

Iowa Tobacco Prevention and Control Program (TPCP)

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Cessation Coordinator

November 8, 2024



Objectives

- Understand Tobacco & Nicotine
- Understand Vaping, Different Devices, and Latest Trends
- Learn About Tobacco Industry, Data, Marketing & Policies
- Be Able to Speak to Tobacco Prevention and Control Program (TPCP) Programs & Resources You Can Utilize
- Q&A



Tobacco & Nicotine

- Nicotine is the drug found in tobacco plants (and what causes addiction)
- Tobacco harms almost every organ in the body
- Nicotine damages the developing brain
- Nicotine activates areas of the brain that make you feel satisfied and happy
- Nicotine primes the brain for addiction to other substances

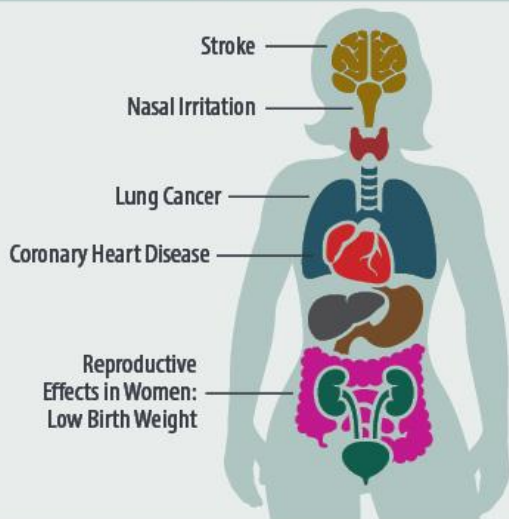
What is the problem?

- Smoking is the #1 cause of preventable disease and death worldwide (1 in 5 deaths annually are tobacco-related)
- 16 million Americans have a tobacco-related disease
- Primary use causes more than 480,000 deaths each year in the United States
- Claiming the lives of over 5,100 adults annually in Iowa (smokers die 10 years earlier than non-smokers)
- 58 million non-smoking Americans exposed to secondhand smoke
 - Contains more than 70,000 chemicals
 - 70 of which are known to cause cancer
 - 41,000 deaths each year due to secondhand smoke exposure
- Annual healthcare costs directly due to smoking totaling \$1.49 billion
- Medicaid costs caused by smoking among Iowans exceed \$391 million annually

Iowa Adult Tobacco & Nicotine Use Rates (2022)

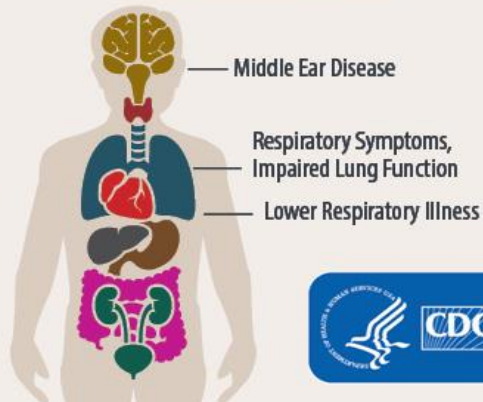
- Any current tobacco use (including e-cigarettes) - 27.6%
 - Smoke prevalence rate among adults (14.7%)
- Smoking prevalence among Iowa Medicaid members – 32.4%
- Smoking prevalence rate among pregnant women – 5.1% (9.3% among pregnant female Medicaid members)
- Smoking prevalence rate among LGBTQ+ - 19.1%
- Smoking prevalence rate among reported heavy drinking – 28.7%
- Smoking prevalence rate among adults who report frequent poor mental health days (14+ in past 30 days) - 26.1%

ADULT

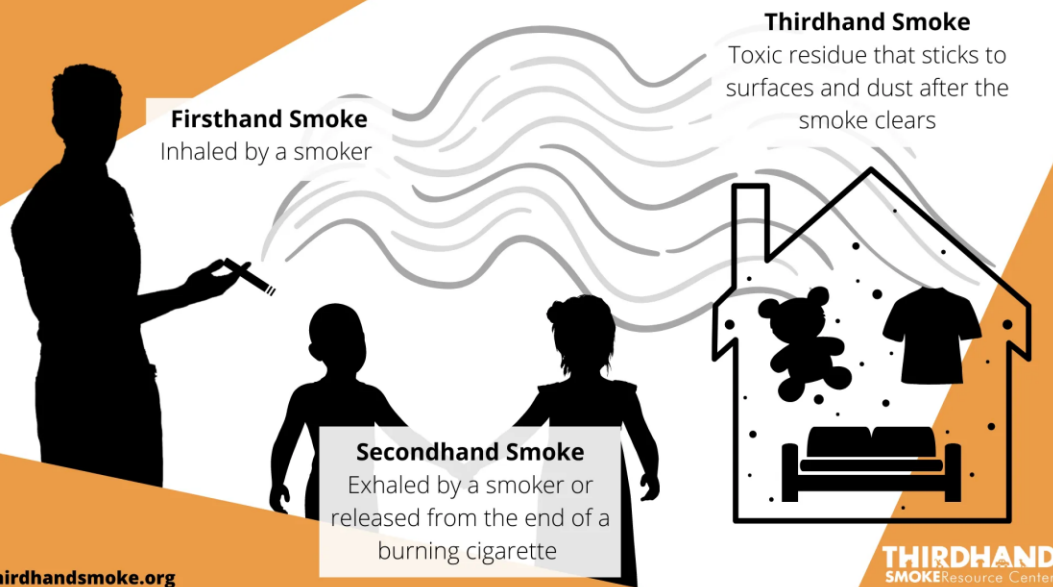


CHILDREN

Sudden Infant Death Syndrome



What is Thirdhand Smoke?



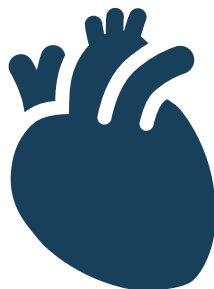
Secondhand Smoke



Secondhand smoke is exhaled by a person who is smoking, and inhaled by a nearby person.



A dangerous mixture of over 7,000 chemicals, including 70 that cause cancer.



Increases risk for heart attacks, heart disease and stroke, and lung cancer.



Children who are exposed to secondhand smoke in the home or vehicle may be at increased risk for secondhand smoke-related disease and illness, and infants are at a greater risk for sudden infant death syndrome (SIDS).



There is no safe level of secondhand smoke exposure.

Chemicals in Thirdhand Smoke Can:



Increase Risk of
Cancer



Damage DNA



Reduce Ability to
Heal Injuries



Lower Ability to
Fight Infection



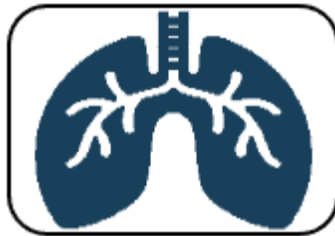
Damage Cells



Cause Earaches



Trigger Asthma
Attacks



Worsen
Respiratory Illness

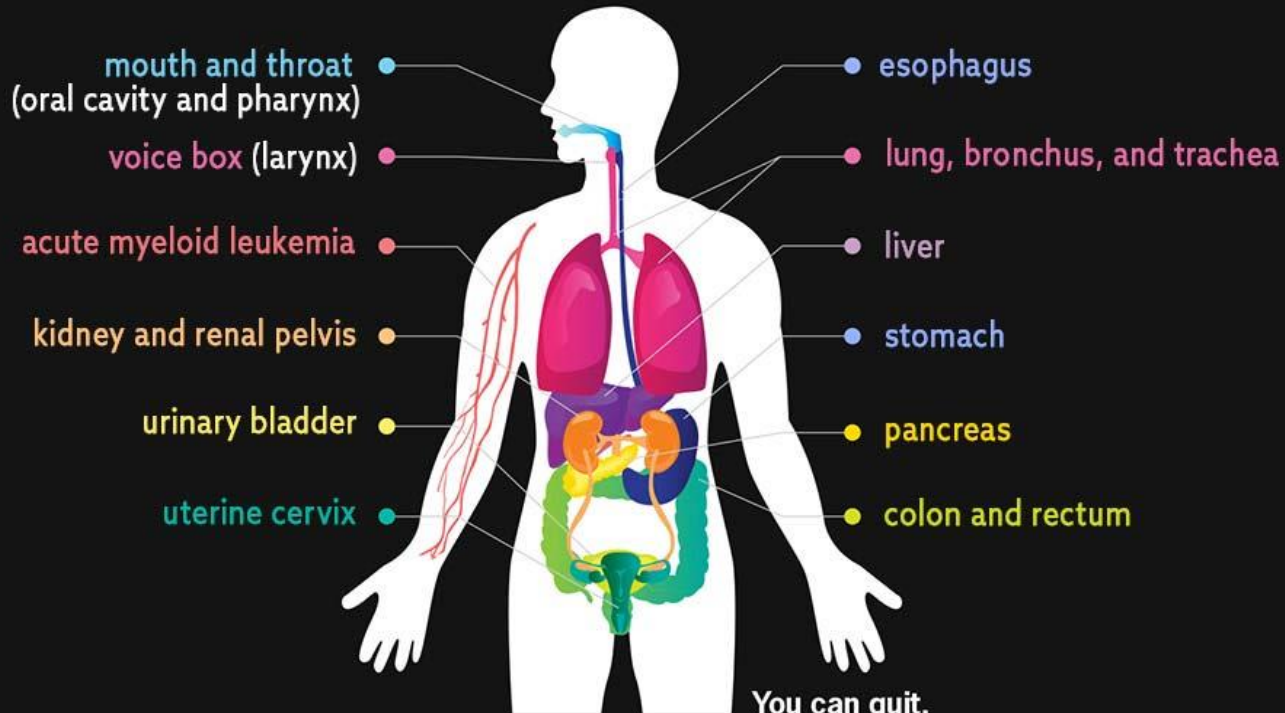


Increase Risk of
Disease



Cause Headaches

Smoking can cause cancer almost
anywhere in your body.



You can quit.
For free help: 1-800-QUIT-NOW.

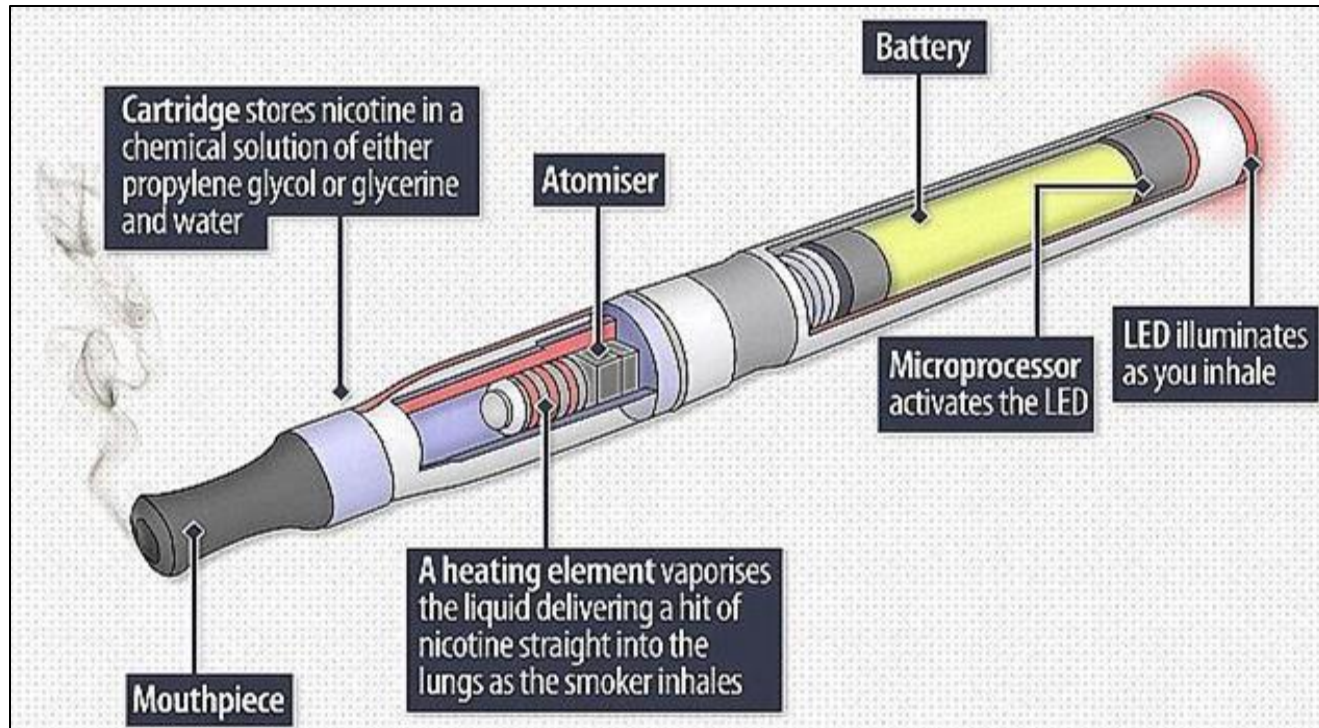


What is Vaping?

- Inhaling and exhaling the aerosol ('vapor') produced by an e-cigarette or similar battery powered device
- Called e-cigs, vape pens, e-hookahs, e-pipes, tanks, mods, vapes, electronic nicotine delivery systems (ENDS), and more
- Youth who use e-cigarettes are more likely to become dual users



Anatomy of the E-Cigarette



Substances in e-cigarette aerosol



Volatile organic compounds



Flavorings

Ultrafine particles



Nicotine

Cancer-causing chemicals



Heavy metals such as nickel, tin, and lead

Source: U.S. Surgeon General Report, 2016

[CDC.gov/Vaping](https://www.cdc.gov/Vaping)





Nicotine exposure and addiction are harmful for youth.

- Nicotine can rewire a teen's brain to crave more nicotine and can create addiction.
- Brain changes related to nicotine exposure may have effects on attention, learning, and memory that promote addiction to the drug.
- Teens who vape may become addicted to nicotine faster than teens who smoke cigarettes.
- Teens who vape are more likely to start smoking. Cigarette smoke includes a mix of chemicals that cause serious disease and death.



ENDS can cause environmental harm.

- Vape batteries and e-liquid can hurt the environment. When people throw away vapes in their household trash or a public trash can, nicotine solution in e-liquid can seep into the ground or water and become dangerous for people and animals.



Vaping may be harmful to lungs.

- Vaping can expose users to toxic chemicals and metal particles—such as lead, chromium, and nickel—that can harm the lungs.
- Some chemicals found in cigarette smoke—such as formaldehyde, acrolein, and acetaldehyde—also are found in some e-cigarette aerosols. Inhaling these chemicals can cause irreversible lung damage.

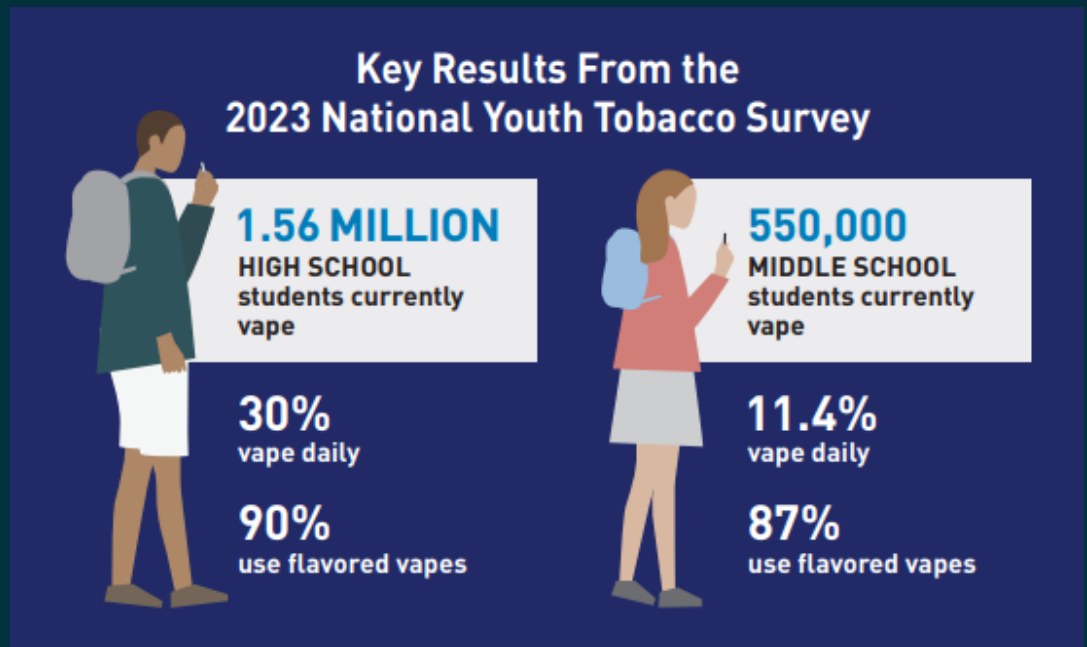


E-liquid is dangerous, and ENDS can explode.

- E-liquid that contains nicotine may be toxic if swallowed. Accidental exposure to e-liquids in children can lead to nicotine poisoning and even death.
- ENDS can explode and cause serious injuries. The cause of explosions is not always clear, but the problem may be related to the batteries in these devices.

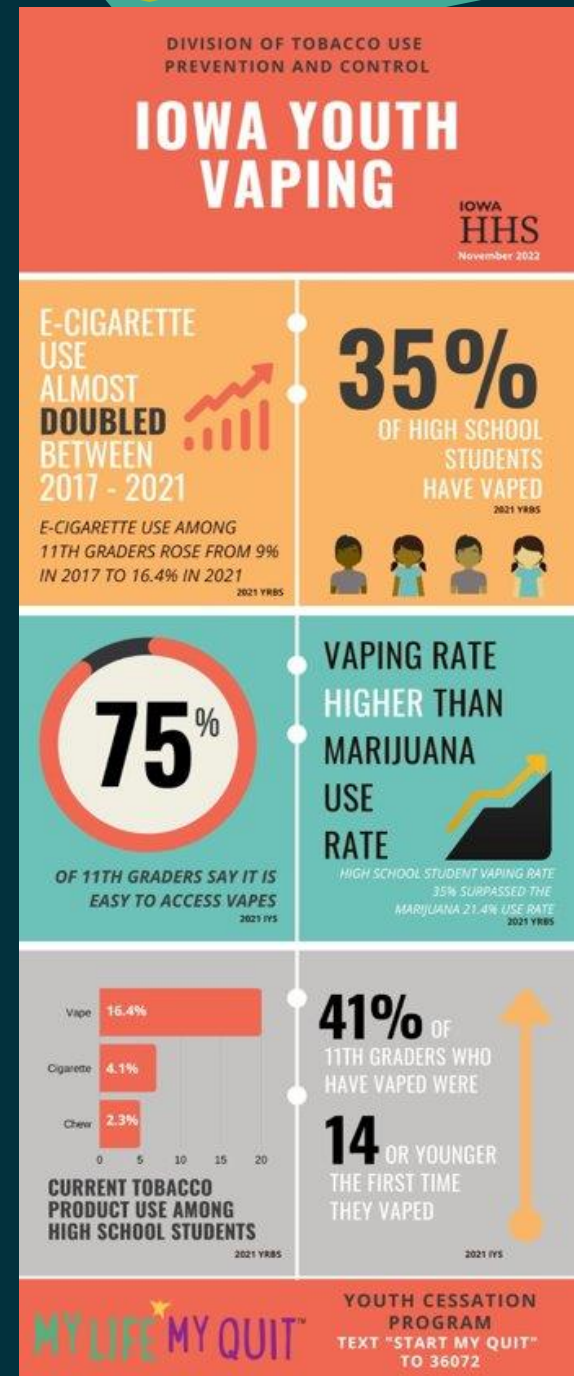
Youth & Young Adult Tobacco Use (2022)

- E-cigarette rate among young adults (ages 18-24) - 19.3%
- Smoking prevalence rate among young adults – 8%



Youth & Young Adult Tobacco Use (2022)

- Youth data is hard to come by in Iowa
- Infographic from 2022



Youth Vaping Today

Over 1.6 million youth are vaping in middle and high school.

More than 1 in 4 youth use e-cigarettes daily.

Almost 90% of all youth users are using flavored products.

More than 11% of young adults ages 18-24 used e-cigarettes, the highest among all adults.

Approximately 31% of youth adults ages 18-24 report having used an e-cigarette at least once in their life.



Figures courtesy of the 2024 National Youth Tobacco Survey, CDC, and Department of Health and Human Services.

GENERATIONS OF E-CIGARETTES & VAPE PENS



CIG-A-LIKE (2007)

E-Cigarettes came onto the market around 2007. Most looked very similar to a traditional cigarette.

0mg/mL - 6mg/mL



MODS/TANKS (2012)

Large size, modifiable e-cigarettes allow for more aerosol, nicotine, and other chemicals to be breathed into the lungs at a faster rate. E-juice and e-liquid often put in externally.

0mg/mL - 36mg/mL



SINGLE-USE/DISPOSABLE* (2018-NOW)

These e-cigarettes are currently the most popular and range in sizes and color. They typically contain high nicotine content and are highly addictive.

0mg/mL - 50mg/mL



VAPE PENS (2009)

These have batteries that can reach higher temperatures, have refillable e-liquid cartridges, and allow users to regulate the frequency of inhalations.

0mg/mL - 18mg/mL



POD-BASED (2015-2017)

These e-cigarettes are shaped like USBs or different shapes, and contains pods with higher amounts of nicotine than previous generations.

0mg/mL - 50mg/mL

*Disposable vapes contain harmful chemicals and cannot be thrown away normally and should be disposed in proper manner.

Different Looks





VAPING LINGO DICTIONARY

More than 2.1 million teens currently use e-cigarettes, with one in four reporting daily use. New brands and product types continue to appear on the market at an extremely fast rate, and keeping up with the latest trends and lingo can be difficult. This resource provides a list of popular products, as well as terms and phrases that young people may use to describe nicotine use.

DISPOSABLES

Disposable e-cigarettes are single-use products that are not refillable, but many are rechargeable. They are the most commonly used device type among current users, and many feature sweet, youth-appealing fruit or candy flavors as well as mint and menthol flavors. In recent years, disposable e-cigarettes have become bigger, stronger, and cheaper, raising concerns about youth uptake and nicotine addiction. Popular disposable brands include Breeze Pro, Hyde, Puff Bar, EB Design (formerly Elf Bar) and Kangvape, and offer between 1,500 to 8,000 puffs per device.



CLOSED POD DEVICES

Closed pod devices use disposable, pre-filled pods containing nicotine e-liquid that are inserted into a rechargeable body. Pods come in a range of flavors and nicotine strengths, allowing users to customize their experience. JUUL and Vuse are the most commonly used closed pod device brands, followed by NJOY, Blu, and Glas.

REFILLABLE DEVICES

These systems require nicotine e-liquid, also called vape juice (often purchased separately) and come in three varieties: box mods, pens, and refillable pods. These devices have tanks or pods that can be refilled with e-liquid and the pods/tanks are not thrown away after one use. These systems are used more by "hobbyist" users because they require more upkeep and are typically modified to produce a heavier cloud to perform tricks.



Battery, Batt The part that provides power to the heating element to warm the e-liquid and produce vapor

Blanks Empty cartridges a user can fill with the e-juice of their choice

Cartridge, Cart A refillable vape juice container

Charger Used to recharge the e-cig battery once it has been depleted

Clone A knock-off of an original device that is typically less expensive

Clouds What vapers call the vape mist that's produced during vaping

Dab pen A Dab pen is used primarily for consuming THC concentrates and using the device is typically also referred to as "vaping." These devices look and work much like other e-cigarettes.

Dank Vapes The "most prominent in a class of largely counterfeit brands, with common packaging that is easily available online and used by distributors to market THC-containing cartridges," according to a Centers for Disease Control and Prevention report on e-cigarette or vaping product use-associated lung injury. (see: EVALI)

EVALI E-cigarette or vaping product use-associated lung injury. The CDC created the term in response to a multi-state outbreak of severe lung illnesses linked with using e-cigarette and vaping products. These cases were first identified in August 2019 and by November 5, 2019, there were more than 2000 cases in 49 states, D.C. and the U.S. Virgin Islands and 39 deaths.

Fiend, Fiending Someone who is always trying to find nicotine (they may or may not think they're addicted)

Ghost A vape trick where a user will pull as much as they can and not exhale to show toughness

Hit, Dab, Rip, Ripski, Draw, Tax, JUUL, Drag Refers to a single "puff" from a vape device

Greening Act of throwing up after hitting THC

JUULius Caesar, JUULia, JUULiet, JUULian, JUULio, JUJU, JUU etc. Nicknames for JUUL

Milligrams (mg) The measure for the amount of nicotine found in vape juice

Milliliters (ml) The measure for the amount of liquid in a pod/cartridge

Mint Gang, Mango Gang A group that vapers can identify with if they are mint or mango vape juice users

Mod A third generation e-cigarette that does not resemble combustible cigarettes. These devices often allow users to customize the batteries, tanks and coils within the device to modify the temperature, voltage and resistance to create different clouds.

Nic Nicotine

Nic Sticc, Wop Machine, Wop Nicknames for vape devices

Nick Sick Refers to non-specific symptoms of exposure to nicotine, especially if it is above someone's tolerance

Pod A non-reusable pre-filled container of vape juice that snaps/slides into a device

Rip it Refers to vaping as much as a user can tolerate

Skin A sticker that the user can wrap their device in to personalize it

Starter Kit A kit that includes basic e-cigarette equipment designed for newcomers to vaping. Most starter kits come with one or more atomizers, one or more batteries, a charger and five cartridges sometimes pre-filled with juice.

Tank The top portion of a box mod or refillable pen that holds the e-liquid

Throat Hit/Kick The tingling feeling in the back of the throat when vaporizing e-liquid that contains nicotine

Vape Juice/E-Juice Vape juice is used in open/refillable systems and comes in a variety of flavors. Vape juice typically contains nicotine and is made of vegetable glycerin or propylene glycol, water and flavorings. There are more than 7,000 e-juice flavors on the market including menthol, fruit, dessert, coffee, alcoholic beverage and cigar flavors.

Vape Nation A collective group of vapers who pride themselves on vape tricks and identify with vape culture

Vapors Tongue Taste buds that have become desensitized

Vit E Vitamin E Acetate, which has been linked to illness related to vaping THC

Zero, Stealth Mode When a user does not release the e-cigarette vapor after taking a puff in an attempt to hide their use

ZYN A nicotine pouch brand that comes in several flavors and nicotine strengths. Nicotine pouches are a type of smokeless product placed between the lip and gum, allowing nicotine to be absorbed through the mouth. The pouches are sometimes referred to as a "lip pillow" or "upper decky."

Updated: August 2024

CIGS IN AN E-CIG



1 Pack of Cigarettes
= ~22mg of Nicotine



AMOUNT OF NICOTINE IN

~20
CIGARETTES



1 JUUL Pod
= ~41.3mg of Nicotine



AMOUNT OF NICOTINE IN

~37
CIGARETTES



1 Vuse Pod
= ~90mg of Nicotine



AMOUNT OF NICOTINE IN

~82
CIGARETTES



1 Elf Bar
= ~650mg of Nicotine



AMOUNT OF NICOTINE IN

~590
CIGARETTES



BE ON THE LOOKOUT.

ADDICTIVE ORAL NICOTINE PRODUCTS
ARE GAINING POPULARITY AMONG YOUTH

DIFFERENT TYPES OF PRODUCTS



Pouches



Tablets & Lozenges



Gums



Toothpicks

DON'T BE FOOLED BY...



CANDY-LIKE PACKAGING



SOCIAL MEDIA ADS TARGETING KIDS

OUR CONCERNS



Oral nicotine products are **highly addictive** and contain harmful chemicals that can damage teens health.



Recent surveys found that a sizable number of **US teens** are using these products.



Talk to your teens about this product and **protect their health** by avoiding all nicotine products.

LEARN MORE ABOUT ADDICTIVE ORAL NICOTINE PRODUCTS BY VISITING:

[TINYURL.COM/REACHLAB-ORALNIC](https://tinyurl.com/reachlab-oralnic)



Industry Tactics

- The tobacco and vaping industries target young people by sweet flavors, cheap prices and easy access.

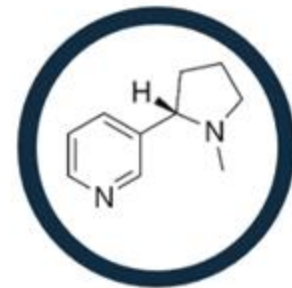
Advertising



Flavors



Nicotine



Tobacco Industry ('Big Tobacco')

- Tobacco products are one of the most heavily marketed products in the U.S.
 - It is estimated that \$9.1 billion is spent annually on tobacco marketing nationally
 - Estimated \$106 million spent annually on tobacco marketing in Iowa
- Increased tobacco product normalization in movies, video games, streaming services, and much more

Flavors

- E-liquid and juices contain flavorings
- 8,000+ flavors
- Flavors appeal to youth
- Flavors make vaping seem harmless



Iowa HHS Tobacco Prevention & Control Programs (TPCP)

Overview on programs and resources you can utilize

Centers for Disease Control Target Areas

01

Prevent the initiation of tobacco use among young people.

02

Eliminate non-smokers' exposure to secondhand smoke.

03

Promote quitting among young people and adults.

04

Identify and eliminate tobacco-related disparities among population groups.

TPCP Programs

Smoke Free Air Act

Tobacco Free / Nicotine Free Policy Initiatives

Smoke Free Homes

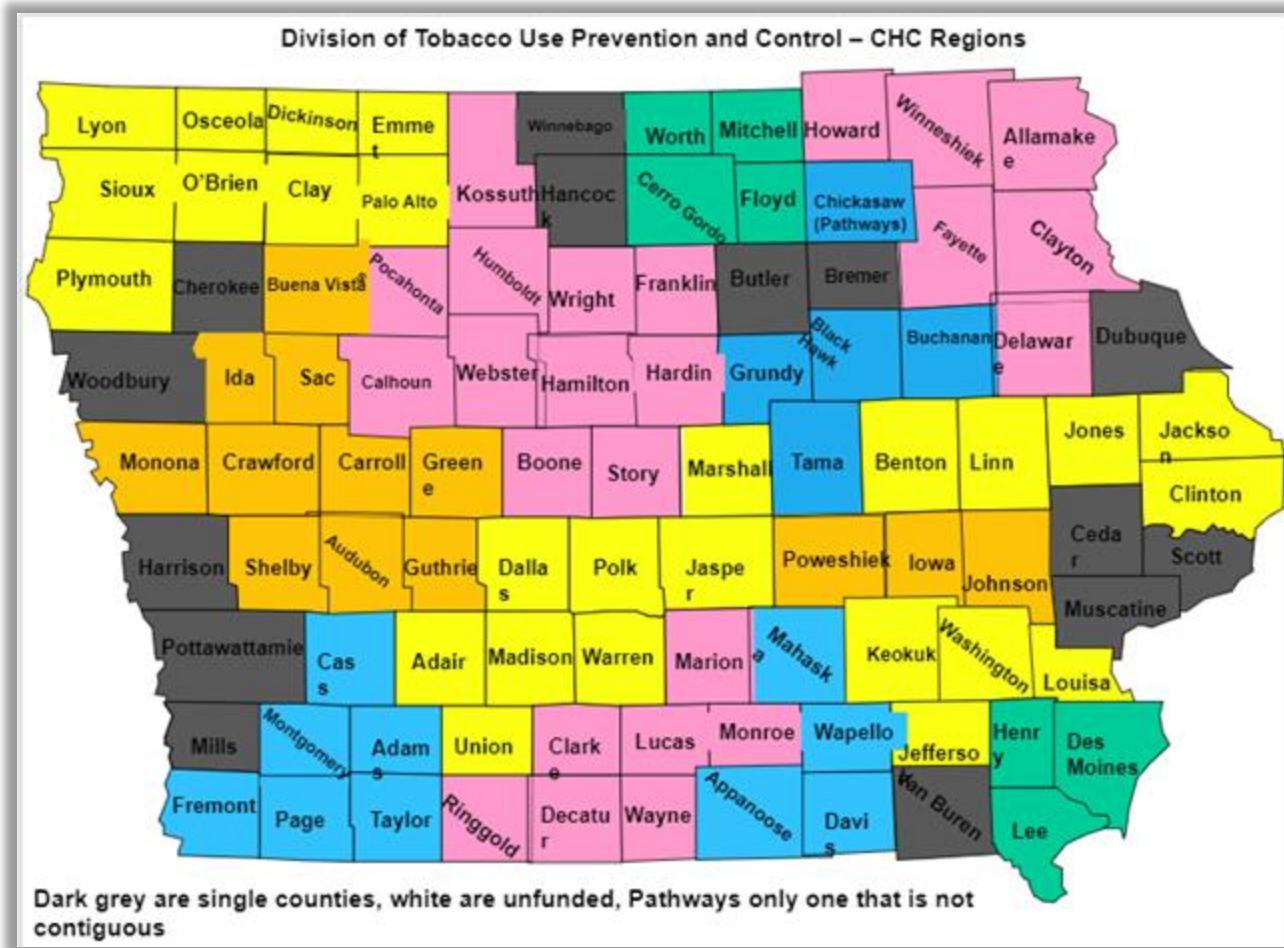
ISTEP

Cessation Programs

- Quitline Iowa
- My Life My Quit (MLMQ)



Community Partnerships



Cessation Programs

Quitline Iowa & My Life My Quit



What Services Are Provided Through Quitline Iowa?

24/7 access to free support to all Iowans.

One-on-one counseling with a Quit Coach through phone, text or chat.

Specific programs offered:

- Behavioral Health
- Pregnancy Postpartum Program
- Young Adult Program
- American Indian Program
- My Life My Quit

Nicotine Replacement Therapy (NRT)

Ask, Advise, Connect (AAC)

Text-Me-First

Fax and web referrals who have consent to text from individuals.

Will receive back-to-back messages.

- First message will show brief video about Quitline.
- Second message will help them to enroll and start quit journey.

This increases reach rate!

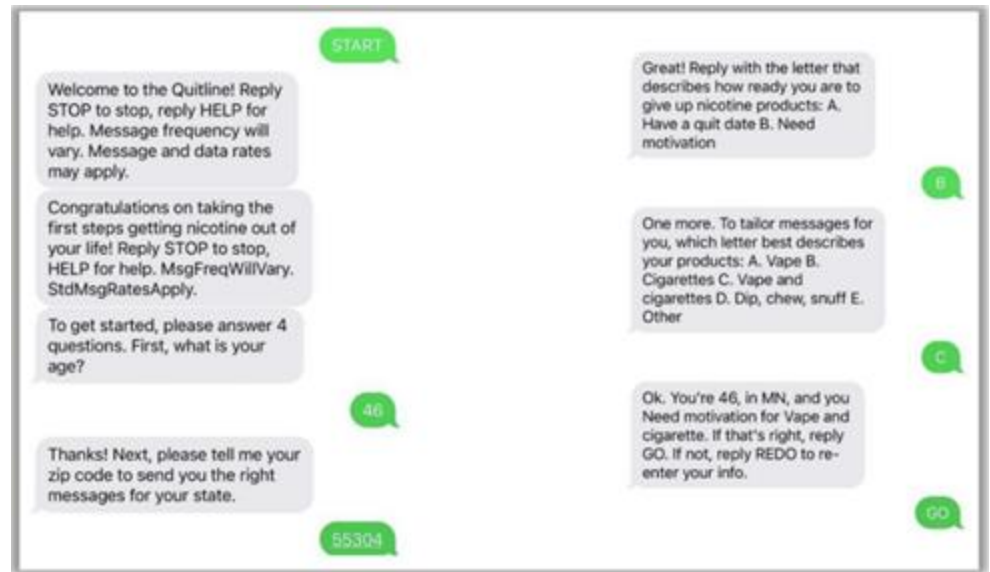
QuitNowZZ: Welcome! We received a referral from your provider. To learn more about our program, watch this video: <https://youtu.be/xFGxbWG6DQE> STOP=opt out

QuitNowZZ: We'll call you, or you can start your quit journey right now: state.quitlogix.org/en-US/Enroll-Now

Example of "Text-Me-First messages sent to participant after referral.

Short Code Enrollment

- Individuals text START to 300500 and they will answer four questions:
 - Age
 - Type of tobacco/nicotine used
 - Zip code
 - Readiness to quit



Text-to-Order-NRT

- To support increased engagement and low-barrier access to nicotine replacement therapy (NRT).
- Adults in texting program can text keyword 'NRT.'
- To order additional one-time two-week supply to NRT patches, gum, or lozenges.
- Quitline coach will facilitate ordering process and use secure forms to verify PHI.

Please click the link to securely order your NRT. If you have issues, just text "NRT" back!

nrt-test.quitlogix.org

Example of "Text-to-Order-NRT" message sent to participant after "NRT" keyword.



Quitting Vaping is Hard

Support helps.

Text 'START' to 300500



GET HELP NOW



Here for All the Hard Parts of Quitting

Get help quitting tobacco and nicotine.

Text 'START' to 300500



GET HELP NOW



Quitting Chew is Hard

Support helps.

Text 'START' to 300500



GET HELP NOW



QUITLINE IOWA
Iowa HHS



Lucy Olsen
Iowa Womens Basketball



A paid partnership from the
Iowa Department of Health and Human Services



CADE KELDERMAN
ISU BASKETBALL PLAYER

What's so
BAD
about

VAPING WHILE PREGNANT?



- > Vaping is not safer than smoking.
- > Both contain poisonous nicotine.
- > Nicotine can cause your baby to be born early or stillbirth.
- > Nicotine can damage your baby's lungs and brain.

What's so
GOOD
about

THIS QUIT PLAN?



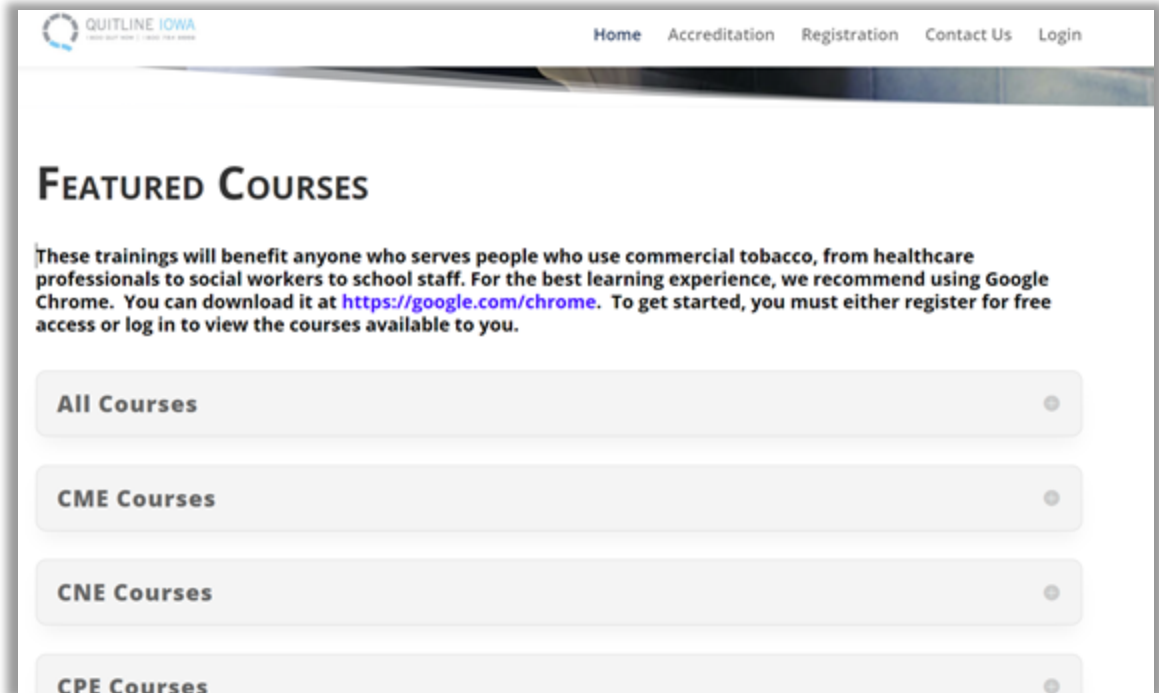
- > Develop a plan that works for you.
- > 9 free coaching calls.
- > 4 times more likely to succeed.
- > Get an incentive for program completion.

When you're ready to quit, call or visit
[1.800.QUIT.NOW](tel:1800QUITNOW) | QUITLINEIOWA.ORG



06/2023

Quitlogix Education



Making the Change Talk Podcasts

Making the Change Talk

This is a podcast for people who are thinking about, or on their journey towards a tobacco free life. Wherever you are in your change journey, this podcast is for you!

Each episode has conversations with people making the change, who have made the change, or with people who are helping others change. We hope you will listen to all of the conversations on making the change talk.

[Episode 1 \(20 minutes\): The Power of Addiction](#)

In this episode we explore and help you understand why tobacco is so addictive.

▶ 0:00 / 19:42 ———— 🔊 ⋮

[Episode 2 \(20 minutes\): Tobacco and Mental Health](#)

In this episode we look at the connection between tobacco use and mental health.

▶ 0:00 / 20:37 ———— 🔊 ⋮

[Episode 3 \(20 minutes\): Influence and Predatory Practices of the Tobacco Industry](#)

In this episode we shine a light on big tobacco in the US and how they targeted communities.

▶ 0:00 / 20:43 ———— 🔊 ⋮

[Episode 4 \(20 minutes\): What is your why?](#)

In this episode we explore one of the most important questions you will ask yourself in your journey – What is your why?

▶ 0:00 / 20:09 ———— 🔊 ⋮

[Episode 5 \(20 minutes\): Coping Skills and Relapse](#)

In this episode we explore the most common symptoms of withdrawal and how you can fight back with coping skills. We also talk about how to think about and handle relapse – because it happens and that's okay!

▶ 0:00 / 19:50 ———— 🔊 ⋮

[Episode 6 \(20 minutes\): Rewarding yourself through your quit journey](#)

In the final episode of the podcast we talk about rewarding yourself – taking the time to celebrate your successes throughout your quit journey!

▶ 0:00 / 20:58 ———— 🔊 ⋮

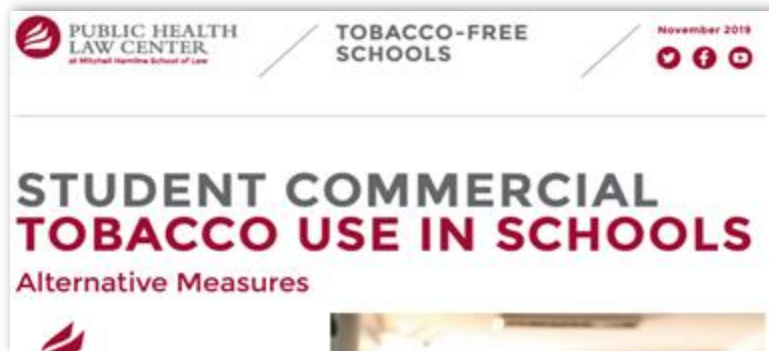


What Services Does My Life My Quit Offer?



Alternative to Suspension

- Iowa Vape-Free Schools Toolkit
- Public Health Law Center resources
- MLMQ Kit



MY LIFE MY QUIT. | VISIT MYLIFEMYQUIT.ORG

QUIT VAPING

WHEN - AND HOW - YOU WANT.

TEXT
"START MY QUIT"
TO 36072

IOWA HHS 100% FREE, CONFIDENTIAL & MADE ESPECIALLY FOR TEENS. MY LIFE MY QUIT



QUIT VAPING

START HERE



MY LIFE MY QUIT.

QUIT VAPING

START HERE

MY LIFE MY QUIT.



MY LIFE MY QUIT.

When you quit vaping, you can feel **LESS ANXIOUS AND DEPRESSED.**

QUIT NOW



Iowa Students for Tobacco Education and Prevention (ISTEP)

Youth Prevention & Collaboration

IOWA STUDENTS FOR TOBACCO EDUCATION & PREVENTION



MYTH

BUSTERS

**"Vapes are nicotine free.
I won't get addicted."**

FALSE! 99% of vaping devices contain nicotine. One vape can have the same amount of nicotine as 20 cigarettes.

**"Vaping is a healthy
alternative to smoking."**

FALSE! Nicotine harms brain development, which continues until around age 25. Vape aerosol contains cancer-causing chemicals.

Source: CDC



JOIN THE MOVEMENT



IOWA STUDENTS FOR
TOBACCO EDUCATION
& PREVENTION



Led by students and supported by adults, ISTEP is a statewide movement made up of young people, grades 7 – 12, who want to step up and take action against tobacco.

**Make a difference.
Make friends.
Become a leader.**



FREE HELP

TO QUIT

MY LIFE MY QUIT

Text "start my
quit" to 36072

for free confidential
help quitting all forms
of tobacco, including
vaping.

By signing up, you get:

- Five one-on-one coaching sessions
- Help to develop a quit plan, identify triggers and practice refusal skills
- Materials designed for you, with input from teens, just like you
- Ongoing support in a way that works best for you – talk, text or chat

MyLifeMyQuit.com

Smoke Free Air Act & Smoke Free Homes

Secondhand & Thirdhand Smoke Efforts

Iowa Smokefree Air Act

In 2008, Iowa lawmakers passed legislation to protect most Iowans from secondhand smoke. **The Smokefree Air Act** [↗](#) prohibits smoking in almost all public places and enclosed areas within places of employment, as well as some outdoor areas.

The law applies to: restaurants, bars, outdoor entertainment events, and amphitheaters. It also covers places of employment such as office buildings, health care facilities, and child care facilities.



Laws & Policies

Federal & State Laws

- Minimum age to purchase tobacco products is 21
- Smoke Free Air Act – does not include e-cigarettes

Policies

- Businesses and schools can adopt voluntary policies to prohibit the use of e-cigarettes on their grounds

Procedures

- Schools/organizations have different procedures for vaping related issues



Smoke Free Homes

Started in 2012 (the Smoke Free Air Act started in 2008).

Assist property managers, owners and landlords who want to make their buildings smoke free (i.e. provide technical assistance, model policies, free signage, etc.)

Manage and promote the online mapping registry of smoke free housing across the state (+1,700 properties across the state)

Our goal is to increase the number of smoke free housing opportunities in Iowa and help eliminate exposure to secondhand and thirdhand smoke

Smoke Free Homes: Benefits

- Support and technical assistance
- Model policies, addendums, surveys, fliers
- Welcome kits and free signage
- Free promotion of property on Registry
- Healthier and safer living environment
- Saving money and decreasing legal/fire risk
- Attracting residents who are seeking smoke free housing!

Smoke Free Homes

Explore Smoke Free Homes

Affordable Housing	→	For Residents	→
Condo Associations	→	Find a Smoke Free Apartment	→
For Property Managers	→		

[Submit a property to the Smoke Free Homes Registry](#) ↗

Tobacco use is the leading preventable cause of death for Iowans, taking the lives of more than 5,100 adults each year. Estimated annual health care costs in Iowa directly related to tobacco use now total \$1.2 billion. Smoke free and tobacco free environments play an important role in protecting Iowans from tobacco caused illnesses.

What Is the Smoke Free Homes Program?

Smoke Free Homes, a program of the Iowa Department of Health and Human





DAN WOOD
IOWA'S STATE FIRE MARSHAL

Smoke Free Homes Collaboration



Questions

Adam Shanks
Tobacco Cessation Coordinator
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Health and
Human Services