



Youth Tobacco Prevention and Behavior Change

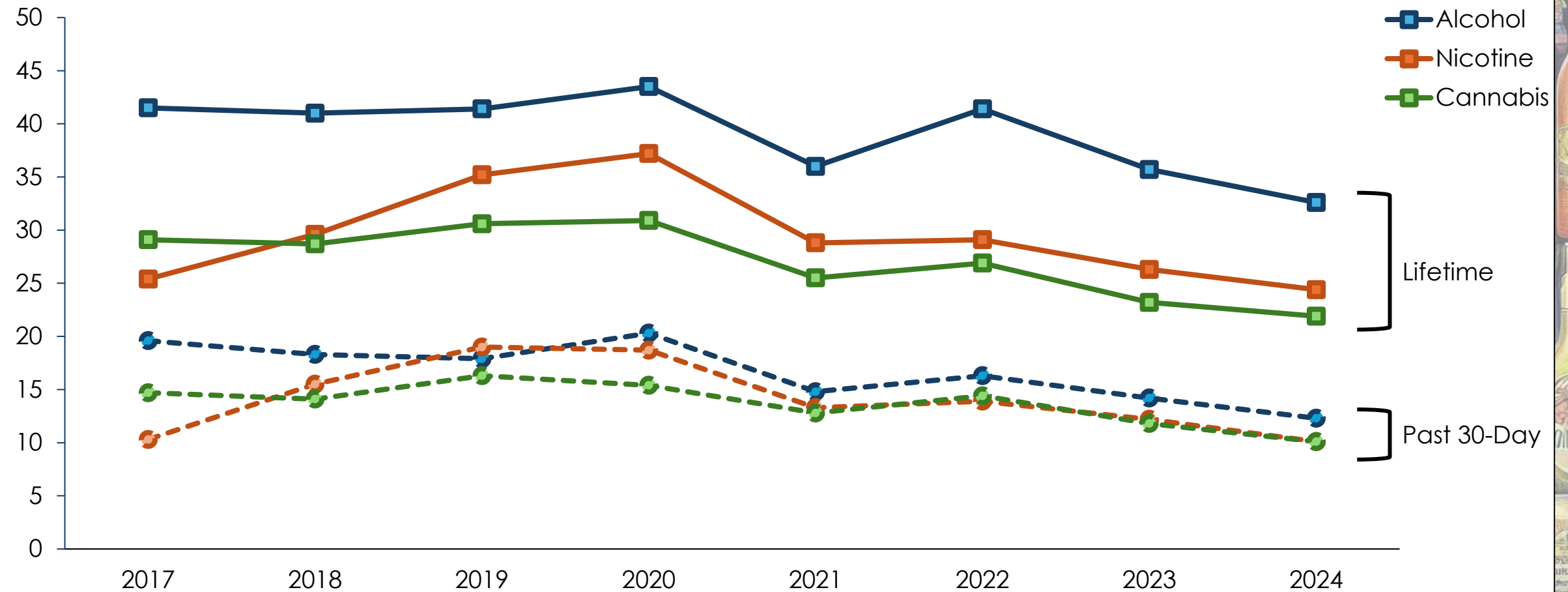
Jessica Barrington-Trimis, PhD
University of Southern California

Disclosures

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Youth Use of Nicotine, Alcohol (and Cannabis)





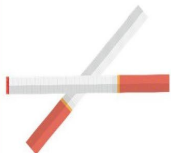
Nicotine



E-Cigarettes, Vaping Devices



Heated Tobacco Products



Cigarettes



Cigars/Cigarillos



Dissolvable Tobacco



Nicotine Pouch



Smokeless Tobacco



Snus



Hookah



Pipe



Bidis



Roll-Your-Own

Graphic adapted with permission from the Centers for Disease Control and Prevention (CDC) Office on Smoking and Health



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Cannabis

INHALATION

WATER PIPES

- Many sizes and designs
- Less carcinogenic compounds
- Water acts as a filter

PENS

- Small size
- No odor
- Huge variety
- Disposable
- Ready to use

JOINTS

- Inexpensive
- Popular
- Carcinogenic compounds in smoke
- Increase risk of bronchitis

VAPES

- No harmful products in smoke
- Minimal odor
- High cost

HAND PIPES

- Best option for smoking
- Better taste
- Smaller doses

DABBING

- Cost effective for high amount of THC
- Higher level of toxic substances
- Not a good option for newbies

BLUNTS

- Flavored options

ORAL

TINCTURES

- Fast and long lasting dose

INGESTIBLE OILS

- Medical and therapeutic benefits

CHEWING GUM

- Longer time to wear off effect
- Lower time to kick off

EDIBLES

- Popular
- Variety of choice
- Longer time to wear off effect
- Lower time to kick off

PILLS OR CAPSULES

- Steady and predictable dose
- Longer effect

DRINKS

CANNABUTTER

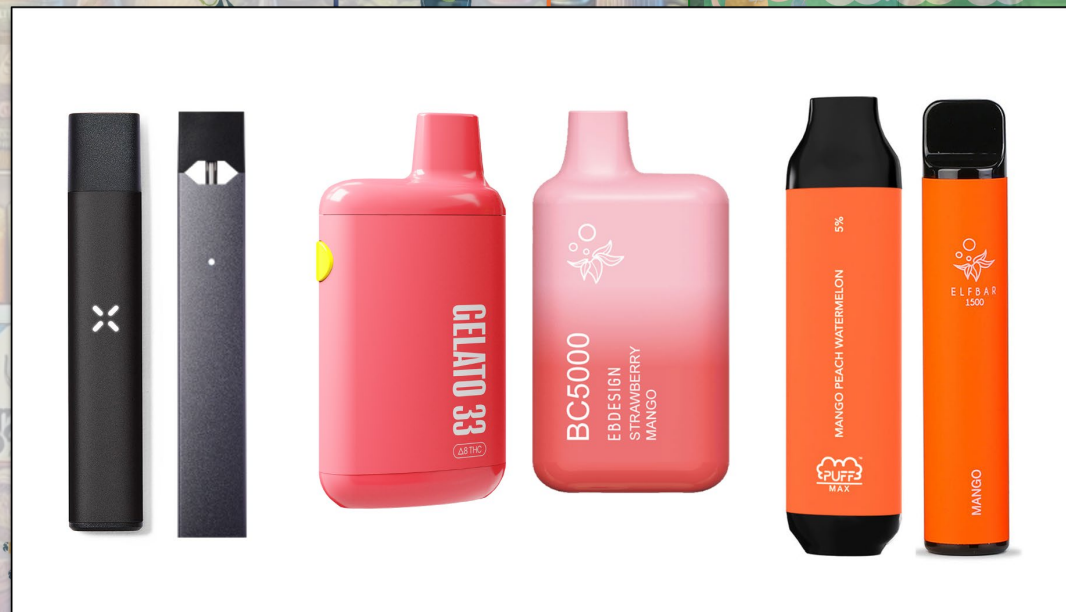
Alcohol



Nicotine

Cannabis

Alcohol



E-Cigarettes, Vaping Devices

Heated Tobacco Products

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INHALATION

HAND PIPES

- Best option for smoking
- Better taste
- Smaller doses

DABBING

- Cost effective for high amount of THC
- Higher level of toxic substances
- Not a good option for novices

BLUNTS

- Flavored options

GUM

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Nicotine

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Alcohol



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✓ Red Eyes ✓ Improved Sleep and Recovery ✓ Enhanced mood ✓ Formulated for your needs	✗ Nicotine Addiction ✗ Impacts Sleep and Raises Cortisol ✗ Irritable mood ✗ Irritation in mouth & gums
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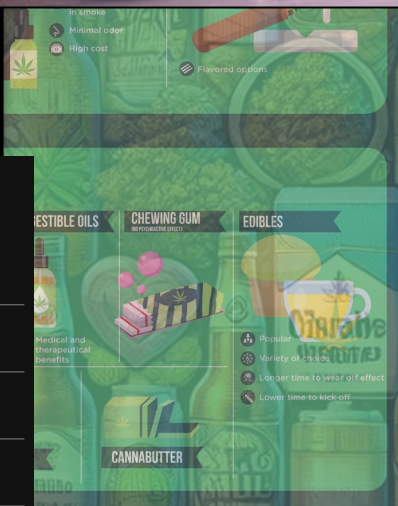
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✓ Red Eyes	✗ Nicotine Addiction
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Alcohol



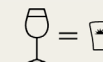
Nicotine



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Alcohol



DITCH THE BOOZE, KEEP THE FUN

The perfect substitute for your everyday cocktail, beer, or glass of wine.



CONTROL YOUR BUZZ

Drink multiple to build your buzz or just maintain your vibe.



BYE BYE HANGOVERS

A light, lively buzz without all the boozey after effects.



SHIPPING TO YOUR DOOR

Get orders shipped directly to your door. Easy living. Easy sipping.



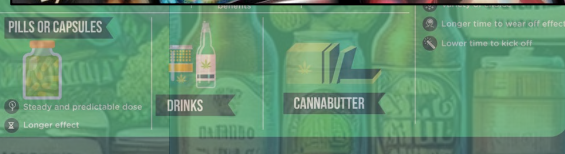
DRINK WITH FRIENDS

Made for social occasions.

Nicotine



Cannabis



Alcohol



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Heated Tobacco Products



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Cigars/Cigarillos



Hookah



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Bidis



Roll-Your-Own



Dissolvable Tobacco



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Smokeless Tobacco



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Cannabis

INHALATION



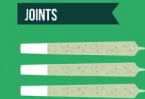
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INGESTIBLE OILS



- Medical and therapeutic benefits



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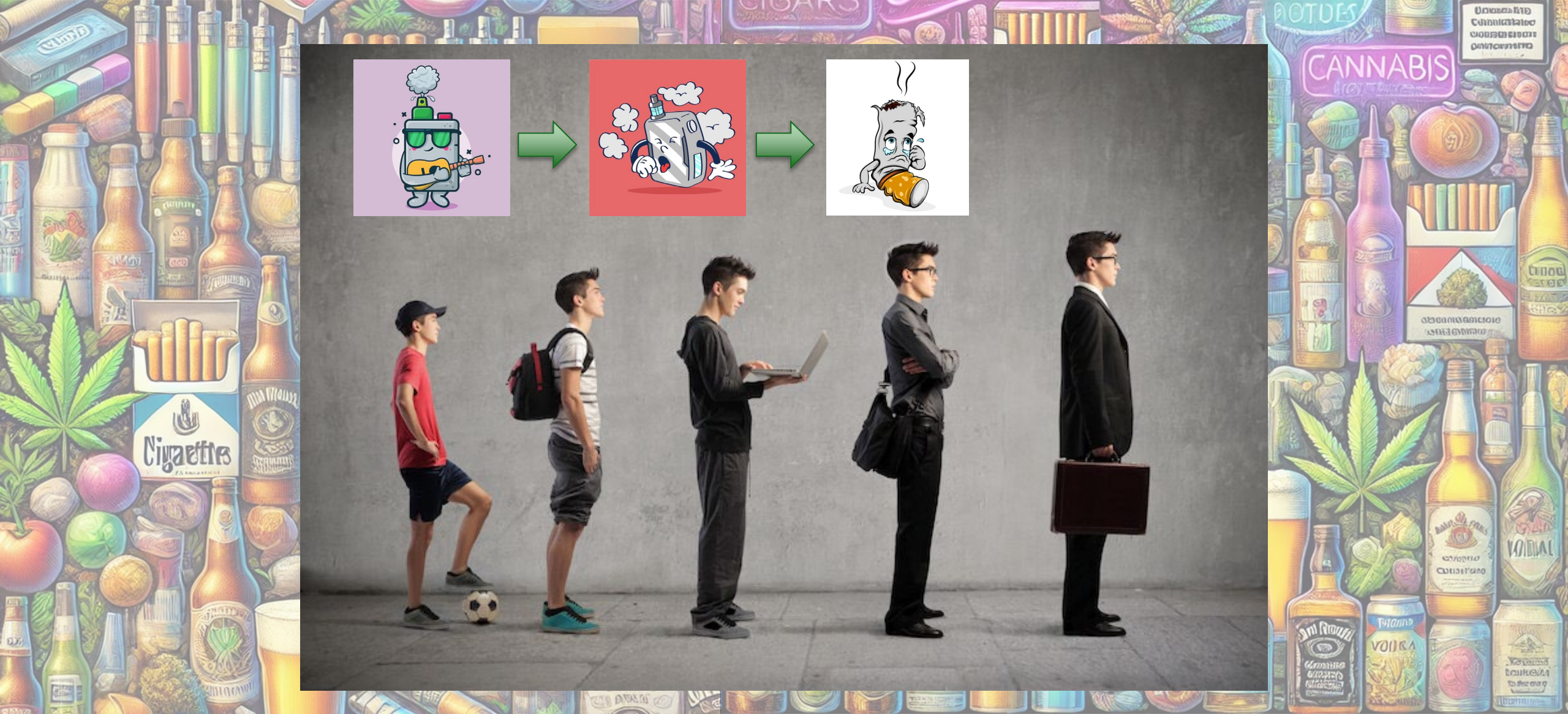
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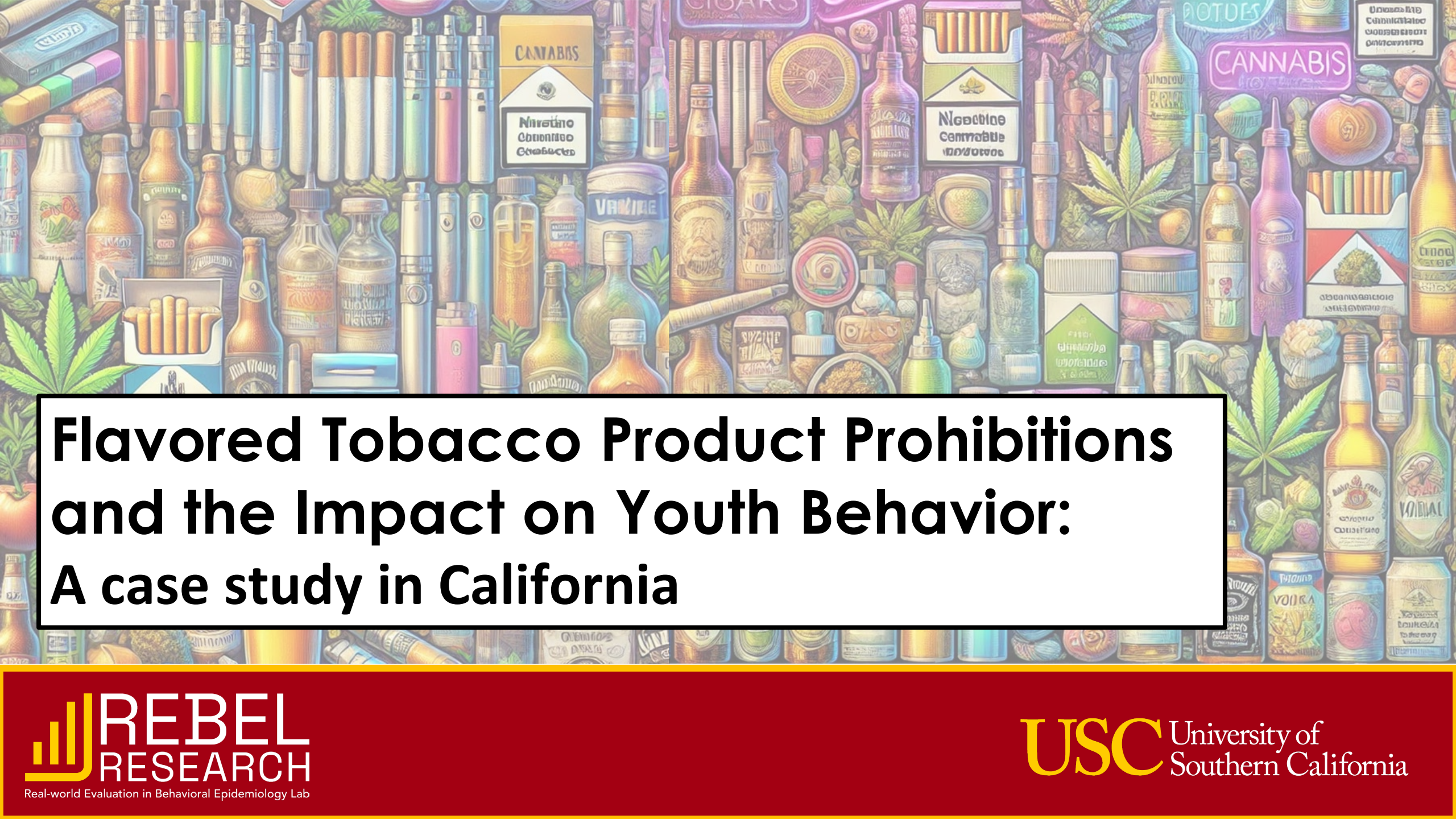




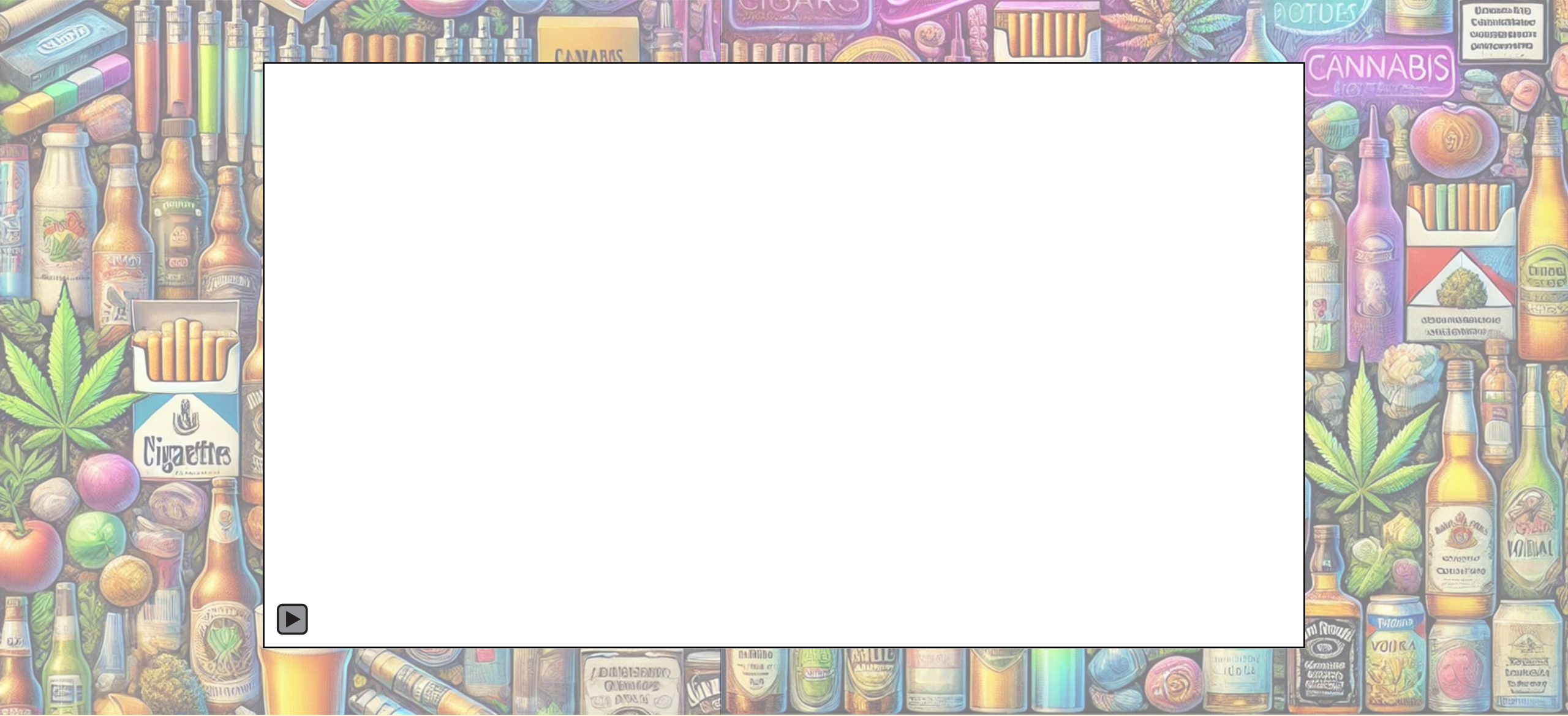








Flavored Tobacco Product Prohibitions and the Impact on Youth Behavior: A case study in California



E-cigarettes





**Most e-cigarettes are flavored
(and are a key reason for initiation)**



Cig-a-Likes Vap
2007

Metanine
2023



**Nearly 90% of youth start vaping
with a flavored e-cigarette**



Cig-a-Likes Vap
2007

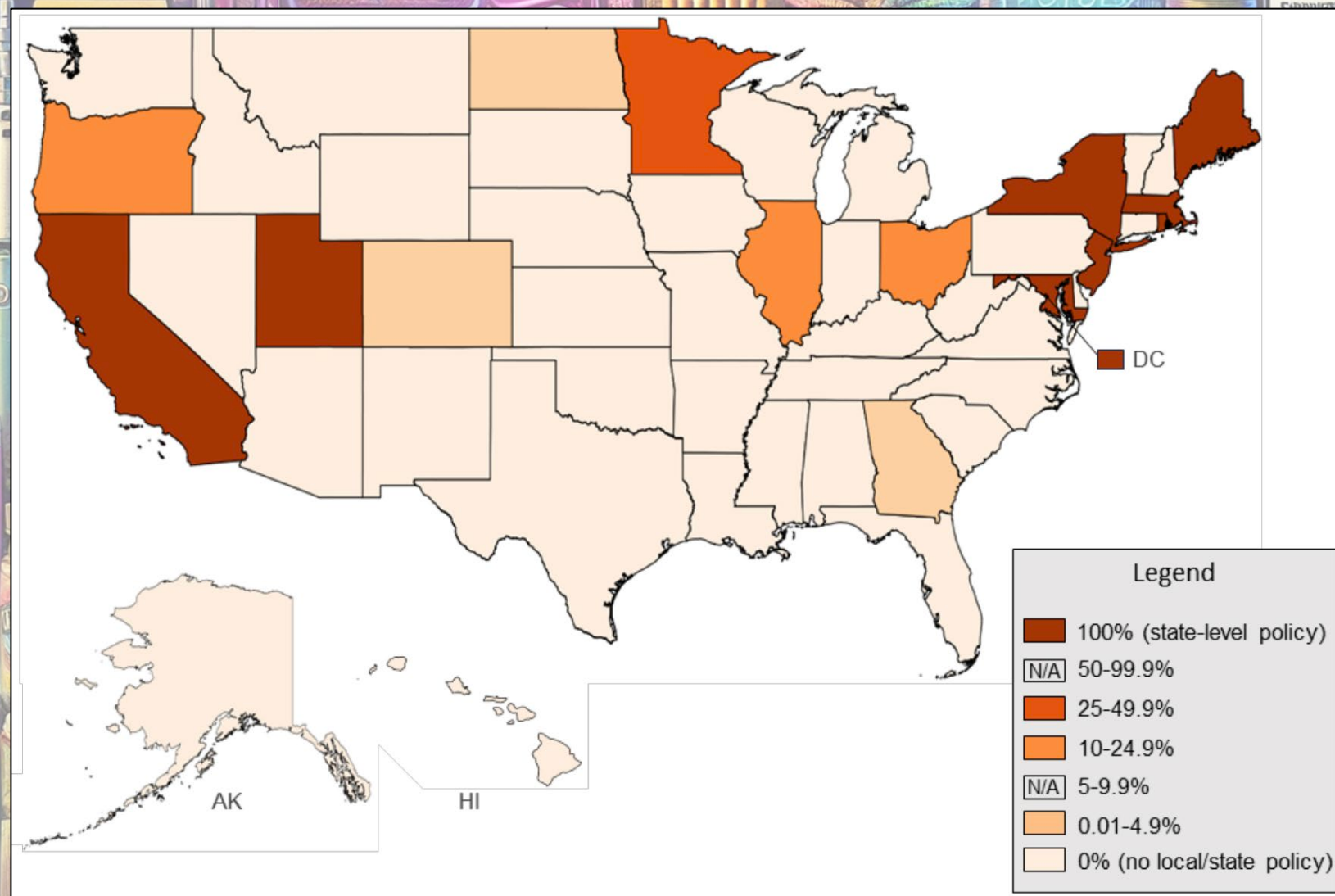


Metanine
2023

Flavored Tobacco Prohibitions

As of March 2024, ~28% of the US population lived in a jurisdiction with a flavored tobacco prohibition

(~16% in an area with a menthol cigarette ban)



Not all laws are created equal...

State Policies

State	Jurisdiction-wide ban?	Menthol prohibited?	All tobacco products?	Covers all retailers?	Effective date
Maine ¹	✓	✗	✗	✓	2009
Maryland ²	✓	✗	✗	✓	February 2020
Rhode Island ²	✓	✓	✗	✓	March 2020
New Jersey ²	✓	✓	✗	✓	April 2020
New York ²	✓	✓	✗	✓	May 2020
Massachusetts ³	✓	✓	✓	✗	June 2020
Utah ²	✓	✗	✗	✓	July 2024
California ^{3,5}	✓	✓	✗	✗	January 2023

1 Only covers non-premium flavored cigars

2 Only covers flavored e-cigarettes

3 Retailer exemptions for licensed smoking bars

4 Retailer exemption for specialty tobacco stores

5 Product exemptions for hookah, premium cigars, pipe tobacco.

DECEMBER 22, 2022

All (Most) Flavored Tobacco Products Are Banned In California

Updates to law:

- October 2023 (AB935)
- September 2024 (AB3218 and SB1230)



First E-cigarette Flavor Used (among new initiators)

Flavor Ban Enacted

Pre-Ban

Fall 2022

Post-Ban

Fall 2023



Flavored

Tobacco/Flavorless

First E-cigarette Flavor Used (among new initiators)

Flavor Ban Enacted

Pre-Ban

Fall 2022

Post-Ban

Fall 2023



Flavored

100%

Tobacco/Flavorless

0%

First E-cigarette Flavor Used (among new initiators)

Flavor Ban Enacted

Pre-Ban

Fall 2022

Post-Ban

Fall 2023



Flavored

100%

100%

Tobacco/Flavorless

0%

0%

Most Common Flavor Used (in past 30 days)

Flavor Ban Enacted

Pre-Ban

Fall 2022

Post-Ban

Fall 2023



Flavored

Tobacco/Flavorless

Most Common Flavor Used (in past 30 days)

Flavor Ban Enacted

Pre-Ban

Fall 2022

Post-Ban

Fall 2023



Flavored

90.9%

Tobacco/Flavorless

9.1%

Most Common Flavor Used (in past 30 days)

Flavor Ban Enacted

Pre-Ban

Fall 2022

Post-Ban

Fall 2023



Flavored

90.9%

90.9%

Tobacco/Flavorless

9.1%

9.1%

Flavored Product Used (in past 30 days)

Flavor Ban Enacted

Pre-Ban

2022

Post-Ban

2023



Any
E-cigarettes
Cigarettes
Cigars
Hookah
Smokeless

90.2%

86.4%

Flavored Product Used (in past 30 days)

Flavor Ban Enacted

Pre-Ban

2022

Post-Ban

2023

Any
E-cigarettes
Cigarettes
Cigars
Hookah
Smokeless

90.2%
91.0%

86.4%
90.7%

Flavored Product Used (in past 30 days)

Flavor Ban Enacted

Pre-Ban

2022

Post-Ban

2023

Any
E-cigarettes
Cigarettes
Cigars
Hookah
Smokeless

90.2%

91.0%

72.0%

87.2%

86.4%

90.7%

57.2% *

67.4% *

Flavored Product Used (in past 30 days)

Flavor Ban Enacted

Pre-Ban

2022

Post-Ban

2023

Any
E-cigarettes
Cigarettes
Cigars
Hookah
Smokeless

90.2%

91.0%

72.0%

87.2%

88.1%

86.4%

90.7%

57.2% *

67.4% *

85.6%

Flavored Product Used (in past 30 days)

Flavor Ban Enacted

Pre-Ban

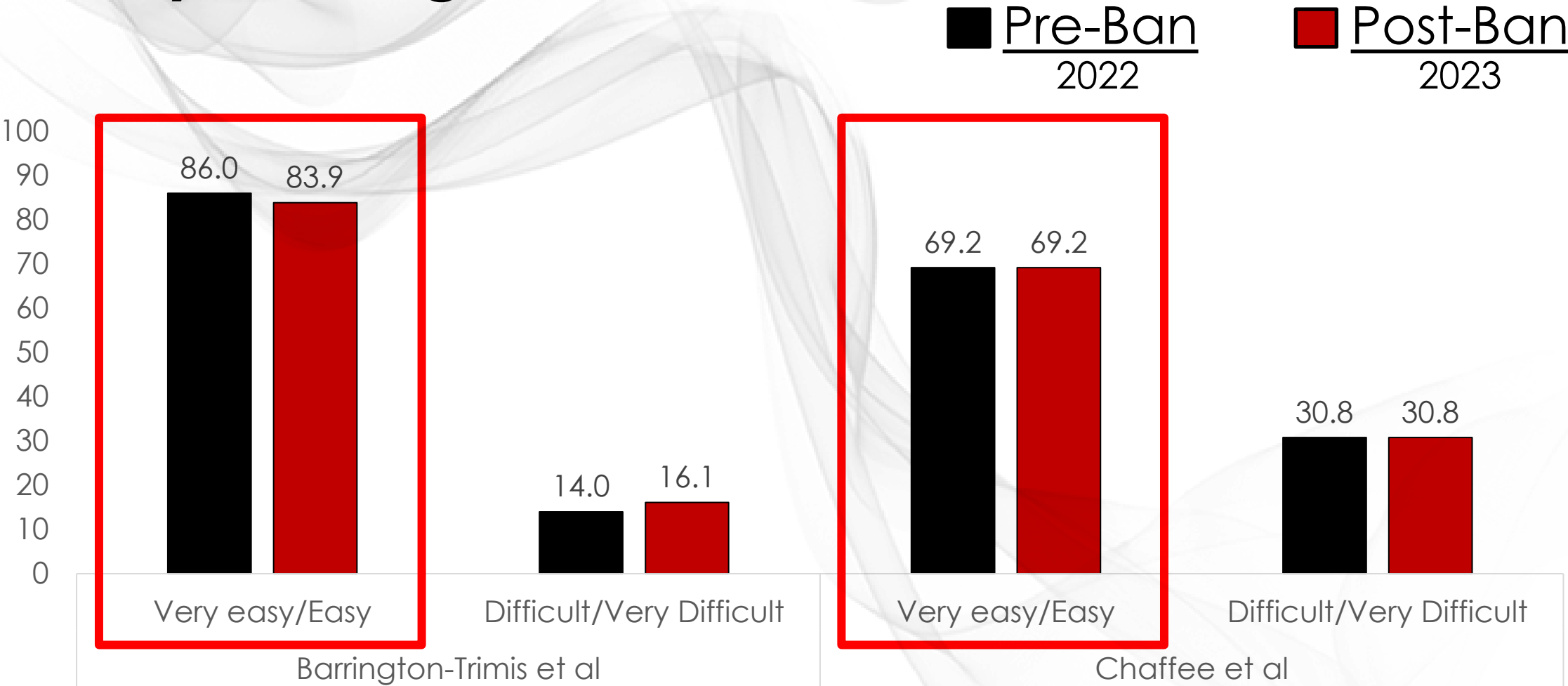
2022

Post-Ban

2023

Any	90.2%	86.4%	
E-cigarettes	91.0%	90.7%	
Cigarettes	72.0%	57.2%	*
Cigars	87.2%	67.4%	*
Hookah	88.1%	85.6%	
Smokeless	93.1%	83.1%	*

Difficulty Getting Flavors



Enforcement Data:

Violation Rates from FY20-FY24 in CA

- Retailers in CA: **~22,000**
- Number of store visits (sting operations): **10,489**
- Retailers visited more than once in 5 years: **1,808** (17.2%)
- Violations: **1,104** (10.5%)
 - Warning Letter: 930 (8.9%)
 - Civil Money Penalty: 174 (1.7%)

Application to alcohol?

Flavor: Chocolate Tease
Alcohol content: 15%
Volume: **1.75L**



Final Thoughts

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- Policies should not be developed in isolation
 - Learn from other policies on other substances
 - Consider high rates of co-use (particularly among youth)
- Policies that prevent youth use have downstream (positive) effects on reducing morbidity among adults
- Enforcement of policies is critical to their success
 - And must be built into legislation
- Evaluation of the efficacy of policies is needed
 - Continued monitoring (including closing loopholes) is important

REBEL Research Team



Thank you!

Thank you!

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