Missoula Public Health
City-County Health Department

Resolution

A resolution of the Missoula City-County Board of Health to the Missoula City Council, the Mayor of Missoula and the Missoula County Commissioners recommending reducing youth access to and use of flavored tobacco products to protect health.

WHEREAS, Flavored e-cigarettes or "vapes", are a combination of the addictive substance nicotine, flavors that are attractive to youth, and other substances of which the effect on lung tissue is not wholly known; and,

WHEREAS, Frequent use of e-cigarette products by Montana High School students has increased 243% between the years 2017 and 2019[1].

WHEREAS, e-cigarettes are now the most commonly used tobacco product among Montana's youth and 58.3% of Montana high school students have used an electronic smoking device in their lifetime[2]; and

WHEREAS, the 2019 Youth Risk Behavior Survey shows 38.9% of Missoula high school youth reported currently using e-cigarette products; and,

WHEREAS, almost a third of current vape users are nonsmokers, suggesting e-cigarettes contribute to primary nicotine addiction and to renormalization of tobacco use[3]; and,

WHEREAS, ninety-six percent of 12- to 17-year-olds who initiated e-cigarette use started with a flavored product, and 70% reported flavors as the reason they use e-cigarettes[4]; and

WHEREAS, federal law prohibits the sale or distribution of flavored cigarettes, excluding menthol; and

WHEREAS, the Federal Food and Drug Administration's recently announced enforcement policy on unauthorized flavored cartridge-based e-cigarettes and open tank systems, does not address all flavored tobacco products, such as menthol e-cigarettes, flavored cigars and flavored smokeless tobacco, thus allowing youth to turn to other flavored products in absence of their "preferred" flavors; and

WHEREAS, the FDA has stated that "all tobacco products, including flavored tobacco products are as addictive and carry the same health risks as regular tobacco products"[5]; and,

WHEREAS, youth reported product flavoring as a top reason for using tobacco within the past 30 days[6]; and

WHEREAS, youth are more likely than adults to use menthol-, candy-, and fruit- flavored tobacco products and the minty flavor makes tobacco product use feel milder, and therefore easier to use, harder to quit and more appealing to youth and new users[7]. Like menthol, flavorings help mask the naturally harsh tastes of tobacco, making it easier for young people to start and continue using tobacco products[8]; and,

WHEREAS, data show trends change rapidly, mint and menthol went from the least popular to among the most popular e-cigarette flavors among high school students. Youth use of mint and menthol e-cigarettes increased sharply in 2019 after JUUL restricted the availability of other flavors;[9] and

WHEREAS, mentholated and flavored products result in more youth initiation to smoking and are the source of addiction for more than half of all teen smokers;[10] and,

WHEREAS, studies show e-cigarette use leads to combustible tobacco product use;[11] and

WHEREAS, $440 million is spent on healthcare each year in Montana due to smoking;[12] and

WHEREAS, 59,000 Montana kids alive now will become smokers, and 19,000 Montana kids alive now will die prematurely from smoking;[13]

NOW THEREFORE BE IT RESOLVED, that the Missoula City-County Board of Health finds that further actions are needed to reduce youth access to and use of flavored tobacco products, including education for youth, parents, health care providers, and schools, consideration of local ordinances and other means to protect health.

PASSED AND ADOPTED this 20th day of February, 2020

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Ross Miller, Chair

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[1] Montana Youth Risk Behavior Survey, 2019

[2] Montana Youth Risk Behavior Survey, 2019

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[4] PATH Study, 2016-18 https://www.fda.gov/tobacco-products/research/path-study-findings-give-insight-flavored-tobacco-health-effects-e-cigarettes-and-adult-use-cigars

[5] Levy DT, Pearson JL, Villanti AC, et al. Modeling the future effects of a menthol ban on smoking prevalence and smoking-attributable deaths in the United States. *Am J Public Health.* 2011;101(7):1236-1240. doi:10.2105/AJPH.2011.300179.

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[8] U.S. Department of Health and Human Services Office of Disease Prevention and Health Promotion. (2012) Preventing Tobacco Use Among Youth and Young Adults a Report of the Surgeon General. www.surgeongeneral.gov/library/reports/preventing-youth-tobacco-use/.

[9] Cullen KA, Gentzke AS, Sawdey MD, et al. e-Cigarette Use Among Youth in the United States, 2019. *JAMA.* 2019;322(21):2095–2103. doi:10.1001/jama.2019.18387

[10] Giovino et al. (2013). Differential Trends in Cigarette Smoking in the USA: Is Menthol Slowing Progress? TOBACCO CONTROL 052259, 1–10

[11] Barrington-Trimis, J.L. (2016). The e-cigarette social environment, e-cigarette use, and susceptibility to cigarette smoking. Journal of Adolescent Health. 59(1), 75-80. https://doi.org/10.1016/j.jadohealth.2016.03.019; Leventhal, A.M., et al. (2015). Association of electronic cigarette use with initiation of combustible tobacco product smoking in early adolescence. JAMA. 314(7): 700-707. doi:10.1001/jama.2015.8950; Soneji, S., Barrington-Trimis, J.L., Wills, T.A., Leventhal, A., Unger, J.B., et al. (2017). E-Cigarette Use and Subsequent Cigarette Smoking Among Adolescents and Young Adults: A Systematic Review and Meta-Analysis. JAMA Pediatrics; Watkins, S.L., Glantz, S.A., & Chaffee, B.W. (2018). Association of noncigarette tobacco use with future cigarette smoking among youth in population assessment of tobacco and health (PATH) study, 2013-2015. JAMA Pediatrics. doi:10.1001/jamapediatrics.2017.4173; Miech, R., Patrick, M., O'Malley, P., Johnston, L. (2017). E-cigarette use as a predictor of cigarette smoking: results from a 1-year follow up of a national sample of 12th grade students; King, A.C., Smith, L.J., McNamara, P.J. & Cao, D. (2017). Second Generation Electronic Nicotine Delivery System Vape Pen Exposure Generalizes as a Smoking Cue. Nicotine Tob Res; 327; Cobb, C.O., Hendricks, P.S., Eissenberg, T. (2015) Electronic cigarettes and nicotine dependence: evolving products, evolving problems. BMC Med. 13:119. https://doi.org/10.1186/s12916-015-0355-y.

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