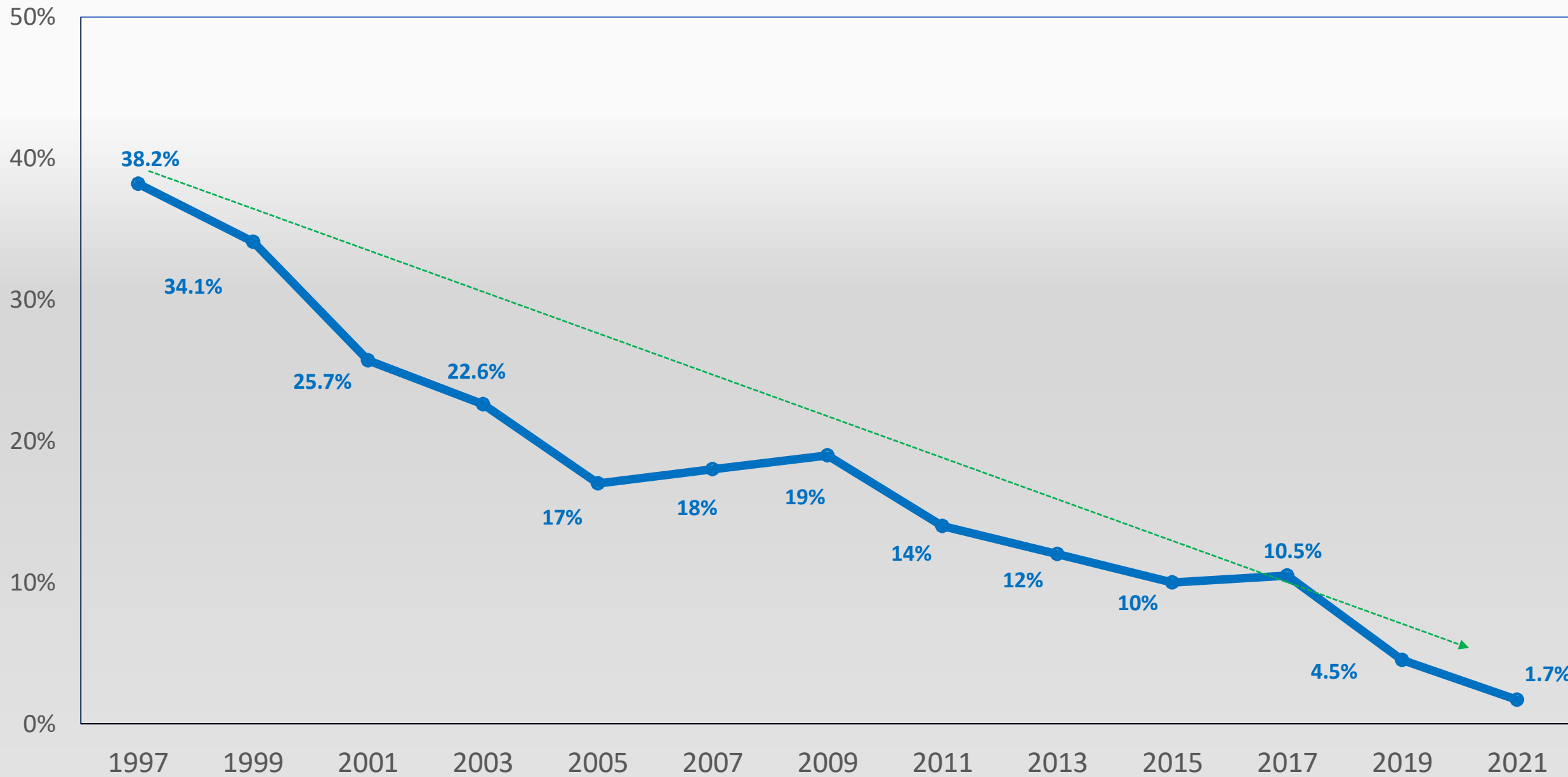


Youth Tobacco Use in Michigan

Michigan Department of Health & Human Services
Tobacco Prevention & Control

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Evaluation and Public Health Consultant
shamof@Michigan.gov

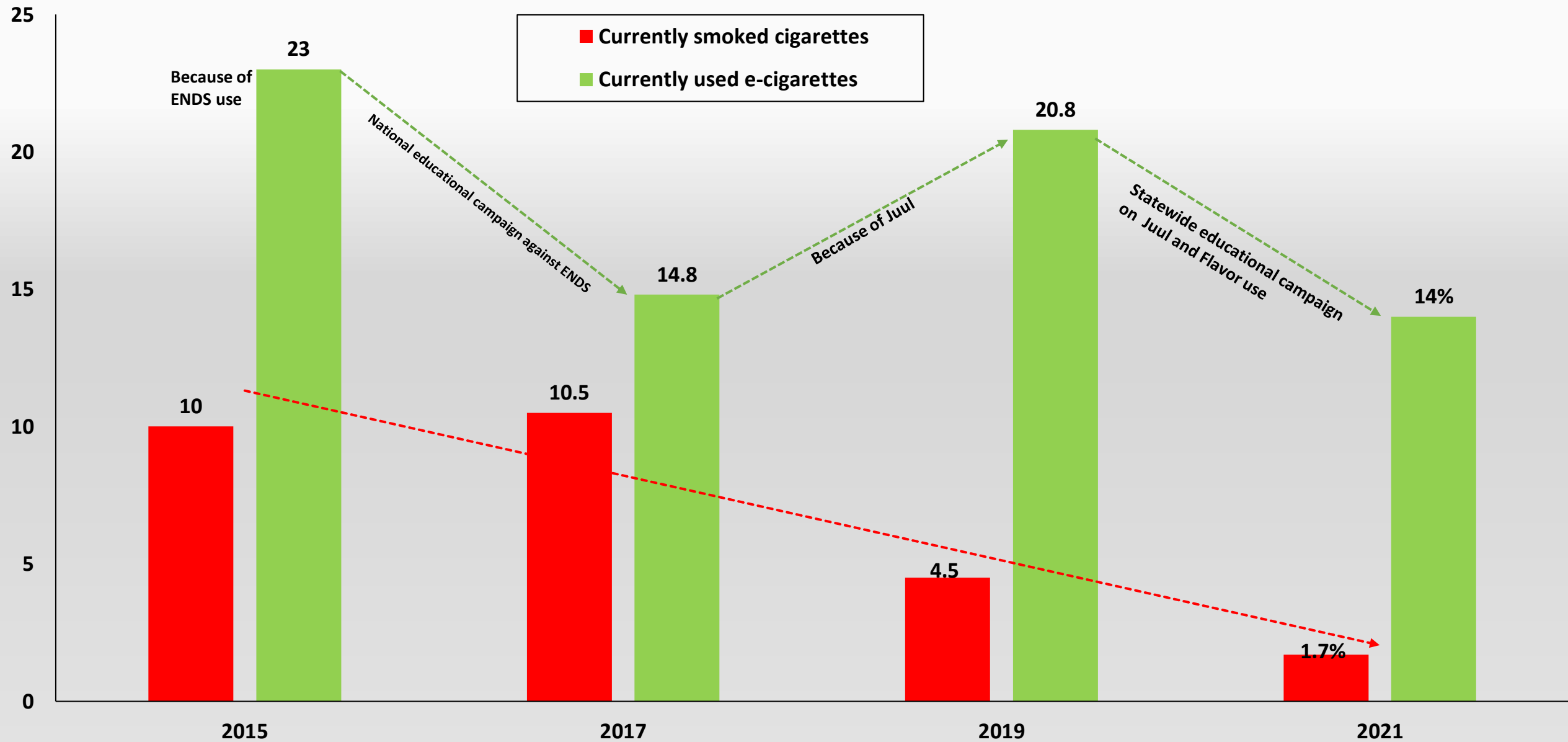
Current Cigarette Smoking Rates Among High School Students in Michigan from 1997-2021 (YRBS)



Percentages of high school students who ever smoked cigarettes compared to ever tried e-cigarettes overtime, YRBS



Percentages of high school students who are currently smoking cigarettes compared to current users of e-cigarette overtime, YRBS





The cause of 2018/2019 peak of e-cigarette use

Is the Third-Gen ENDS: Juul changes the game

- **Juul** engineered a radical market disruption
- **Marketing**
 - tobacco playbook
 - + social media
- **Discreet**
- **Nicotine Salts**
- **Smoothness**
- **Flavors** – debatable factor in 3rdGen's success



JUUL'S PLAYBOOK

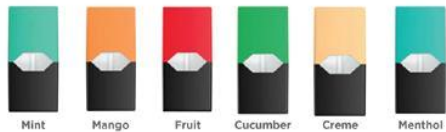
HOW JUUL CREATED THE YOUTH E-CIGARETTE EPIDEMIC



tobaccofreekids.org/juul

STEP 1

Lure kids with sweet flavors



Flavors like mango, mint, fruit and crème attract kids. 97% of youth e-cig users used a flavored product in the past month.

STEP 2

Hook kids with massive doses of nicotine.



A single Juul pod delivers as much addictive nicotine as a pack of 20 cigarettes.

STEP 3

Make it cool on social media.



Stanford researchers found Juul's launch marketing, which featured trendy models, was "patently youth oriented."

STEP 4

Team up with Big Tobacco



Tobacco giant Altria, maker of Marlboro cigarettes, invested \$12.8 billion in Juul.

STEP 5

Fight bans on flavored products.

The New York Times

In Washington, Juul Vows to Curb Youth Vaping. Its Lobbying in States Runs Counter to That Pledge.

Juul has an army of lobbyists and is working to overturn San Francisco's ban on flavored products.

The U.S. Surgeon General issued [public health advisory](#) to address the “epidemic” of youth e-cig use

- Dr. Adams proposed prevention strategies ranging from **better education** to **legal restrictions** to address youth use of these products
- The recent surge in e-cigarette use among youth, which has been fueled by **new types** of e-cigarettes that have recently entered the market, is a cause for great concern,”
- “We must take action **nOW** to protect the health of our nation’s young people.”

- In 2019, Gov. Gretchen Whitmer issued an emergency order, making **Michigan the first state in the nation** to ban the sale of flavored nicotine vaping products.
- But retailers filed a lawsuit, and **a judge** barred the state from enforcing the ban.

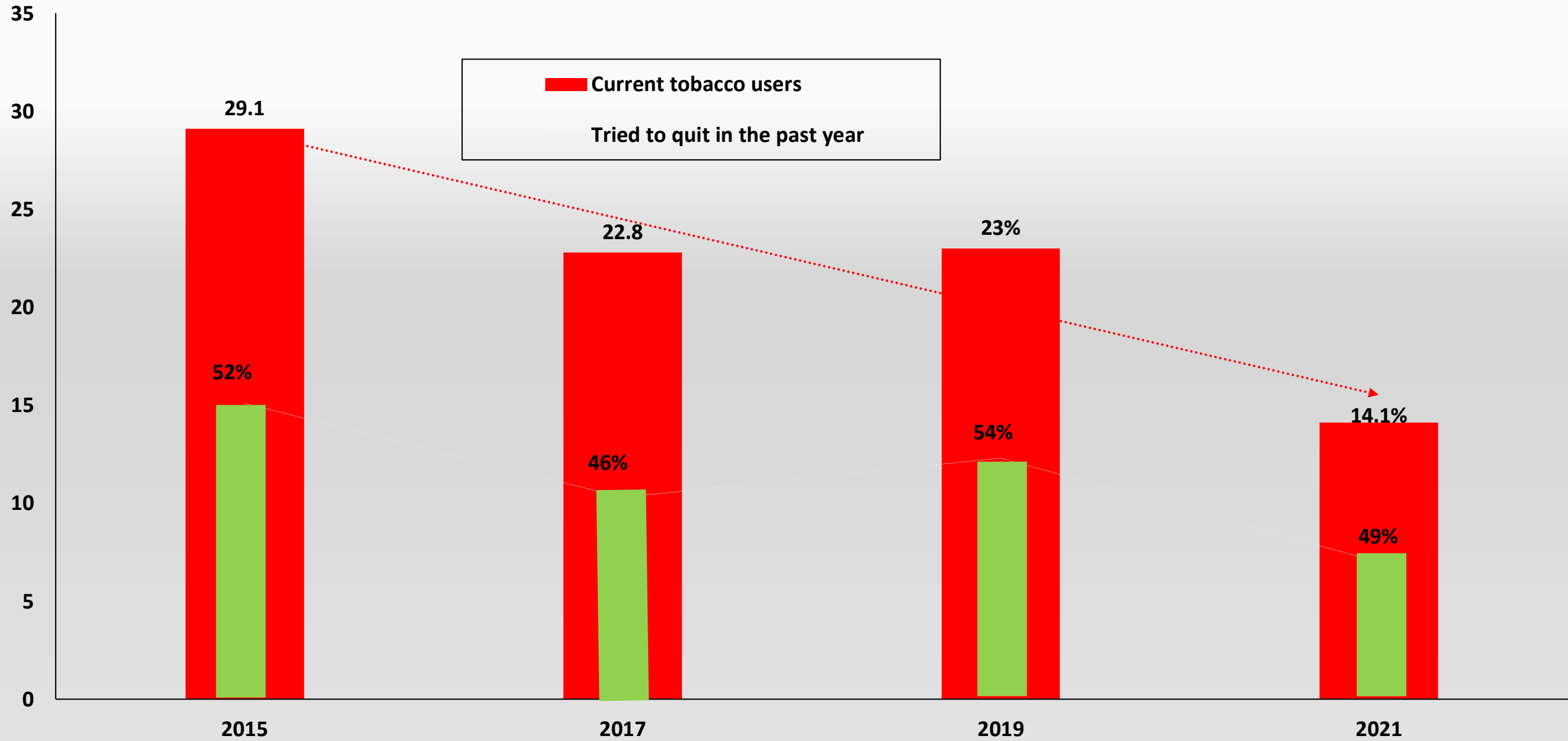
Beginning on October 2, 2019, the rules prohibit, amongst other things, the following conduct:

- The sale of flavored nicotine vapor products;
- Transporting flavored nicotine vapor products to a retailer or reseller in violation of the rules;
- The sale of vapor products via the use of fraudulent or misleading terms or statements;
- Displaying advertisements for vapor products within 25 feet of the point of sale; within 25 feet of candy, foodstuff, or soft drinks; and where they can be readily seen by a person standing outside of the building at a distance of 25 feet.

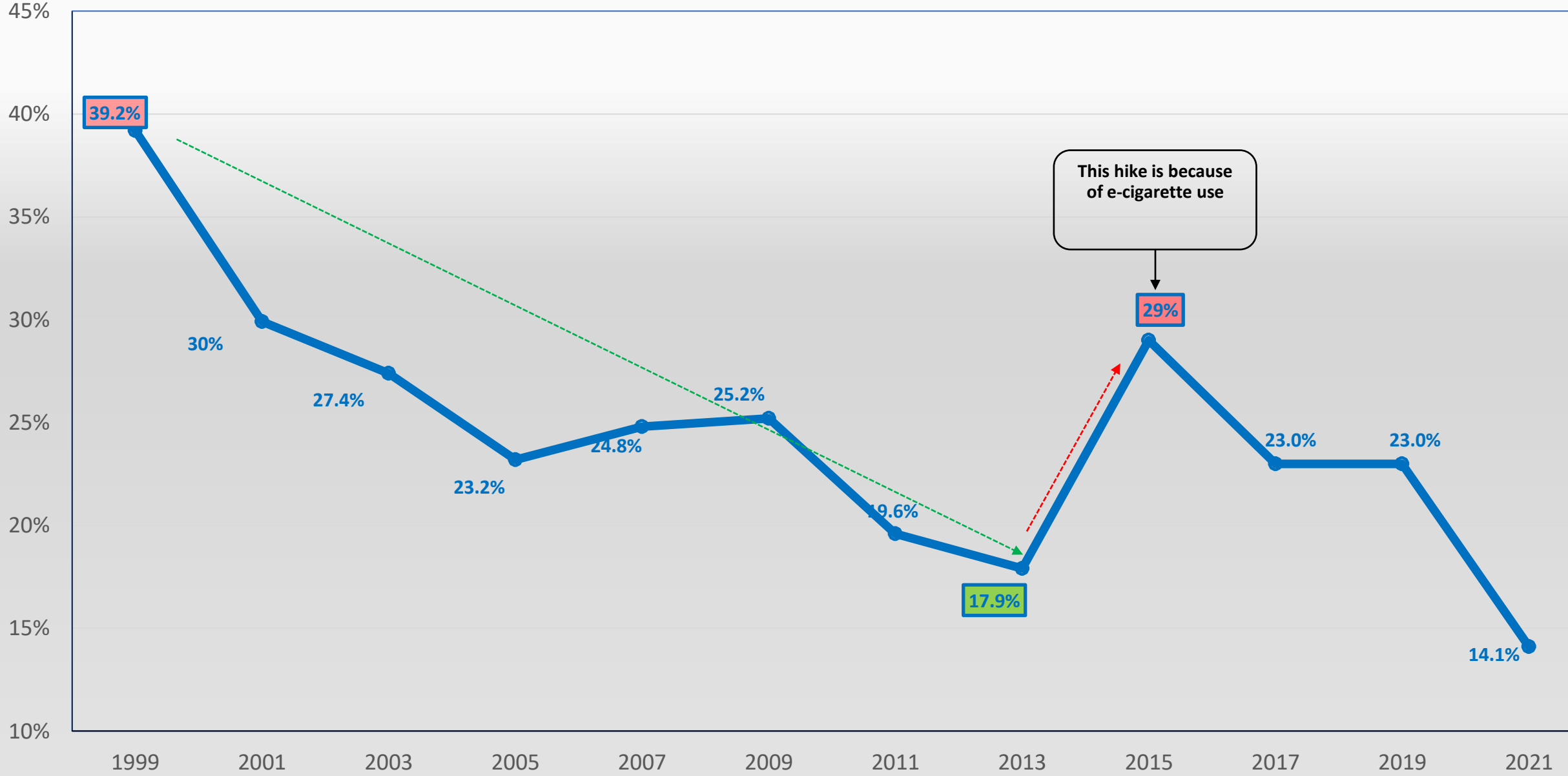
Enforcement of the rules will begin on October 2, 2019

Violations of any provision of these rules is a misdemeanor, punishable by imprisonment for not more than six months, or a fine of not more than \$200, or both, as set forth by MCL 333.2261. Note that violations of the restriction on sale of flavored nicotine vapor products are calculated on a per-item and per-transaction basis, and may be punished cumulatively.

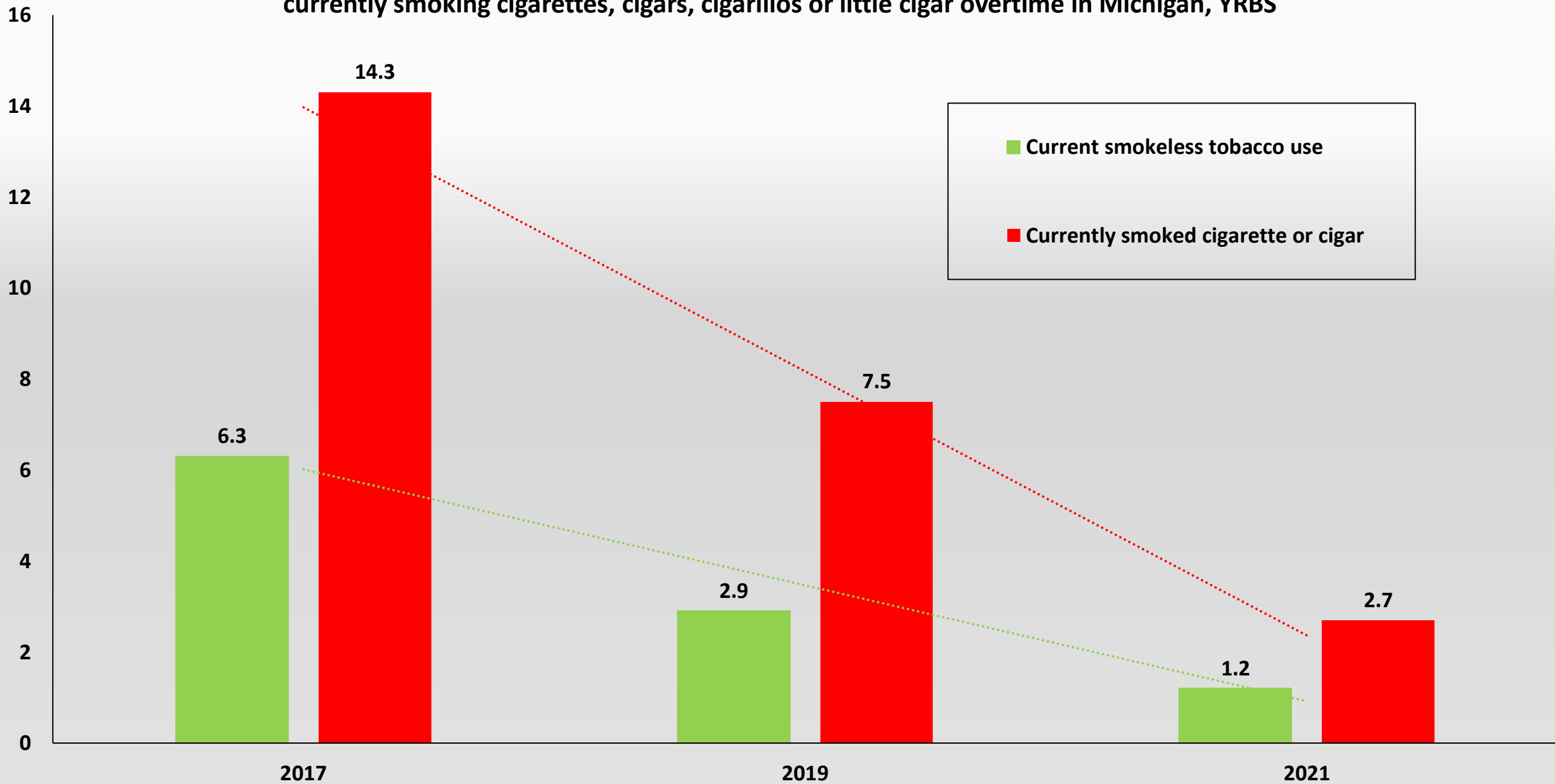
Percentages of high school students who are current tobacco users, with the percentages of quitting in the past year among them overtime, YRBS



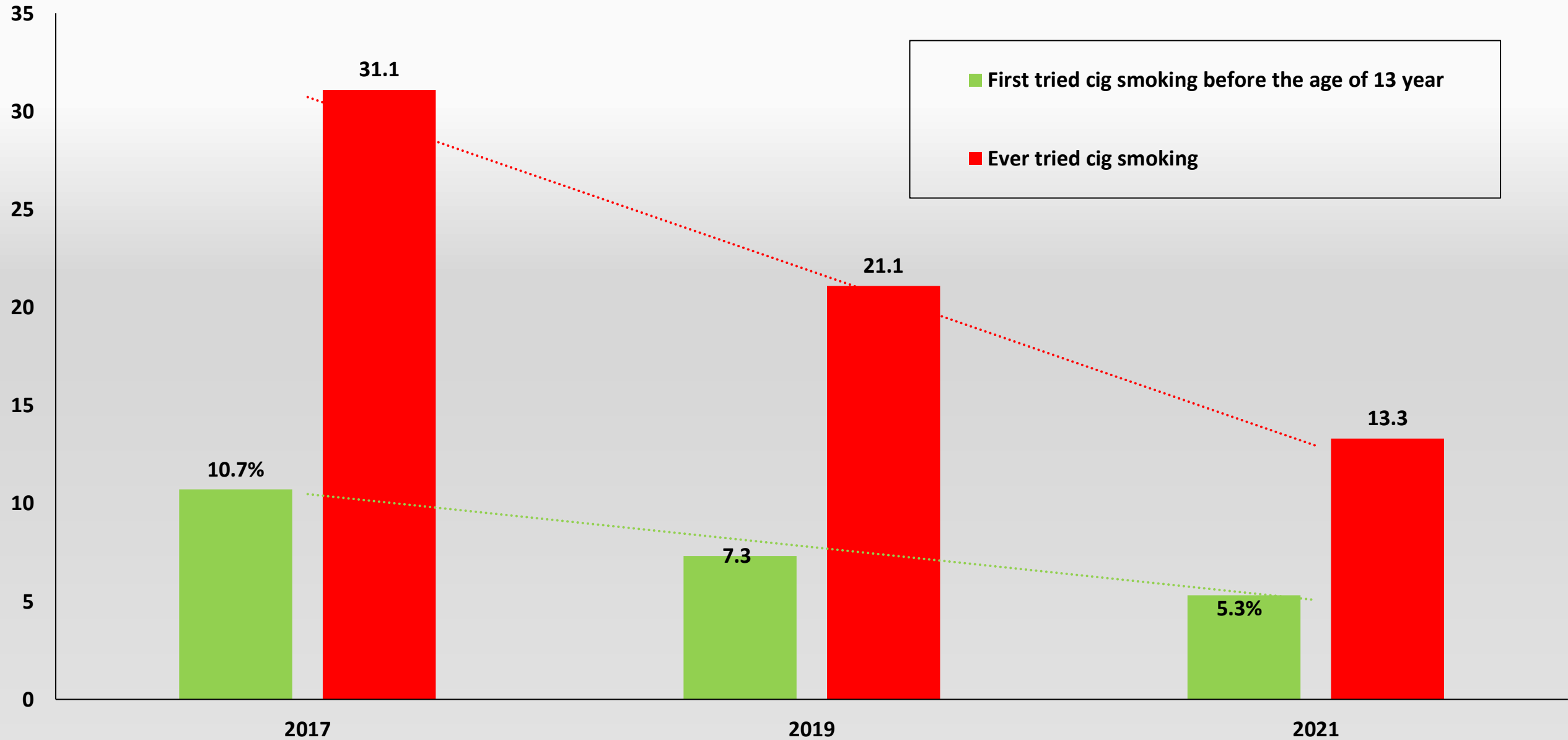
Current Tobacco Use Rates among High School Students in Michigan from 1999-2021 (YRBS)



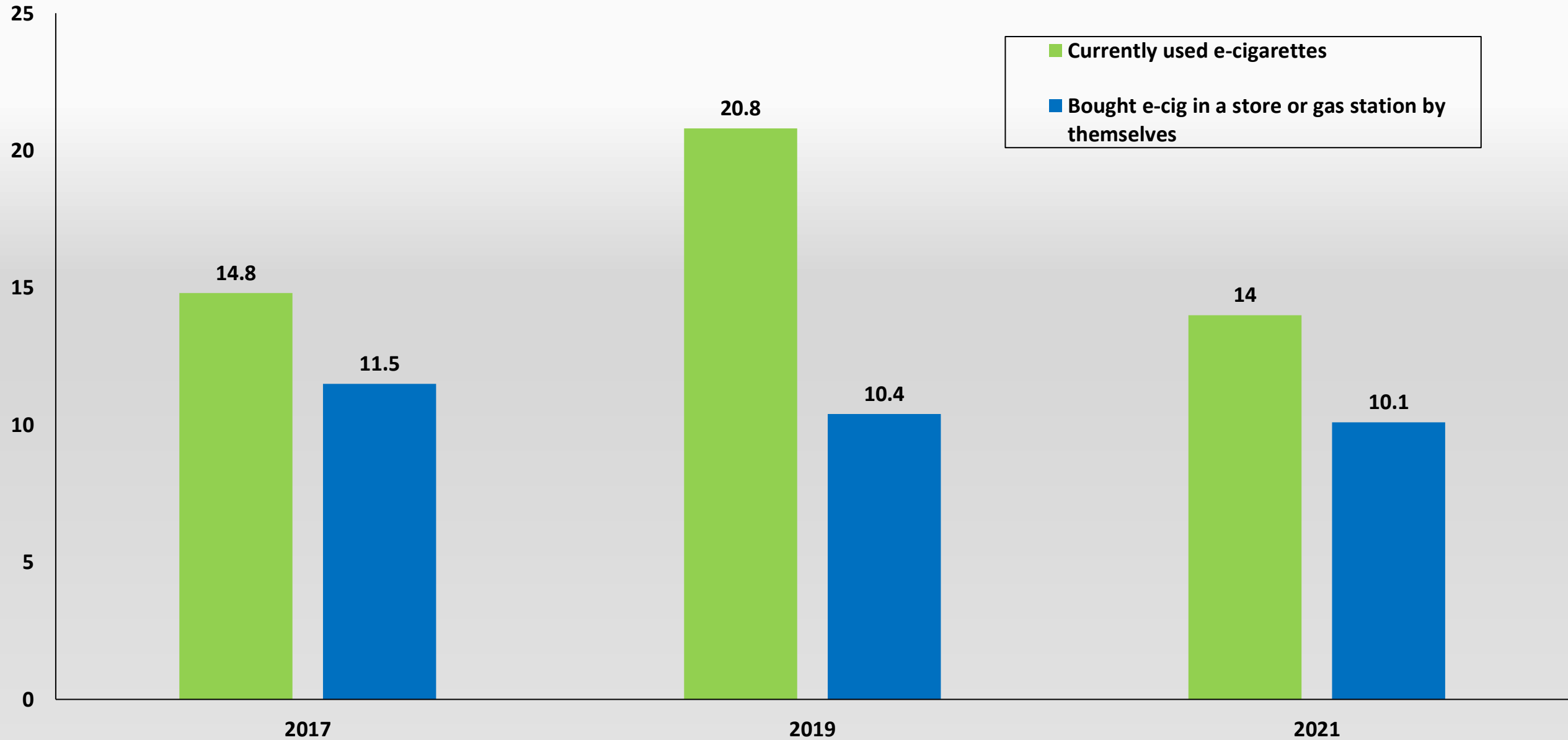
Percentages of high school students who currently use smokeless tobacco compared to those who are currently smoking cigarettes, cigars, cigarillos or little cigar overtime in Michigan, YRBS



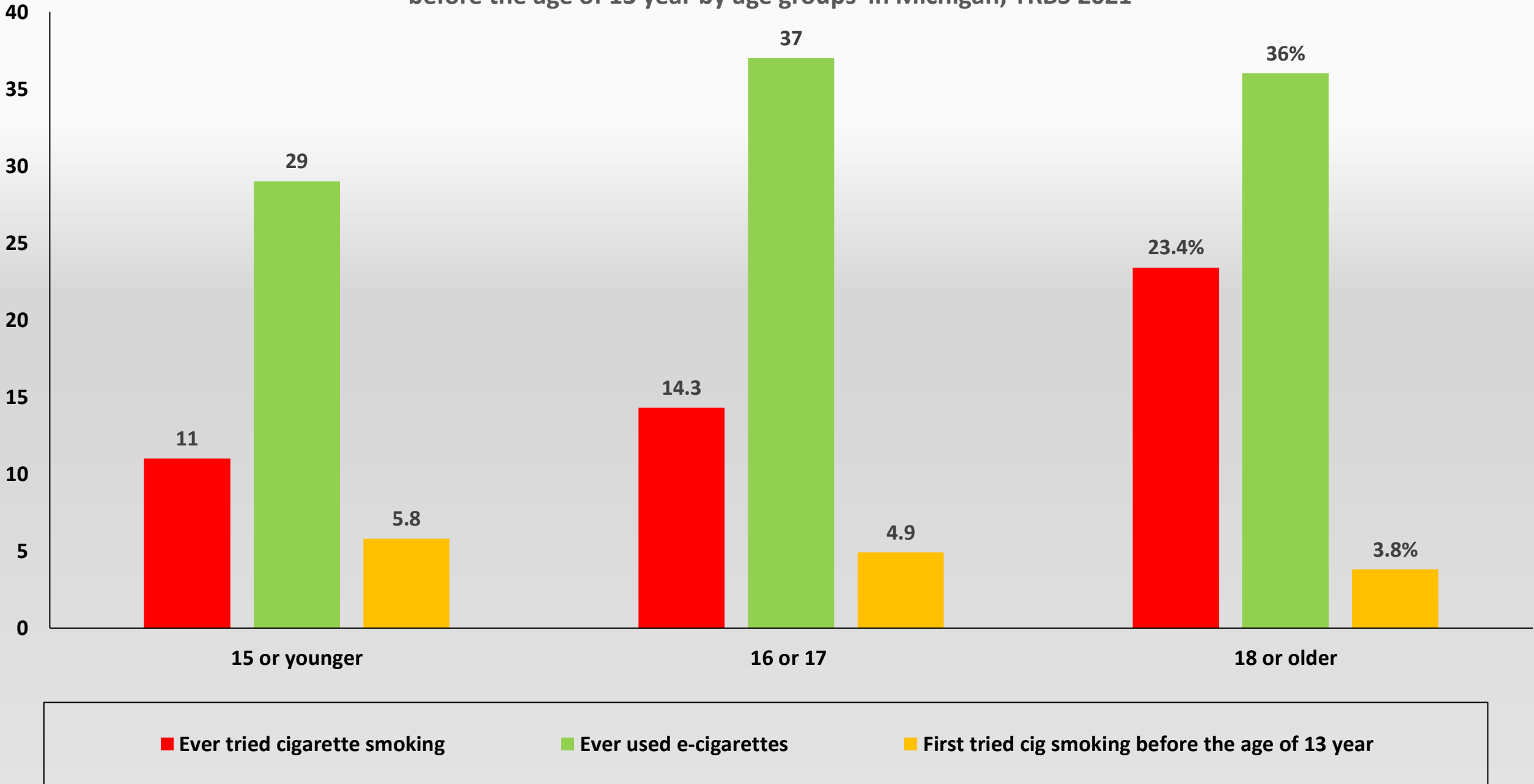
Percentages of high school students who first tried cigarette before the age of 13 year compared to those who ever tried cigarettes overtime, YRBS



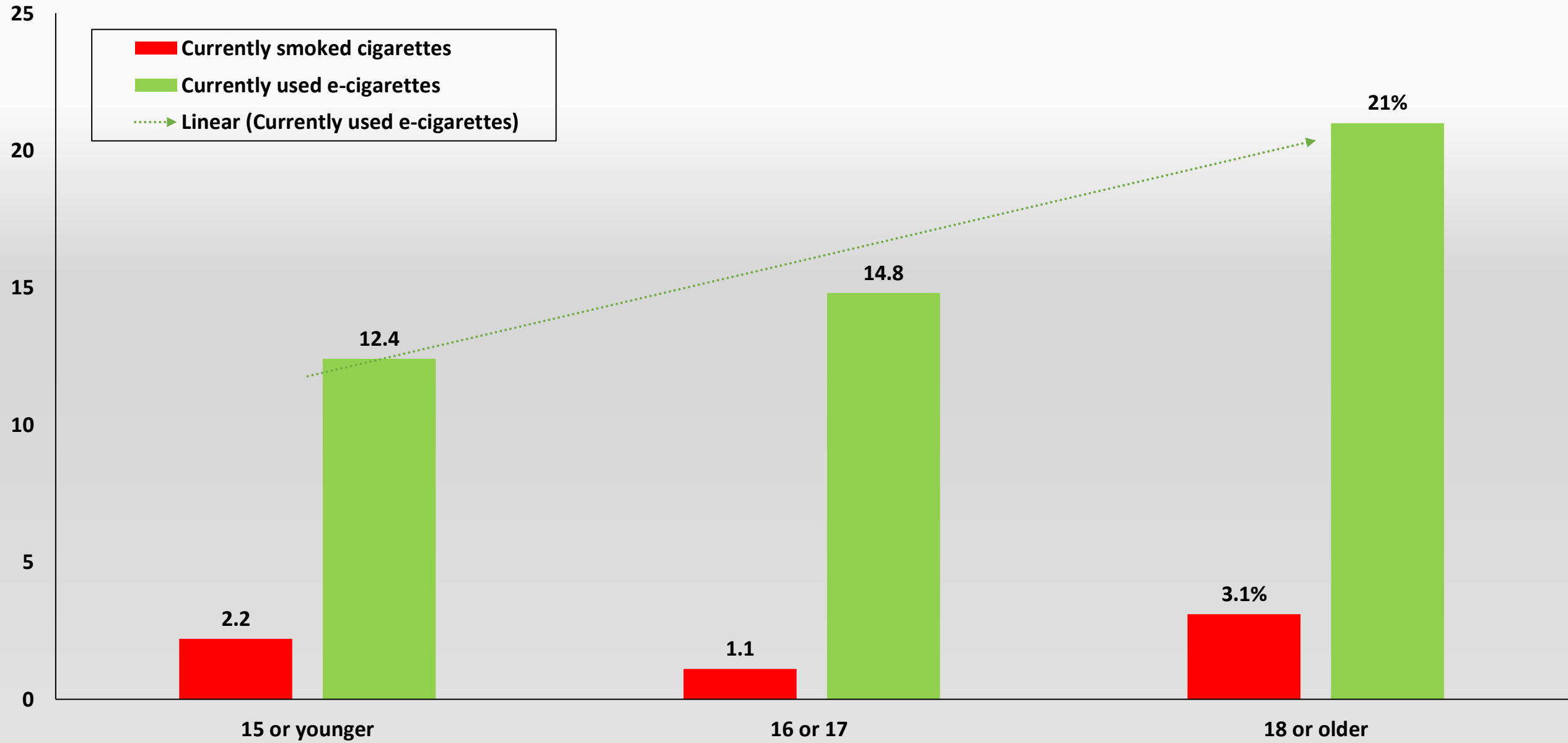
Percentages of high school students who currently used e-cigarettes and those who bought e-cigarette in a store or gas station overtime, YRBS



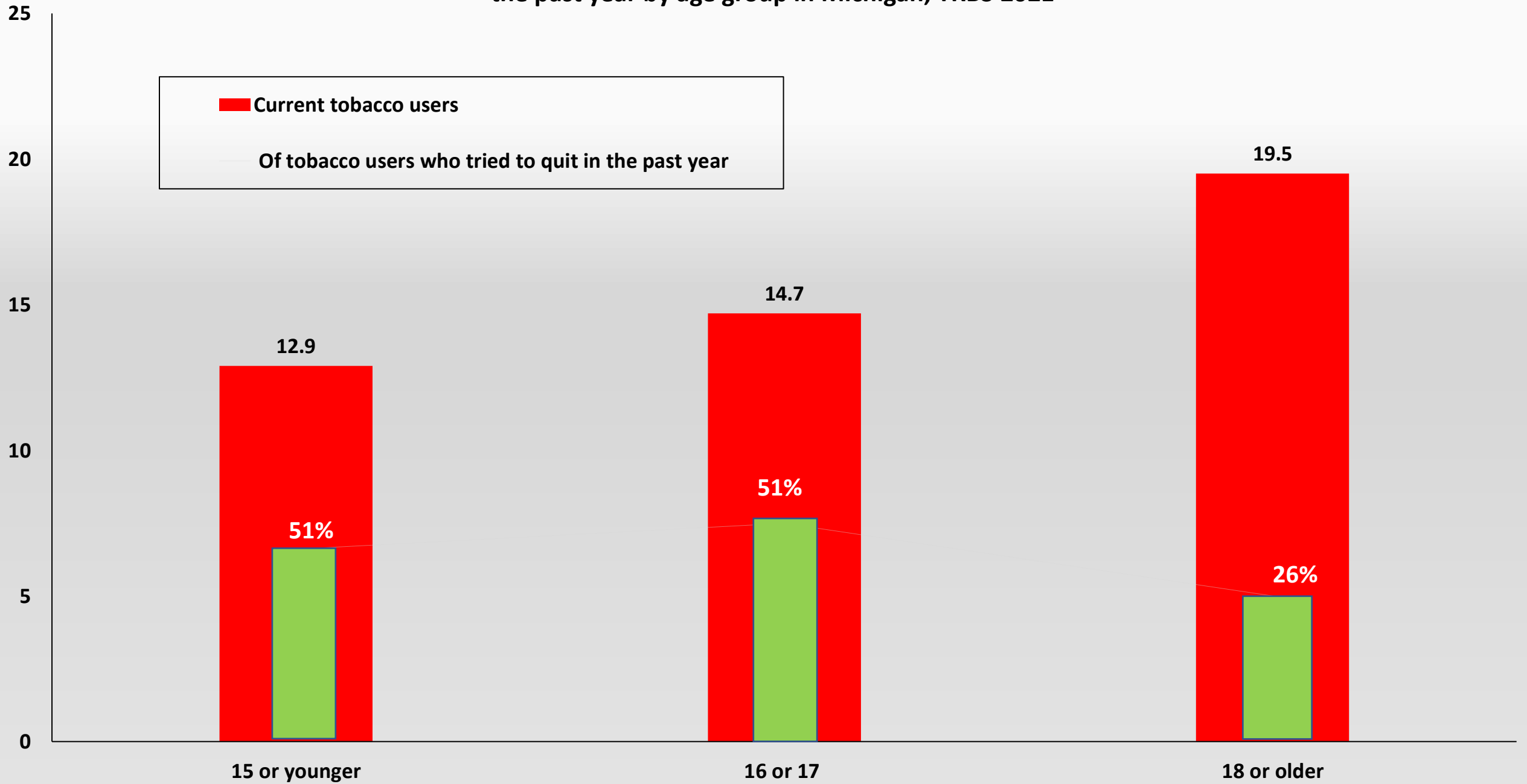
Percentages of high school students who ever tried cigarettes, e-cigarettes and who first tried cig smoking before the age of 13 year by age groups in Michigan, YRBS 2021



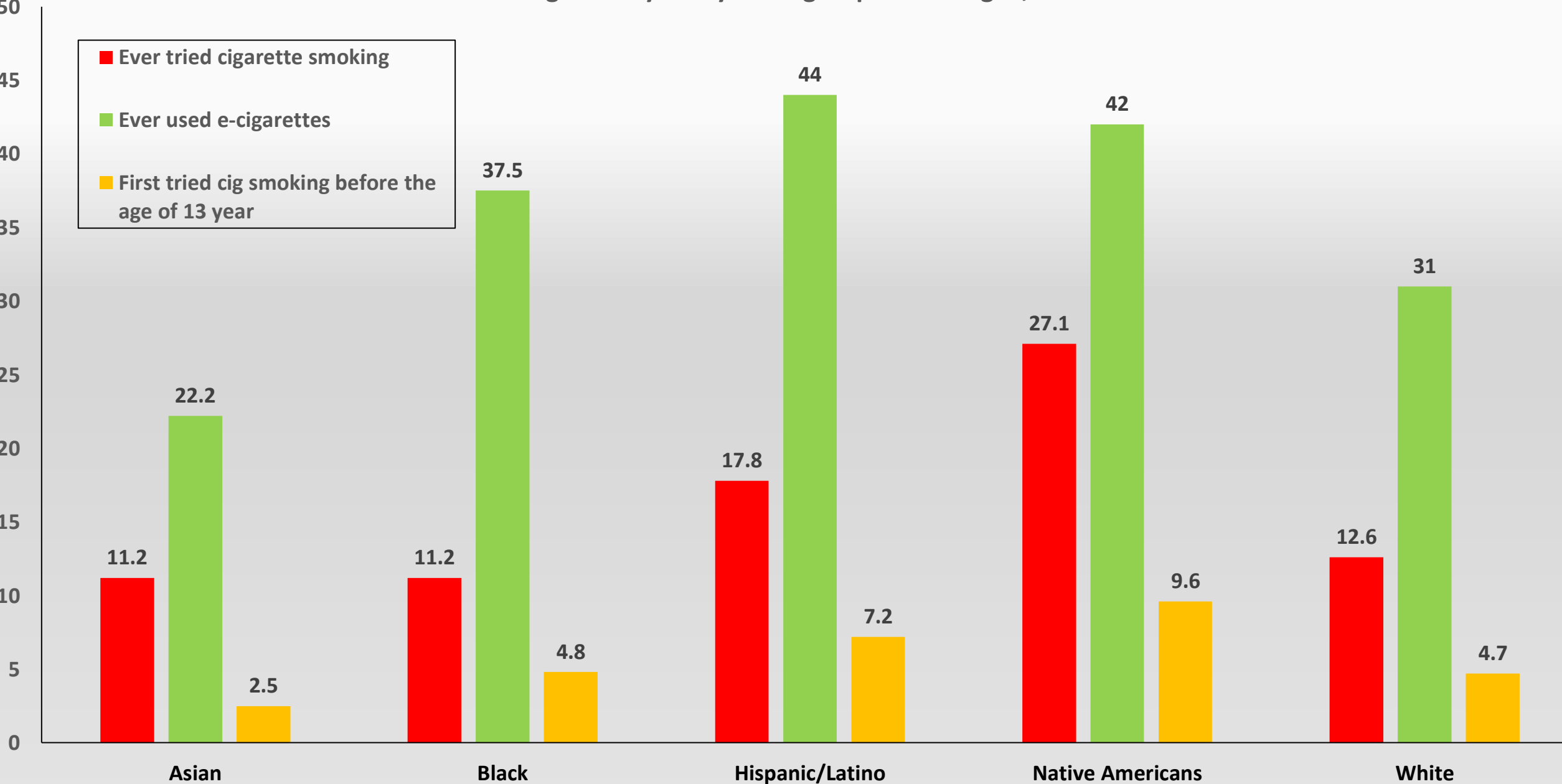
Percentages of high school students who currently smoked cigarettes compared to those who currently used e-cigarettes by age groups in Michigan, YRBS 2021



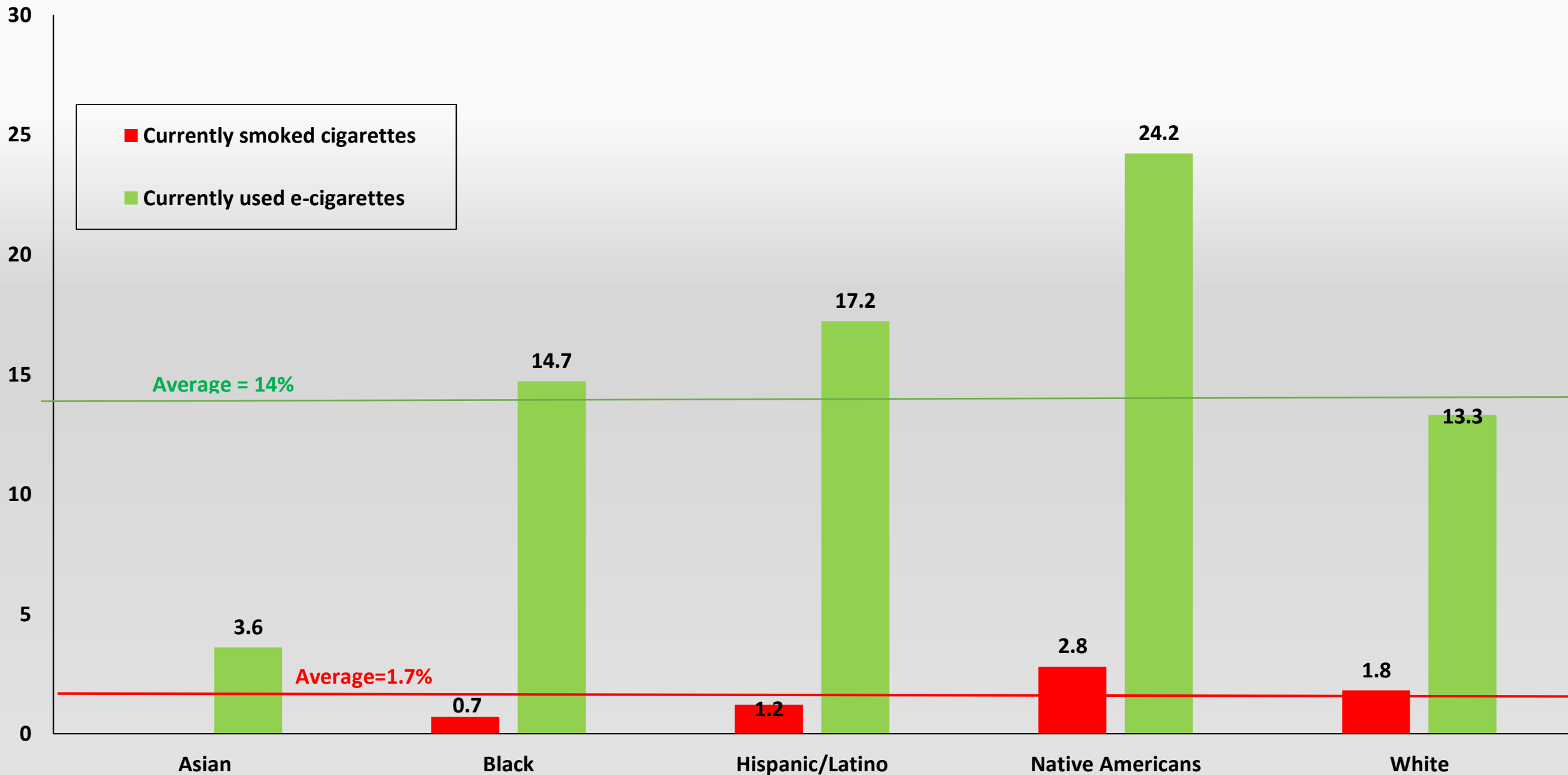
Percentages of high school students who currently used tobacco and percentage of them who tried to quit in the past year by age group in Michigan, YRBS 2021



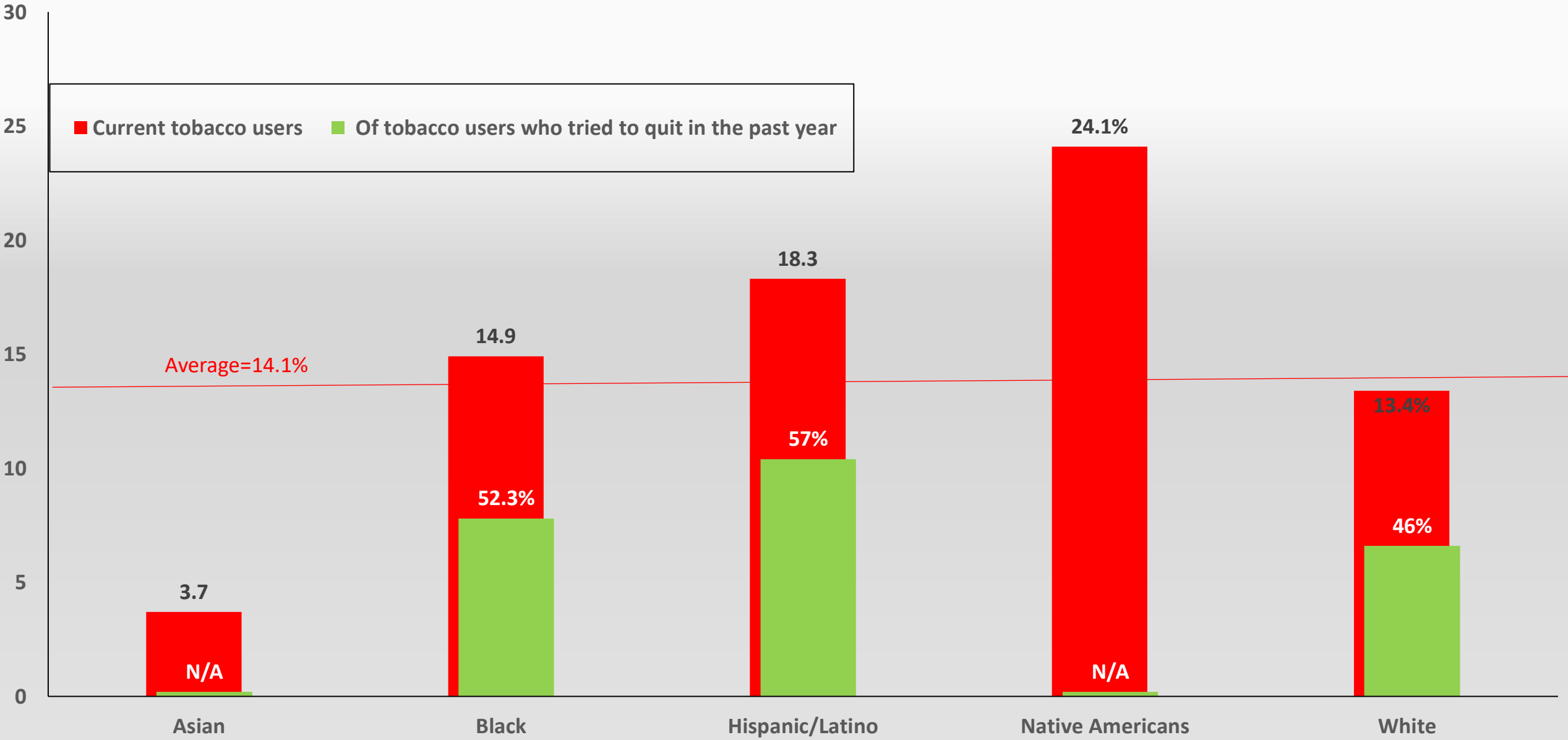
Percentages of high school students who ever tried cigarettes, e-cigarettes and first tried cigarette smoking before the age of 13 year by racial groups in Michigan, YRBS 2021



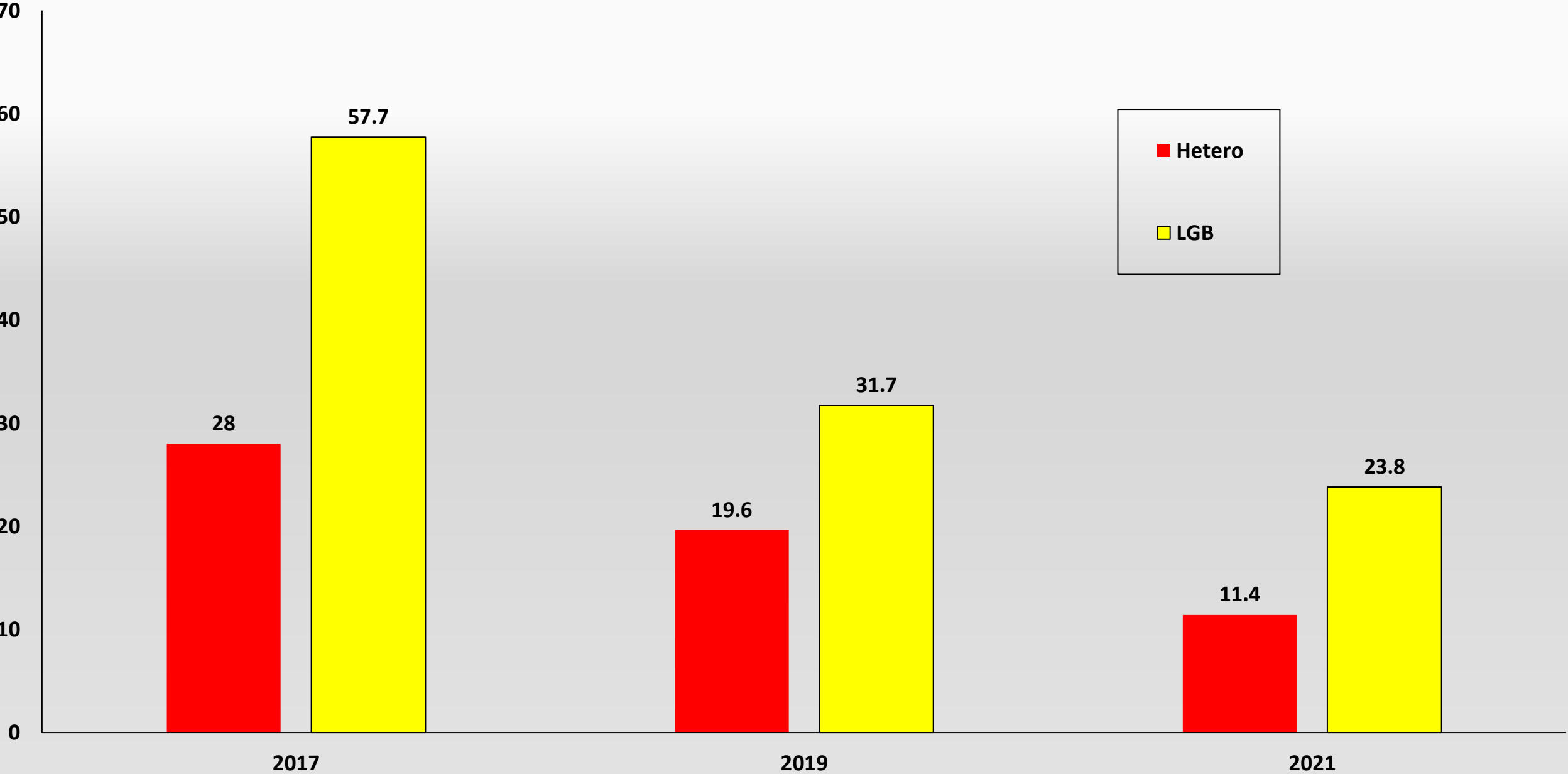
Percentages of high school students who currently smoked cigarettes compared to those who currently used e-cigarettes by racial groups in Michigan, YRBS 2021



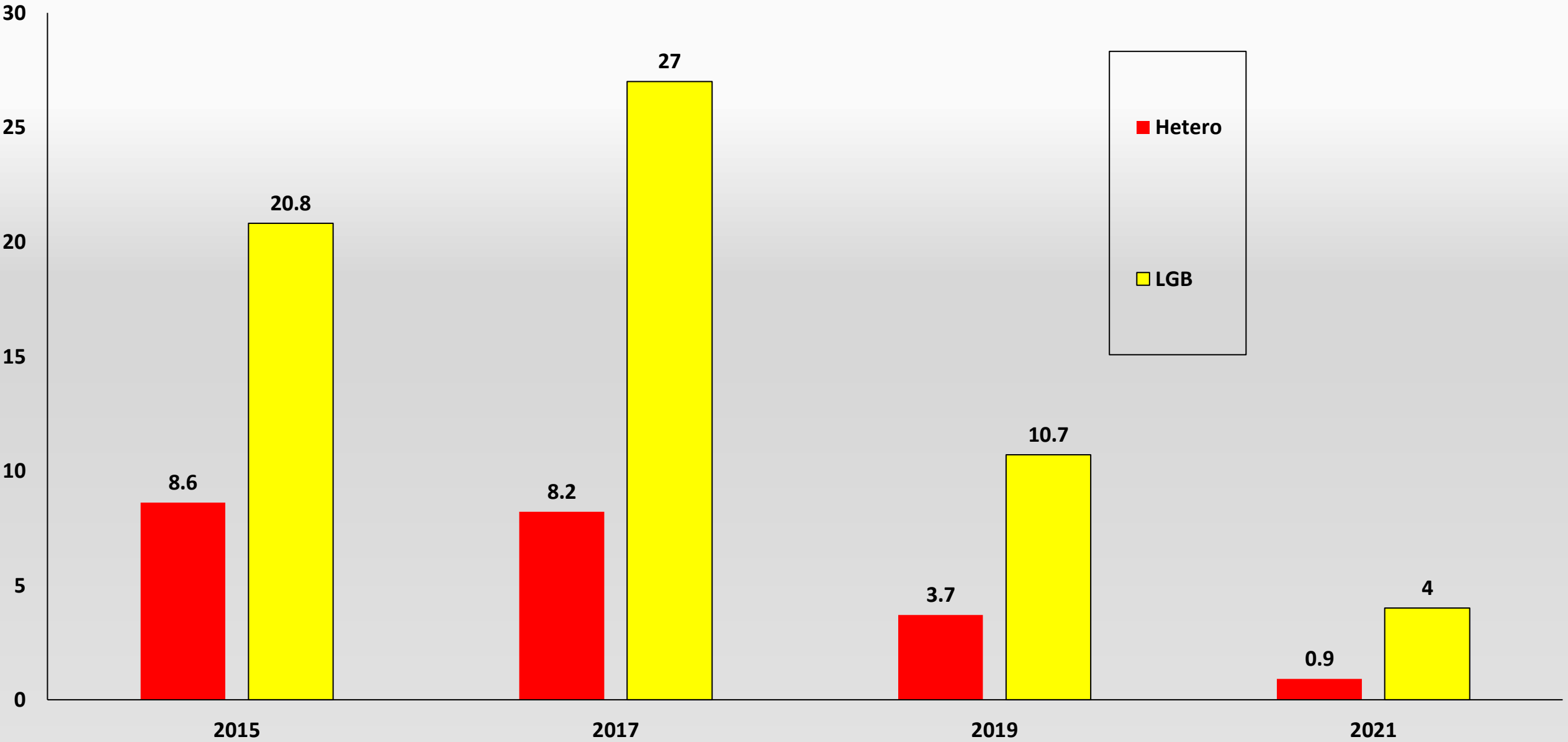
Percentages of high school students who are current tobacco users and percentages of those who tried to quit in the past year by racial groups in Michigan, YRBS 2021



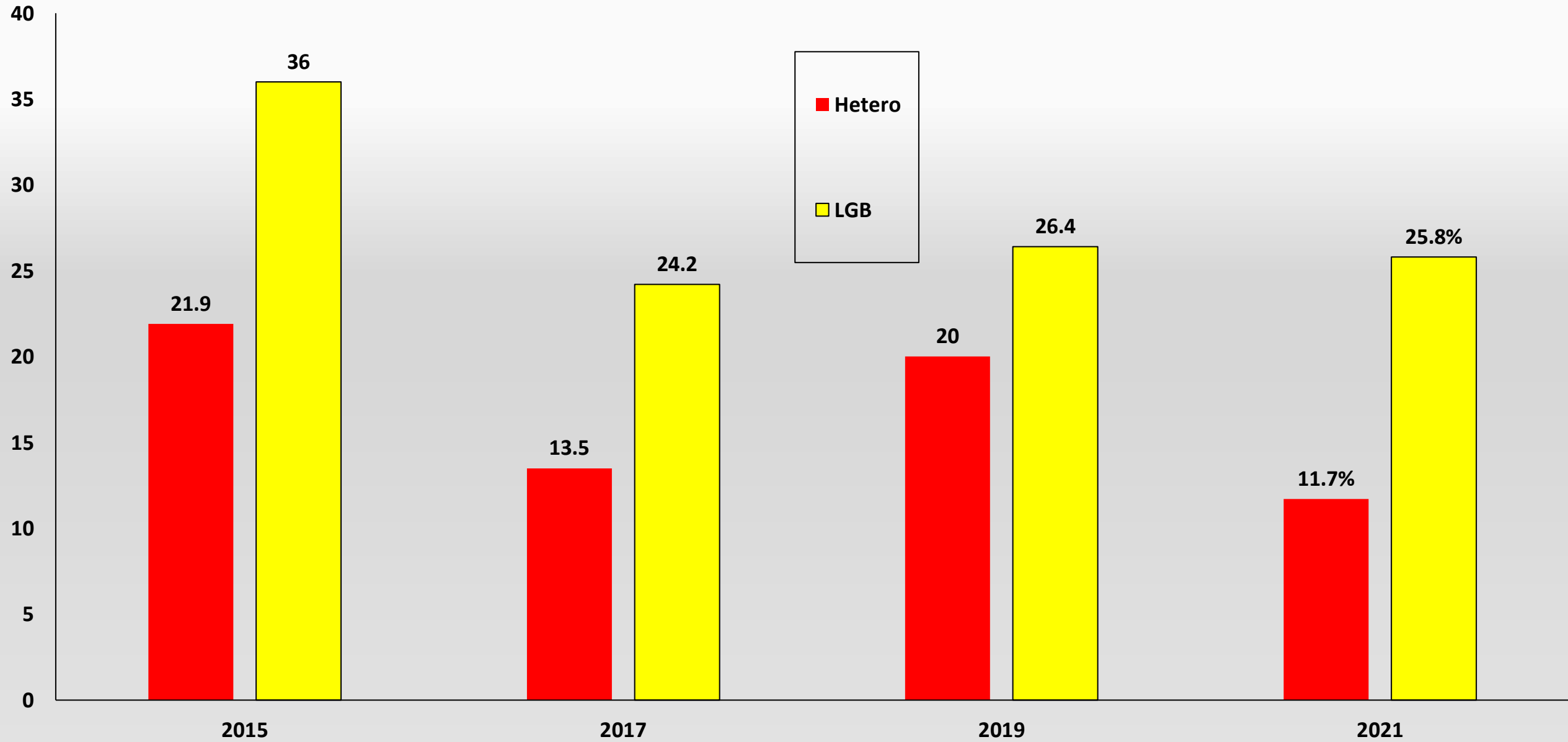
Percentages of high school students who ever tried cigarette smoking by sexual orientation, overtime in Michigan , YRBS



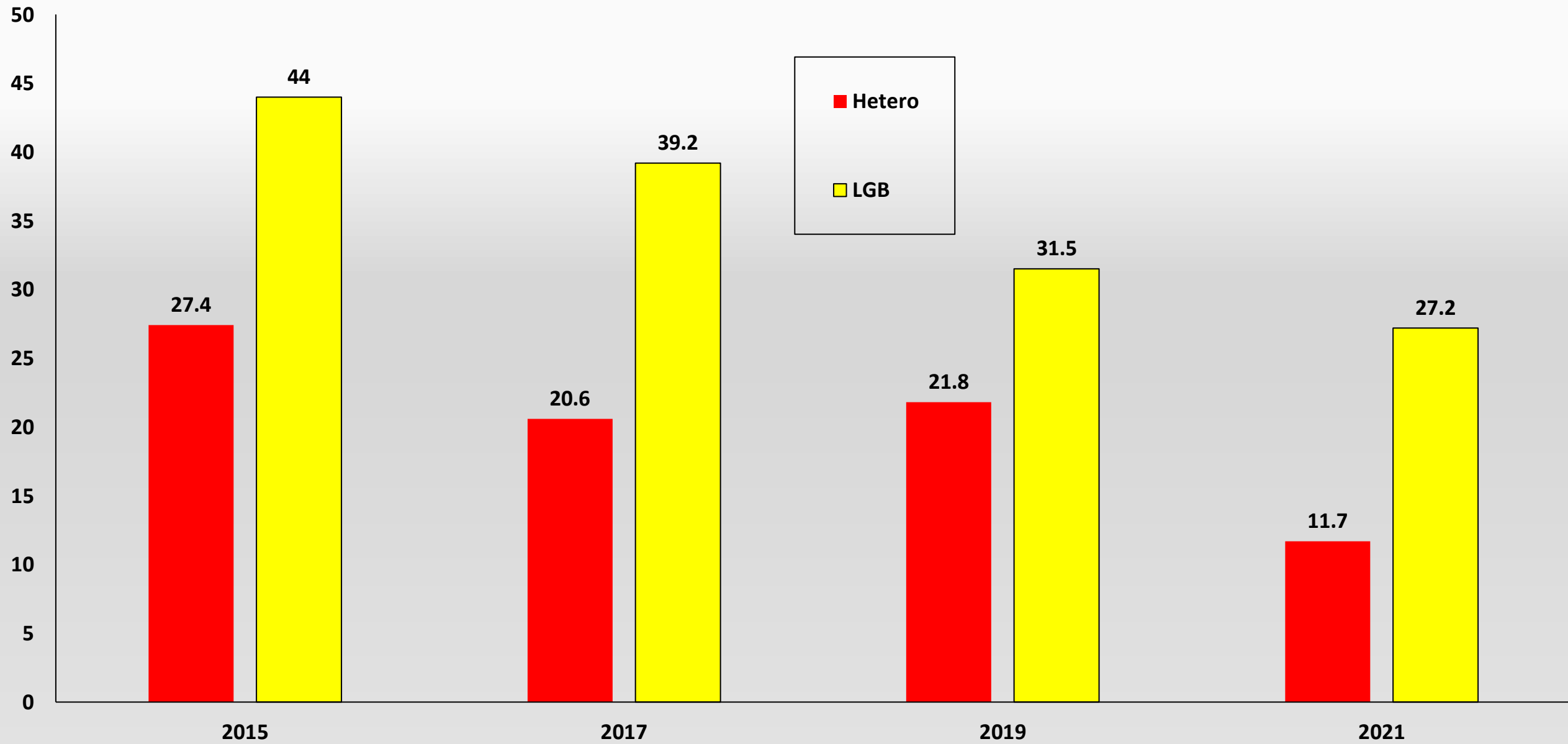
Percentages of high school students who currently smoked cigarettes by sexual orientation overtime in Michigan, YRBS



Percentages of high school students who currently used e-cigarettes by sexual orientation overtime in Michigan, YRBS



Percentages of high school students who currently used tobacco by sexual orientation overtime in Michigan, YRBS



Percentages of high school students who first tried cigarette before the age of 13 years by sexual orientation overtime in Michigan, YRBS

