

# Vaping and Tobacco Prevention:

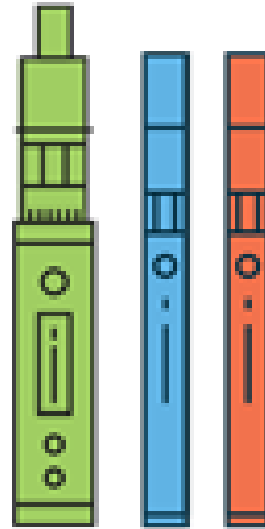
What is the problem, and what are Colorado communities doing about it?

Colorado Springs City Council  
Work Session  
March 9, 2020





**Emerging Trends**



**E-Cigarettes**



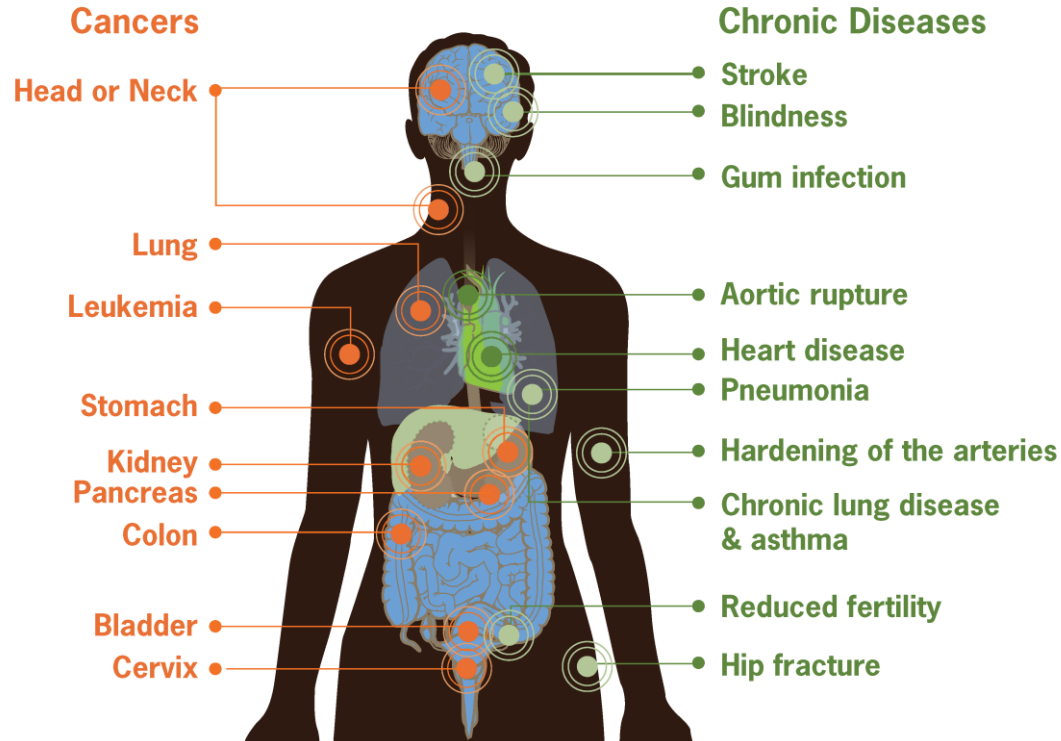
**Prevention Strategies**

# Presentation Overview

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# Risks from Smoking

Smoking can damage every part of the body



## Health Effects

*More deaths are caused each year by tobacco use than by all deaths from HIV, illegal drug use, alcohol use, motor vehicle injuries, suicides, and murders combined.*

# An Alarming Trend

Nearly 95% of all tobacco users start before the age of 21

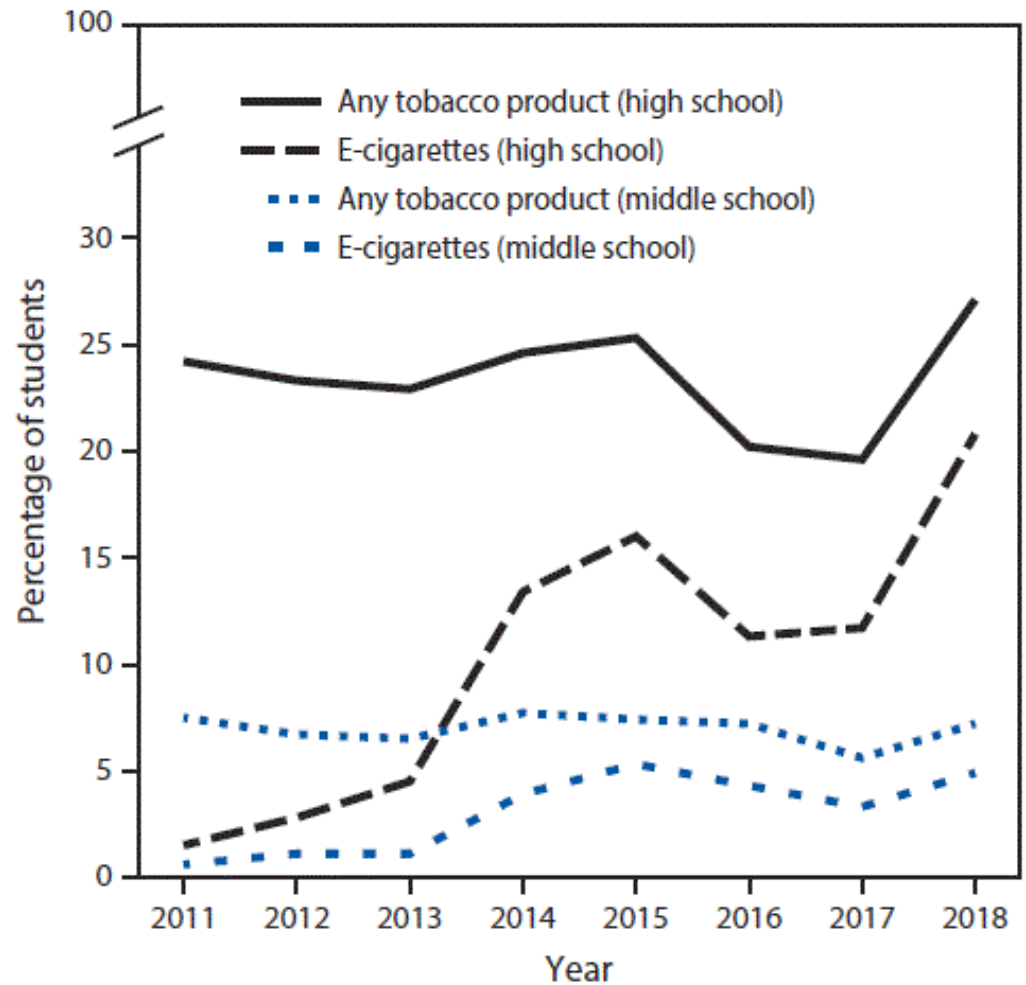
At 26.2%, Colorado had the highest rate of youth vaping in the country in 2017 – twice the National average of 13.2%

In 2017, 44% of El Paso County youth had experimented with vaping and 28% were current users

Annually, tobacco related illnesses account for more than 5,100 deaths in Colorado alone

# A National Epidemic

- In 2017, 3.6 million students in the US were current e-cigarette users
- In 2018, that number rose to 4.9 million
- As of November 2019, it is over 5.6 million middle and high school students



*National Youth Tobacco Survey 2011-2018*

# Nicotine and the Brain

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- Brain is still developing until about age 25
- Nicotine is addictive and disrupts the development of the brain circuits that control attention and learning
- Nicotine can also affect the brain's reward system and cause young people's brains to be more easily addicted to other harmful substances





© Colgate & McKnight v JUUL Labs



## Marketing

- Flavors
- Packaging
- Advertisements



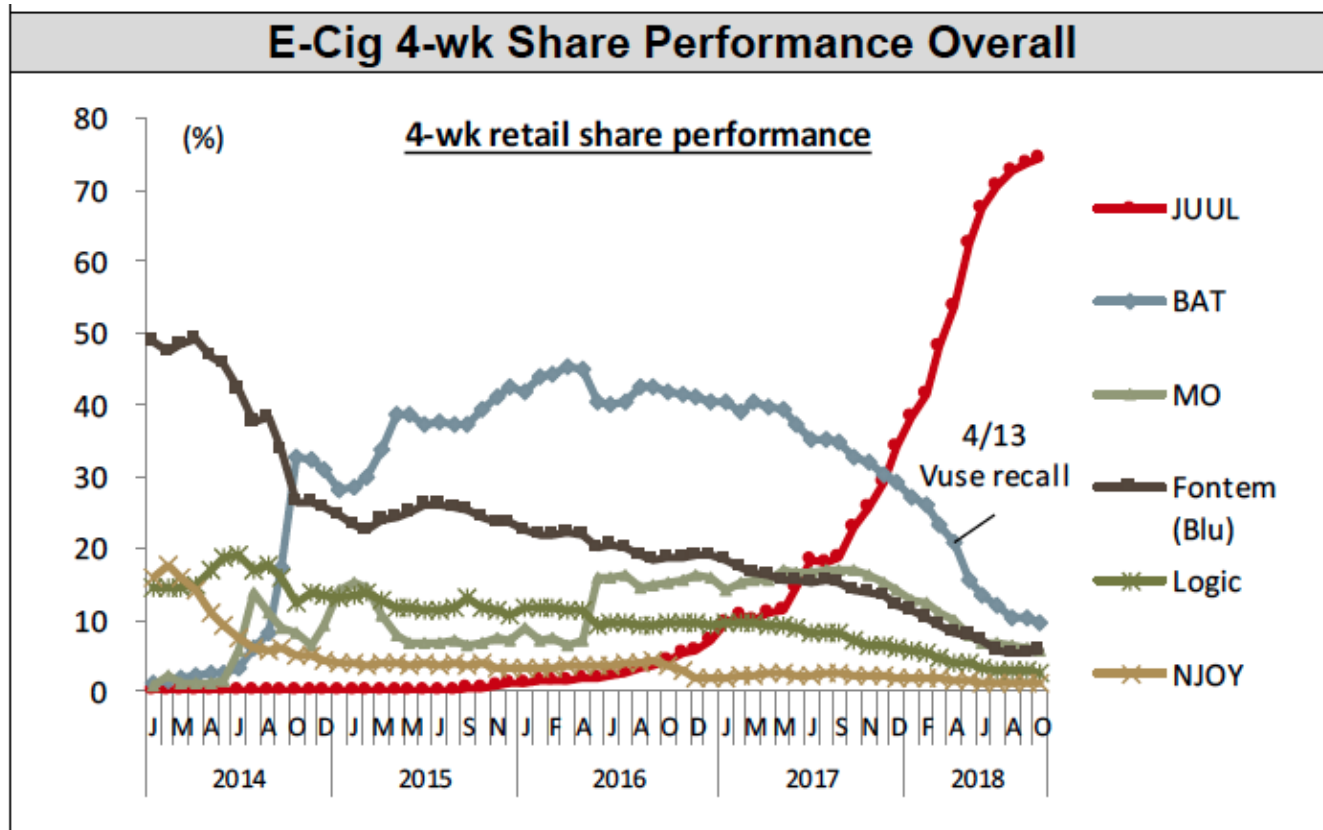
# JUUL

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- Each pod is equivalent to 1 pack of cigarettes or 200 puffs
- JUUL has become so popular that it has its own verb – JUUL'ing
- In October 2018, JUUL controlled approximately 75% of the market



# JUUL



# Vaping Leads to Smoking



- Youth who vape are 4x more likely to smoke cigarettes a year later
- Every day in the US, over 300 kids become daily smokers; one-third of them will eventually die from smoking

# A Message From Our Youth

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Meadows Park Action Coalition

# Colorado Tobacco Legislation in 2019

- HB 1033 - Gave local government's authority to regulate products containing nicotine
- HB 1076 – Provided updates to the "Colorado Clean Indoor Air Act", by removing certain exceptions and added electronic smoking devices



Evidence  
Based  
Strategies

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Retail Licensing

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Increase sales age to 21

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Require clerks to be 21

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Increase Price