

Cook County

Tobacco Data , Emerging Trends and
Effective Policy Change

September 17, 2019



Vision

A world free from
lung disease

Mission

To save lives by
improving lung health
and preventing lung
disease

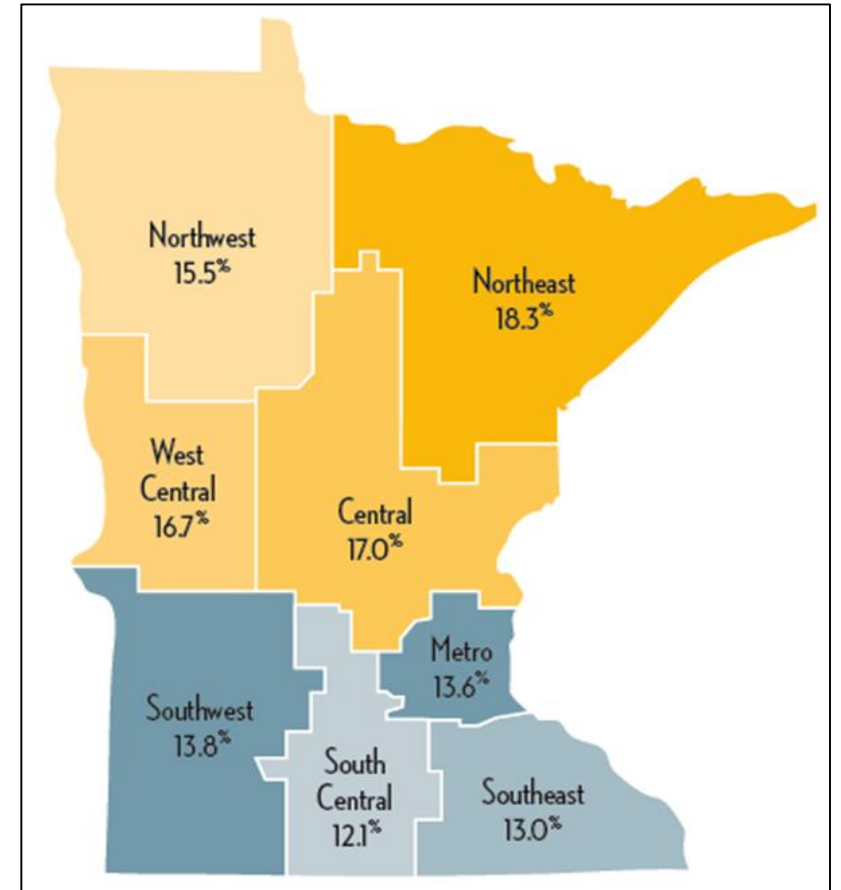
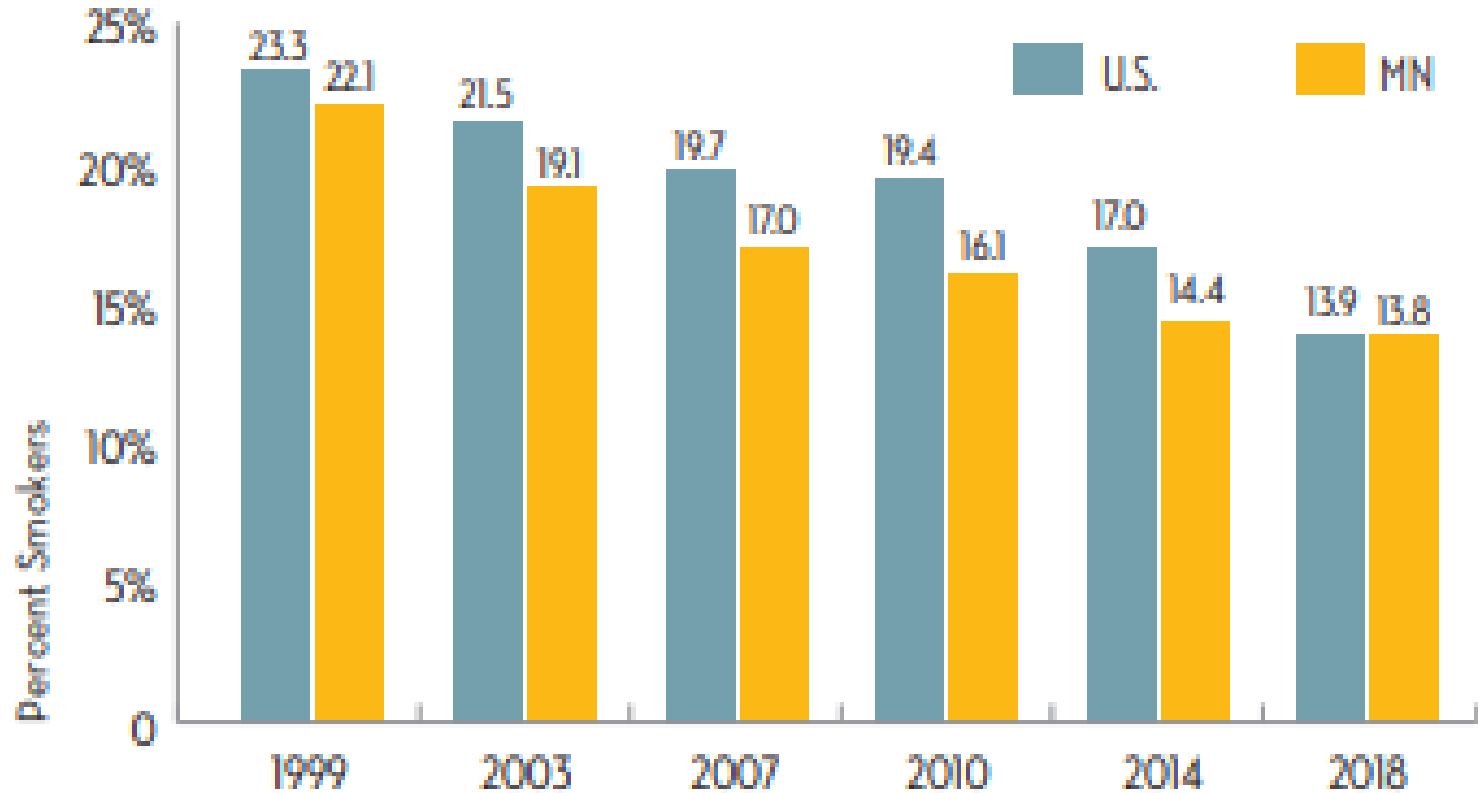


**Tobacco is still the #1 preventable
cause of disease and death.**

Together We Can Change That.

Tobacco use in Minnesota Adults

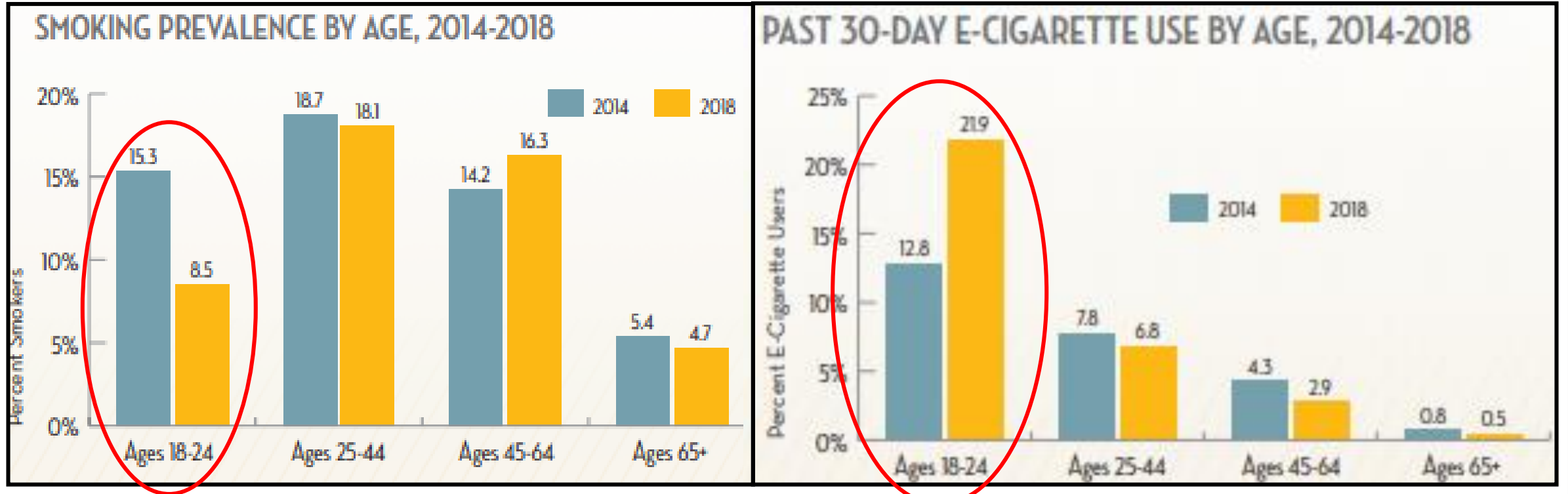
SMOKING PREVALENCE IN MINNESOTA & THE U.S., 1999-2018



Sources: Minnesota Adult Tobacco Survey and National Health Interview Survey

Source: Minnesota Adult Tobacco Survey, 2014 and 2018

Tobacco use in Minnesota Adults

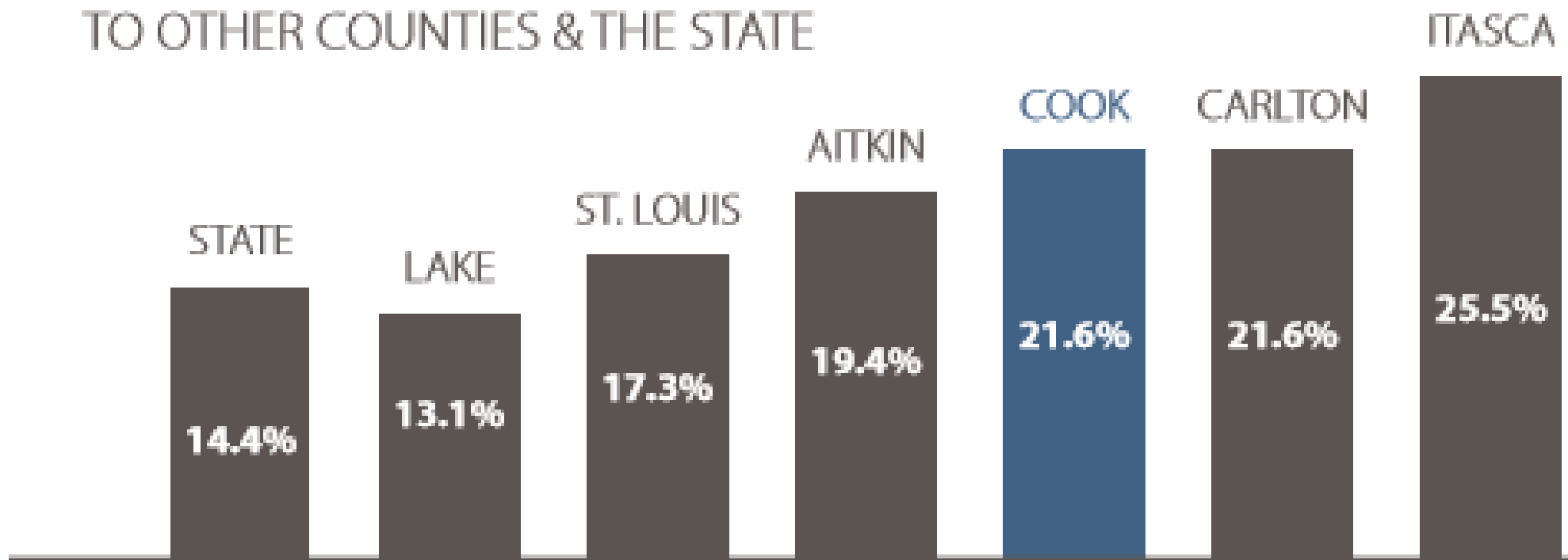


While young adult conventional smoking has dropped to an all-time low, the e-cig use has doubled since 2014.

Source: Minnesota Adult Tobacco Survey, 2018

Cook County Adults

PERCENT OF ADULT TOBACCO USE **COMPARED**
TO OTHER COUNTIES & THE STATE



Source: Bridge To Health 2016

Teens Statewide

Youth tobacco use
has increased
for the first time
in 17 years.

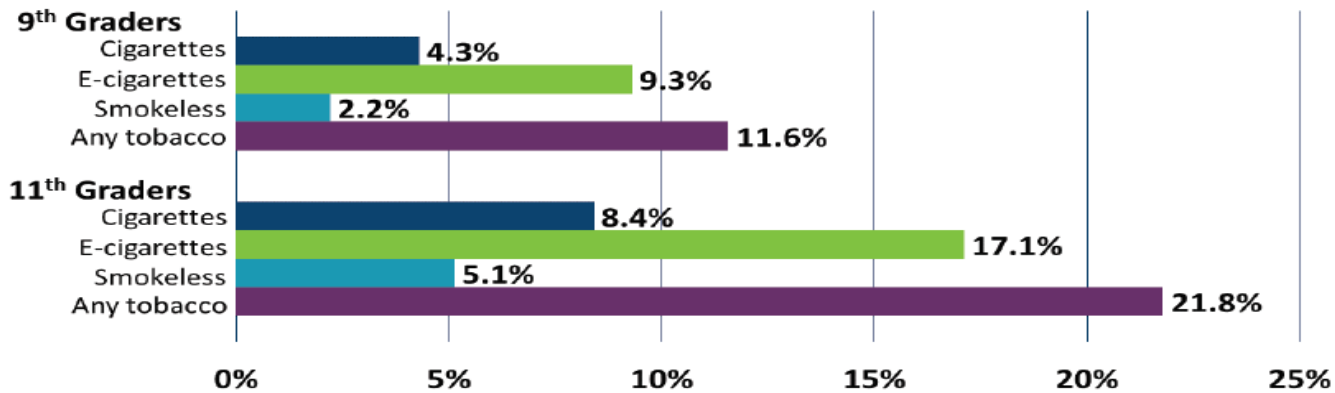


Source: MDH MYTS 2017

Teens Statewide

Youth tobacco use in Minnesota

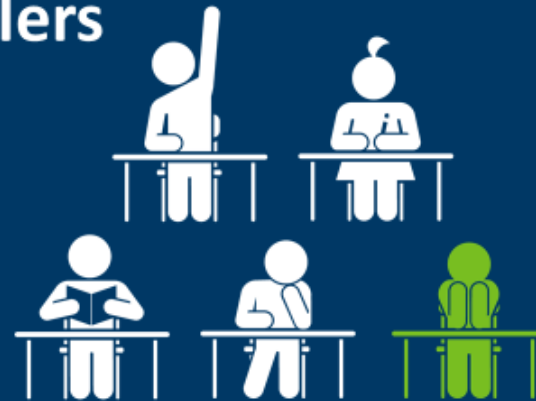
Tobacco use among Minnesota's 9th and 11th grade students, 2016



While the use of cigarettes, cigars, and smokeless tobacco have all declined, statewide youth e-cigarette use is now more than double cigarette use.

1 in 5 high schoolers use e-cigarettes.

That's a nearly 50% increase since 2014.



Source: MDH MYTS 2017

Teens Statewide

TEEN VAPING INITIATION IN MINNESOTA

Figure 1. Percent of students that tried an e-cigarette

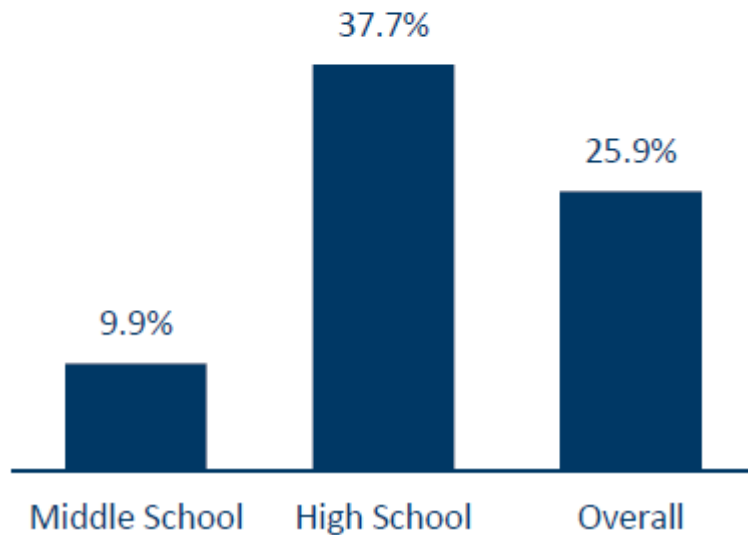
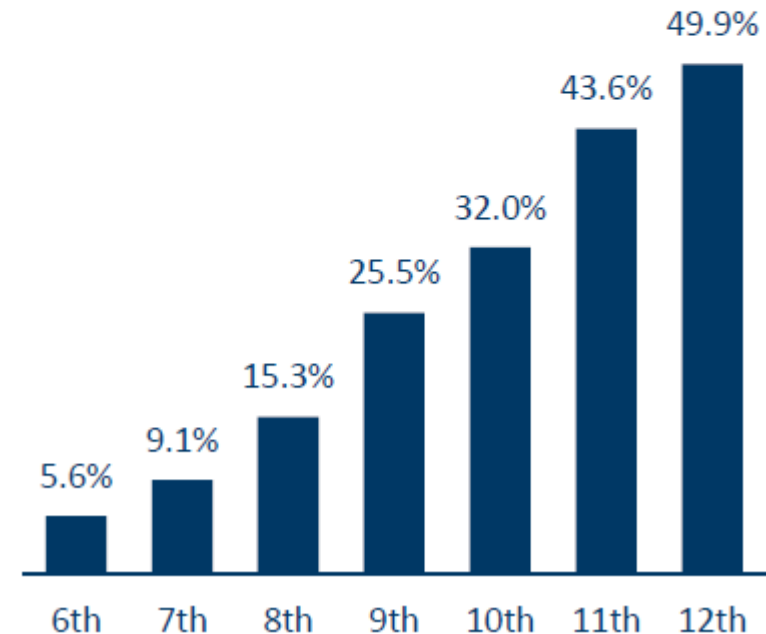


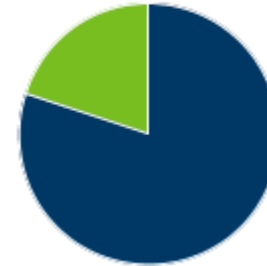
Figure 2. Percent of students that tried an e-cigarette, by grade in school



Cook County Teens

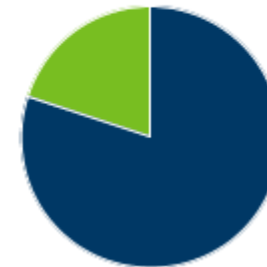
Use of any tobacco, including e-cigarettes and hookah, in the past 30 days

	<u>Count</u>	<u>%</u>
 No	20	80.0
 Yes	5	20.0



Use of any conventional tobacco products during the past 30 days (cigarettes, cigars, smokeless tobacco)

	<u>Count</u>	<u>%</u>
 No	20	80.0
 Yes	5	20.0



20% of Cook County 11th Graders are using tobacco.

Source: MN Teen Survey 2016

Cook County Teens

During the last 30 days, on how many days did you use an electronic cigarette (e-cigarette, e-hookah, vaping pen)?



1 in 5 Cook County 11th Graders used e-cigs in the past 30 days

Source: MN Teen Survey 2016

What are E- Cigs?

Electronic Nicotine Delivery Device (ENDs): umbrella term used to describe a variety of electronic devices that deliver nicotine and other chemicals to a user and oftentimes simulate smoking. They are rapidly evolving. Currently over 450 brands.



Not just “water vapor”

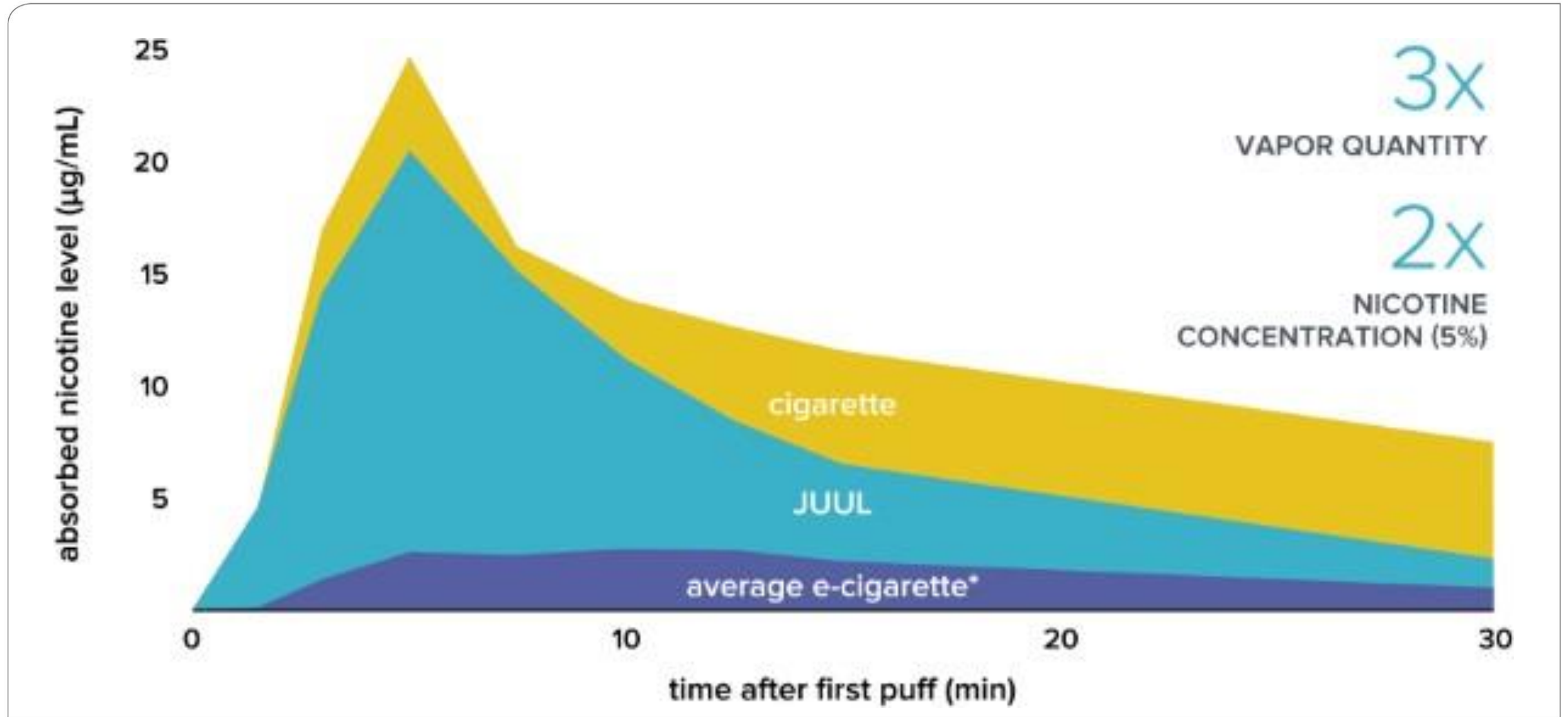
E-cigarettes contain
heavy metals,
particulates and **cancer-**
causing agents that put
other adults and
children at risk



New Names, Same Games- Juul



New Names, Same Games



New Names, Same Games- Suorin

vapeJuice
D E P O T

LIMITED EDITION
EXCLUSIVE
LIMITED EDITION



New Names, Same Games



APPAREL ▾ BACKPACKS HEADWEAR ACCESSORIES EXPLORE ▾ CUSTOMIZE COMMUNITY ▾

*Discreet, hands-free vaping
integrated into wearable products.*

IT'S GEAR – WITH A HIGHER PURPOSE.

THE TOBACCO INDUSTRY HAS A KIDS MENU.

FlavorsHookKids.org

© 2018 California Department of Public Health

Flavors mask the harsh taste of tobacco, making it easier for kids to get hooked on nicotine. The tobacco companies know this.

4 of 5 kids who have used tobacco started with a flavored product.*

VAPORTRIM

Inhale Flavor
Curb Cravings
Lose Weight

Maple pancakes

~ 0 Calories ~

0 Calories | 50 Servings

VAPORTRIM

Inhale Flavor
Curb Cravings
Lose Weight

Vanilla Cupcake

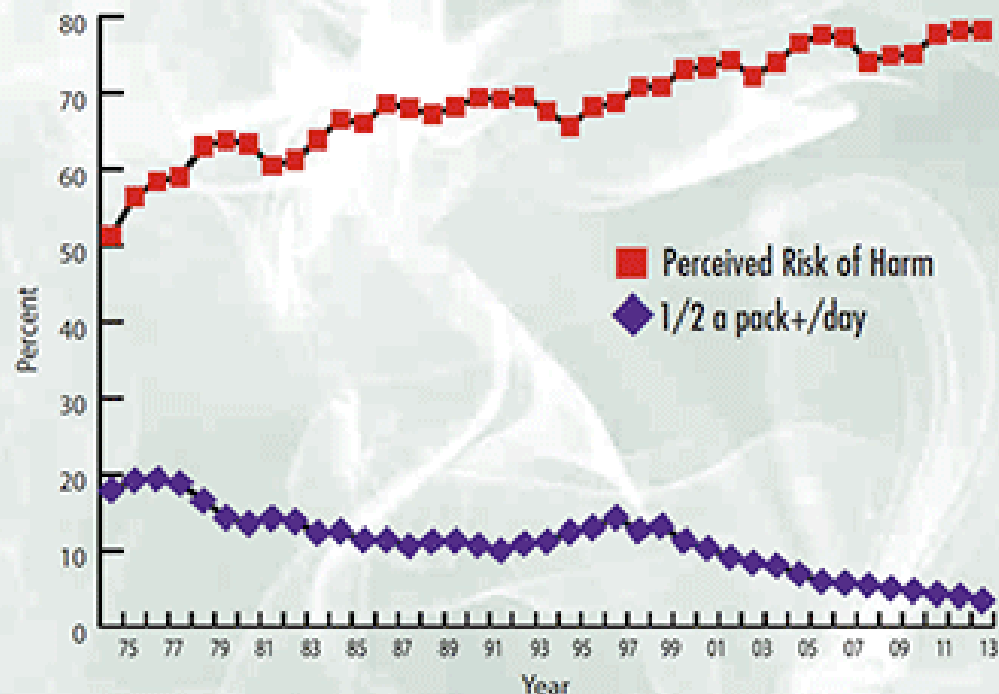
~ 0 Calories ~

0 Calories | 50 Servings

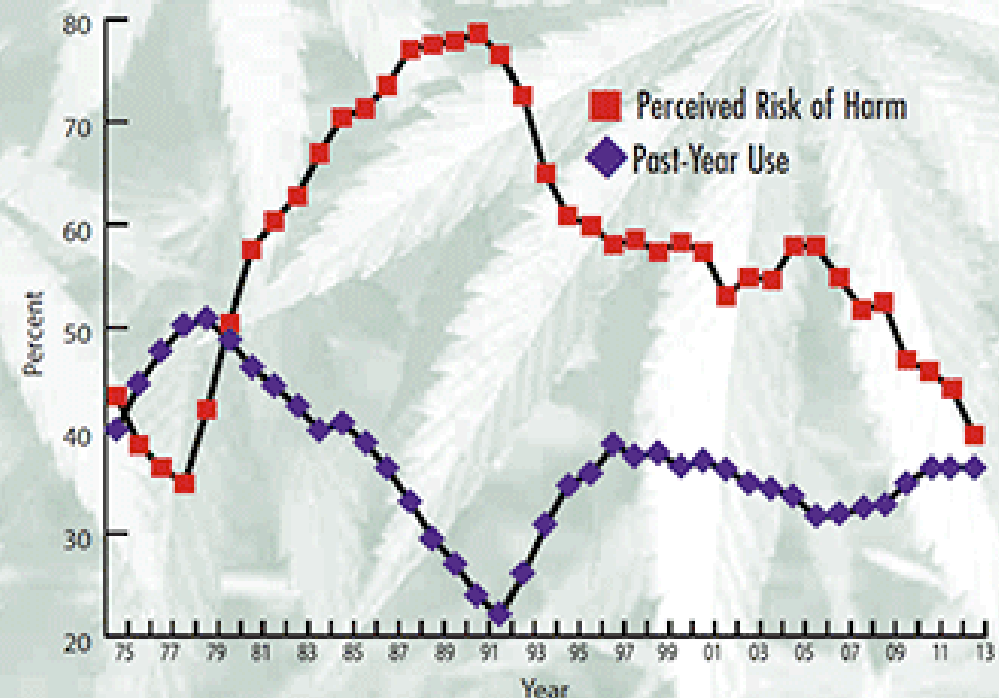
Perceived Harm

DRUG USE DECREASES WHEN DRUGS ARE PERCEIVED AS HARMFUL, AND VICE VERSA

12TH-GRADE STUDENTS REPORTING PAST-MONTH CIGARETTE USE AND PERCEPTION OF HARM, 1975 TO 2013



12TH-GRADE STUDENTS REPORTING PAST-MONTH MARIJUANA USE AND PERCEPTION OF HARM, 1975 TO 2013



<https://minnesota.cbslocal.com/2018/09/10/e-cigarettes-are-more-dangerous-than-they-appear/>

Not just “water vapor”



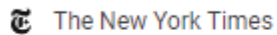
CDC: 153 cases of severe lung disease in 16 states possibly linked to vaping

The US Centers for Disease Control and Prevention is now aware of 153 possible cases of severe lung disease in 16 states that could be ...
1 day ago



15 confirmed or suspected cases of vaping lung damage in Minn.

Minnesota health officials say they're aware of 15 confirmed or potential cases of lung damage related to vaping.
2 hours ago



Vaping Sicknesses Rising: 153 Cases Reported in 16 States

The C.D.C. said serious respiratory problems were reported in the past two months, though it remained unclear whether vaping nicotine or THC ...
1 day ago



Cases of severe lung damage and disease keep surfacing across the US and MN.

Bottom Line

E-Cigs Contain Nicotine

Nicotine and the Teen Brain:

- Developing brain
- Difficulty concentrating
- Behavior problems
- Memory challenges
- Future addiction

NICOTINE MORE HARMFUL
THAN YOU THINK



**No amount is safe
for youth.**

Teen use within the school setting

Bathrooms, mostly. I've heard stories about kids using them in class without anyone noticing, while the teachers just have no idea what's going on. Out the school parking lots too, between classes, before school starts, in class. Constantly.

- Student in NE MN, 10th grade



Tobacco21

95%

Almost 95 percent
of addicted adult
smokers start ...

BEFORE AGE 21

T21 Reduces Teen Access

T21 Reduces Teen Tobacco Use

Nicotine Harms the Teen Brain

T21 is Gaining Traction

Tobacco21

The Department of Defense and every branch of the Armed Services has stated a goal of a tobacco-free military and supports Tobacco21 policies.



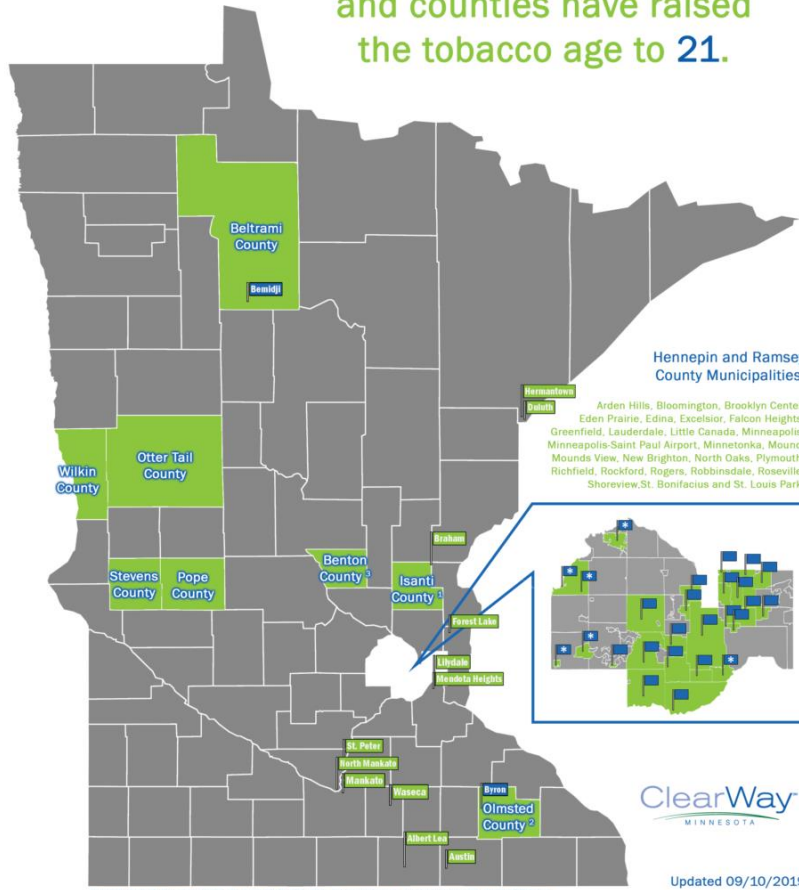
485+ Cities & Counties in **29** States



Tobacco21

Tobacco 21 Policies in Minnesota

43 Minnesota cities and counties have raised the tobacco age to 21.



RAISING THE TOBACCO AGE TO 21 WILL PREVENT YOUTH TOBACCO USE AND SAVE LIVES.



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