

NEW WAVE OF YOUTH TOBACCO USE: Vaping and JUULs

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Prevention and Health Promotion Administration

Maryland State School Health Council (MSSHC)

October 25, 2018



Prevention and Health Promotion Administration

MISSION AND VISION

MISSION

The mission of the Prevention and Health Promotion Administration is to protect, promote and improve the health and well-being of all Marylanders and their families through provision of public health leadership and through community-based public health efforts in partnership with local health departments, providers, community based organizations, and public and private sector agencies, giving special attention to at-risk and vulnerable populations.

VISION

The Prevention and Health Promotion Administration envisions a future in which all Marylanders and their families enjoy optimal health and well-being.



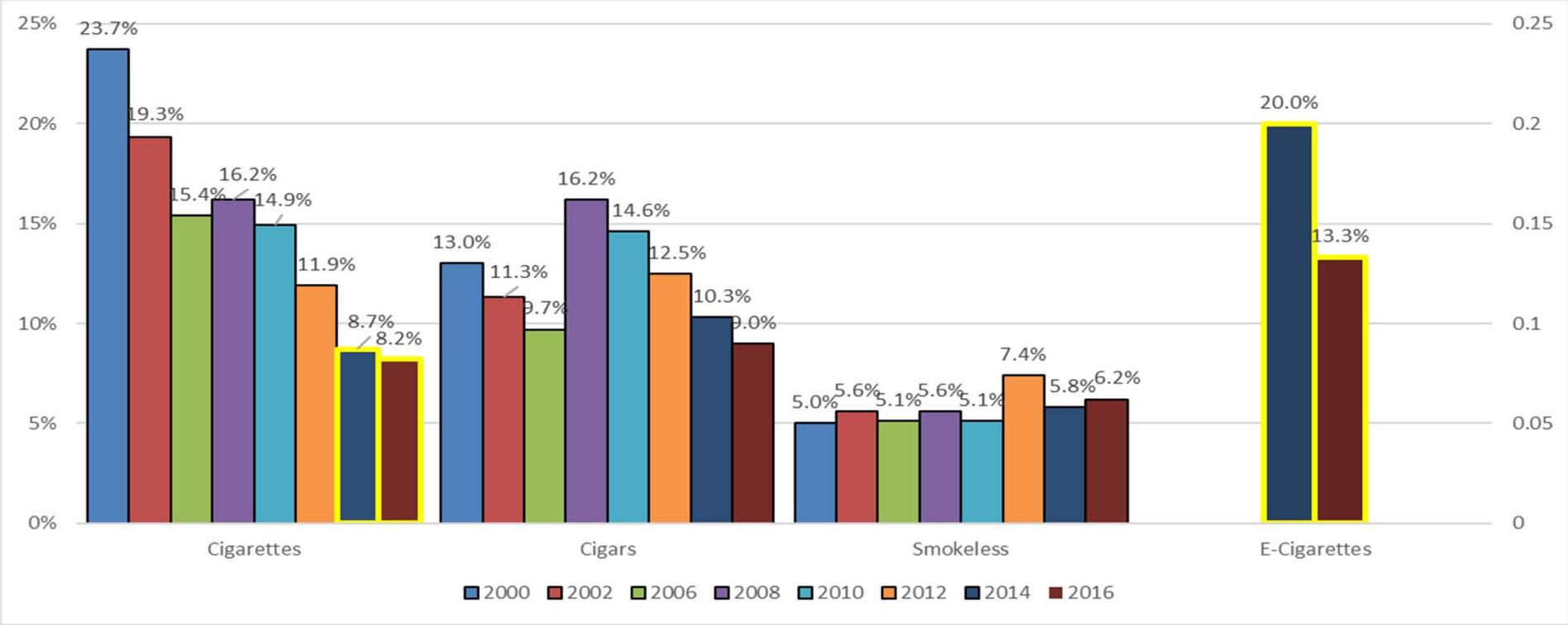
JUUL
SMOKING EVOLVED



Changing Landscape of Popular Tobacco Products



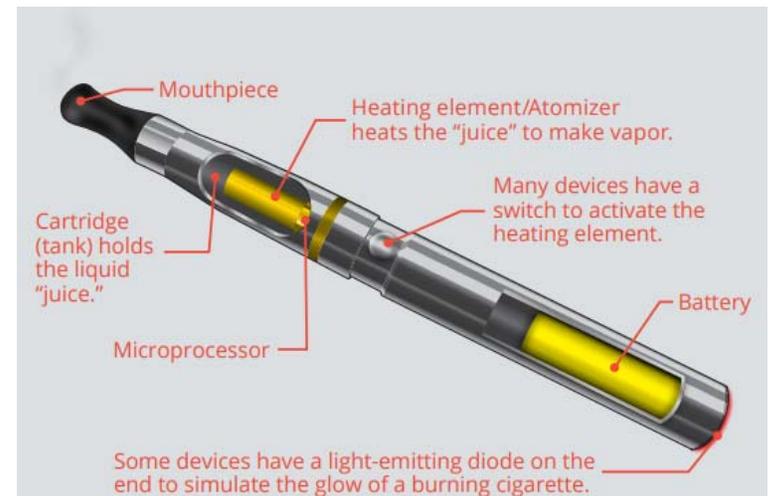
Trends in Tobacco Product Use, Among High School Students 2000-2016



What are ENDS?



- ENDS: Electronic Nicotine Delivery System
- ESDs: Electronic Smoking Devices
- Electronic Cigarettes
- E-Cigarettes
- Vapes, pods, mods
- JUULs



What are “JUULs”?

Marketing Appeal: Discreet, Flavored, Affordable



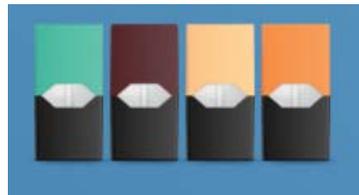
A Juul starter kit comes with the device, a charger and four pods of a flavored 5% nicotine solution. CREDIT: Juul Labs PHOTO: JUUL



Our JUUL Flavor Multipack contains one JUULpod each of Virginia Tobacco, Mint, Mango, and Creme.

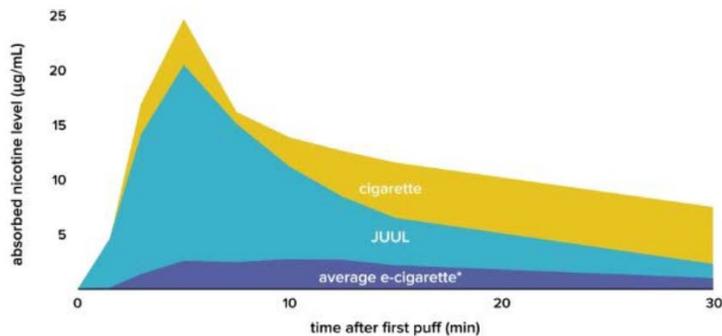
Each pack contains 4 pods.

\$15.99



What are “JUULs”?

JUUL – Nicotine Delivery



JUUL
Higher content
than most e-liquids

“Each JUULpod contains 59mg/mL of nicotine per pod, approximately equivalent to 1 pack of cigarettes or 200 puffs.” — JUUL website

- Considerably higher nicotine than traditional e-cigarettes.
- Contain nicotine ‘salts’ to create a smoother, stronger hit.
- Increases the ‘buzz’ and reduces the burn.



More Facts on JUUL...

juul sales increase more than 600% in a year, underscoring popularity among teens

e-cigarettes/youth/young adults

JUUL e-cigarette sales increased 641 percent during just one year, from 2.2 million devices sold in 2016 to 16.2 million devices sold in 2017, according to a research letter by the Centers for Disease Control and Prevention published in JAMA. The CDC calls skyrocketing sales of JUUL a "danger to youth" and says its popularity among young people "threatens our progress in reducing youth e-cigarette use."

641%

JUUL e-cigarette sales increased 641% during just one year

October 15, 2018

high-nicotine e-cigarettes may reverse declines in youth tobacco use

e-cigarettes/nicotine/youth/young adults

Without stronger regulation, high-tech e-cigarettes that can deliver nicotine at levels comparable to cigarettes — like JUUL and the many similar products and copycats — could "undo years of progress if a new generation of young people becomes addicted to nicotine," Robin Koval, CEO and president of Truth Initiative®, and other Truth Initiative leaders write in an opinion article published in the Journal of the American Medical Association.

71.2%

The most popular e-cigarette JUUL has only been on the market a few years, but accounts for 71.2 percent of e-cigarette sales as of August 2018.

September 21, 2018



MARYLAND
Department of Health

What are Maryland Laws for ENDS? – SCHOOLS

- **Statewide Law (MSDE)**

- The sale or use of tobacco in any form (including ENDS) is prohibited in school buildings at all times.
- In addition, the sale or use of tobacco in any form is prohibited on school grounds during the official school day.

- **Expanded Local Laws**

- The sale, use, or possession of tobacco in any form by students is prohibited in all Baltimore County Public Schools, in school system buildings, on school grounds, and at any school-sponsored activity. – *Baltimore County*
- The use or possession of any tobacco product or electronic cigarettes by students on school property and school busses at all times or at school-sponsored events. – *Cecil County*



What's the Risk?

Youth ENDS Users Increased Likelihood of Engaging in Risk Behaviors

4 times increased likelihood of drinking alcohol

5 times more likely to use marijuana

4 times more likely to abuse prescription drugs

- 34% of youth ENDS users also use cigarettes, 35% use cigars, and 25% use smokeless tobacco.
- Flavored ENDS products are almost 10 times more popular than tobacco or menthol flavored e-cigarettes – 64% of youth e-cigarette users reported using fruit flavored ENDS products.

HEALTH NEWS APRIL 22, 2018 / 8:01 PM / 7 DAYS AGO

Vaping tied to higher risk that teens will try marijuana

Lisa Rapaport

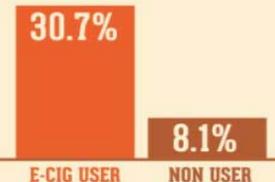
MIN READ

(Reuters Health) - Teens who use e-cigarettes may be twice as likely to smoke pot as their peers who never try vaping, a U.S. study suggests.



TEEN E-CIG USERS ARE MORE LIKELY TO START SMOKING.*2

Start Smoking Within 6 Months



*Includes combustible tobacco products [cigarettes, cigars, and hookahs]

What's the Risk?

Nicotine Harms the Developing Brain

- **Addiction**
 - Adolescents can get addicted more easily than adults as their brains are still developing.
 - Nicotine can prime the adolescent brain for addiction.
 - Early onset of substance abuse, including tobacco use, is associated with greater severity of addiction in adulthood.
- **Additional Effects on the Brain**
 - Changes the way synapses are formed, which can harm the parts of the brain that control attention and learning
 - Can lead to mood disorders and permanently reduced impulse control



Until about age 25, the brain is still growing.

Nicotine



What's the Risk?

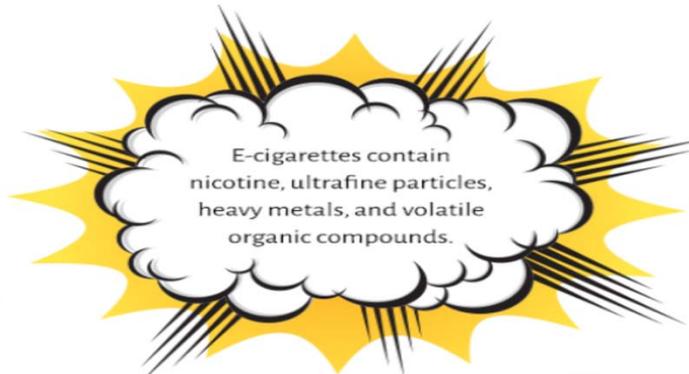
Dispelling Misperceptions: "It's Just Harmless Vapor"

- Propyl
- Glycer
- Flavor

IT'S NOT A VAPOR, IT'S AN AEROSOL

- Nicotine
- NNN
- NNK
- NAB
- NAT
- Ethylbenzene
- Benzene
- Xylene
- Toluene
- Acetaldehyde
- Formaldehyde
- Naphthalene
- Styrene
- Benzo(b)fluoranthene

- Benzaldehyde
- Valeric acid
- Hexanal
- Fluorine
- Anthracene
- Pyrene
- Acenaphthylene
- Acenaphthene
- Fluoranthene
- Benz(a)anthracene
- Chrysene
- Retene
- Benzo(a)pyrene
- Indeno(1,2,3-

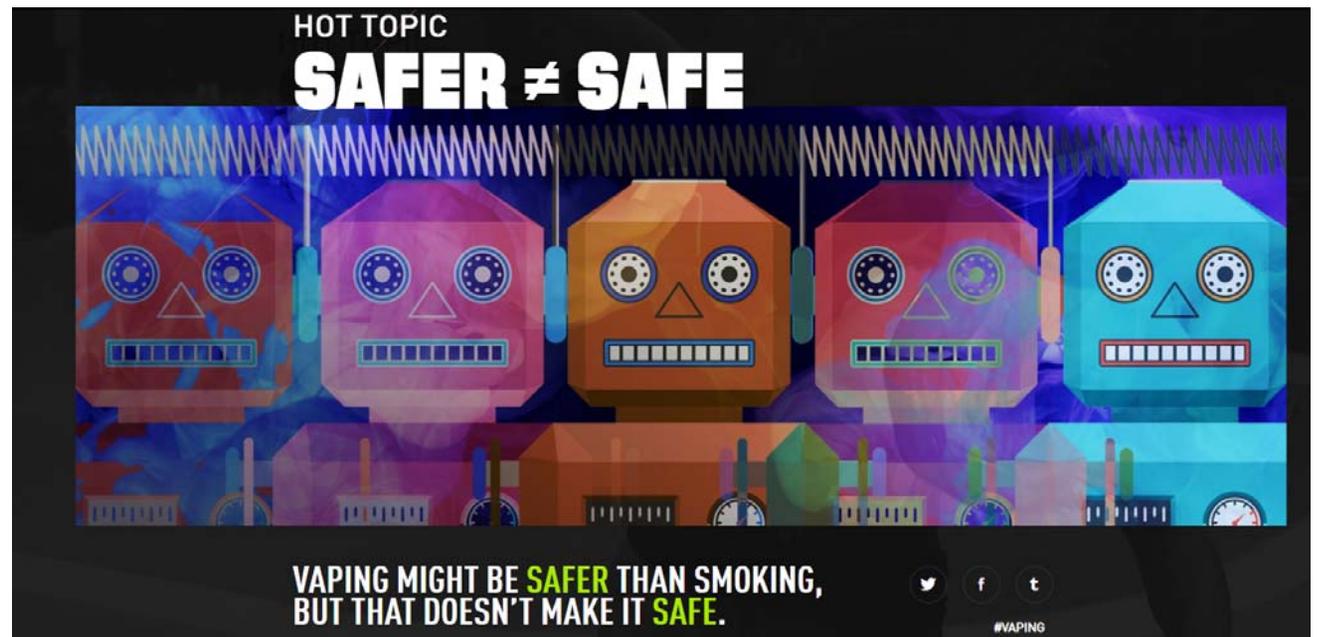


- Silver
- Nickel
- Tin
- Sodium
- Strontium
- Barium
- Aluminum
- Chromium
- Boron
- Copper
- Selenium
- Arsenic
- Nitrosamines,
- Polycyclic aromatic hydrocarbon
- Lead
- Magnesium
- Manganese
- Potassium
- Titanium
- Zinc
- Zirconium
- Calcium
- Iron
- Sulfur
- Vanadium
- Cobalt
- Rubidium



What's the Risk?

SAFER ≠ SAFE



Marketing Appeal: Time-limited Offers



**LIMITED EDITION:
BLUSH GOLD DEVICE KIT**
(May 2018)



**NEW EDITION:
SILVER DEVICE KIT**
(July 2018)



Marketing Appeal: Enticing flavors and easy to buy ...



I Love Watermelon Candy E Juice (60mL)



I Love Rainbow Candy E Juice (60mL)



Lava Flow E-Juice By Naked 100



Banana Milk By Moo E Liquids

WELCOME! PLEASE CONFIRM YOUR AGE.

OR



Dessert
1230 Products



Donut
63 Products



Fruit
1937 Products

V4L
VAPOR4LIFE.
AGE VERIFICATION

THE PRODUCTS CONTAINED IN THIS WEBSITE ARE INTENDED FOR SALE TO ADULTS OF THE LEGAL SMOKING AGE IN THEIR RESPECTIVE PLACE OF RESIDENCE. BY CLICKING THE "ENTER" BUTTON BELOW YOU CERTIFY THAT YOU ARE OF LEGAL SMOKING AGE IN YOUR STATE OR RESIDENCE.

Youth Access and JUUL IN SCHOOL

Truth Initiative® survey

- More than 1,000 youth between 12 and 17 years old surveyed
- Completed in April 2018

Findings

- 18 percent of students had seen JUUL used in school.
- Use of the product referred to as "JUULing,"
- JUUL is so distinctive, it is perceived as its own category.



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THE WALL STREET JOURNAL.

HEALTH

Schools and Parents Fight a Juul E-Cigarette Epidemic

As illicit Juul use sweeps through high schools and middle schools, administrators and parents struggle to stem teens' access to the vaping device, which delivers a powerful dose of nicotine.

"I've had customers who just turned 18 and bought a bunch of Juuls," presumably to distribute or sell to younger friends, says Alexander Terc, a sales associate at the Noon, a smoke shop in Silver Spring, Md. "We can't stop them from buying a bunch."

April 4, 2018

"They can pin them on to their shirt collar or bra strap and lean over and take a hit every now and then, and who's to know?"

The New York Times, 4/2/18

Addressing JUUL Use in Schools

The Washington Times

JUUL craze getting teens hooked on high levels of nicotine, health officials fear

The Washington Times - Sunday, April 1, 2018



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The New York Times

'I Can't Stop': Schools Struggle With Vaping Explosion

By KATE ZEINKE APRIL 2, 2018



Liz Blackwell, a school nurse in Boulder, Colo., showed a collection of vape pens that had been confiscated from students during a presentation at Nevins Platt Middle School in March. Nick Case for The New York Times

THE NEW YORK TIMES, April 2, 2018

“...asked if she could stand at the back of the class and shake her foot when she started to feel the twitch to vape.”

“...asked the school nurse about getting...nicotine gum or a patch, to help him get through the school day without violating the rules prohibiting vaping.”

“They don’t want to be kicked out of school...and they don’t want to have a bad relationship with their parents. They continue to use because it’s an addiction.”

“With so many students caught multiple times, some schools have moved from punishment to intervention, requiring students caught vaping to receive counseling or substance abuse treatment.”

Prevention Efforts?

JUUL

BACK TO JUUL.COM OUR STORY OUR PERSPECTIVE

JUUL Labs Announces Comprehensive Strategy to Combat Underage Use

Company Will Support State and Federal Initiatives to Raise Minimum Purchase Age to 21+ and Work with a Group of Public and Tobacco Control Officials as Part of \$30 Million Initiative

SAN FRANCISCO (April 25, 2018) - Building on its existing youth prevention and education programs, JUUL Labs today announced it will take additional decisive action by actively supporting state and federal initiatives to raise the minimum age to 21+ to purchase tobacco products as part of an initial investment of \$30 million over the next three years dedicated to independent research, youth and parent education, and community engagement efforts.

JUUL Labs has seen significant success in its efforts to enable adult smokers to transition from cigarettes and also recognizes that young people have become aware of and gained access to its products. The company is committed to combatting underage use of its products and engaging with the U.S. Food and Drug Administration (FDA), members of Congress, local and state officials and members of the public health community on this important issue.

JUUL Labs will work with Tom Miller, the Iowa Attorney General, and a group of public officials and tobacco control individuals he will assemble to continue strengthening existing initiatives and new efforts to keep JUUL out of the hands of young people. In addition, Attorney General Miller and the same group will work with JUUL Labs to develop a transparent and effective framework for independent research focused on the scientific and societal implications of vapor products.

"Our company's mission is to eliminate cigarettes and help the more than one billion smokers worldwide switch to a better alternative," said JUUL Labs Chief Executive Officer Kevin Burns. "We are already seeing success in our efforts to enable adult smokers to transition away from cigarettes and believe our products have the potential over the long-term to contribute meaningfully to public health in the U.S. and around the world. At the same time, we are committed to deterring young people, as well as adults who do not currently smoke, from using our products. We cannot be more emphatic on this point: No young person or non-nicotine user should ever try JUUL."

The company's support for state and federal efforts to raise the minimum age of purchase for JUUL and other vapor products to 21+ follows JUUL's announcement in August 2017 that it had raised the minimum age of purchase on its own e-commerce site to 21+ even though the legal age of purchase in many states remains at 18.

Looking to shop? Head to JUULvapor.com →

"I don't think any tobacco or nicotine delivery device company should be doing their own prevention work," said Bonnie Halpern-Felsher, Ph.D., a developmental psychologist and pediatrics professor at Stanford University School of Medicine.

Ms. Halpern-Felsher said the flavors of JUUL products are huge draws for teens and that the FDA should ban all flavored tobacco products.

"The comparison is e-cigarette or JUUL versus nothing," said Ms. Halpern-Felsher, whose research focuses on understanding and reducing health risks among youths related to tobacco, alcohol, drugs and other risk-seeking behavior. "A lot of the youths who are using e-cigarette or JUULs never intended on smoking. So it's not a harm-reduction conversation that a lot of people are trying to make this. This is an initiation of any tobacco product."

TOBACCO INDUSTRY-SPONSORED YOUTH PREVENTION PROGRAMS IN SCHOOLS

CDC OFFICE ON SMOKING AND HEALTH

THE BOTTOM LINE

APRIL 2018

Tobacco industry-sponsored school-based tobacco prevention programs are ineffective and may promote tobacco use among youth. Despite this evidence, the tobacco industry, including e-cigarette product makers, continue to engage in school-based youth tobacco prevention initiatives. Because the presence of the tobacco industry in school settings may increase the likelihood of youth tobacco product initiation, it is critical that public health and school-based efforts to prevent youth tobacco product use remain independent of tobacco industry influences.

The 2012 Surgeon General's Report documents the ineffectiveness of tobacco industry-sponsored youth prevention programs.

The 2012 Surgeon General's report, *Preventing Tobacco Use Among Youth and Young Adults* (2012 SGR), reviewed tobacco-industry sponsored youth prevention initiatives in depth, including school-based programs. It found that "the tobacco industry's youth smoking prevention activities and programs have not provided evidence that they are effective at reducing youth smoking. Indeed, unpublished internal industry documents available to the public because of litigation, and published academic studies, indicate that they are ineffective or serve to promote smoking among youth."¹

Industry-sponsored youth prevention programs are intended to promote positive attitudes toward the industry. According to the 2012 Surgeon General's Report:

- "The industry uses [youth prevention] efforts to convey to the public, policymakers, judges, and members of juries that it is doing something substantial about the issue of youth's tobacco use. In this way, the programs serve to promote positive attitudes about the tobacco industry. Such positive attitudes could help to limit the industry's legal liability and make it easier for its views to be heard on legislative issues."²
- Products "provided to students by the tobacco industry, as well as other industry-sponsored efforts with the stated purpose of preventing youth tobacco use, could create favorable impressions of the sponsoring tobacco companies among young people, their parents, or others in the community."³
- In contrast, "a substantial body of research has demonstrated that anti-tobacco industry attitudes reduce the likelihood of future initiation of smoking among youth and young adults."⁴

School-based prevention programs are most effective when part of a comprehensive approach to reduce and prevent tobacco use.

- The 2012 Surgeon General's Report concluded: "The evidence is sufficient to conclude that school-based programs with evidence of effectiveness, containing specific components, can produce at least short-term effects and reduce the prevalence of tobacco use among school-aged youth."⁵
- Because there is limited evidence of the long-term effectiveness of school-based programs to prevent smoking, school programs may not be fully effective as a stand-alone strategy to reduce and prevent tobacco use.⁶
- However, school-based prevention initiatives free of tobacco industry influence, including enforcement of tobacco-free school grounds policies, can be undertaken in combination with proven, community-based youth tobacco prevention strategies.^{3,7} These can include:
 - High-impact media campaigns that warn young people about the dangers of tobacco use.
 - Strategies to raise the price of tobacco products, which reduces youth initiation and use.
 - Comprehensive smoke-free air laws that prohibit smoking and e-cigarette use in public indoor areas.
- Additional promising youth prevention strategies that could be part of a comprehensive strategy include, but are not limited to, raising the age of tobacco sales to 21, restrictions on flavored tobacco product sales, and requirements that e-cigarette products kept behind the store counter or in a locked box.

National Center for Chronic Disease Prevention and Health
Office on Smoking and Health



Washington Times, 4/1/18



MARYLAND
Department of Health

Recommended Curriculum & Resources



CATCH My Breath is a best-practices youth E-cigarette and JUUL prevention program developed by The University of Texas Health Science Center at Houston (UTHealth) School of Public Health. The program provides up-to-date information to teachers, parents, and health professionals to equip students with the knowledge and skills they need to make informed decisions about the use of E-cigarettes, including JUUL devices. CATCH My Breath utilizes a peer-led teaching approach and meets National and State Health Education Standards.

AGES 11-18 YEARS (GRADES 6-12)

Can be taught in one or multiple grade levels

DURATION FOUR LESSONS 30-40 MINUTES EACH

4 lessons for each middle school grade (12 total)
4 lessons for high school

COST FREE

Thanks to support from CVS Health

<https://catchinfo.org/modules/e-cigarettes/>

Stanford MEDICINE Tobacco Prevention Toolkit
Modules for tobacco and nicotine education

Navigation: Tobacco, E-Cigs/Vapes & Pod-Based, Hookah, Smokeless, Nicotine Addiction, Resource Directory, School Policies

JUUL: Significant Concerns

E-Cigarettes and Vape Pens

Unit 1 - Where did E-Cigarettes and Vape Pens Come From?

Table of Contents

- Unit 1 "Where Do E-Cigarettes & Vape Pens Come From?"
- Unit 2 "So, What's Really in these E-Cigarettes & Vape Pens?"
- Unit 3 "What's So Bad About E-Cigarettes & Vape Pens?"
- Unit 4 "Why Do E-Cigarettes & Vape Pens Matter to Young People?"
- Unit 5 "What Can I Do About E-Cigarettes & Vape Pens?"
- Unit 6 "What are JUULs & Other Pod-Based Systems?"

Overview

This module provides an understanding of the inner workings of e-cigarettes, the content of the aerosols they produce, and thirdhand smoke. It's broken down into 5 units, each of which explore e-cigarettes in-depth.

Please note: e-cigarettes, vape pens, etc. may be abbreviated as e-cigs or vapes, and refer to any device similar to an e-cigarette.

Goals

- Increase knowledge about basic facts of e-cigarettes and the harm they cause
- Gain awareness of strategies manufacturers and sellers of e-cigarettes employ to increase use among adolescents, such as deceptive and creative marketing strategies
- Gain skills to refuse experimentation and use of e-cigarettes.

Scroll down to view the E-Cigarette/Vape Pen Crash Course!

TEACHERS AND PARENTS:
That USB Stick Might Be an E-cigarette

E-cigarettes are the most commonly used tobacco product among U.S. middle and high school students.

Some e-cigarettes don't contain tobacco products, so some kids use them instead of tobacco in schools, making them a problem in classrooms and hallways.

An increasingly popular e-cigarette, called JUUL, is shaped like a USB flash drive.

JUUL delivers a high dose of nicotine. Nicotine is highly addictive and can harm adolescent brain development.

TOBACCO PRODUCT USE IN ANY FORM, INCLUDING E-CIGARETTES, IS UNSAFE FOR YOUTH

LEARN MORE about the risks of e-cigarettes for youth and access tips for talking to youth at:
<https://e-cigarettes.surgeongeneral.gov/resources.html>

U.S. Department of Health and Human Services
Centers for Disease Control and Prevention

What's Being Done to Combat the Problem?

FTC and FDA Take Action Against Flavored Products

FDA News Release

FDA, FTC take action against companies misleading kids with e-liquids that resemble children's juice boxes, candies and cookies

Warning letters are part of joint effort to protect youth from dangers of nicotine and tobacco products and part of FDA's new Youth Tobacco Prevention Plan

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[PIN IT](#)
[EMAIL](#)
[PRINT](#)

May 1, 2018



Health & Science

FDA chief calls youth e-cigarettes an 'epidemic'

JUUL Labs is one of five e-cigarette manufacturers that must submit plans to federal regulators detailing ways to sharply curtail sales to underage consumers. (Bill O'Leary/The Washington Post)

By Laurie McGinley
September 12

The Washington Post
Democracy Dies in Darkness

**FDA Commissioner
Gottlieb says US
weighing ban on
online e-cigarette
sales** **9/25/18**

FDA News Release

FDA advances investigation into whether more than 40 e-cigarette products are being illegally marketed and outside agency's compliance policy

Agency seeks more information from companies as it continues to pursue its Youth Tobacco Prevention Plan amid evidence of sharply rising e-cigarette use among kids

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FDA Tobacco @FDATobacco Following

FDA requested that HelloCig respond within 15 working days on how it intends to address these concerns. Failure to correct violations may result in further action such as seizure or injunction.

E-liquid or prescription drug?

FDA issues warning letter to e-liquid company
www.fda.gov

11:07 AM - 11 Oct 2018

For Immediate Release
October 12, 2018

FDA Conducted Surprise Inspection of Juul's Headquarters

Health officials say the visit was part of their efforts to combat surging youth use of e-cigarettes



THE WALL STREET JOURNAL.
October 2, 2018

What's Being Done to Combat the Problem?

www.TheVapeExperiment.com



ADDITIONAL RESEARCH

- E-juice (liquid nicotine) is poisonous and can lead to sickness or even death when ingested or if it comes in contact with skin.
- Heating e-juice creates an aerosol that contains a number of dangerous chemicals, met and more.
- It may not be kid-friendly, but the vape industry is definitely kid-friendly. Vasee tv: tell the story.

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WHY WE'RE HERE

We don't think humans should be used as lab rats.
Vape is a product with red flags, unanswered questions, and overstated myths. In 10 or 20 years, we'll know the results of this Vape experiment, but as the subject you pay the price. We think that stinks.

We're not here to lecture, mock or shame.
This isn't about putting out propaganda or being judgemental. We just want to give you information that could be important to you, as well as your friends and family. After that, it's up to you whether you want to be part of The Vape Experiment or not.

We want to help you quit all tobacco products.
The Maryland Tobacco Quitline can help you or a loved one quit all tobacco products, including cigarettes, cigars, smokeless, and e-cigarettes/vapes. The Quitline is a FREE resource to all Marylanders ages 13 and older. Visit www.smokingstophere.com or call 1-800-QUIT-NOW (1-800-784-8666).

VAPE'S LATEST EXPERIMENTS

TEST: WATER VAPE OR AEROSOL? _DATE: 08/01/18

Do vapes, usb-like devices, and e-cigs produce water vapor or aerosol?

SUBJECT: Males/Females Ages 13-25
MATERIALS: Vaping device, e-juice
RESULTS: **CONCLUSIVE**

Conclusion: An e-cig heats e-juice, creating an aerosol that contains chemicals like diacetyl, formaldehyde and benzene. An aerosol is a mixture of liquid particles suspended in a gas and can contain many chemicals. The aerosol produced by vaping is inhaled deep into the lungs, along with compounds like nicotine, a highly addictive substance, heavy metals, such as tin, nickel, lead, and ultrafine particles. The standard for what we breathe in should be clean air, free of aerosol and toxic, secondhand smoke.

*Source Link

TEST: VAPE AND NICOTINE _DATE: 08/01/18

Do most vapes contain nicotine?

SUBJECT: Males/Females Ages 13-25
MATERIALS: Vaping device, fruity and non-fruity flavors
RESULTS: **CONCLUSIVE**

Conclusion: E-juice manufacturers are not currently required to report the ingredients used in their products. This means vape users do not know what ingredients or how much of a certain ingredient is used in their vape juice or cartridge. While some may think they are not vaping nicotine, a 2015 study found that nearly all (99%) of e-cigarettes sold in the U.S. contained nicotine. Additionally, of the nearly 8,000 flavors of e-juice, many contain nicotine at variable levels. For example, usb-like products, such as a JUULpod™ contains 5% nicotine, the same as a pack of cigarettes. While many other e-juices have been found to be inaccurately labeled. Nicotine impairs brain development up to age 25, decreasing the ability to focus and pay attention. Exposure can also be detrimental to fetal lung development.

*Source Link *Source Link 2 *Source Link 3 *Source Link 4

TEST: FRUIT FLAVORS _DATE: 06/01/18

Do fruit flavored vapes contain harmful chemicals?

SUBJECT: Males/Females Ages 13-25
MATERIALS: E-cig, multi-flavored juices
RESULTS: **CONCLUSIVE**

Conclusion: Don't be fooled, fruit flavorings only mask the chemicals in vapes, such as diacetyl and nicotine. Research has concluded that fruit flavored products play a major role in drawing youth and young adults to tobacco products, as they are often mischaracterized as less harmful than non-flavored tobacco products. Additionally, research has found students who vape in high school are six more likely to smoke cigarettes as adults. Don't get caught in the flavor trap.

*Source Link *Source Link 2 *Source Link 3

What's Being Done to Combat the Problem?

Resources to Address Tobacco Use

{ Don't let your future go up in smoke }



One in three youth smokers will eventually die from tobacco-related disease.

You can quit.

The Maryland Tobacco Quitline can help.
Call 1-800-QUIT-NOW.



All services are free and confidential.



- The *Maryland Tobacco Quitline* has a confidential, specialized cessation protocol for youth 13-17 years of age.
- Free Resources available to order from www.smokingstopshere.com

Maryland's

1-800



QUIT NOW

1-800-784-8669

SmokingStopsHere.com

{ Don't let your future go up in smoke }



One in three youth smokers will eventually die from tobacco-related disease.

You can quit.

The Maryland Tobacco Quitline can help.
Call 1-800-QUIT-NOW.



All services are free and confidential.



What's Being Done to Combat the Problem?

Hotline Established to Report Illegal Sales



If you witness illegal sales of tobacco products, including ENDS to anyone under the age of 18

Call
1-866-703-3266

Maryland Department
Health's Hotline

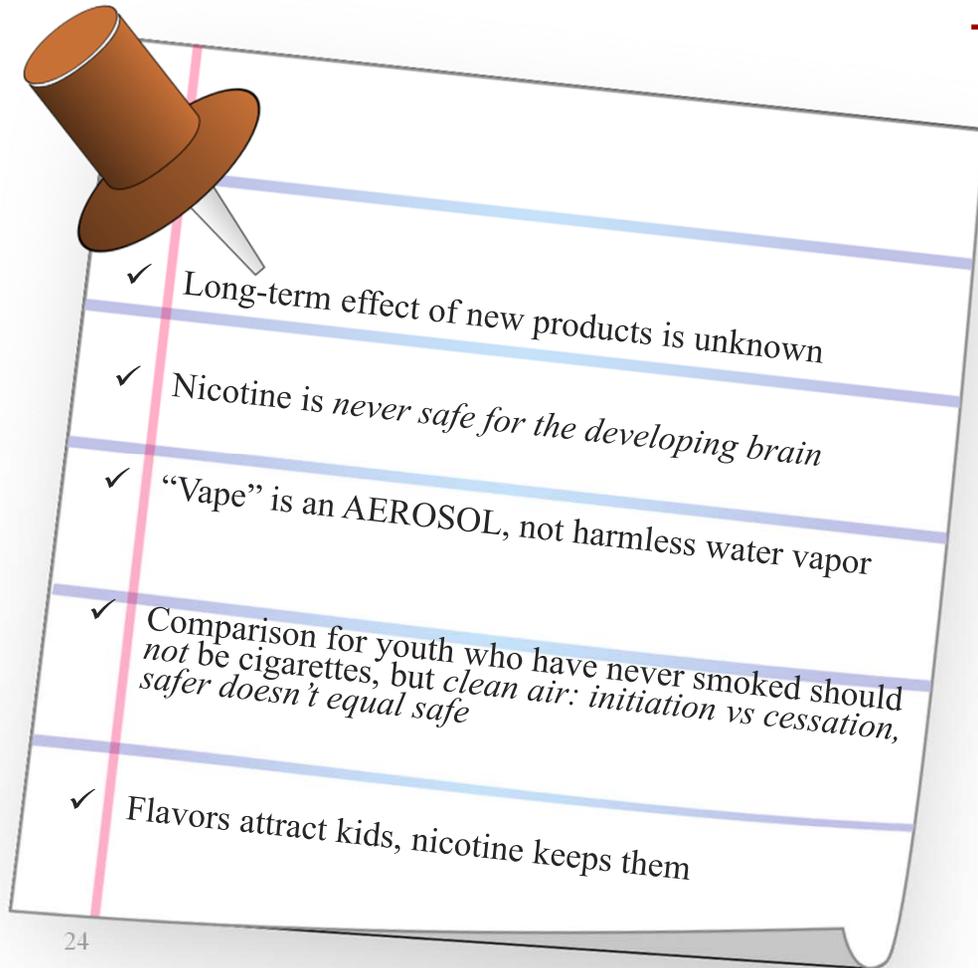
RETAILERS MUST ASK FOR
PHOTO I.D. FROM EVERYONE UNDER 27.
UNDER 18? NO TOBACCO.



www.NoTobaccoSalesToMinors.com



Key Takeaway Points...



Today's youth are embracing these new products as their own, developing a new habit that fits the image of this generation ... and addicting themselves to nicotine at potentially higher levels than has been seen in decades.

dawn.berkowitz@maryland.gov
410.767.2920

**Illegal Retail Sales of Tobacco Products
(Including ENDS) Hotline: 1-866-703-3266**

