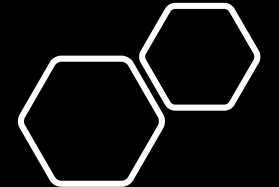




COUNTY OF MONTEREY HEALTH DEPARTMENT

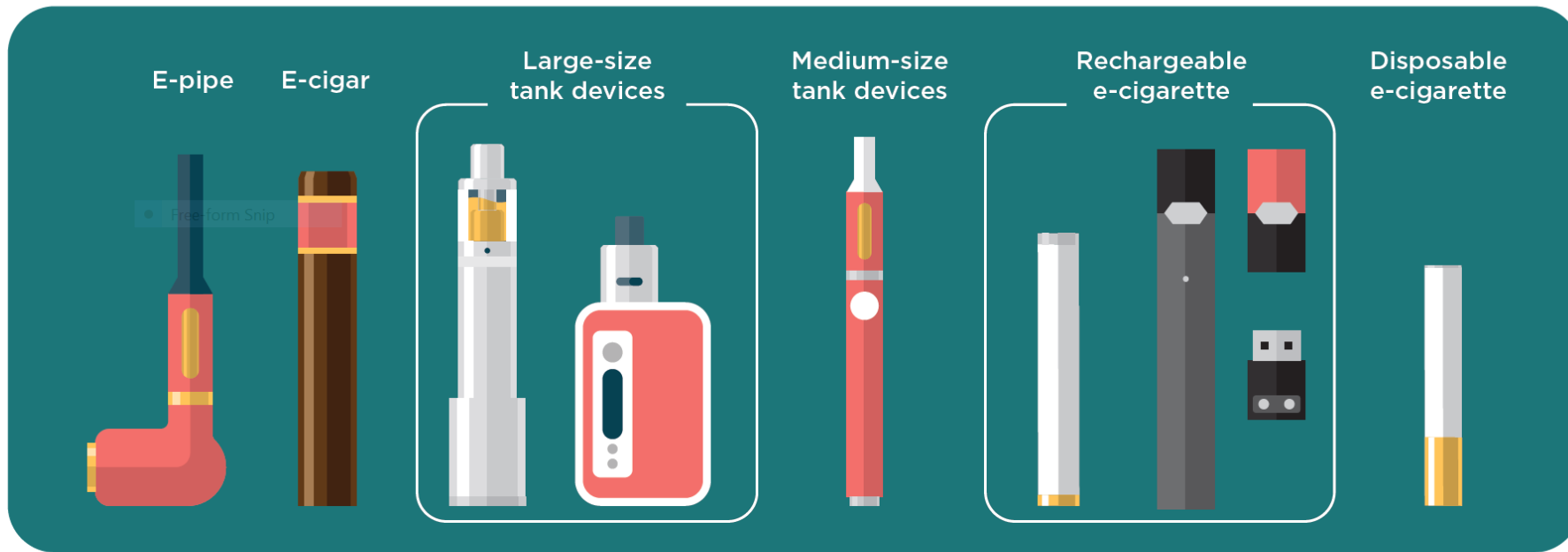
Michelle House
Health Program Supervisor
Chronic Disease Programs



Today's Presentation

- Electronic Cigarettes
- Flavors
- Proposed changes to the Tobacco Retail Licensing Ordinance

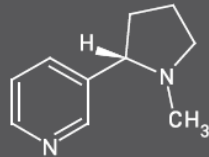




Types of Electronic Cigarettes

What's in Electronic Cigarette Aerosol

**VOLATILE
ORGANIC
COMPOUNDS**



NICOTINE

**ULTRAFINE
PARTICLES**



**HEAVY METALS SUCH AS
NICKEL, TIN, AND LEAD**



**FLAVORING SUCH AS
DIACETYL, A CHEMICAL
LINKED TO A SERIOUS
LUNG DISEASE**



**CANCER-CAUSING
CHEMICALS**



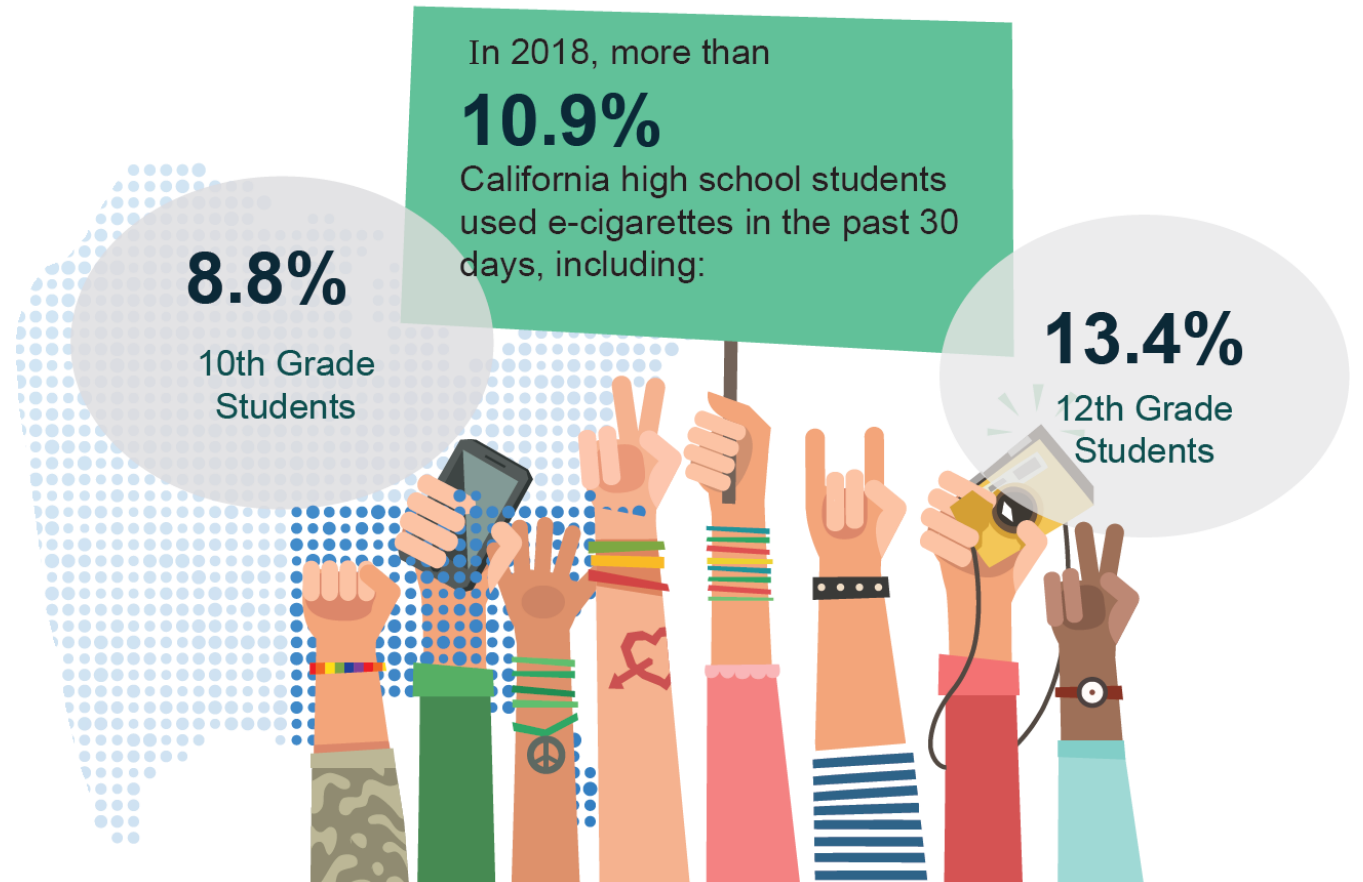
Electronic Cigarettes and Youth



- Damage the growing body
- Electronic cigarettes are the most used tobacco product among youth
- They don't always look like tobacco products
- Juul is shaped like a USB flash drive

Tobacco Use California

(California Student Tobacco Survey 2017-2018)



Tobacco Use Regional

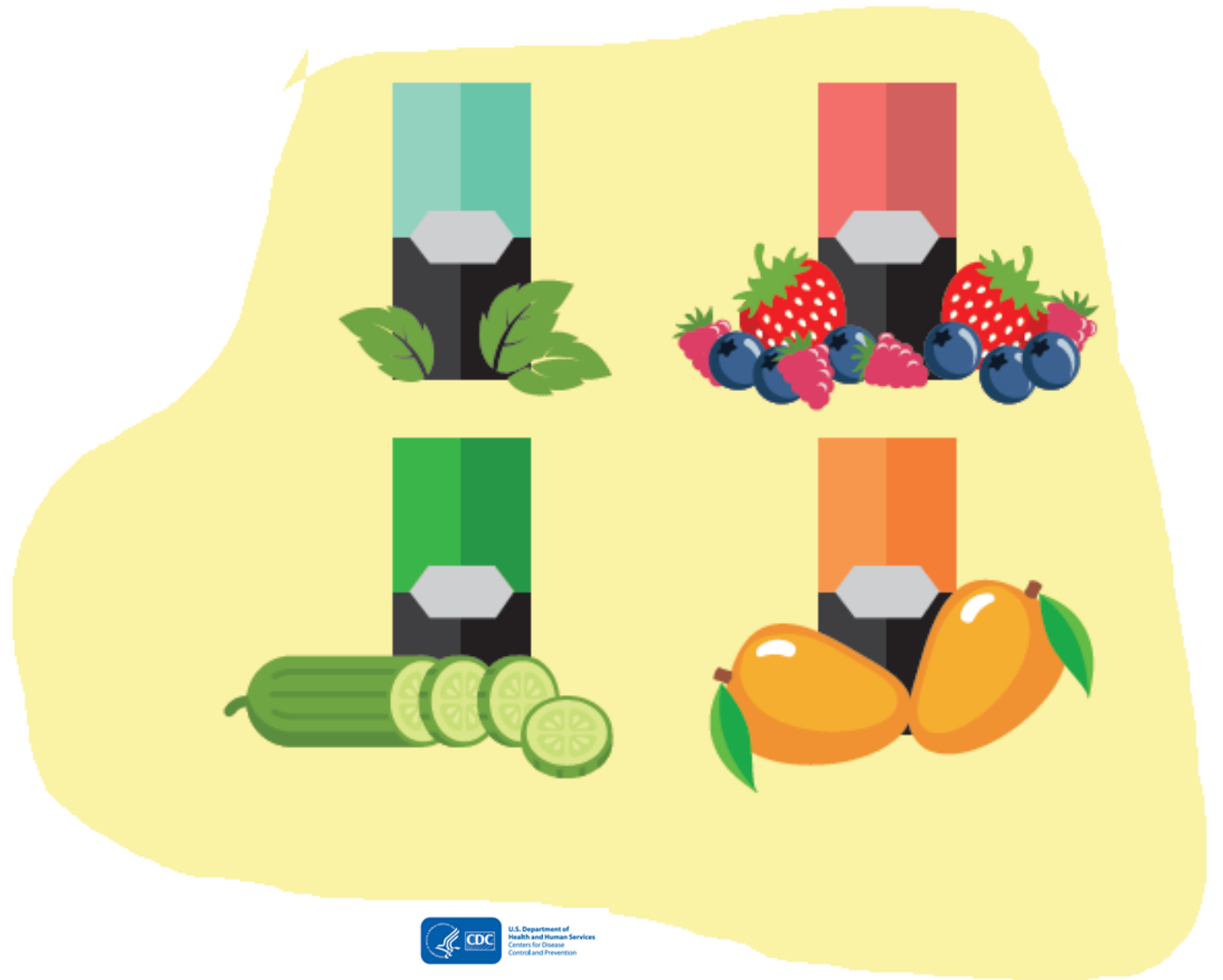
(California Student Tobacco Survey 2017-2018)

Prevalence of youth who currently use tobacco within our region is 9.6% (Monterey, Santa Cruz and San Benito Counties)

7.2% report using electronic cigarettes

1.3% report using traditional cigarettes

Flavored Tobacco Products



Enticing Fruit and Candy Flavors



Flavored tobacco products often use the same flavoring chemicals as popular candy brands like Jolly Rancher, Kool-Aid, and Life Savers



The U.S. Surgeon General has warned that flavored tobacco products help new users establish habits that can lead to long-term addiction.



The chemical Diacetyl, found in 75% of flavored e-liquids is linked to irreversible lung damage.

(California Department of Public Health)

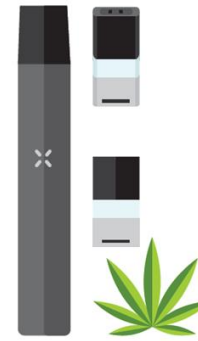
California Cases of Vaping Related Lung Injuries

(As of February 11, 2020)

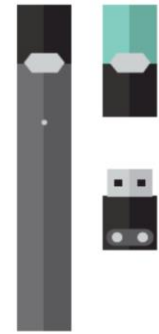
Total Number of Cases: 208

Confirmed Deaths: 4

Median Age: 25



PAX Era



JUUL



Reported vaping practices in the past 3 months***

Vaped THC product	92 (83%)
Vaped CBD product	39 (36%)
Vaped product containing nicotine	51 (45%)
Vaped nicotine only	10 (9%)

***Patients were allowed to select more than one option; this includes multiple responses. Percentages will not add to 100.

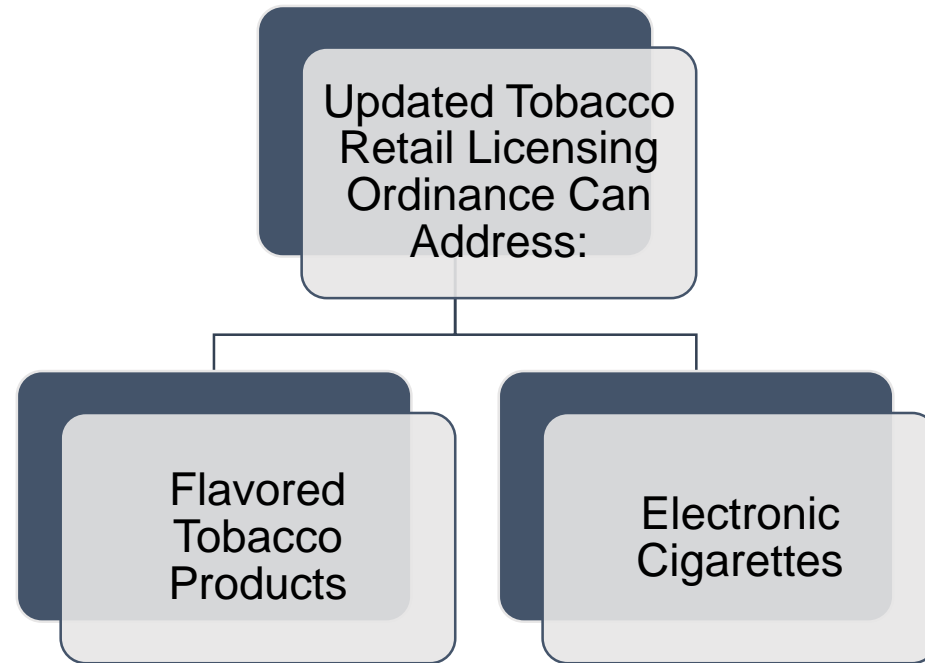


Summarizing

- Electronic cigarettes are very appealing to youth
- Youth are more likely to initiate use with a flavored product
- Nicotine can harm the developing brain
- Prohibiting sales of flavored tobacco and electronic cigarettes decreases youth uptake



Banning Flavored Tobacco and Electronic Cigarette Devices



Flavored Tobacco Products

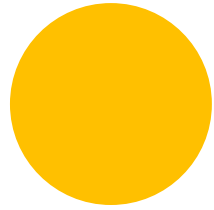
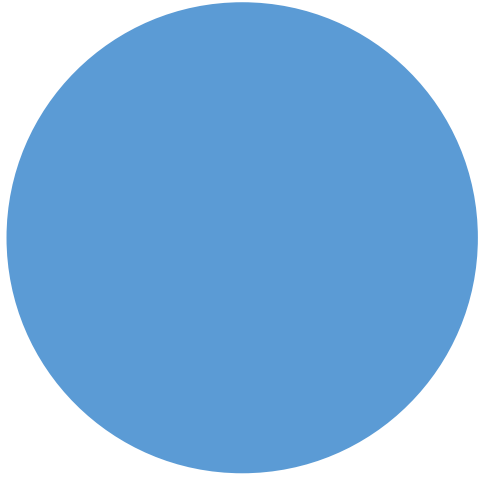


Contains a taste or smell, other than the taste or smell of tobacco

Electronic-Cigarettes



Device that may be used to deliver any aerosolized or vaporized substance



Thank You

