

# The Changing Landscape of Tobacco Products

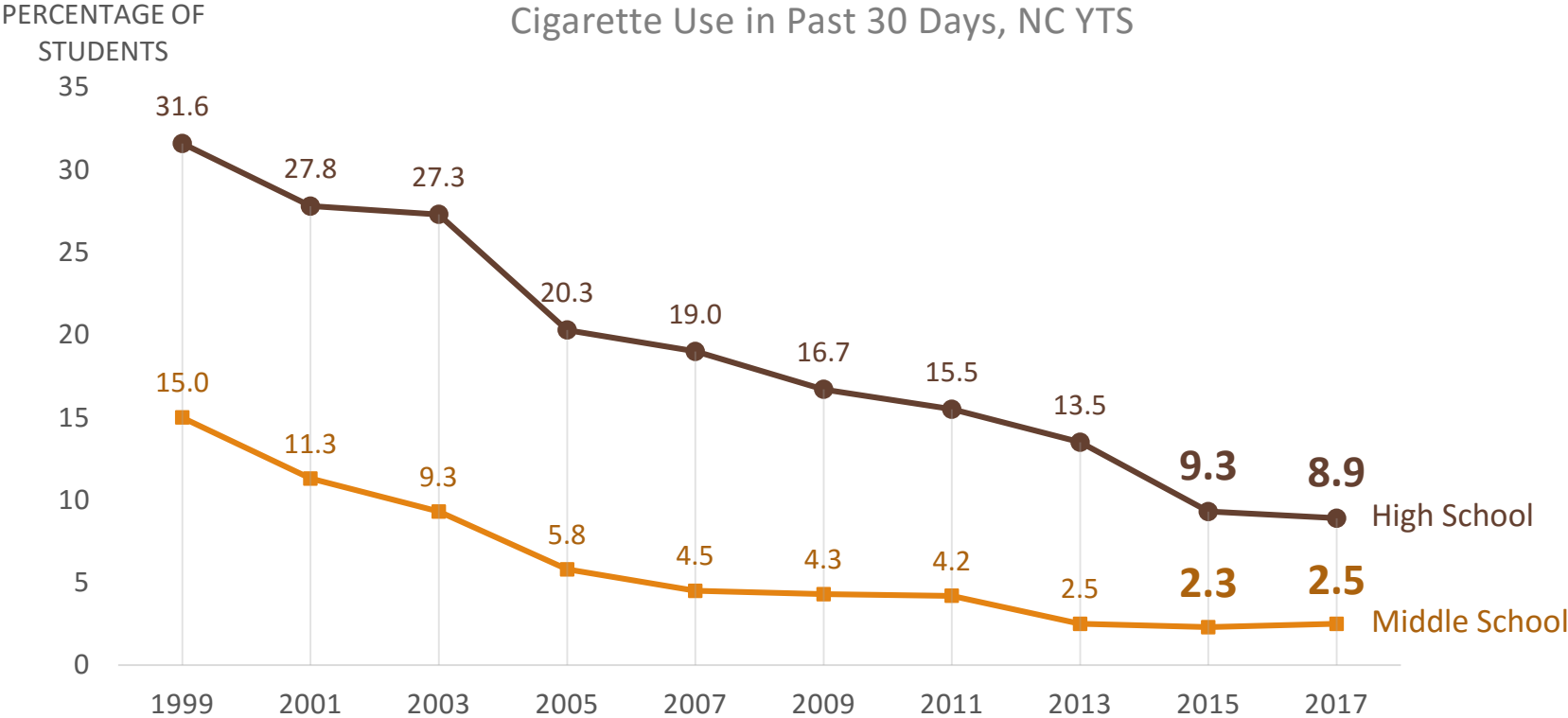
**State of the Science: Research in Tobacco Cessation, Products and Policy**

**A Multi-Institutional Collaboration**

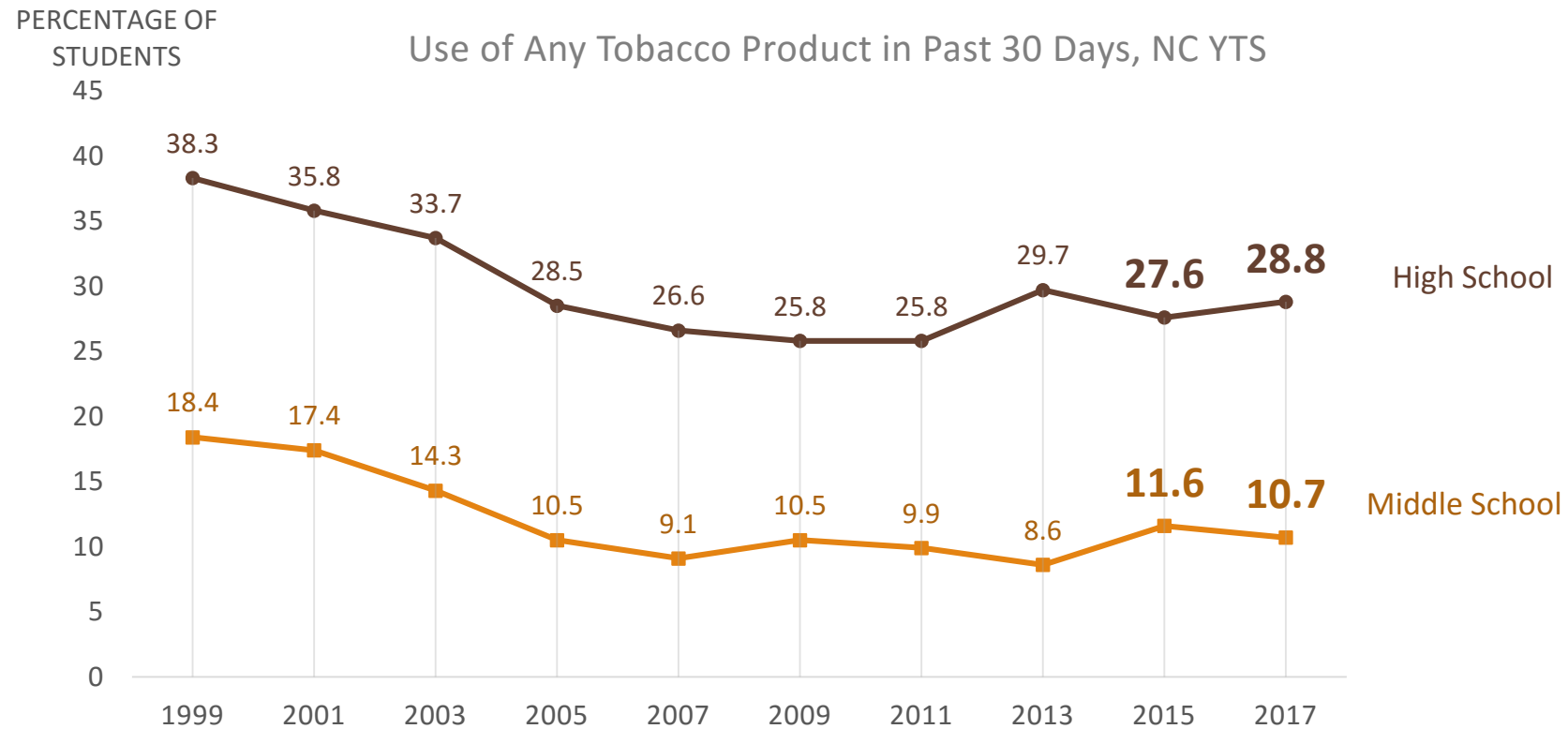
Jim Martin, MS , Director of Policy and Programs  
NC Tobacco Prevention and Control Branch  
NC Division of Public Health

March 19, 2019

# Youth Cigarette Smoking 1999-2017 in North Carolina

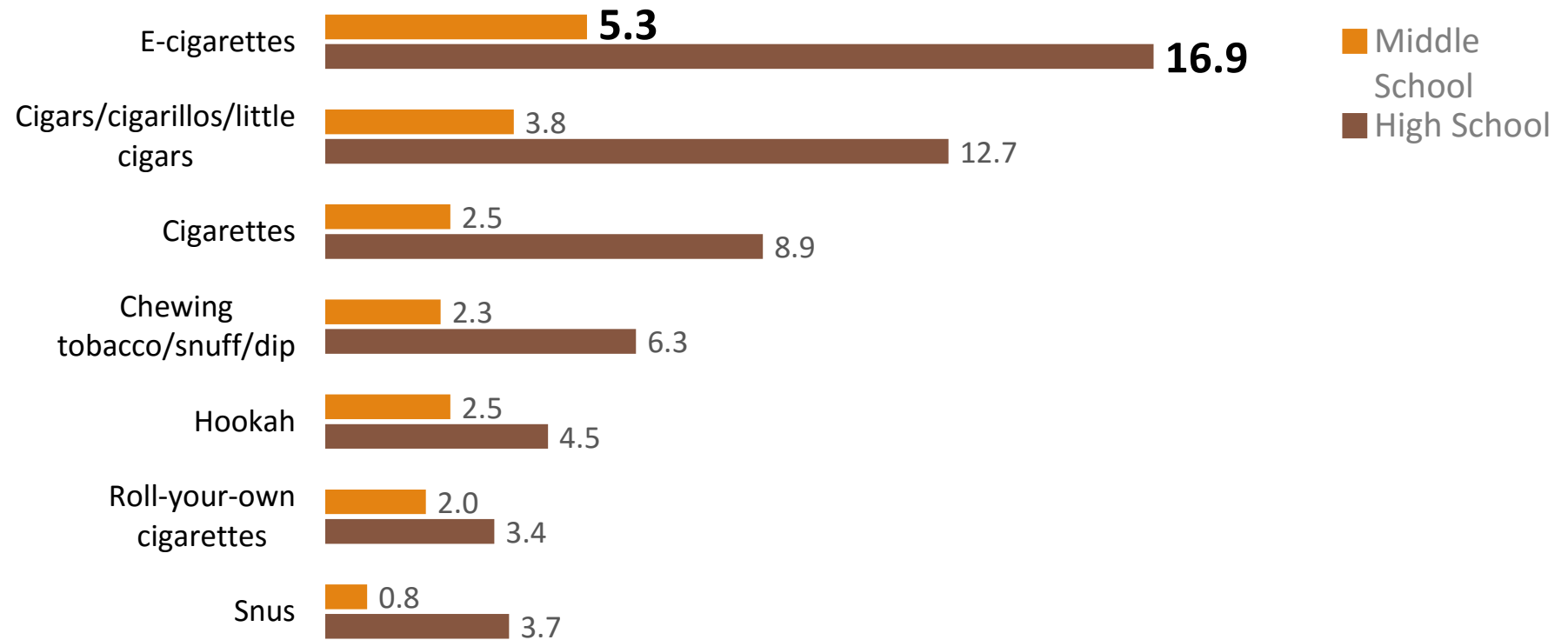


# Overall Youth Tobacco Use 1999-2017 in North Carolina



# E-cigarettes Are the #1 Tobacco Product Used by Youth

Use of Tobacco Products in Past 30 Days, NC YTS 2017



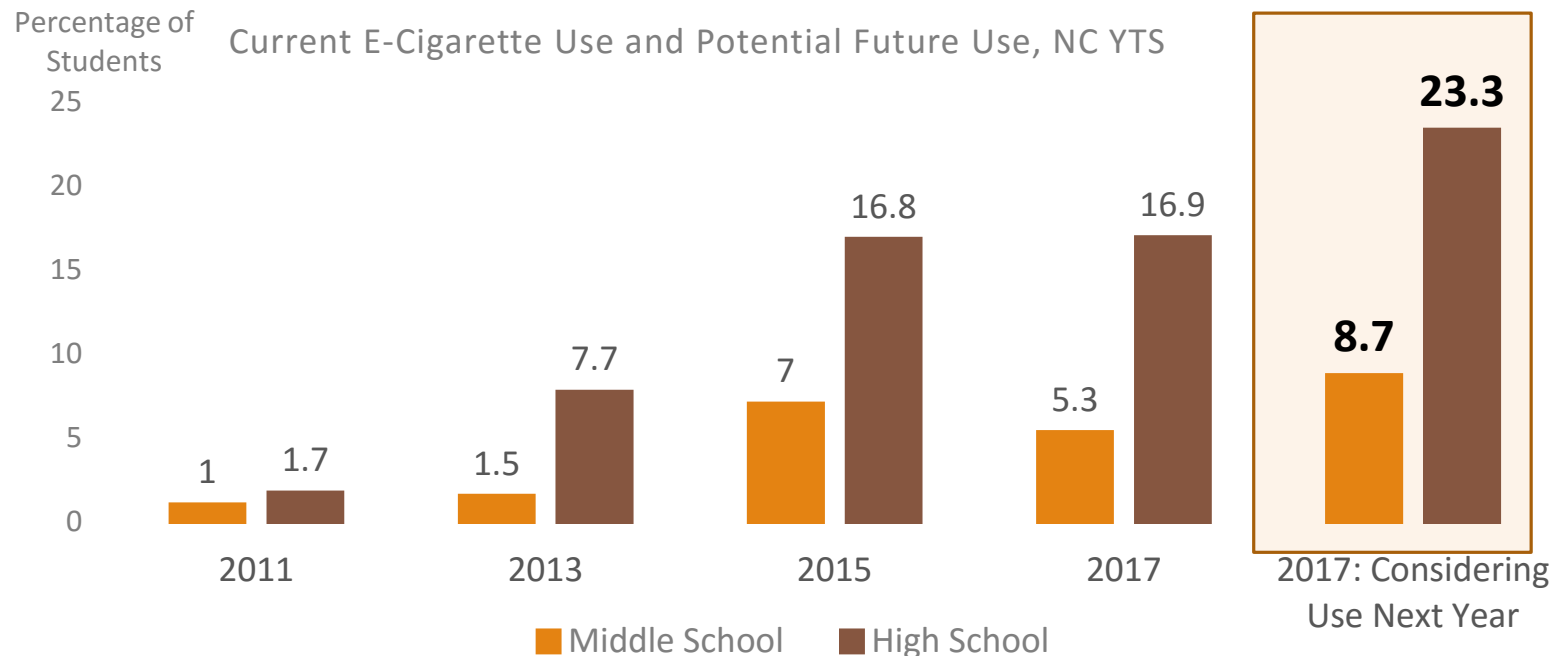
Percentage of Students

## Between 2011-2017 Current Youth Use of E-Cigarettes Increased:

430% ↑  
Middle School

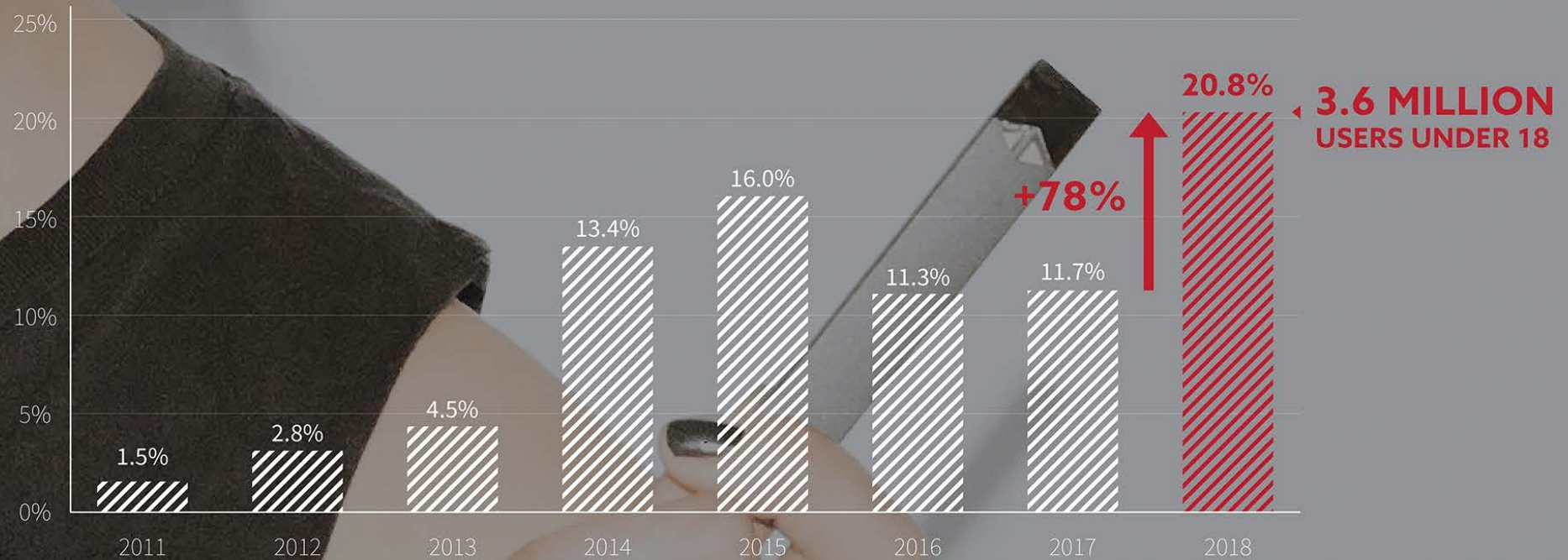
894% ↑  
High School

**In 2017 more students said they were considering using e-cigarettes in the next year than currently used them**



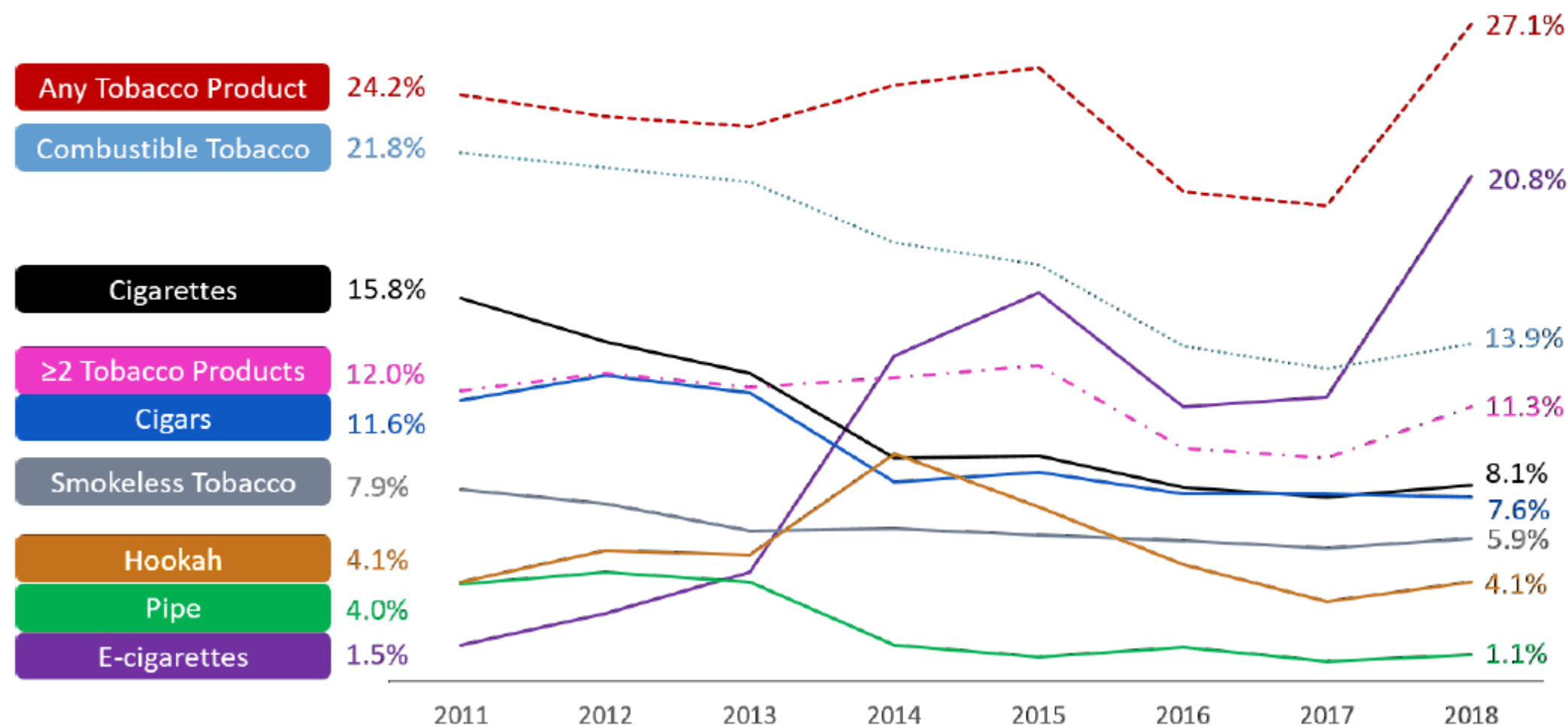
# YOUTH E-CIGARETTE USE **INCREASED 78% IN 2018**

*Percent of high schoolers who report using e-cigarettes in the past 30 days*



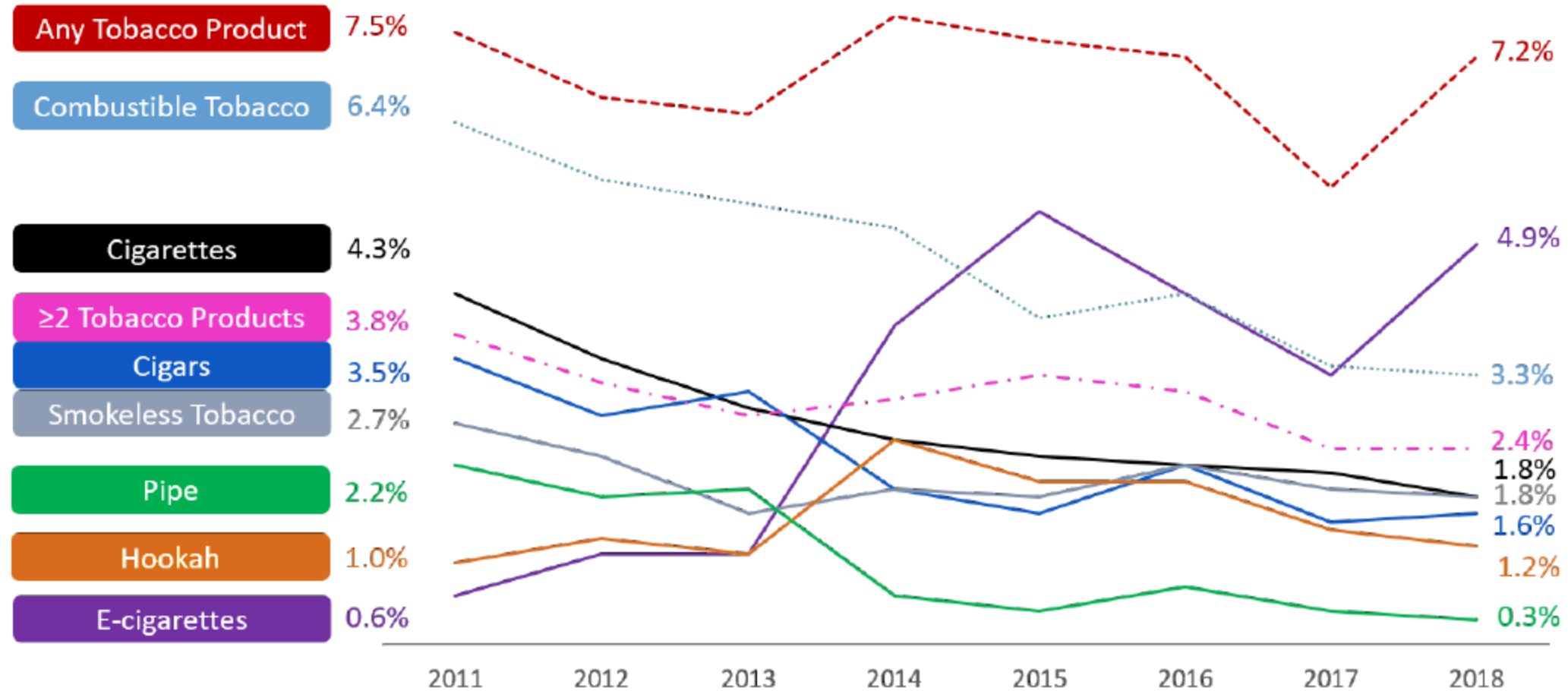
Source: CDC, National Youth Tobacco Survey (NYTS)

# U.S. High School Students: Trends in Tobacco Product Use, 2011-2018





# U.S. Middle School Students: Trends in Tobacco Product Use, 2011-2018





# Advertising



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# Flavors




# Youth e-cigarette use

Browser address bar: <https://publichealthlawcenter.org/sites/default/files/resources/JUUL-and-the-Guinea-Pig-Generation-2018.pdf>

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**PUBLIC HEALTH  
LAW CENTER**  
at Mitchell Hamline School of Law

**E-CIGARETTES**


May 2018


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# JUUL & THE GUINEA PIG GENERATION

Public Health Concerns about Use by Young People



JUUL. The recent rapid rise  
in popularity of this



Windows taskbar: Internet Explorer, File Explorer, Google Chrome, Outlook, Word, PowerPoint, etc. System tray: 4:52 PM

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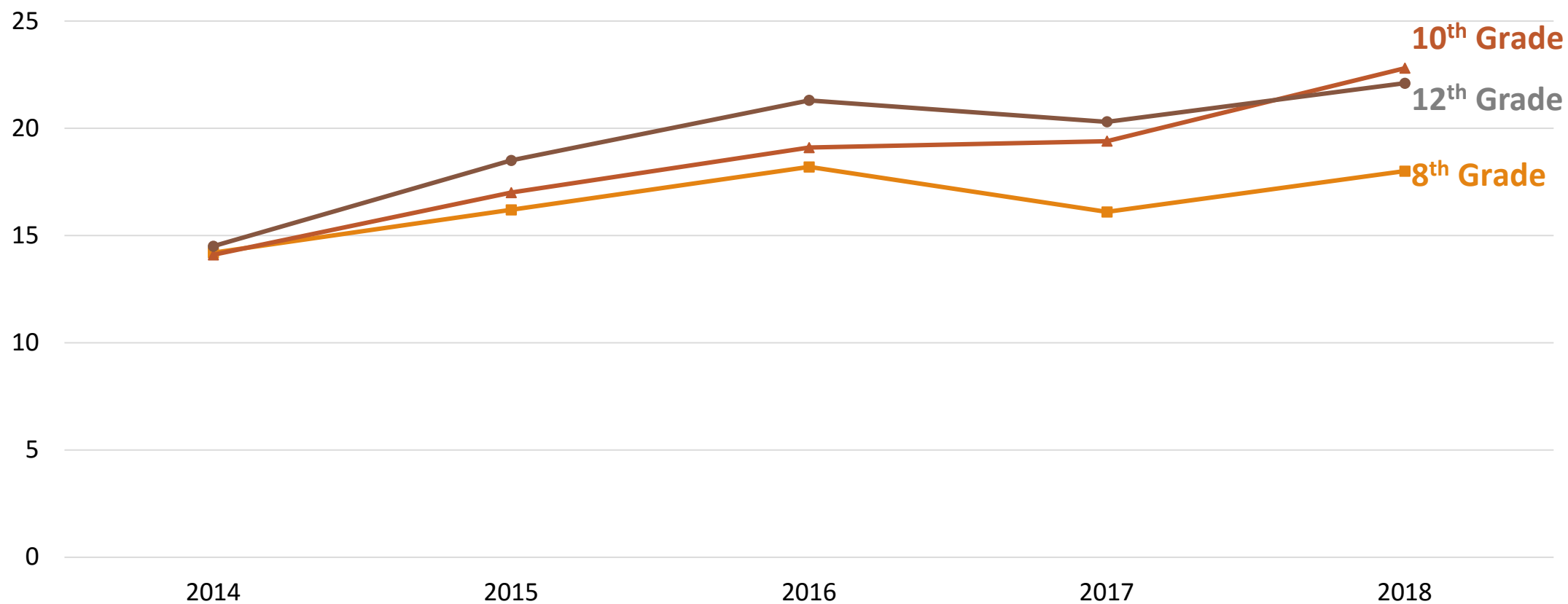
The **American Cancer Society** and **National Cancer Institute** acknowledge that e-cigarettes may be less dangerous than conventional cigarettes, but they stress that using e-cigarettes is **not safe** and the long-term health effects still aren't known.

The public health community fears that this **message is getting lost** amid e-cigarettes skyrocketing popularity, especially among youth and young adults.

# Perceptions of Harmfulness of Using E-cigarettes Regularly

Monitoring the Future 2014-2018

Percentage saying  
great risk



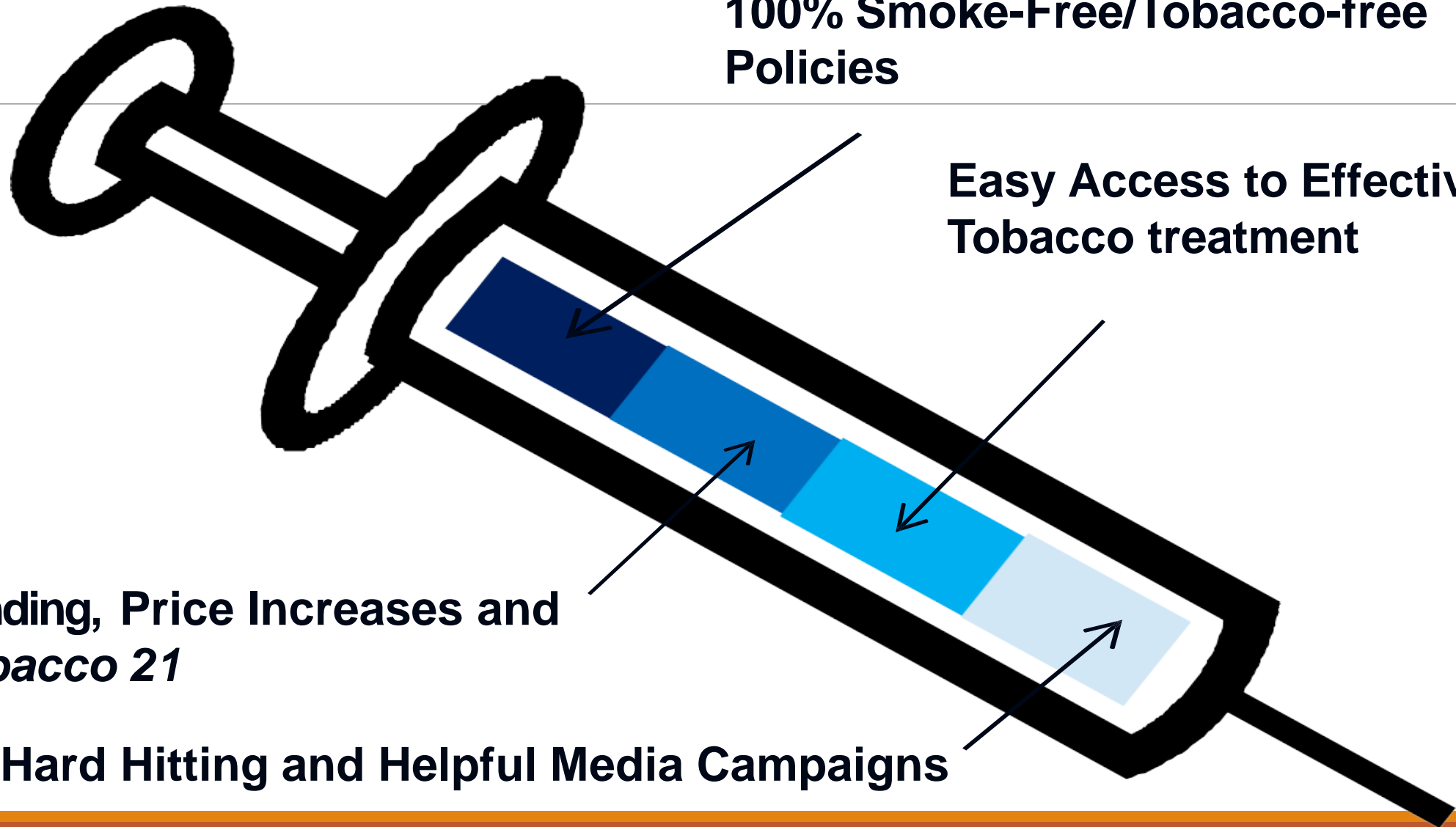
# Tobacco Control Vaccine

**100% Smoke-Free/Tobacco-free Policies**

**Easy Access to Effective Tobacco treatment**

**Funding, Price Increases and Tobacco 21**

**Hard Hitting and Helpful Media Campaigns**



# Research Questions

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Continue research on the how **marketing strategies** of e-cigarette companies impact youth and adult tobacco use.

Expand research on the short-term and long-term use of **flavored e-cigarettes**.

Continue research on the short-term and long-term health effects of **propylene glycol, vegetable glycerin, fine and ultrafine particles, and heavy metals** being inhaled deeply in the lungs.

Continue research on studying **indoor air quality** and biomarkers for **secondhand aerosol** along with more exposure survey data.

# Research Questions (cont.)

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Enhance studies on the health effects of e-cigarette use by **product characteristics**, including type of design, e-liquid used and pattern of use.

Conduct studies on the relevant interactions between **high nicotine content** and other ingredients in e-cigarettes.

Initiate N.C. population-based **cohort studies to enhance quality and quantity** of information on e-cigarette use among youth and young adults.

Collect current N.C. survey data on tobacco use by type among **college students**.

Expand studies on **tobacco use treatment** among youth and young adults.

Create **studies on Tobacco 21**; comparing effectiveness with strength of the law.