Tobacco and Electronic Cigarettes in Connecticut

A Brief Prevention History
Tobacco Regulation in Connecticut

- CGS Section 53-344 Restricts the sale or delivery of any tobacco product to a minor
- Infraction imposed by a judge - 1987
- CGS Section 12-295 Civil Penalties for the license holder imposed by the Commissioner of Revenue Services
- Minor possession - 2008
In July 1992, Congress enacted the Alcohol, Drug Abuse, and Mental Health Administration Reorganization Act, included an amendment aimed at decreasing youth access to tobacco.

The amendment named for Congressman Mike Synar requires states to enact and enforce laws prohibiting the sale of tobacco products to people under the age of 18.
Retailer Violation Rate - Connecticut

- 1997: 69.7
- 1999: 17.3
- 2003: 18.9
- 2005: 10.6
- 2007: 14
- 2009: 9.7
- 2011: 11.3
- 2012: 12.1
- 2013: 14.8
- 2014: 13.3
- 2015: 8.97
- 2016: 10.7
Family Smoking Prevention and Tobacco Control Act or TCA

- Signed into law by President Barack Obama in June of 2009 giving the Food and Drug Administration (FDA) authority to regulate tobacco products.
- In July of 2011 Connecticut agrees to joint the FDA and enforce the TCA statewide.
- The TCA brings substantial civil penalties for sales to minors - $200.00 to over $10,000.00 dollars for potential violations over a 48 month time period.
- Cigarette flavors and modified risk statements are restricted.
Electronic Nicotine Delivery Systems

- **Public Act 14-76** - Concerning Electronic Nicotine Delivery Systems and Youth Smoking Prevention (beginning October 1, 2014)

- **Section 53-344b** - Any person who sells, gives or delivers ENDS to anyone under 18 risks a court imposed infraction - $200.00 1st time, $350.00 2nd time, $500.00 for the 3rd time within an 18 month period

- Minors risk a $50.00 to $100.00 fine for possession

- ENDS are deemed “substantially equivalent” to tobacco by the FDA in May of 2016
Tobacco Sales: Do the Right Thing

- We updated our free online tobacco training program to include responsible ENDS sales practice
Available Online

- DMHAS Tobacco Prevention and Enforcement Program
- FDA Tobacco Compliance Database
- DPH 2015 Youth Risk Behavior Survey
Connecticut Prevention Champion

- Deidre Depathy from Big Y World Class Market
- Tobacco Merchant Education and Awareness Steering Committee Member
- Effective Employee Training
Questions?

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VAPE AND MIRRORS

What is ENDS use all about?
There are many names:

- E-cigarettes
- E-hookah
- Vape pens
- Mods
- Tanks
- Vaporizer

... But they all heat a liquid that often contains nicotine as well as other chemicals and flavorings, using a battery, which changes this liquid into an aerosol that is inhaled. E-cigarettes can also be used to deliver other drugs besides nicotine, such as marijuana.
YOUTH ATTRACTION TO E-CIGARETTES

- Perceived as less dangerous than cigarettes
- Flavors
- “High tech”
- Curious about novel product
- Attraction to advertising messages
- Help to quit or cut back on smoking
- Cost less than cigarettes
- Use in smoke-free areas

Dawkins et al., 2013; Etter & Bullen, 2011; McQueen et al., 2011; Pepper & Brewer, 2013; Zhu et al., 2013)
HIGH SCHOOL STUDENTS’ CURRENT USE

2015- First time e-cigarettes surpassed the current use of any other tobacco product

CT YTS
25.1% of high school students stated they have tried vape at some point.

5.7% of high school students who never tried said they will try vaping in the next year.
67.7% of current e-cigarette users in high school also currently use some other form of tobacco.
Are ENDS safer than other tobacco products?

- Re-normalize smoking
- Possible gateway to smoking
- Increased intention to smoke cigarettes
EFFECTS OF VAPING

• E-Liquid made up of nicotine, propylene glycol, glycerin, food flavoring and………

• The aerosol is made up of ultrafine particles

• At least 10 substances in this aerosol have been identified and confirmed as carcinogens

• Nicotine poisoning on rise

• Secondhand aerosol
ENDS Manufacturers and Big Tobacco are using an old playbook with great success.

ENDS products are not yet regulated in the same way as other tobacco products and an explosion of ENDS use has occurred. Especially among youth.
Celebrity endorsements

Sports and Music Sponsorships

Glamorous Women

Rugged Men

Sex
Switch – Don’t Quit
Reduced Health Risks
ENDS are now being regulated as tobacco products and are being subjected to the same regulations as other tobacco products—slowly.

Changes:
2016- No modified risk claims on packaging or advertising
2017-18 – Manufacturers must register and submit a list of their products with ingredients and submit application for products to stay on the market
2018- Warning statements on packaging
2019- Submit quantities of the harmful and potential harmful constituents in product
COMMUNITY POLICIES FOR PREVENTION

Goals:

Encourage tobacco free lifestyles as the norm
Build an environment that supports quitting
Reduce pro tobacco influences
COMMUNITY POLICIES FOR PREVENTION

- Include vaping in every tobacco free/smoke free policy
- Tobacco free outdoor spaces (workplace grounds, parks, playgrounds, fair grounds, farmers markets, outdoor concerts/sports events, bus stops, sidewalks)
- 24-hour Tobacco free school grounds, college campuses and events
- Health messaging in tobacco retailers and tobacco/vape/hookah lounges
- Tobacco free multi-unit housing
- Prohibit tobacco sponsored programs and events
- Increase legal age to purchase and use tobacco products - Tobacco 21
- Point of Sales Initiatives
- Provide access to affordable cessation services including meds
• Limit all types of advertising seen from outside
• Limit all types of advertising near schools, daycares, parks, housing projects
• Place all tobacco products behind the counter – no self service
  • Place out of sight even better- no power walls
• Limit number of retailers in area with zoning regulations, minimum distance
• Enforcement for sales and placement restrictions
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