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# The Teen Vaping Crisis

Carolina, Cindy, and Jay

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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**
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# 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**
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# 7 in 10 teens

Are exposed to e-cig advertising

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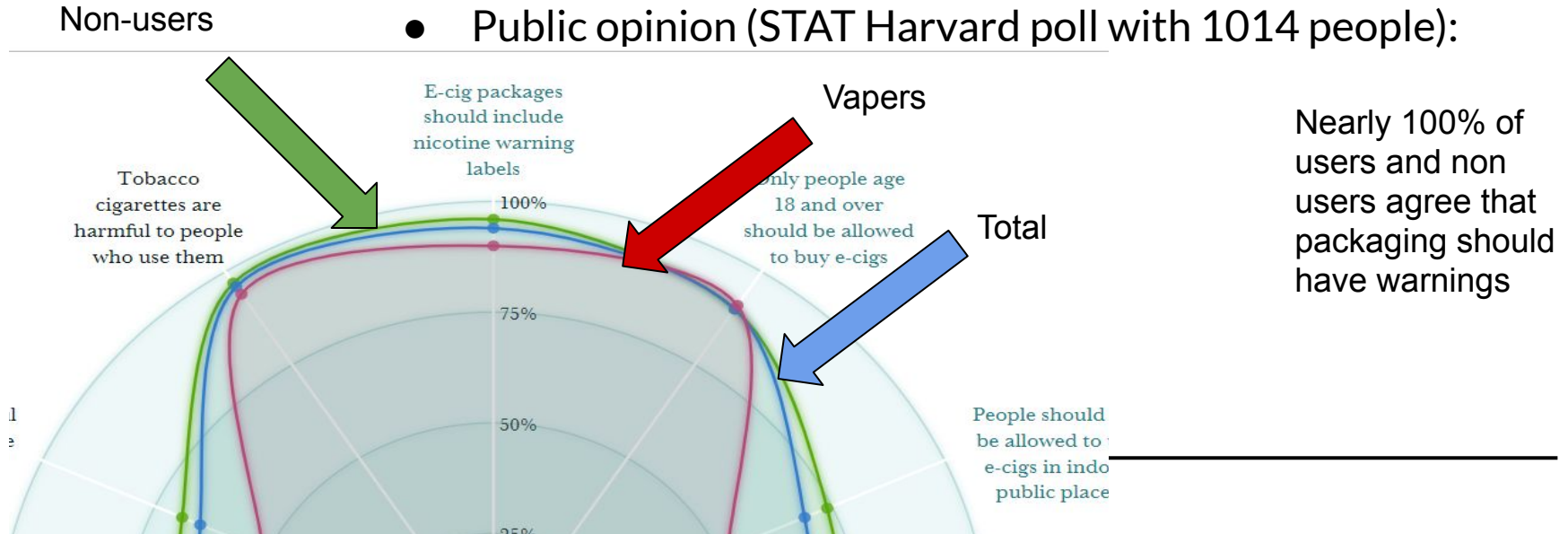
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# Past Legislation

- 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
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# Constituents

- Government is working on regulating e-cigs
- Not much done with packaging
- Public opinion (STAT Harvard poll with 1014 people):



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# 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



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# 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
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# Alternate Policies

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

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# 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
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