Cigarette’s are so yesterday!

How JUUL e-cigarettes and hookah contribute to nicotine addiction.

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Disclosures
• Member of the Patient Partnership Program with AstraZeneca - www.azpatientpartners.com
Learning objectives

• Describe the health impact of using nicotine
• Identify emerging nicotine delivery devices
• Recognize marketing strategies targeting teens and adults

Nicotine is...

• The addictive substance in tobacco
• A stimulant
• Highly addictive
• Pleasurable, causing a surge in dopamine
• Extremely hard to quit due to withdrawal symptoms

Nicotine and neurotransmitters

Non-smoker
Nicotine affects the neurotransmitter acetylcholine and its receptor.

New smoker
Nicotine is shaped similarly to acetylcholine, it can fit in the same receptors and act just like acetylcholine.

Addicted smoker
The brain “thinks” there is too much acetylcholine, and reduces the number of receptors, releasing less acetylcholine.
 Quitting smoking

What makes quitting so hard?

• Nicotine is as addictive as cocaine or heroin
• It's just as hard to quit as heroin
• Withdrawal symptoms are unpleasant – mood swings, feeling anxious or depressed
• Smoking and vaping is a social activity
• The average person has 8 – 10 quit attempts before they stay quit
• A combination of professional support, pharmacotherapy with a quit plan is most successful

Health impacts of nicotine

Nicotine effects every organ in the body.

• Brain – nicotine changes the brain, developing extra receptors to accept the nicotine
• Bigger bellies, harder to manage comorbid conditions like diabetes
• Reproductive – erectile dysfunction. Lower estrogen levels in women, still birth or babies with low birth weight
• Muscular – tired muscles, broken bones

• Heart - high blood pressure, sticky blood, fatty deposits
How long does it take for nicotine to reach the brain when inhaled?

a) 13 seconds  
b) 10 seconds  
c) 8 seconds  
d) 5 seconds  

answer: C – 8 seconds

Recent studies

“People who vaped were nearly twice as likely to experience wheezing compared to people who didn’t use tobacco products, according to a new study.”


www.sciencedaily.com/releases/2019/02/190228154841.htm

“*The flavoring liquid for electronic cigarettes, or e-cigarettes, may increase the risk of cardiovascular disease when inhaled, according to a study led by researchers at the School of Medicine.*”

May 27, 2019 in the Journal of the American College of Cardiology.


Nicotine delivery devices

Hookah, e-cigarettes, JUUL, smokeless tobacco
Hookah
• Shisha or water pipe
• From India and Asia
• Tobacco is sweetened with molasses, fruit pulp, or honey
• Water-cooled tobacco is easier on the lungs, but does not filter out tobacco toxins or nicotine
• Smoked in hookah lounges and shared

One hour of smoking hookah is equal to smoking how many cigarettes?

a) 25 cigarettes
b) 50 cigarettes
c) 75 cigarettes
d) 100 cigarettes

answer: d – 100 cigarettes

Smokeless tobacco products
Orbs, sticks and strips
• Made by Camel
• “Convenient alternative to cigarettes”
• Contain between .6 and 3.1 milligrams of nicotine
• A specific ingredient list naming all additives has not been made public

Dissolves in the mouth and does not require spitting.
Smokeless tobacco products

**Snus**
- Moist powder product
- Illegal in the European Union except for Sweden
- Tobacco plus flavors like mint or cherry
- 3.6 milligrams of tobacco per pouch
- Placed between your lip and gum for about 30 minutes

Dissolves in the mouth and does not require spitting.

Electronic cigarettes

- Parts include the mouthpiece, atomizer (heating element), battery and a sensor that activates the atomizer
- E-juice is a mix of nicotine, flavoring and propylene glycol
- E-juice made in vape shops
- Unlimited flavors like menthol, sweet and buttery
- Used to help quit smoking, although not a smoking cessation device

Electronic cigarettes risks

- Exposes the lungs to chemicals, such as dicetyl, that are not approved for inhalation
- Vaping releases carcinogenic emissions as second-hand smoke
- Accidentally swallowing the e-juice can cause nicotine poisoning
- Devices may heat to unsafe temps
- Explode even when not in use

E-cigarette causes a 3rd degree burn after it explodes in Ft. Worth man’s pocket. ABC 13, Houston
Electronic cigarettes risks

- Dripping, placing the e-juice directly on the heating coil to get a stronger throat hit is a risky practice
- Teens who vape are more likely to use combustible cigarettes
- Those who use e-cigarettes are less likely to stop smoking altogether

Choose your nicotine level

- Standard e-cig chart for finding the "best e-juice" for you
- Recommend the same nicotine amount for new users as in one pack of cigarettes

E-cigarette use rose by what percent among high school students from 2011 to 2015?

a) 1,000%
b) 900%
c) 700%
d) 650%

answer: b – 900%
Why do youth try e-cigarettes?

43% of young people who ever used e-cigarettes say they tried them because of the flavors.

JUUL

- E-cigarette that looks like a flash drive
- Design makes it easy to conceal
- Nicotine salts from leaf tobacco are packaged into one-time use cartridges
- Includes propylene glycol, glycerin, flavorings
- Has 72% of the e-cigarette market

63% of JUUL users don’t know that the product always contains nicotine.

https://www.medicalnewstoday.com/articles/216550.php
E-cigarette marketing strategies

- College scholarships, ranging from $250 to $5,000, according to the Associated Press\(^1\).
- For its launch in 2015, JUUL spent more than $1 million to market the product on the internet, according to one research study\(^2\).
- Sponsoring music festivals and events – not allowed for combustible cigarette advertising
- *Men’s Fitness* called JUUL the “iPhone of E-cigs”
- Introduce new and appealing flavors

[1](https://en.wikipedia.org/wiki/Men%27s_Fitness)

Vaping and celebrities
guess who?
Hookah and celebrities

Kim Kardashian

Drake

Creating a vaping culture

- Considered a “tech hobby”
- Vaping conventions
- Vaping language – squonkers, drippers, cloud chasers

Creating celebrities

- R.I.P Trippers, a thirtysomething YouTuber, has almost 200m YouTube views and ends his videos with the slogan: “Smoking is dead, vaping is the future, the future is now.”

The role of social media.

Free, unlimited and uncensored marketing.
### Social media imprint

- In 2013 almost 30,000 videos showing people vaping were available on YouTube with more than 300 million views
- Ads to include youth, potentially marketing their product to underage consumers
- Glamorizes vaping

- JUUL’s presence on Instagram: 7 of its most popular accounts have more than 2.5 million followers
- JUUL suspended many of its social marketing strategies in November 2018 due to mounting pressure

### YouTube

**Search “Snus”**

### #Hookah on Instagram in U.S.

USC study captures the social and environmental context in which people use, and are marketed, hookah-related products

- Analyzed 5,000+ posts over three months in 2016
- One third of images were for lounges and bars
- Researchers did not find promotional material discouraging hookah use in their data

- Posts showcased or referenced alcohol, suggesting nightlife entertainment regularly depicts, and promotes using multiple substances
- A clear justification for a public health response

*Source: Alkette & Tobacco Research, Volume 19, Issue 11, October 2017, Pages 1248-1252. doi:10.1093/ntr/ntx025*
Discussion

Should e-cigarettes, hookah and smokeless tobacco products be banned from social media advertising?

Questions?

References & resources

1. E-cigarette companies offer college scholarships: https://apnews.com/a35ba8a0200c4a27943da3b9254b9fe5
4. FDA marketing regulations: https://www.fda.gov/tobacco-products/products/guidance-regulations/advertising-and-promotion
5. NIH National Institute on Drug Abuse: www.drugabuse.gov
Thank you!

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