

VAPING

THE NEXT FLAVORS OF ADDICTION: VAPING & CANNABIS

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VAPING AND THE ADOLESCENT BRAIN

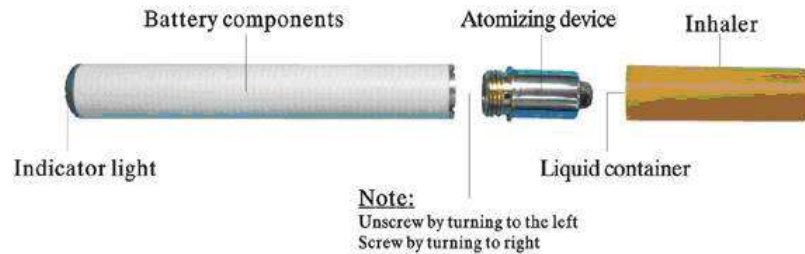
- **PUBLIC HEALTH CONCERNS:**
 - Student vape use rates = Student smoking rates of 2 decades ago
 - Current: 7.7% high school smokers – 20%+ high school vapers (YRBS)
 - Teen brains become addicted to nicotine quicker – Rental Cars
 - "Dual Use" of both traditional tobacco and vape
 - Could be more addictive to vape than tobacco

E-CIGARETTE CONSTRUCTION

- Battery-operated heating elements & replaceable cartridges - Heated atomizer converts contents of cartridge into vapor

1. Structure of the Super Cigarette body

The Mini Electronic Cigarette body is composed of atomizing device, microcomputer controlled circuit and lithium battery components. An operating mode indicator light at tip of the battery components.



VAPING BASICS 1.0

- First products were called electronic cigarettes or “e-cigarettes”
- Cost about \$100
- Looked similar to a cigarette
- Available in tobacco or menthol flavors and usually with 2-3 nicotine strengths
- Price came down and disposable e-cigarettes became available for about \$10 each

VAPING BASICS 2.0

- Municipalities expanded sales regulations to include “Nicotine Delivery Products”
- Flavored products became available
- Tank systems, or “mods” sold separate from “e-juices” – great for THC!
- E-juice mixing became common in vape shops
- Municipalities began banning e-cigarette use in smoke-free locations
- Reports of accidental exposure to e-juices by kids

Innovative New Brands - MODS



GROWING INDUSTRY



VAPING BASICS 3.0

- Attorney General regulations for cigarette sales expanded to include e-cigarettes, with or without nicotine. This bans in-store mixing, requires child-resistant caps
- Legislative “Omnibus” bill at Statehouse crafted to ban the sale of e-cigarettes by minors, ban the use of e-cigarettes in smoke-free locations and uses an expanded “Tobacco Products” definition
- Start hearing about THC being added to e-juices and “closed systems”
- Juul becomes popular

VAPING BASICS 4.0

- Juul's unique design, high nicotine content and affordable price make it a student favorite
- Lots of negative publicity -- gets attention of U.S. Food and Drug Administration
- YRBS high school survey results on vaping indicate a rate that equals the smoking rate at the start of the state's anti-smoking program 25 years ago
- Copycats flourish!

JUUL



BLU



NOT JUST WATER VAPOR



AND FLAVORS MAY BE HARMFUL AS WELL

- There are researchers who suggests that certain flavorings may generate higher levels of toxic chemicals than others. Among our e-cigarette–only participants, the use of fruit-flavored products produced significantly higher levels of the metabolites of acrylonitrile. This is of particular interest to adolescent e-cigarette use, because one of the main reasons teenagers report using e-cigarettes is the appealing flavors.
 - “Adolescent Exposure to Toxic Volatile Organic Chemicals From E-Cigarettes”, Mark L. Rubinstein, MD,^a Kevin Delucchi, PhD,^{b,c} Neal L. Benowitz, MD,^d Danielle E. Ramo, PhD^{b,c}, PEDIATRICS, Volume 141, number 4, April 2018

LOCAL VAPING SALES **GENERAL**

- **Typically two types of local regulation:**
- BOARD OF HEALTH:
 - Sales and distribution
 - Second-hand smoke or use
- SCHOOLS:
 - Expand School Smoking Policy to include vaping

POLICIES FEDERAL

- FDA conducts compliance checks on cigarettes and vaping products
- Currently no oversight as to construction or design of vaping hardware
- Currently no oversight as to quality of “e-juices”
- However, JUUL and 4 other manufacturers must provide to FDA how they will keep kids from buying their product
- JUUL’s San Francisco office raided by FDA for evidence

POLICIES

MASSACHUSETTS NEW STATE LAW

- Complicated Minimum Legal Sales Age jump from 18 to 21 BUT should substantially reduce "social sources" in high school
- No exemption for parents or guardians, as has been the case for decades
- Will simplify Education Reform Act - No tobacco use or vaping:
 - In public and private school buildings
 - On public and private school buses
 - On public and private school property
 - At school-sponsored events
 - By anyone – students, staff, administrators, visitors, residents

EXPANDED TOBACCO PRODUCT DEFINITION

- Includes:
 - Traditional tobacco products
 - Lists variations of e-cigarettes
 - “regardless of nicotine content”
 - Relies on “vaporization or aerosolization”
 - Excludes FDA-approved cessation products

LOCAL SALES POLICIES REGARDING VAPE

- Sales to Minors: Vaping soon to be covered by state law in 2019
- Minimum Legal Age: 210 cities and towns have moved to 21 and include vapes – New State Law complicates this a bit!
- Tobacco Sales Ban for Pharmacies: 172 municipalities have enacted – state law in 2019
- Minimum Pricing and Excise Taxes: MA does not have – only sales tax applies

LOCAL SALES POLICIES REGARDING VAPE

- Permit Capping: Cities and towns now seeking ways to work a separate “sub-cap” for “retail tobacco stores (tobacconists & vape shops)
- Flavored tobacco product sales restriction: All include vape, per federal court-tested Providence city ordinance. Original policy excludes menthol, mint and wintergreen, as the feds do, but 2 municipalities contemplating removing that restriction.

LOCAL VAPING AND USAGE

- 2004 state “Smoke-Free Workplace Law”: Does not address vaping though the new law will starting in 2019
- 140 cities and towns ban vaping in smoke-free locations per the state law and their own local second-hand smoke policies

POLICIES SCHOOLS

- New State Law charges school committees to establish a policy regarding violations.
- Schools can use the expanded Tobacco Product definition which reads:
 - Tobacco Product: Any product containing, made, or derived from tobacco or nicotine that is intended for human consumption, whether smoked, chewed, absorbed, dissolved, inhaled, snorted, sniffed, or ingested by any other means, including, but not limited to: cigarettes, cigars, little cigars, chewing tobacco, pipe tobacco, snuff; or electronic cigarettes, electronic cigars, electronic pipes, electronic hookah, liquid nicotine, “e-liquids” or other similar products, regardless of nicotine content, that rely on vaporization or aerosolization. “Tobacco product” includes any component or part of a tobacco product. “Tobacco product” does not include any product that has been approved by the United States Food and Drug Administration either as a tobacco use cessation product or for other medical purposes and which is being marketed and sold or prescribed solely for the approved purpose.
- Sample can be found at <http://makesmokinghistory.org/dangers-of-vaping/schools/>
- Seek to establish an “84” Chapter

INTERSECTION OF VAPING AND MARIJUANA

- USE:
- “Smoking” definition used to include anything that can be “combusted and inhaled”
 - But 228 municipalities retain this definition
- Vaping seen as efficient way to use medical marijuana for pain relief
- Pot bars/pot clubs on back burner for state’s CCC – only about 14 “smoking bars” in state

INTERSECTION OF VAPING AND MARIJUANA

- **SALES:**
- Drug paraphernalia sales laws loosened
- Money to be made in the sale of legalized hardware
- Flavored cigars and “e-juices” help mask pot smell
- Tank/mod systems allow for any type of liquid solution to be vaped
- Local tobacco sales permit (289)
 - Fee pays for compliance checks
 - Permits municipalities to suspend permit for repeat offenders

WHAT YOU CAN DO?

- <http://makesmokinghistory.org/dangers-of-vaping/>
- Educate yourself on the variety of products – the Tobacco Industry will always be ahead of us! Visit a convenience store!
- FDA, if they choose to limit flavors, with or without menthol, will have an open comment period. Great to have schools comment about what they see locally. Would also be so helpful to have internet sales banned!
- Remember that these products almost always contain nicotine, leading to addiction