

Tuesday, September 10th, 2019

8:00 a.m. – 9:00 a.m.

Grand Forks Public Health Conference Room 2

Members Present: Haley Thorson(GFPH), Kailee Dvorak(GFPH), Sonia Doulamis(UND), Bethany Satrom(Polk County Public Health), and Cindy Severinson(NEHSC). **Others in attendance:** Keith Westerfield(GFPH).

I. Welcome and Introductions

Haley welcomed everyone and introductions were done.

II. Current Electronic Product Health Alert and Media

The NDDoH put out an urgent message through the Health Alert Network, at <https://health.nd.gov/epr/han/health-alerts/>, for awareness of severe pulmonary disease among people who have used ENDS, such as e-cigs or vaping systems. At the beginning, there were 200 cases in 25 states, with one death. Shortly after the health alert, another death was reported in MN, with 450 possible cases of severe lung disease in 33 states (one in ND). As of today, there have been five deaths across five states. The FDA sent a new warning letter to Juul about their marketing practice, stating that they cannot say their product is safer than tobacco without submitting the data and documentation.

III. Highlights from the National Conference on Tobacco or Health

Haley and Kailee recently attended the NCTOH in Minneapolis. See attached presentation for conference highlights.

IV. Member Sharing- None

V. Next Meeting-10/08/19

VI. Upcoming Events:

Youth Action Summits – Bismarck (10/2) and Fargo (10/3)

Tobacco Prevention Partners Meeting – Bismarck (10/23,10/24)

#highlights



NATIONAL CONFERENCE *on* TOBACCO OR HEALTH

Join the premier gathering of the
United States tobacco control movement.

August 27-29, 2019 | Minneapolis, Minnesota



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US Surgeon General

Always make
science part of the
conversation

Unfortunately we
can not
confidentially tell
our children they
will outlive us



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E-Cigs: Behind the Myths and Mystery

- * Health Belief Model – Use what people “believe” about ENDS to create the campaigns that will dispel the myths
- * Not just an increase in the number of students using, but also how frequently they use them
- * JUUL exploring geofencing and facial recognition
- * JUUL payed for access to classrooms to promote prevention programs



E-Cigs: Behind the Myths and Mystery



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- * 808novape.org –student PSAs to raise awareness among peers
- * “T21” is not enough as a stand-alone intervention...focus on flavors, esp menthol
- * Pod/Pack Comparison
- * 3% pod = 1 pack/ 20 cigs (nicotine)
- * 5% pod = 2 packs/40 (nicotine)
- * Sourin = up to 90 cigs

E-Cig Use and Toxicity

- * E-Cig rates going up across all demographics
- * Majority of ENDS users become dual-users (no health benefits, counters JUUL's "switch" message)
- * More science needed...future products MAY hold some cessation promise (use as directed with cessation counseling)



Doomed to Repeat: Understanding the TI

- * Tobacco used to reward US troop victories
- * Cigarettes initially very feminine, men after WWI
- * Lung cancer discovered in military vets
- * Use “combat readiness” as a prevention message
- * OK Tobacco Research Center- research on public and policymaker unexposure/exposure to court ordered Corrective Statements after TI found guilty of racketeering and fraud...do not trust the TI!




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Alan Blum (Univ. of Alabama), Tanner Wakefield (UCSF), Doug Matheny (OK Tob Research Ctr)

E-Cig Taxes: Roadmap Forward


- * E-products “deemed” tobacco in 2016 by FDA
- * Fed regulation will only take us so far (need state/local action)
- * Public Health Law Center- ecig tax map
 - * 2010 (1 state), 2018 (9 states), 2019 (20 states)
- * Industry prefers volume-based, BP= ad valorem/price
 - * MN (95% wholesale) Penn (40% wholesale + devices)
-  * Increase ALL Tob Prod at same time (California 2016 effect)

Changing Products, Regs & Pops: Current Trends/Local Action

- * MSP Mayor, Jacob Frey
 - * E-cig tax, T21 and Flavors (including menthol!)
- * Mitch Zeller, FDA
 - * 17M completely avoidable deaths since the 1st SGR (1964)
 - * E-cig compliance blitz--largest FDA enforcement effort in FDA Hx
 - * Real Cost Campaign- (180:1 ROI) Healthcare Costs
 - * Collab with Scholastic- middle school modules coming!
 - * Monitoring e-cig health alerts and working with CDC
 - * FDA needs local experience to support large scale change



Changing Products, Regs & Pops: Current Trends/Local Action

- * Matt Meyer, Campaign for TF Kids
 - * Next 2-4yrs will impact Tob Control for the next 25!
 - * Harm Reduction is not new (never trust the TI/not good for PH)
 - * Nicotine use among youth is skyrocketing for 1st time in dec.
 - * 97% of youth ENDS users use flavor (50% of these = mint)
 - * Don't be distrcted by T21, focus on flavors
 - * Tob Prod Standards-key to banning menthol/elim flavors
- *  BOLD ACTION...INNACTION IS UNNACCEPTABLE

Keeping Pace with Evolving Products

- * Monitoring the Future Survey
 - * 2018 Ecig spike=single greatest increase in the survey's Hx
- * Policymakers and Practitioners can not wait for perfect data
- * Synthetic nicotine is on the horizon (watch language!)
- * Expressly prohibit MJ
- * Exhaled Aerosol also contains nicotine



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Brian King(CDC), Mark Meaney(PHLC), Donna Vallone (Truth Initiative)

Tobacco Control Regulatory Plan

- * Nicotine Continuum
 - * (Combustible→NRT)
 - * Cigs no longer create/sustain addiction, less harmful sources
- * Modified Risk Tob Prod Applications- 5 total so far
- * Premarket Review- timeline extended and moved back to 2020 in response to “e-cig epidemic.”
- * Health Warnings in use
- * All product usage increase in 2018 (2019- word ‘JUUL’ added)
 - * Direct correlation among youth use and market growth
 - * Mint =most pop JUUL flavor
 - * JUUL continues to grow market share despite FDA enf. action



Bold TC Policies: Restricting Flavors

- * 15500 unique e-flavors online
- * 250+ cigar flavors
- * 30% of market share is menthol
- * Duluth MN- passed flavor restrictions inc menthol
 - * Holiday Gas Stations- stores within stores
 - * Front groups- Americans for Prosperity, Morning in America
- * JUUL will not public oppose flavors, retailers will



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Pat McKone (ALA), Montgomery Messex (LA Co HD), Chris Sherwin (CFTFK)

Going Viral: New Products & Platforms (Same Targets)

- * Zyn- TF Nicotine pouches
- * Convenience stores= most POS ad exposure
- * FB and IG= no paid media but do not regulate influencers
- * Increased “on the ground” activity (festivals)



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Jacie Boards (CounterTools), Laura Back (CFTFK), Lauren Czaplicki (Truth Initiative)

Product Standards: Combustible Tobacco

- * Reducing nicotine content would make cigs less addictive, prevent initiation, increase cessation and prevent relapse (Not safer but changes behavior)
- * Studies to identify nicotine thresholds (where change can occur)
- * TI increased marketing of flavored products after MSA (removed flavor marketing but not flavors... "purple vs grape)



- * Should have been no new flavors after 2016

THE TOBACCO CONTROL VACCINE



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Back to School with JUUL

- * State lines are important for policy but not for culture
- * Vaping by peer crowd- increase among popular
- * Promising messaging tested - Behind The Haze campaign
 - * Don't care about comparisons
 - * Don't believe they can be addicted
 - * Don't care about "big tobacco"



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Jeff Jordan (Rescue BCA), Michael Tynan (CDC)

Hooking the Next Gen

- * Why are youth using e-cigs?
- * “Advertising leads the horse to water, flavors get them to drink, and nicotine keeps him coming back”
- * Luka- Straight A Boy Scout, experimented with dip and ended up using 4 pods/day- inpatient treatment
- * Truth Video



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Gustavo Torrez(CFTFK), Brain King(CDC), Luka Kinard (youth), Amy Taylor (Truth Initiative)