The Teen Vaping Crisis

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Problem

- JUUL, the leading company in electronic cigarettes, has sold 16.2 million e-cigarettes in 2017
- 38% of high school students in the U.S. have tried vaping
- 10% of high school students in the U.S. have smoked
- The legal age to buy vapes in the U.S. is 18
- Electronic cigarettes are too easily accessible for teens, despite its deadly consequences
Why is this a problem?

- The nicotine content of JUUL pods is 5% or 50 mg/ml
- One JUUL pod has the same amount of nicotine as 20 cigarettes
- Leads to cancer and harms all organs
- Teens are too easily becoming addicted to nicotine
7 in 10 teens are exposed to e-cig advertising
Past Legislation

- Little regulation in packaging and distribution in USA at a national level
  - In Erie county, NY Governor Andrew Cuomo attached vaping legislation to his budget
    - Would ban companies from displaying vaping devices where children are allowed
    - Will also raise age to 21
- Boxes have the warning “This product contains nicotine. Nicotine is an addictive chemical”
- Warning letters to companies who made the packaging look like candy
- Banned the sale of e-cigs to children under 18
- Countries have plain packaging on normal cigarettes; saw 10% reduction in use in one year
Constituents

- Government is working on regulating e-cigs
- Not much done with packaging
- Public opinion (STAT Harvard poll with 1014 people):
  - Nearly 100% of users and non-users agree that packaging should have warnings
Solution

- More transparent/simple packaging (Regulation)
  - Require all products that contain nicotine to follow plain packaging regulations

- What is plain packaging?
  - Must have and approves plain packaging image on it
  - Must be standard shape, size, and material
  - No branding, logos or other promotional material can appear on package
  - Only text is brand name, product name, quantity, price and manufacturing information
  - Health warnings remain the same
Potential views on policy

- Opposition from companies
  - Tobacco companies sued Australian government during implementation (did not win)

- Vapers might disagree with policy
  - This does not affect vapers as people
  - It is to help them

- Political Views
  - Republicans often are in opposition of restricting vaping
  - FDA and democrats in support
Alternate Policies

- Extra taxes on any e-cigarettes or e-cigarette pods
- More mandatory education in schools for health concerns related of vaping/smoking
Criteria

Effectiveness - Policy must see amount of nicotine consumers (mainly teen) go down 20% by 2025

Efficiency - Cost efficient because it does not require money to pass. Once passed, money will be appropriated by Center of Disease Control and Department of Health

Responsiveness - The policy is meant to help teen vapers go down, and really all new nicotine consumers

Equity - This respects the constitutional rights of nicotine consumers, as they can still decide to buy them

Strategicness - Should help with long-term national goals for smoke prevention

Political acceptance - May be more supported by democrats over republicans
Next Steps

- **Activism**
  - Set posters talking about vaping in bathrooms, etc.
    - Same idea as plain packaging
  - Residential program on vaping/smoking

- **Changing Policy**
  - Focus on underage vapers that have never smoked
  - We can also help smokers completely quit as well by changing policy