



Youth Vaping & Tobacco Prevention Efforts

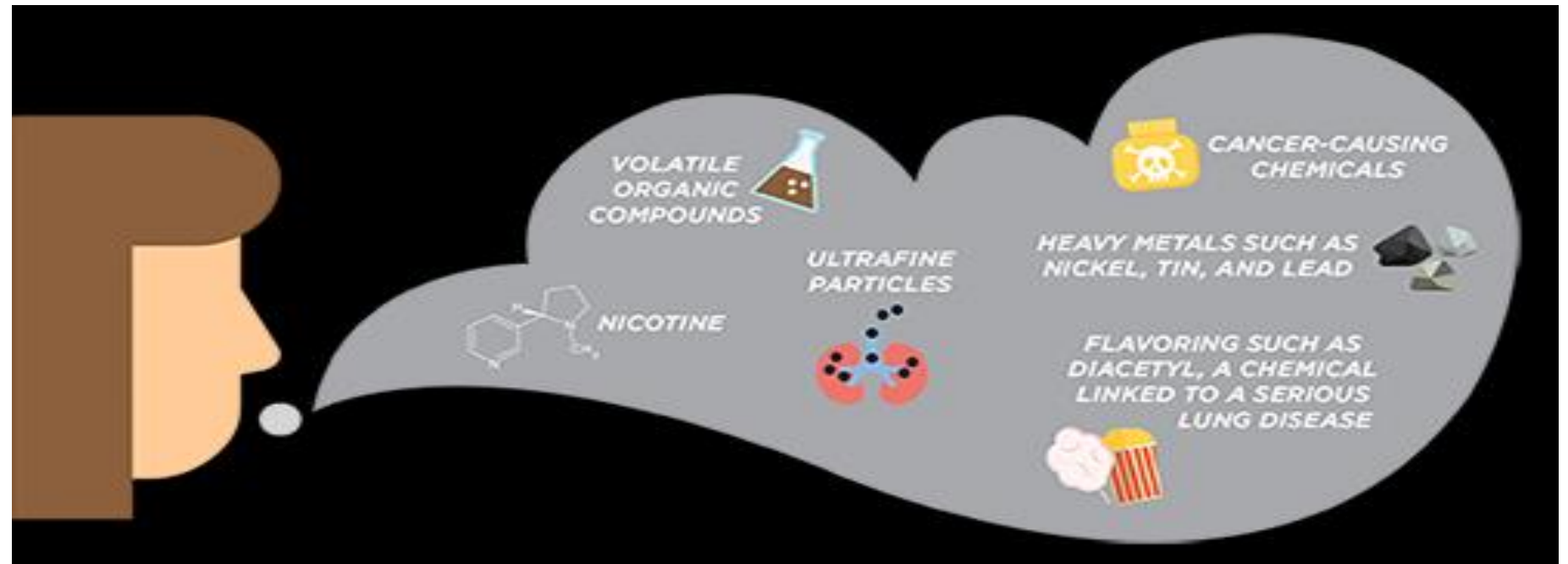
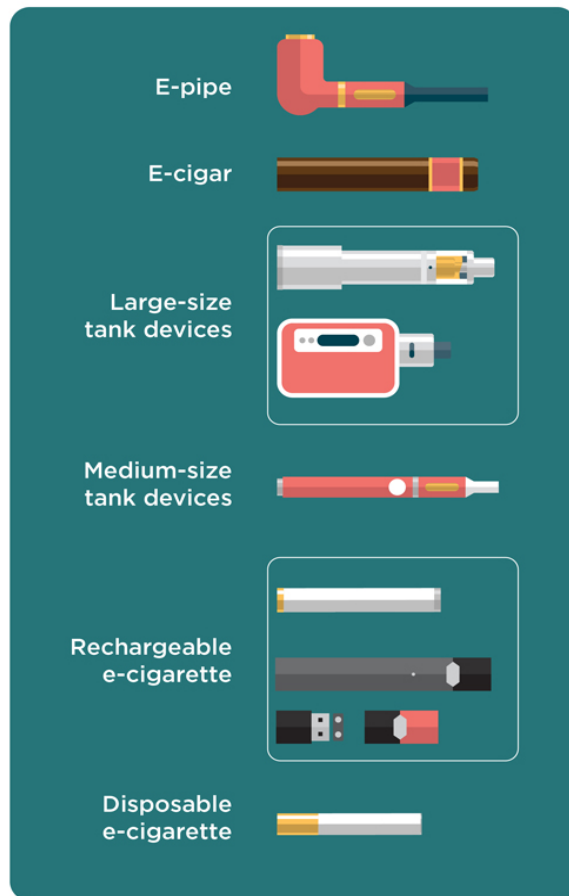
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AUSTIN PUBLIC HEALTH

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Health Impact of E-cigarettes Among Youth



- Impacts the brain (decision making and impulse control)
- Addiction
- More likely to use other tobacco products
- Unintended Injury (such as poisoning)
- Medical Risks (such as lung injury)

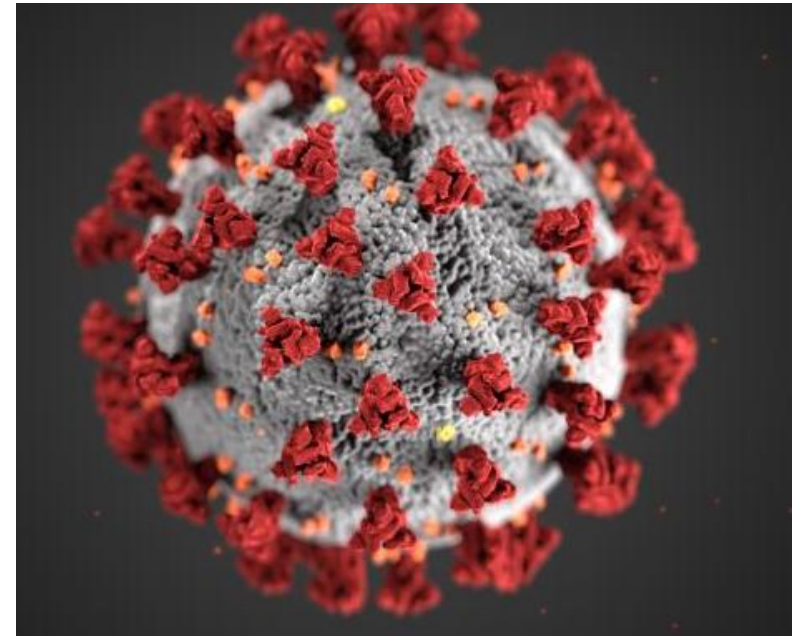
COVID-19 Risk: Vaping and Smoking

Smoking:

- People who smoke cigarettes may be at increased risk of infection with the virus that causes COVID-19, and may have worse outcomes from COVID-19- FDA, CDC

Vaping:

- Effects of vaping on Covid-19 are unknown.



Impact of E-Cigarettes

- Use from 2017 to 2018 increased by 78% among high school students and 48% among middle school students in the U.S. National Youth Tobacco Survey, 2011-2018
- 19.8% of Travis County adults had ever used an e-cigarette or other electronic vaping product. BRFSS, 2017
- 4% of Travis County adults are current e-cigarette users. BRFSS, 2017

E-CIGARETTES ARE THE MOST COMMONLY USED TOBACCO PRODUCT AMONG YOUTH.

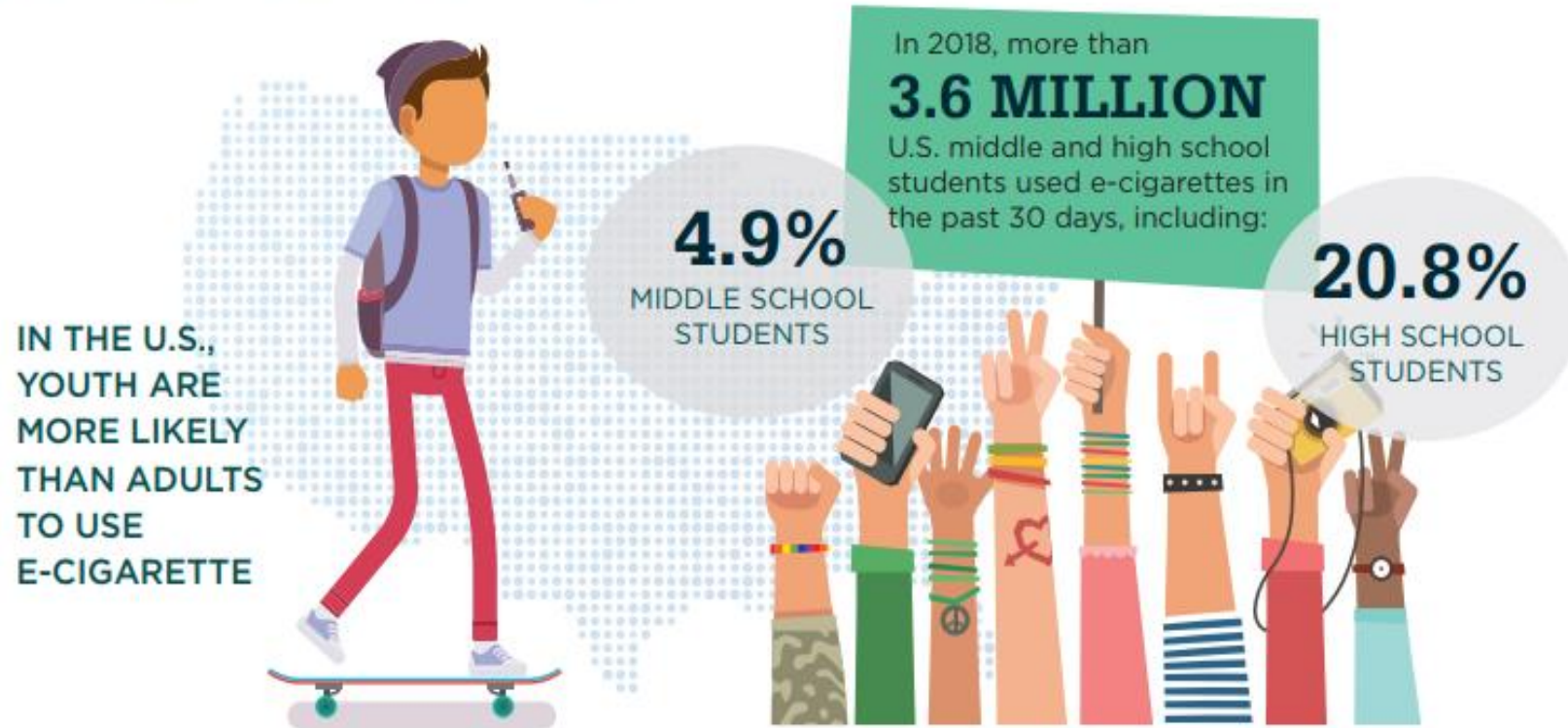
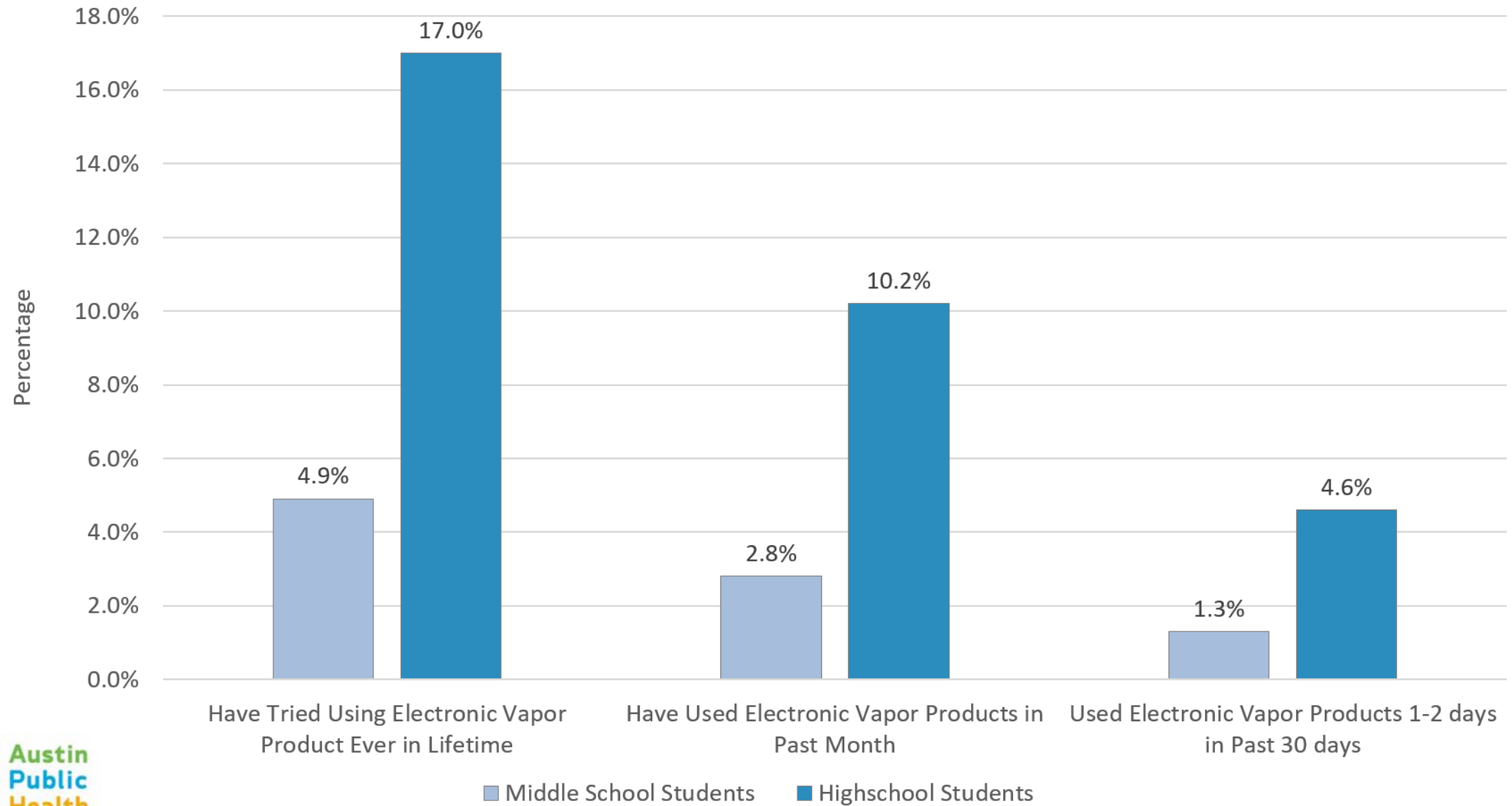


Photo credit: CDC
https://www.cdc.gov/tobacco/basic_information/e-cigarettes/pdfs/Electronic-Cigarettes-Infographic-508.pdf

Electronic Vapor Product Use Prevalence, Texas Youth, 2018



Youth & Flavored Tobacco



7 IN 10

**African American
youth smokers
smoke menthols**

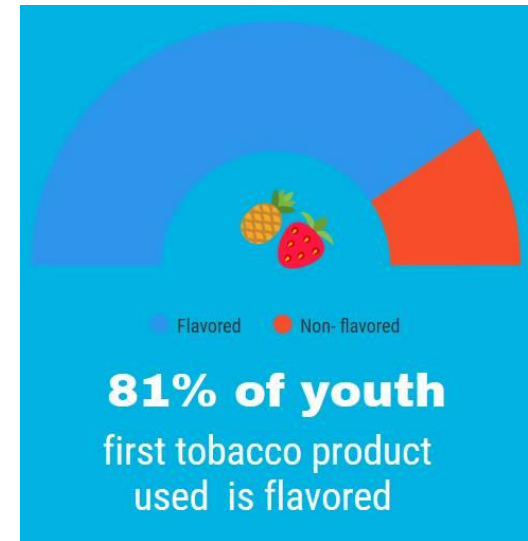
Youth smokers are more likely to use menthol cigarettes than any other age group.



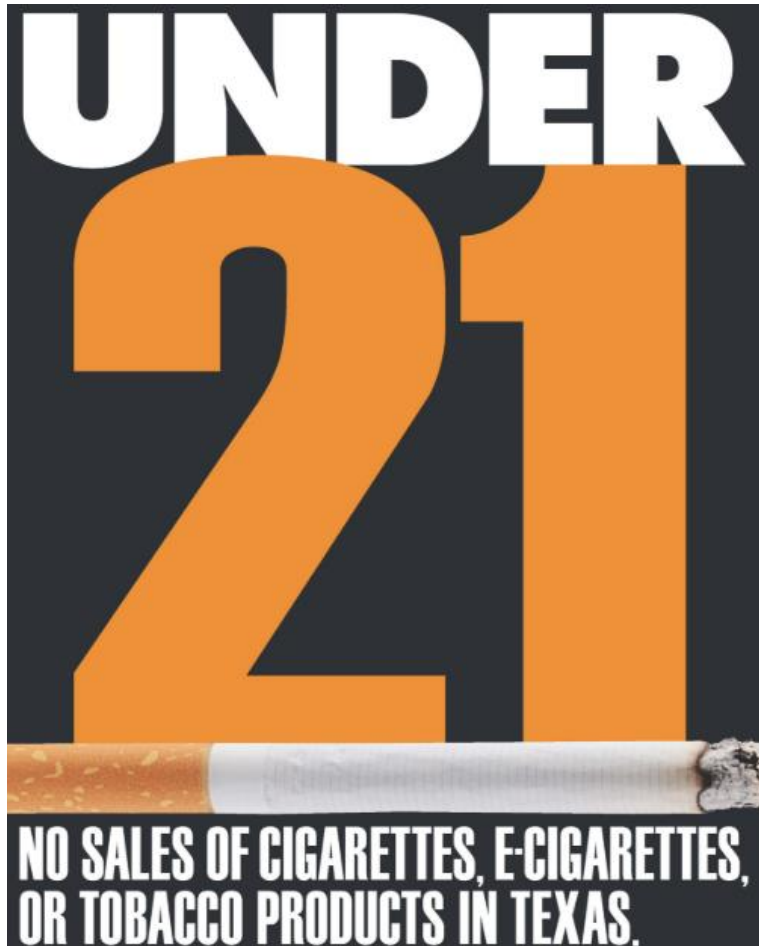
Youth

Adults

Over half of youth smokers ages 12-17 use menthol cigarettes, compared to less than one-third of smokers ages 35 and older.



Tobacco 21



- Texas Tobacco 21 effective September 2019
- Federal Tobacco 21 effective December 2019
- Ended the sale of tobacco products to those under 21
- City of Austin follows federal regulations that have no grandfathering or exemptions

Current Federal Tobacco Regulations & Loopholes

The Family Smoking Prevention & Tobacco Control Act of 2009 banned flavors in cigarettes, except menthol, but didn't address flavors in other tobacco.

On January 2, 2020, the FDA finalized a guidance that prohibits all sales of cartridge-based e-cigarettes that aren't flavored with menthol or tobacco.

- Not a comprehensive response to the epidemic of youth use of flavored tobacco products.



- Increasing use of menthol flavored e-cigarettes by youth after e-cigarette companies removed their flavors
- Concern of enforcement of manufacturers re-naming a flavor to “menthol” or “tobacco” to evade new restrictions.
- Could see flavors re-enter the market

APH E-cigarette Awareness Campaigns

- Traditional*
 - Over 2,695,500 delivered impressions (primary demo)
 - 3,770,400 delivered impressions (18+ demo)
- Digital
 - Over 2,850 clicks
 - Nearly 1,297,000 delivered impressions
- Social
 - 10,400 post engagements
 - Over 1,009,200 delivered impressions



Primary Audiences:

- Parents of teenage children
- Adults (18-44, with a focus on young adults ages 18-25)

Tobacco-Free City of Austin Locations

City Departments

- Animal Services
- Austin Code
- Austin Energy
- Austin Parks & Recreation
- Austin Public Health
- Austin Public Library
- Austin Resource Recovery
- Animal Services
- Austin Transportation
- Austin Water
- Building Services
- Communications & Technology Management
- Human Resources
- Financial Services
- Municipal Court
- Neighborhood
- Housing & Community Development
- Office of the City Auditor
- Office of Medical Director City of Austin-Travis County Emergency Medical Services System
- Office of Sustainability
- Public Works
- TARA

Properties

- 51st St.
- City Hall
- CTECC
- Municipal Building
- One Texas Center
- Public Safety Training Center
- Rutherford Lane
- Technicenter
- Wellness Center

Estimated Cost to COA for a Tobacco-Using Employee, 2020

Year	Number of Employees Using Tobacco**	Cost per Employee Using Tobacco	Total Excess Cost to COA
2020	712	\$5,816	\$4,140,992

*Berman et al. (2014) estimated the excess annual costs of employing an individual who smokes tobacco compared to an employee who does not smoke tobacco. Analysis of absenteeism, presenteeism, smoking breaks, healthcare costs, and pension benefits was conducted. They estimated that the annual excess cost to employ a smoker was \$5,816 per employee.

**This is the number of tobacco using employee paying the tobacco premium.



Questions

