

TOBACCO FREE

COALITION OF DELAWARE COUNTY

JORDAN MOSS



TOBACCO FREE KIDS -

“...tobacco use is still the leading cause of preventable death in the United States ... More than AIDS, alcohol, car accidents, illegal drugs, murders, and suicides combined.”

DELAWARE COUNTY – SMOKING

- 11,100 deaths/annually in Indiana alone
- Total Population: 117,671
- 21% of adults smoke (19,642)
- Economic burden of secondhand smoke: \$39.3 million

DELAWARE COUNTY – SMOKING

- Smoking related illness: 6,427
- 214 Deaths attributable to smoking
- 24 Deaths due to secondhand smoke
- 54.1 Lung Cancer Deaths per 100,000 residents
- 254.1 Cardiovascular Disease deaths per 100,000 residents

WHAT IS TOBACCO POINT-OF-SALE MARKETING?

- Marketing of tobacco products to consumers at the point of purchase (i.e. retail stores)
- Includes:
 - Price promotions (discounts)
 - In-store product displays
 - Product placement
 - Retail advertising



Image source: CounterTobacco.org

TOBACCO INDUSTRY POINT-OF-SALE SPENDING

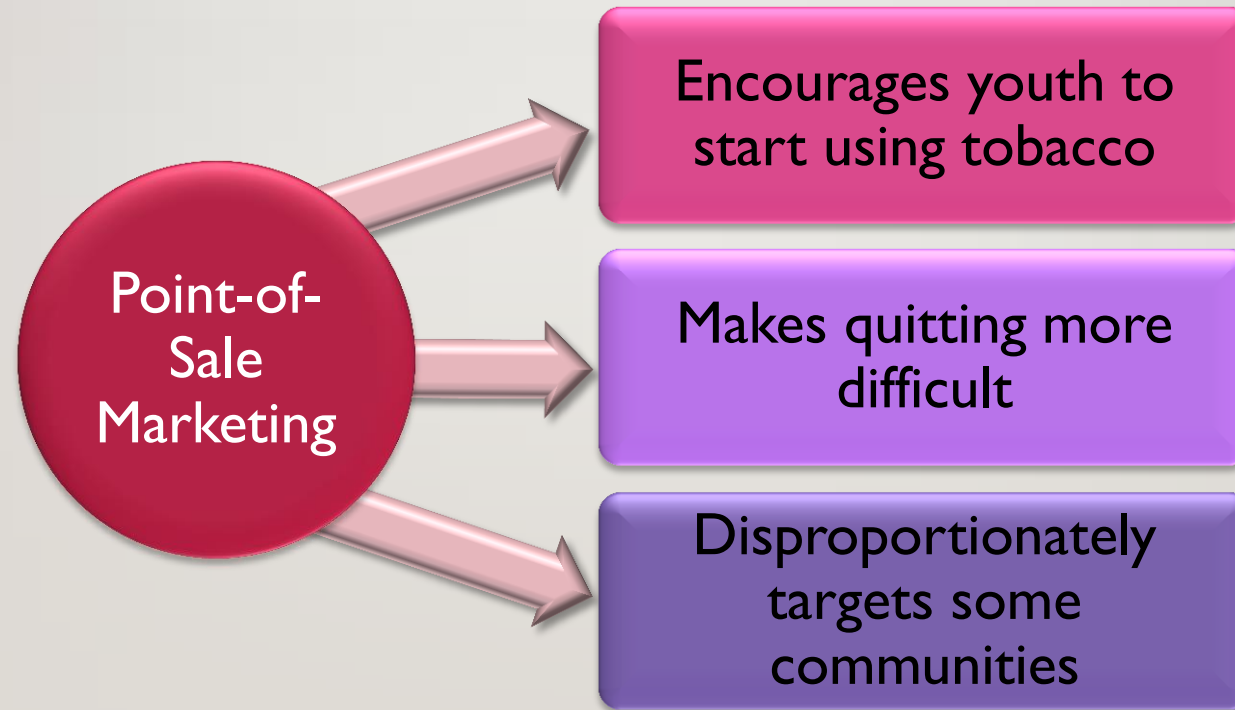
United States¹

- Nearly **\$9.1 billion** spent on tobacco marketing in 2014
- Over one million dollars per hour
- **95%** (\$8.7 billion) spent at point-of-sale

Indiana

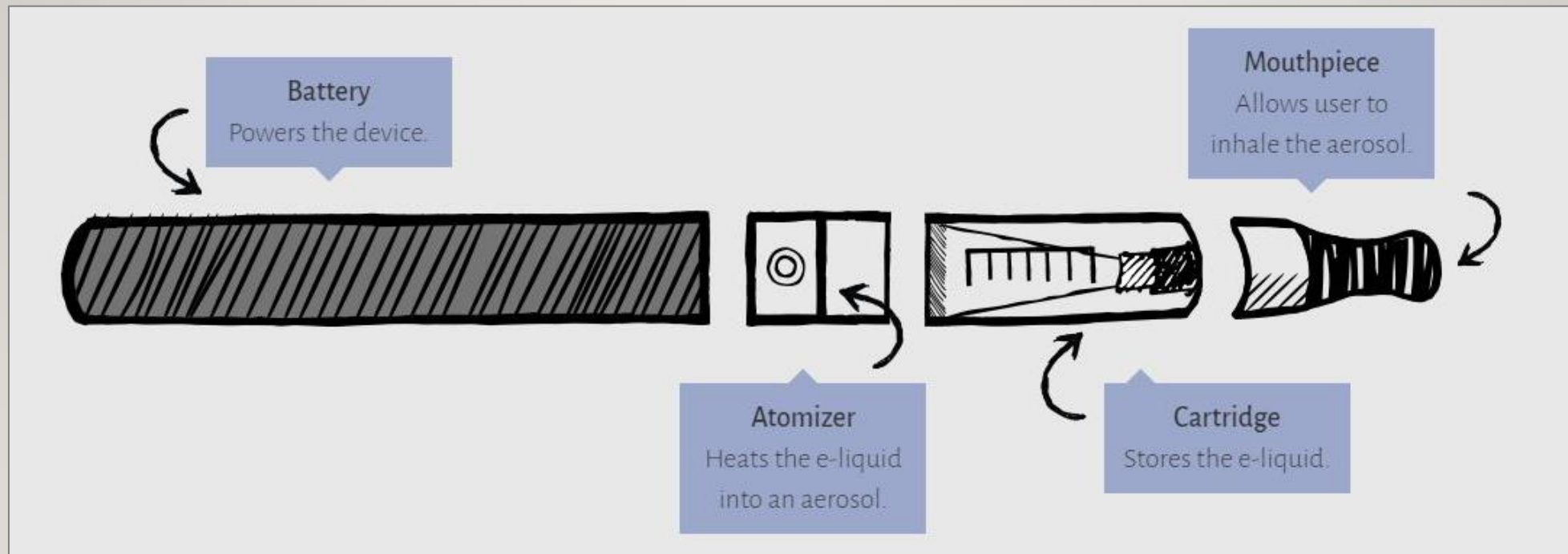
- Estimated **\$284.5 million** spent on tobacco marketing each year²
- Equates to nearly **\$44 per Hoosier** annually

WHY DOES POINT-OF-SALE MATTER?



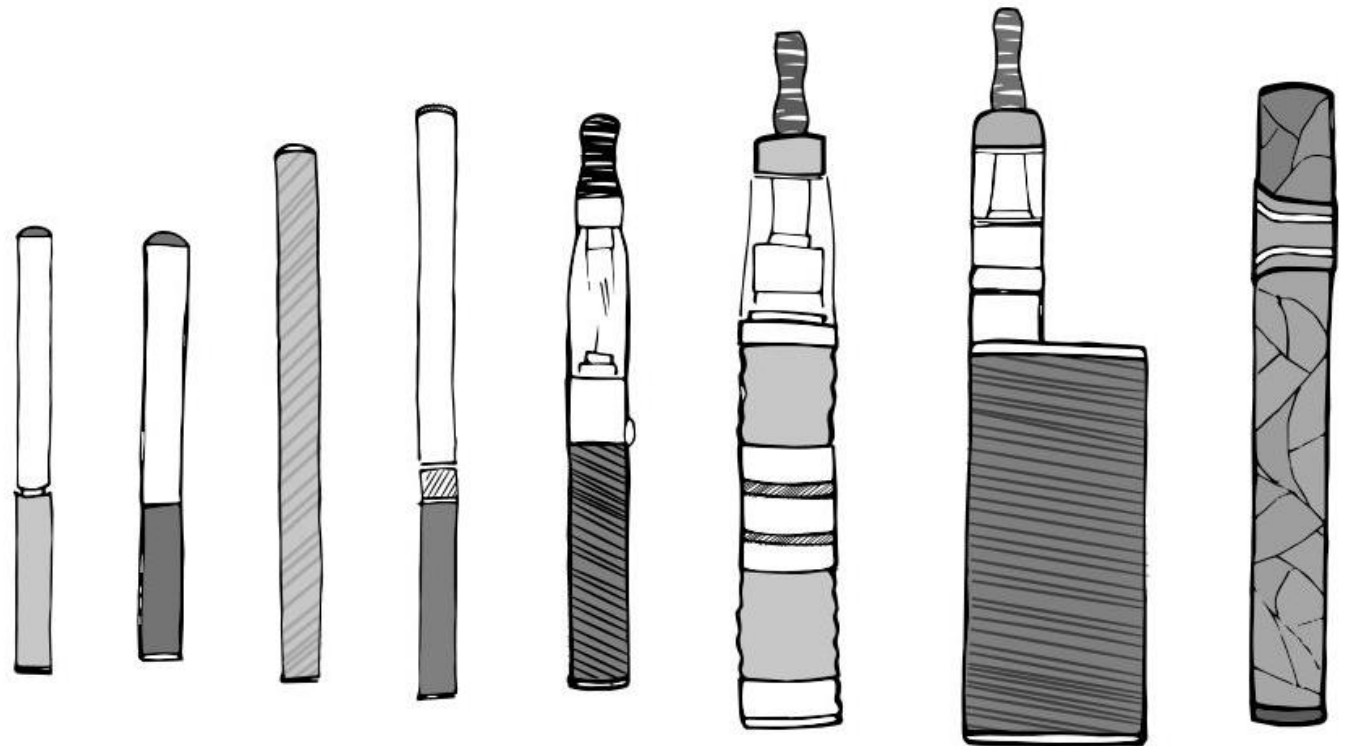
WHAT ARE E-CIGARETTES?

- Battery-powered devices that heat a liquid to produce an aerosol that users inhale.
- Usually contain nicotine, flavoring, and other additives.



E-CIGARETTES COME IN MANY FORMS...

- E-cigarettes are also commonly known as e-cigs, e-hookahs, mods, vape pens, or tank systems.



E-cigarettes come in a variety of shapes and sizes

JUUL IS A NEW E-CIGARETTE



- JUUL (pronounced “Jewel”) is a new type of e-cigarette
- It launched in 2015
- It has grown in popularity and now accounts for more than half of the e-cigarette market share (as of the last quarter in 2018)

NICOTINE CONTENT OF JUUL PODS

- All JUUL Pods contain nicotine.
- According to the JUUL website, each JUUL Pod (cartridge) has 59 milligrams per milliliter of nicotine, which is equal to the amount of nicotine found in a pack of cigarettes.
- JUUL Pods have a higher concentration of nicotine than many other e-cigarettes.
- The pods provide approximately 200 puffs each.
- A 4-pack of JUUL Pods (approx. \$15.99) is cheaper than 4 packs of cigarettes.



Ads claim e-cigarettes emit only harmless water vapor. NOT true!

PROPYLENE GLYCOL

Commonly used in theatrical fog. It is considered safe when ingested, but little is known about long-term health effects when inhaled.

LEAD

Used in car batteries. It is highly toxic and has been banned from paint products. Lead poisoning stunts growth, causes nausea and vomiting and damages the brain.

ACETALDEHYDE

Carcinogen found in cigarette smoke. It irritates the skin, eyes, mucous membranes, throat, and respiratory tract.

FORMALDEHYDE

Embalmers use it to preserve dead bodies. It causes cancer and can damage your lungs, skin and digestive system.

TOLUENE

Commonly used ingredient in paint thinner. It is highly toxic. Exposure to even low levels can cause headache, nausea and wheezing.



CADMIUM

Commonly used in batteries. It causes damage to the liver, kidneys and brain and stays in the body for years.

ACETONE

Commonly used in nail polish remover. It can irritate the eyes and may depress the central nervous system.

ACROLEIN

Used as an herbicide to control weeds and algae. It is a toxic irritant for skin, eyes and nasal passages.

NICKEL

Commonly used in stainless steel, magnets and batteries. It causes cancer and can damage your lungs and immune system.

LIQUID NICOTINE

The most dangerous part of an e-cigarette might be the liquid nicotine.

It is highly addictive and toxic. Even small amounts of liquid nicotine absorbed through the skin or swallowed can cause vomiting and seizures, and could be fatal for a child.

The refill containers aren't childproof. AND "e-juice" comes in candy flavors and bright colors that kids are going to love.

- The CEO of a top e-cig brand said other e-cig manufacturers used flavorings “to attract children.”
- 10-months later and that same CEO was introducing their own flavors, saying, “flavor is essential to vapors’ satisfaction.”
- Source: Richtel, Matt. “E-Cigarette Makers Are in an Arms Race for Exotic Vapor Flavors.” The New York Times. 15 June 2014.



E-CIGARETTE RISKS: SECONDHAND AEROSOL

- E-cigarette aerosol is not harmless “water vapor.”
- Several chemicals have been detected in secondhand e-cigarette aerosol, including:
 - Nicotine
 - Ultrafine particles (chemicals that can be inhaled deeply into the lungs)
 - Other toxins such as heavy metals, benzene, and formaldehyde

Sources:

- 1) Bhatnagar et al., *Circulation* 2014;130:1418–1436.
- 2) Schober et al., *Int J Hyg Environ Health* 2014;217:628-637.

What Happens When you Quit Smoking

Within 20 Minutes

Blood pressure
and pulse return to
normal levels.

Within 72 Hours

Your chance of heart
attack drops.
Body begins to adjust;
sense of smell and
taste return.

Within 3 Months

Lung capacity
increases.
Risk of heart attack
decreases.

In 1 Year

Risk of heart attack
is cut in half.
Important lung
growth begins,
increasing ability to
fight infections.

In 5 Years

Heart disease death
rate drops to the rate
for nonsmokers.



About Quit Now Indiana

INDIANA TOBACCO QUITLINE (ITQL)



- The Indiana Tobacco Quitline is a FREE cessation counseling service that helps Indiana smokers quit tobacco.
- This phone-based one-on-one coaching offers tobacco users who have decided to quit, help through the process to quit for life.

THE PROGRAM



QUIT COACH™
Specialized
Training



MEDICATION
Direct Mail NRT, Chantix,
Bupropion



WEB COACH™
Fully Integrated



QUIT GUIDES
Stage Based

- 4 prearranged calls w/coach
- 10 prearranged calls for pregnant woman (special program)
- 5 prearranged calls for youth
- Unlimited Web coaching
- Unlimited call in privileges and access to coaches
- Free 2-week NRT starter kit (uninsured, Medicaid, Medicare)

THE PROGRAM WORKS

- | | | |
|---------------------------------------|---|--|
| 1. Quit at personal pace | → | 1. Choose own Quit Date, personal Quit Coach help prepare & get ready |
| 2. Conquer urges to smoke | → | 2. Learn when & where urges strike & how to cope & manage stress w/o smoking |
| 3. Use Pharmaco so they really work | → | 3. Recommend meds right for each participant and teach how to use correctly |
| 4. Don't just Quit, become NON-SMOKER | → | 4. QUIT for good-support to make this the LAST Quit, help with weight issues |

TEXT2QUIT[®] SERVICE

- The Text2Quit[®] feature allows tobacco users to receive personalized text messages, at the right time, to help them through their quitting process.
- Helps quitters stay connected with their Quit Coach[®] and/or Web Coach[®] to manage their cravings to use tobacco.
- Use the right medication at the right time to prevent relapses.
- Text2Quit[®] is a clinically proven and effective way to help tobacco users quit right from their cell phone.

WE ARE HERE TO HELP!

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