

Legal age to purchase tobacco in CA? 21 years old or 18 active military

Tobacco 21

States that have raised the legal age to purchase Tobacco from 18 to 21

California

New Jersey

Massachusetts

Oregon

Hawaii

Maine

Illinois

Virginia

Delaware

Arkansas

Vermont

Maryland

Washington

Utah

The Sale of Tobacco Products to Persons **Under 21** Years of Age Is Prohibited by Law and Subject to Penalties

To Report an Unlawful Tobacco Sale Call
1-800-5 ASK-4-ID

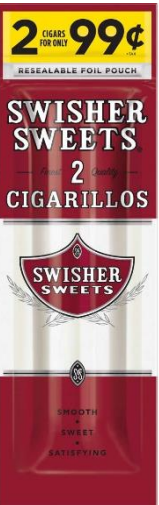
U.S. Armed Forces active duty personnel with military ID must be at least 18 years of age
Valid Identification May Be Required

This sign must be readable by the consumer and must not be altered, covered or obliterated in whole or in part

Business and Professions Code Section 22962



Tobacco Products= cigarettes, cigars, smokeless tobacco, electronic smoking devices (ESD) and e-liquids



Electronic Smoking Devices (ESDs)

Electronic Smoking Devices (ESD) battery operated device that heats a liquid into an aerosol that the user inhales and exhales

All essentially the same thing:

E-Cigarette

Vape

JUUL

JUULING

Diffusing

Tank Systems

Vape Pen

E-Hookahs

Mod

Cig-a-like

The Vape Family Tree:

4 Generations!



They made these look DIFFERENT
so youth don't THINK they're using...



© 2018 California Department of Public Health



THIS

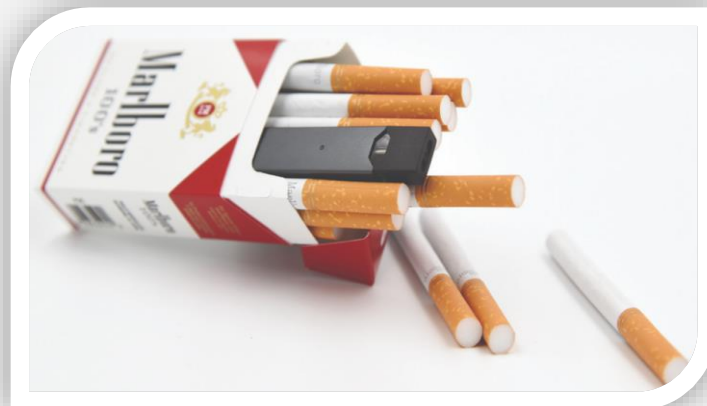
**WARNING: This product contains nicotine.
Nicotine is an addictive chemical.**

JUUL

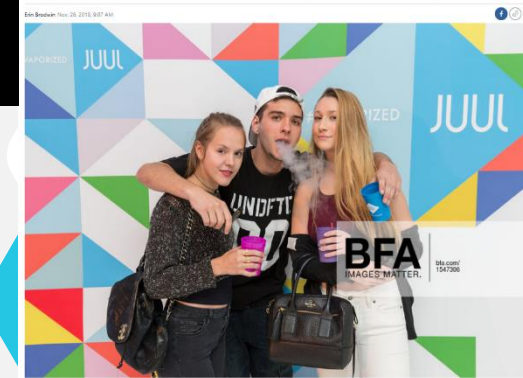
Every



= 1.23 pack of cigarettes



See how Juul turned teens into influencers and threw buzzy parties to fuel its rise as Silicon Valley's favorite e-cig company



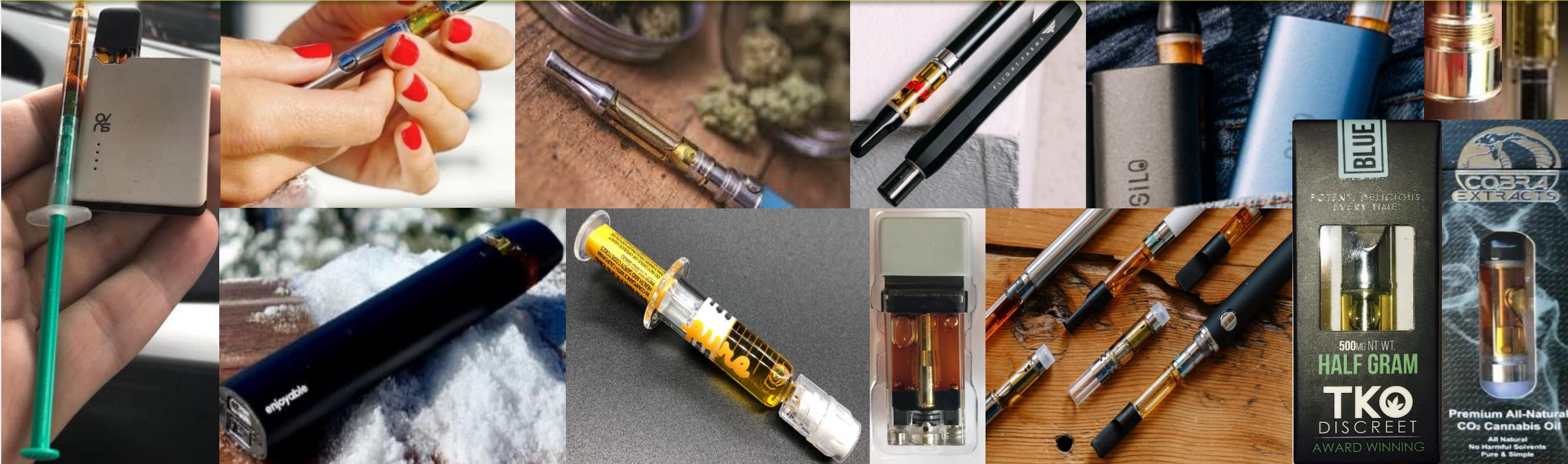
An image from Juul's 2015 New York City launch party collected by the Stanford researchers. 2015





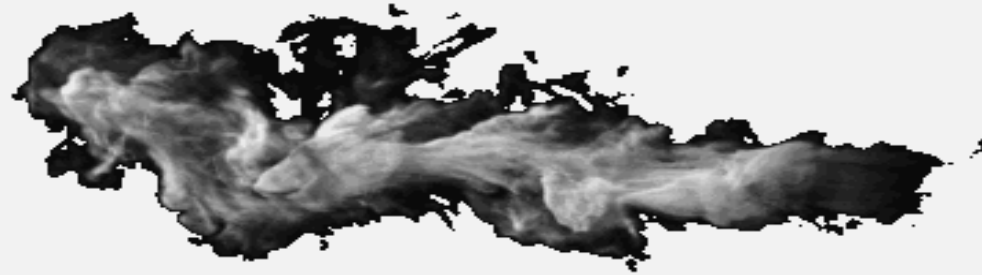
JUUL-COMPATIBLE THC PODS





Helpful
talking points
to start a
conversation

What do you think are in these devices? Do you know that there are addictive substances in them? How do you think the flavors are made?

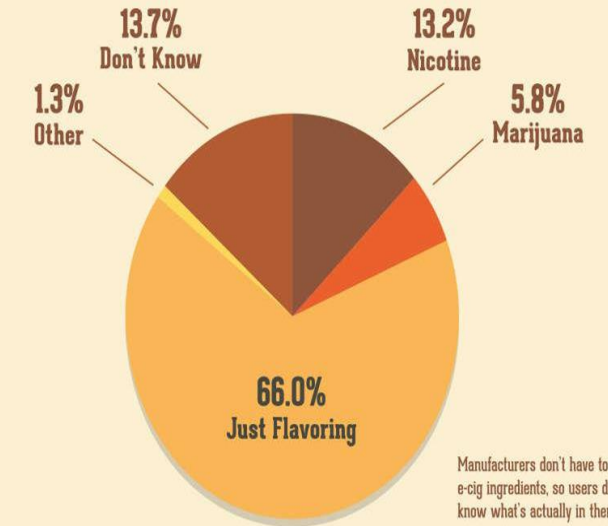


Propylene Glycol,
Vegetable Glycerin and
other things that have
never been approved
to be inhaled

Chemicals that create
flavors

Nicotine &
Marijuana

WHAT DO TEENS SAY IS IN THEIR E-CIG?³



**WOULD YOU SPRAY HAIR
SPRAY INTO YOUR MOUTH?**



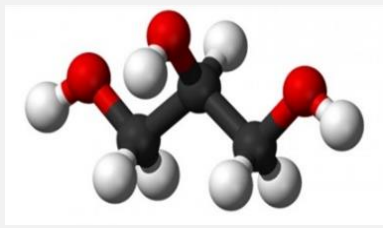
VS



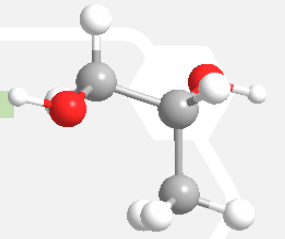
AEROSOL

X

NOT WATER VAPOR



PG and VG



Humectants

Never been approved to be inhaled

Maintains moisture in certain products

Benzoic acid

In addition to this patented formula, juul pods contain a greater amount of benzoic acid, 44.8 mg/mL, compared to other e-cigarette brands, which are in the range of 0.2 to 2 mg/mL. According to the Center for Disease Control and Prevention (CDC), benzoic acid is known to cause coughs, sore throat, abdominal pain, nausea, and vomiting if exposure is constant, which is the case when using a juul.^[7] This is due to how juuls utilize the properties of benzoic acid to increase the potency of the nicotine salts in its e-liquid.



CHEMICALS THAT CREATE FLAVORS

Ingestion vs Inhalation



The chemicals that make your green apple jolly rancher have **NEVER** been approved to be **INHALED** into your lungs



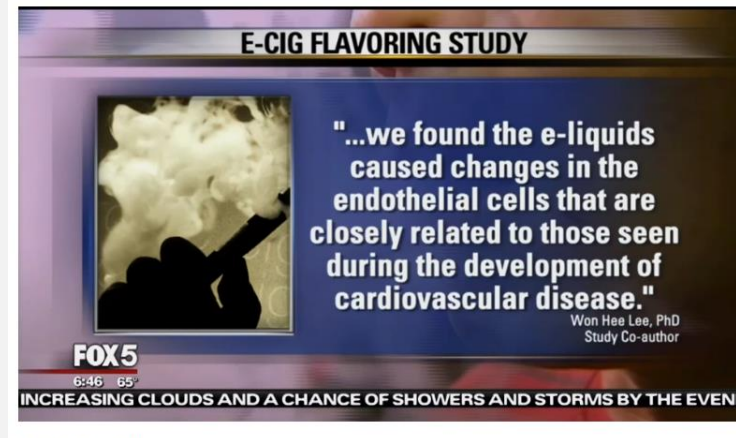
The flavoring industry has estimated that over a thousand flavoring ingredients have the potential to be respiratory hazards due to possible volatility and irritant properties (CDC)



Respiratory issues
Irritation
Lung Scarring
Bronchiolitis obliterans
Chronic cough

Unlike small amounts of acetals you get through food, Erythropel says, with vaping, "you are breathing this in. We didn't imagine people would be inhaling flavor compounds at the level they are now. We have very little information."

Study shows e-cigs increase risk of heart attack



Microbial contaminants found in popular e-cigarettes

Popular electronic cigarette (e-cigarette) products sold in the U.S. were contaminated with bacterial and fungal toxins, according to new research from Harvard T.H. Chan School of Public Health.

The study, which examined 75 popular e-cigarette products — both single-use cartridges and refillable e-liquids — found that 27 percent contained traces of endotoxin, a microbial agent found on gram-negative bacteria, and that 81 percent contained traces of glucan, which is found in the cell walls of most fungi. Exposure to these microbial toxins has been associated with myriad health problems in humans, including asthma, reduced lung function, and inflammation.

"Airborne gram-negative bacterial endotoxin and fungal-derived glucans have been shown to cause acute and chronic respiratory effects in occupational and environmental settings," said David Christiani, Elkan Blout Professor of Environmental Genetics and senior author of the study. "Finding these toxins in e-cigarette products adds to the growing concerns about the potential for adverse respiratory effects in users."

List of **prop 65** carcinogens or reproductive toxins
inhaled or emissions in secondhand smoke

Lead
Old paint



Benzene
Car
exhaust



Formaldehyde
Embalming
fluid



Toluene
Paint thinner



Cadmium
*used in
batteries,
fungicides
,fertilizers,
welding
metal
coatings,
plastics etc.



Nicotine

Reproductive toxin

“Ultimately when you have nicotine, you have a highly addictive product,” says Erika Sward, vice president of national affairs at the American Lung Association. That’s all you need really to keep selling nicotine, synthetic or natural.



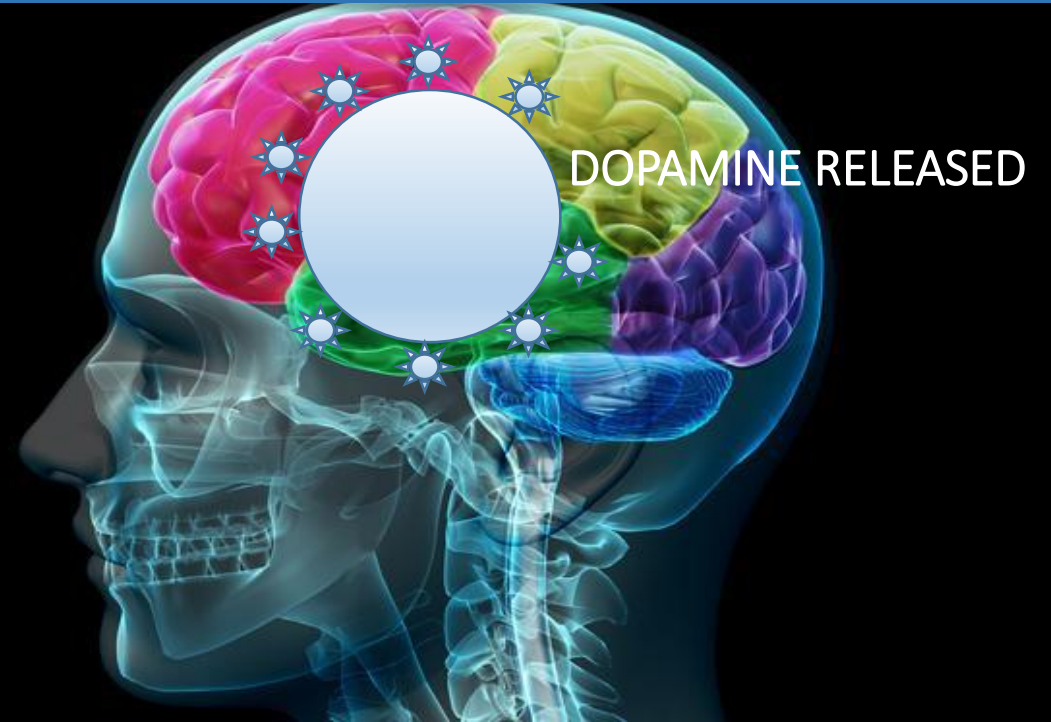
Nicotine and the Brain

Pre Frontal Cortex (decision maker) continues developing until 25-27 years old



Increased vulnerability to addiction when you introduce addictive substances

HIGHLY ADDICTIVE



Do you have any younger siblings?
What if they got a hold of e-juice in your room?



Tobacco companies know exactly how to sell to YOU



TOBACCO INDUSTRY HISTORY

NICO TIME CIGARETTES

THE
SMOOTH
TASTE
EXPECTANT
MOTHERS
CRAVE!



I should say not! My
Dad would never smoke
anything but a
Marlboro



You're darn tootin'
my dad smokes
Marlboro
...he knows
a good thing!



Yes, you need
never feel
Marlboro



Gee, Dad, you always get
the best of everything
...even
Marlboro!



Yes, you need
never feel
over-smoked
...that's the
Miracle of
Marlboro!



IS THIS YOU FIVE YEARS FROM NOW?
When tempted to over-indulge
"Reach for a **Lucky** instead"



Be moderate—be moderate in all things,
even in smoking. Avoid that future shadow
"by avoiding over-indulgence, if you
would maintain that modern, ever youthful
figure. "Reach for a **Lucky** instead."



"It's toasted"

Your Throat Protection—against irritation—against cough.
*We do not say smoking Luckies reduces flesh. We do say when tempted to over-indulge, "Reach for a **Lucky** instead."

No curative power is claimed
for PHILIP MORRIS... but

AN OUNCE OF
PREVENTION
IS WORTH A POUND
OF CURE

PHILIP MORRIS
are scientifically proved far less
irritating to the nose and throat
When smokers changed to PHILIP MORRIS,
substantially every case of irritation of the
nose or throat—due to smoking—either
cleared up completely, or definitely improved.
...data reported in a leading
medical journal.

FAR
FINER PLEASURE
plus
FAR MORE
PROTECTION



CALL FOR
PHILIP MORRIS

E-CIGARETTE ADS

LOOK EXACTLY LIKE

OLD-SCHOOL CIGARETTE PROMOS

1930 vs 2012 "Sexy Sells"



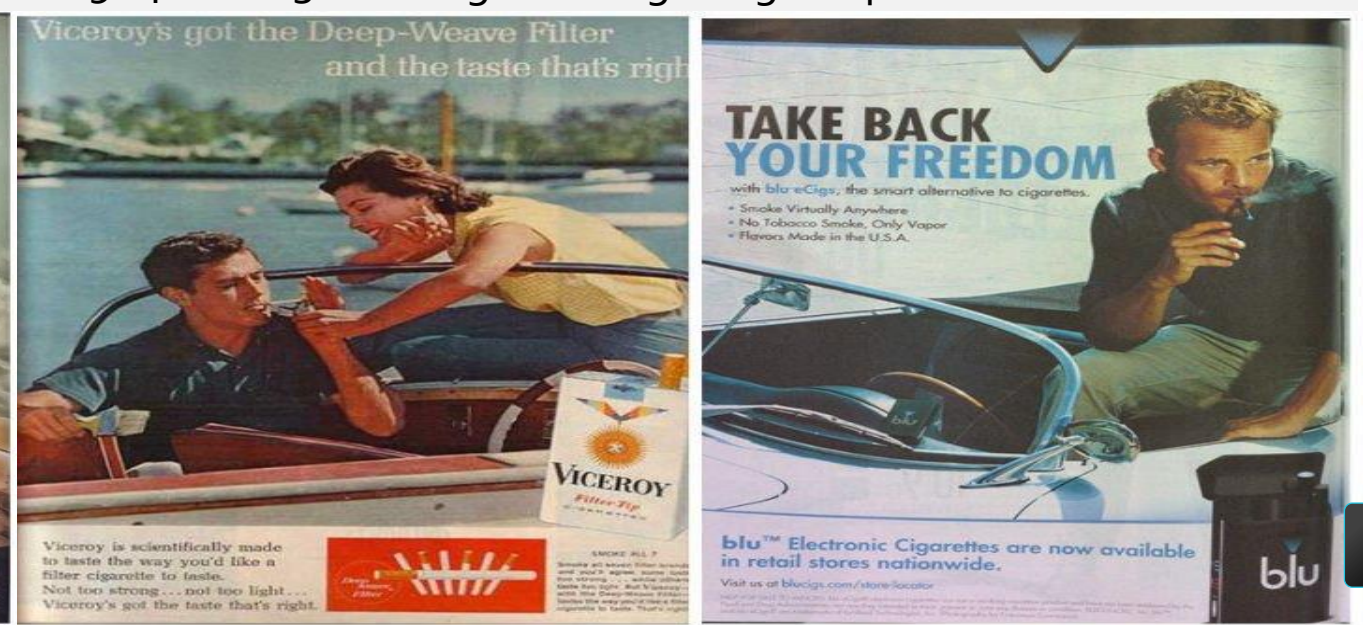
1958 vs 2013 "The cool, rugged, masculine smoker"



1938 vs 2013 "Sexy AND adventurous smoker"



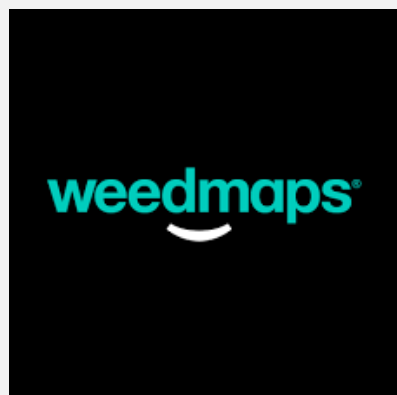
1964 vs 2013 "Making smoking a regular part of leisure time"



Making The New Normal

Meet the cast and crew who made each scene meaningful in our behind-the-scenes exclusive.

Watch Now



RESOURCES

YouTube Videos

- How JUUL Made Nicotine Go Viral
- 10 Things JUUL Doesn't Want You to Know
- How JUUL Took a Page from Big Tobacco's Playbook
- Donny Vapes- How To Refill Your JUUL PODS!
 - other videos compare different ESDS and emerging products
- JUULERS Against JUUL

Check out!

JUUL- Congressional hearing-
House Committee July 2019

Websites

Website: Flavorhookkids.org
-Template letters and free shareable
social media content

Website: Truthinitiative.org

Website: thetruth.com

FDA Campaign

Website: therealcost.betobaccofree.hhs.gov

Policy Level- learn about local, statewide and national

Website: tobacco21.org

Free Lessons/PowerPoints

Stanford Prevention Toolkit

Website:

med.stanford.edu/tobaccopreventiontoolkit.html

Speaking WITH youth

What do you think about these devices? Why do you think teens are using these devices?

How do you think the vaping industries get teens to smoke? How do you think cigarette companies got teens to smoke?

What do you think are in these devices? Do you know that there are addictive substances in them? How do you think the flavors are made?

Parents & Teachers: SIGNS to look for

Does the room smell like Bath and Body Works?

Have you noticed changes in mood, irritability or attention?

Have you noticed signs of nausea or headaches?

Have you seen any empty pods in the house or trash can?

What are they viewing on social media? YouTube?





ATOD Normalization & Emerging Trends/Data

Drug-free Communities Grantee



Represented community sectors include:

- Businesses
- Churches
- Civic Groups
- Government
- Healthcare
- Law Enforcement
- Media
- Parents
- Schools
- Drug Prevention Providers
- Youths
- Youth-serving Organizations

Normalization of ATOD



- Bringing something into conformance with a standard or norm.
- Adjusting the values to a 'normal' standard



Normalization of ATOD



Normalization of ATOD

(across the street from San Marcos and High Tec. High school)



Normalization ATOD

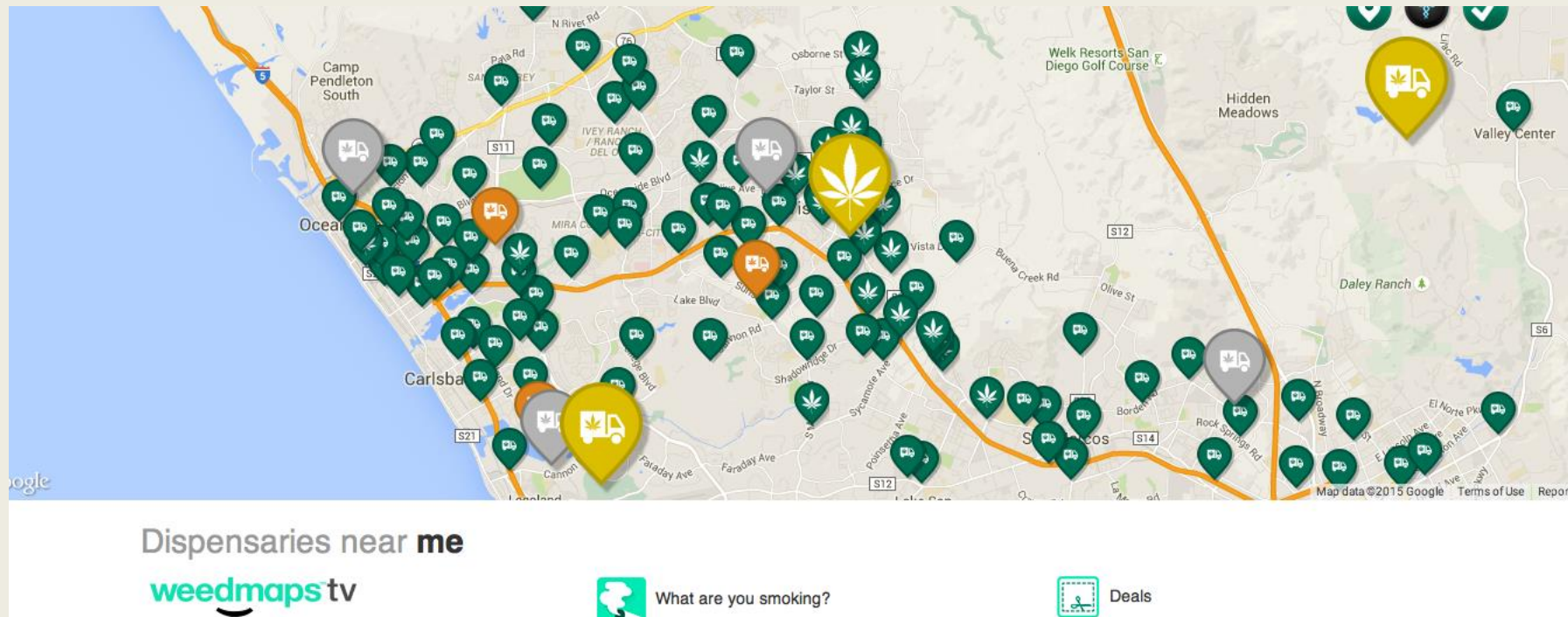
(San Marcos Smoke Shop and Liquor Store)



Marijuana Billboards


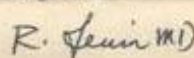


Easy to get Pot – WeedMaps.com



“Medical” Pot Doctor Recommendation



Physician's Statement & Recommendation			
California Health and Safety Code Section 11362.5			
Last and First Name of Patient:	CHIPMAN, SCOTT	I.D. No:	A0311140
Recommendation I.D. No:	PBL021020156CS1140		
Date of Issuance of Recommendation:	02/10/2015	Date of Expiration of Recommendation:	8/10/2015
<p>The purpose of this medical document is to identify the individual indicated above as a patient whose possession and/or cultivation of medical cannabis is permissible pursuant to California Health and Safety Code Section 11362.5, Compassionate Use Act of 1996 (i.e., Prop 215) and Senate Bill 420.</p> <p>This document affirms the fact that the patient whose name is indicated above has undergone an evaluation whereby the physician, who is licensed to practice medicine in the State of California and whose name and license number are indicated below recommends that the above mentioned patient qualifies for the use of cannabis for medical purposes under California Health and Safety Code Section 11362.5, Compassionate Use Act of 1996 (i.e., Prop 215) and Senate Bill 420.</p> <p>The physician acts only as a consultant and not a primary care provider. The patient affirms the fact that the potential medical benefits and risks of cannabis use were discussed during the evaluation. The patient further affirms the fact that they have been informed not to drive, operate heavy machinery or engage in any activity that requires alertness while using medical marijuana. The patient assumes full responsibility for any and all risks associated with this treatment option.</p>			
On-Line Verification:	www.caeval.org		
Telephone Verification:	TOLL FREE 1 (855)-665-3825 1-855-MMI-EVAL		
<p>This patient hereby authorizes this office to discuss the nature of their condition(s) and the information contained in this document only for verification purposes. This is a non-transferable document. This document is the property of the physician indicated on this document and can be revoked at any time without notice. Void after expiration date, if altered or misused. Please direct all questions to the office that issued this recommendation.</p>			
Patient's Signature:	Physician's Signature:		
			
Physician's Information			
Richard B Levin, M.D. (State of CA License No G29331)			

Easy to get Pot – WeedMaps.com



DELIVERED TO YOUR DOOR

SHARE VIDEO & PICS: ISEE@NBCLA.COM

ANAHEIM

NOW

45°



Marijuana Edibles & Candies



Marijuana Wax or Oil

Street names: Shatter, ear wax, butter



PAX: Pot oil/wax Vaporizer



Alcopops





San Marcos Youth California Health Kids Survey (CHKS)

Past 30-day use

	Alcohol	Pot	E-cigs	Tobacco	Rx	
7 th Grade	3%	2%	3%	0%	n/a	
9 th Grade	7%	6%	8%	2%	1%	
11 th Grade	14%	15%	15%	2%	2%	

Past 30-day Use



	Cigarette	E-Cigarette
7 th Grade	0%	3%
9 th Grade	2%	8%
11 th Grade	2%	15%

Driving Drunk or High



	Marijuana	Alcohol
7 th Grade	n/a	n/a
9 th Grade	8%	7%
11 th Grade	17%	11%

Parents talking about harms w/ kids



	2009	2011	2013	2015	Reduction (2013- 2015)
7 th Grade	61%	58%	61%	46%	-25%
9 th Grade	60%	57%	57%	36%	-37%
11 th Grade	58%	59%	56%	34%	-39%



What are we doing?

Couple of examples...

San Marcos Shops Selling Tobacco



- **Some San Marcos stores sell to youth.**
- **Minor Decoy Operations:**
 - **November 17, 2017** - 4 locations sold.
 - **August 31, 2018** - 5 locations sold.
One location sold at both operation dates and lost their tobacco license for 30-days.

Bathroom Vape/Smoke Detectors



