentional, preventable injury <https://www.nsc.org/in-the-newsroom/nsc-statement-on-new-cdc-data-showing-a-rise-in-accidental-death>
- CDC , National Youth Tobacco Survey
- Hawaii Youth Risk Behavior Survey
- <https://www.acc.org/about-acc/press-releases/2019/03/07/10/03/ecigarettes-linked-to-heart-attacks-coronary-artery-disease-and-depression>
- <https://www.lung.org/stop-smoking/smoking-facts/impact-of-e-cigarettes-on-lung.html>
- Villanti, A., et al., "Changes in the prevalence and correlates of menthol cigarette use in the USA, 2004–2014," Tobacco Control, published online October 20, 2016
- <https://med.stanford.edu/news/all-news/2019/05/e-cigarette-use-and-flavorings-may-increase-heart-disease-risk.html>
- <https://www.nih.gov/news-events/news-releases/nih-funded-studies-show-damaging-effects-vaping-smoking-blood-vessels>
- <https://jamanetwork.com/journals/jamainternalmedicine/article-abstract/2751245>
- by Ward Research 2022

22