



Why did you attend this session?

What work or program brings you here today?

Have you worked on tobacco control policy change before?

On a scale of 1-10 how important is commercial tobacco PSE in your work?

A dark green silhouette of Washington County with a white, torn-paper-style border on its right side.

Engaging Youth in Counter Tools Store Audits

Lia Burg, Washington County

Chelsey Skogen, American Lung Association

Sacred / Traditional Tobacco



Tobacco in this presentation refers specifically to the use of manufactured, commercial tobacco products, and not to the sacred, medicinal and traditional use of tobacco by American Indians and other groups.

Purpose of this project

- State of MN was awarded \$60.5 million from Juul & Altria (e-cigarette brand) dedicated towards commercial tobacco prevention efforts
- Minnesota Department of Health partnered with Counter Tools to collect data on commercial tobacco products sold at the Point-of-Sale

Goals:

- Collect local data in Washington County to **assess** the county's current commercial tobacco landscape
- **Document** commercial tobacco industry targeting
- Use data collected to **educate** the community and other youth
- Use data to **support** local policy changes while lifting up youth's voices



Washington County Retailers

- ✓ **19** youth high school aged from the Teen Leadership Council
- ✓ **103** audits completed
- ✓ **81** retailers assessed

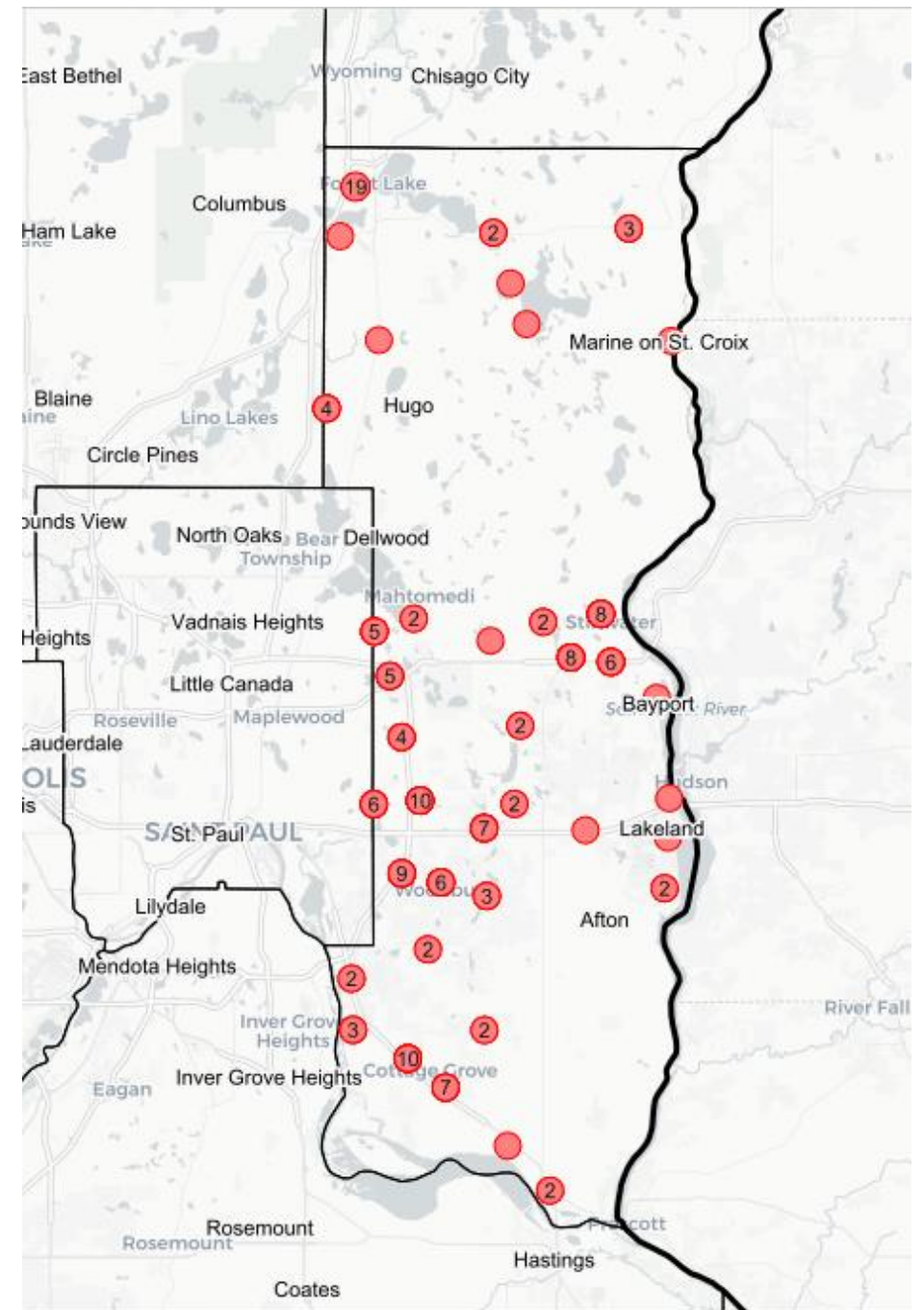


photo from counter tools POST data collection system

How we engaged youth

1. Recruitment through coalition meetings
2. Kick-off meeting
3. Youth were paired together based on where they lived
4. Weekly check-ins via email & text
5. Offered incentive
6. Wrap-up meeting/celebration



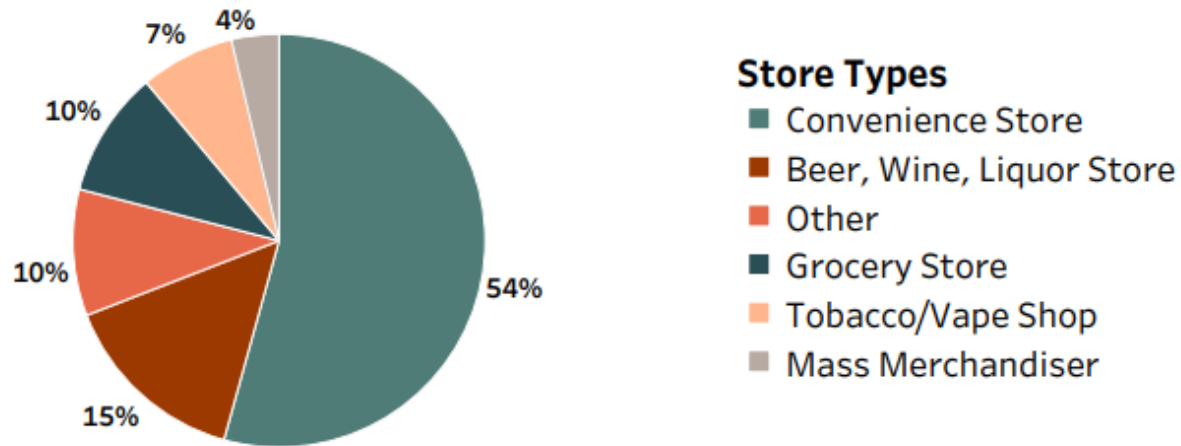
youth from the Teen Leadership Council

Retailer Characteristics

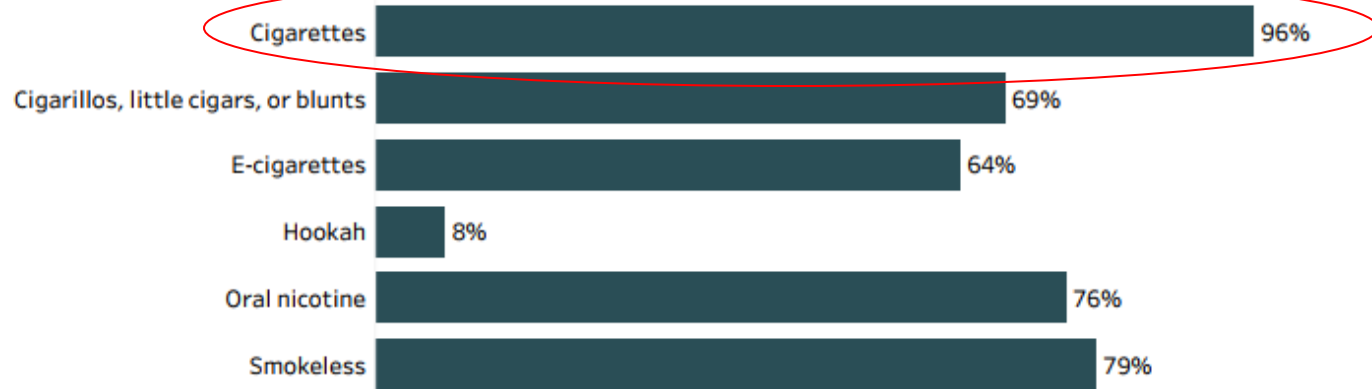
Gas station

Of the 81 retailers assessed **26%** had exterior tobacco advertising

Types of Retailers Assessed

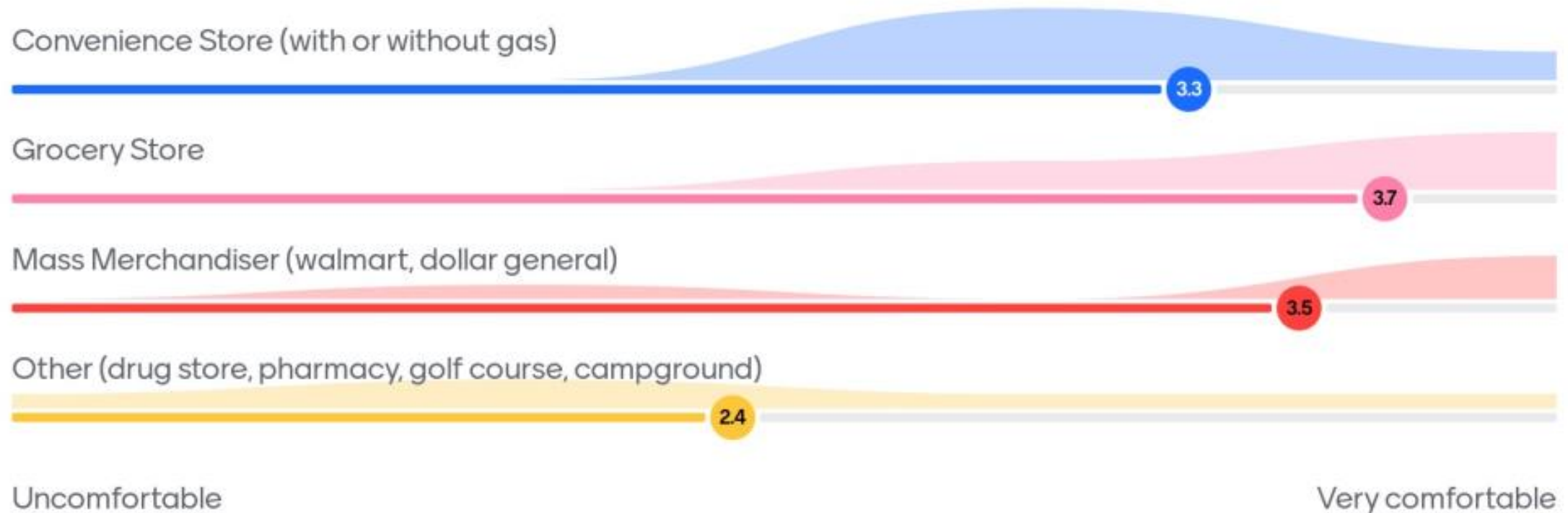


Percent of Retailers Selling Commercial Tobacco Products



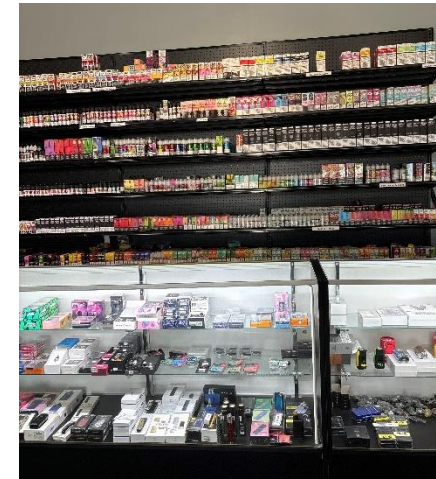
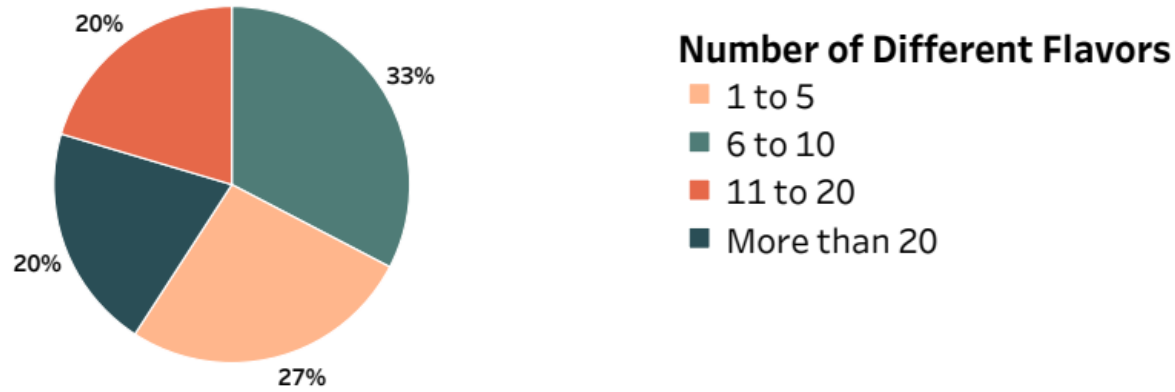
Tobacco shop

How comfortable did you feel going into each store type?



Product Availability Flavors & Menthol

Percent of Retailers Selling Different E-cigarette Flavors

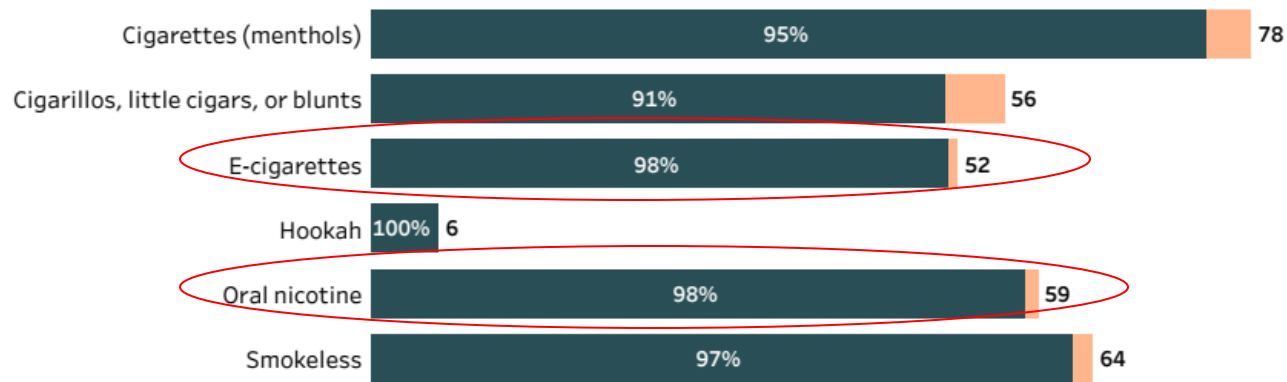


Tobacco Shop



Liquor store

Percent of Retailers with Flavored Products



Retail Store

Were you familiar with the products that were being sold?

3

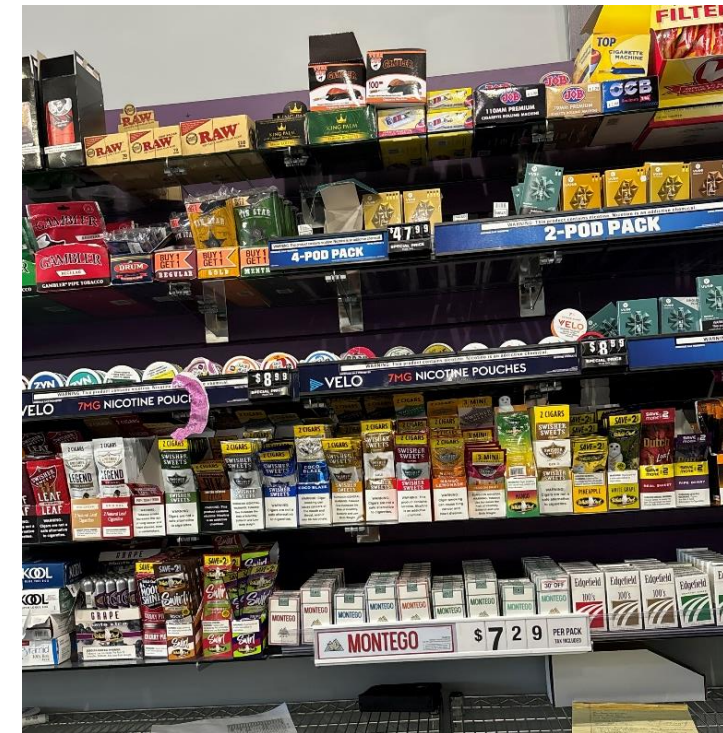


Yes

4



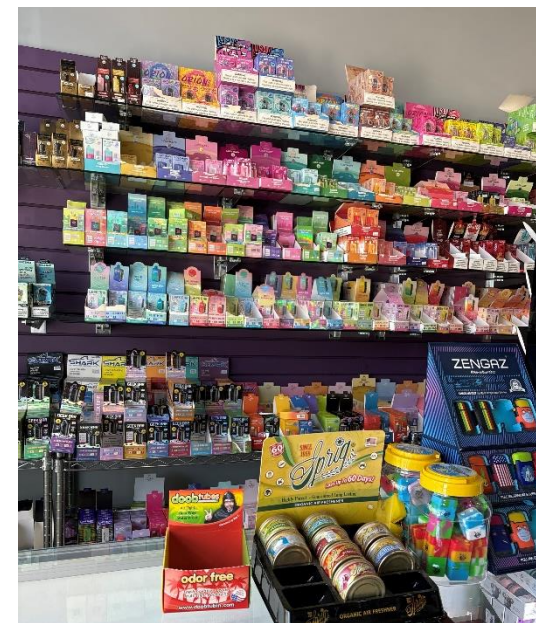
No



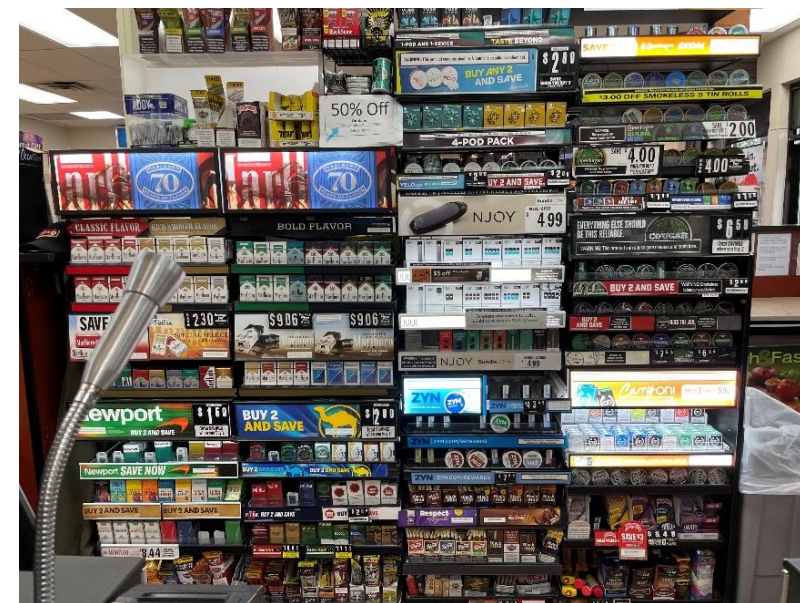
Gas station

What were your thoughts on the amount of flavors being sold?

12 responses



Tobacco shop



Gas station

Price and Promotions

Average Cheapest Advertised Price

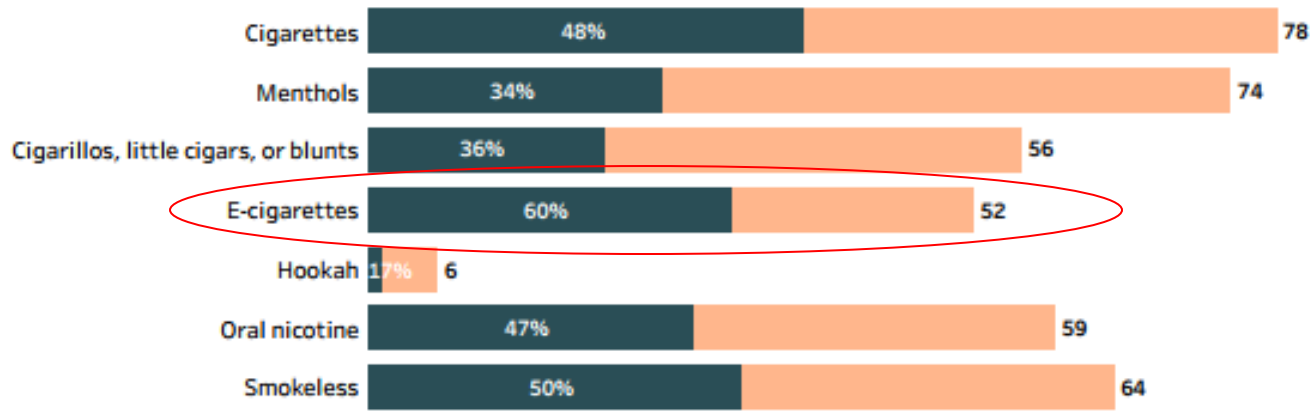


Gas Station



Grocery Store

Percent of Retailers with Price Promotions



■ Percentage with promotion
■ Retailers assessed selling product



Tobacco Shop

Do you feel like these prices are affordable?



Liquor store

For youth



For adults

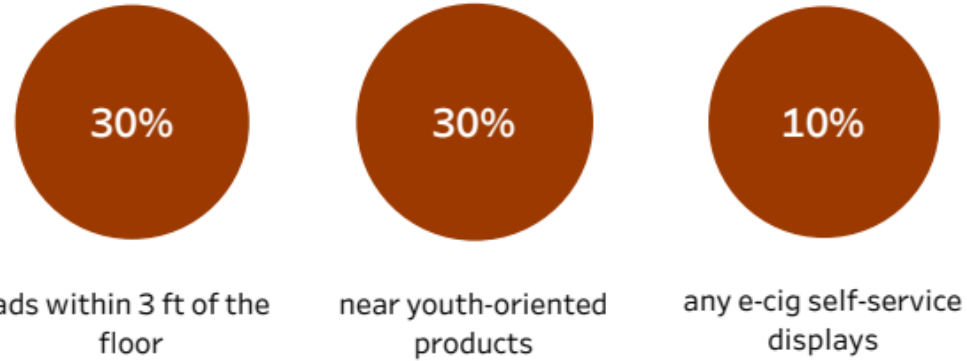


Not affordable

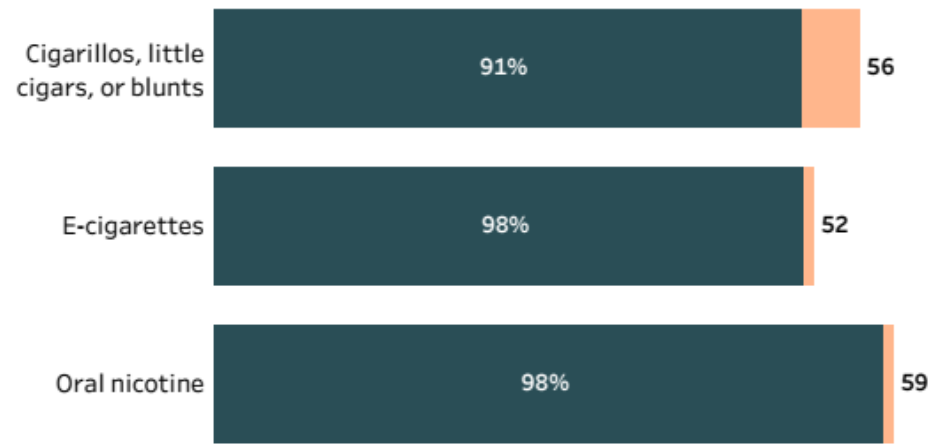
Very affordable

Youth Appeal

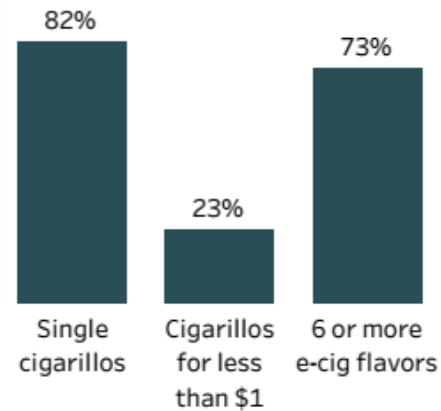
Percentage of Retailers Appealing to Youth



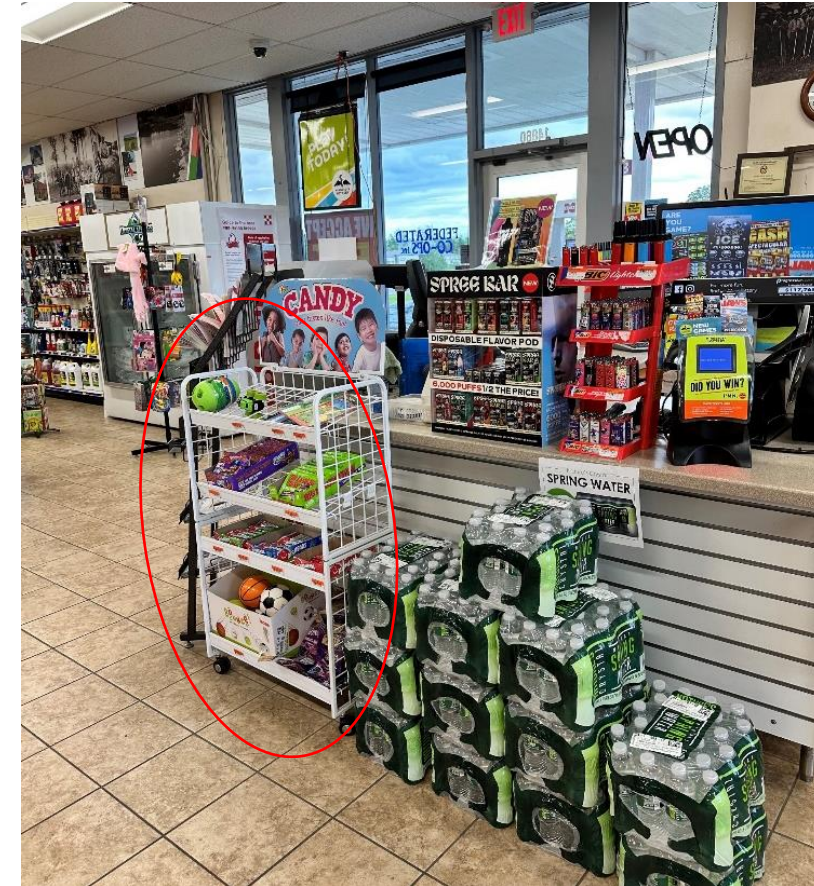
Percentage of Retailers with Flavored Products



Percentage of Retailers Selling



■ Percentage with flavored
■ Retailers assessed selling product



Gas Station

Youth appeal products targeted towards youth

“Bright colors in advertisements”
(including social media)

“Tobacco products next to candy and toys”

“Tobacco brands mimic everyday products”



Gas station

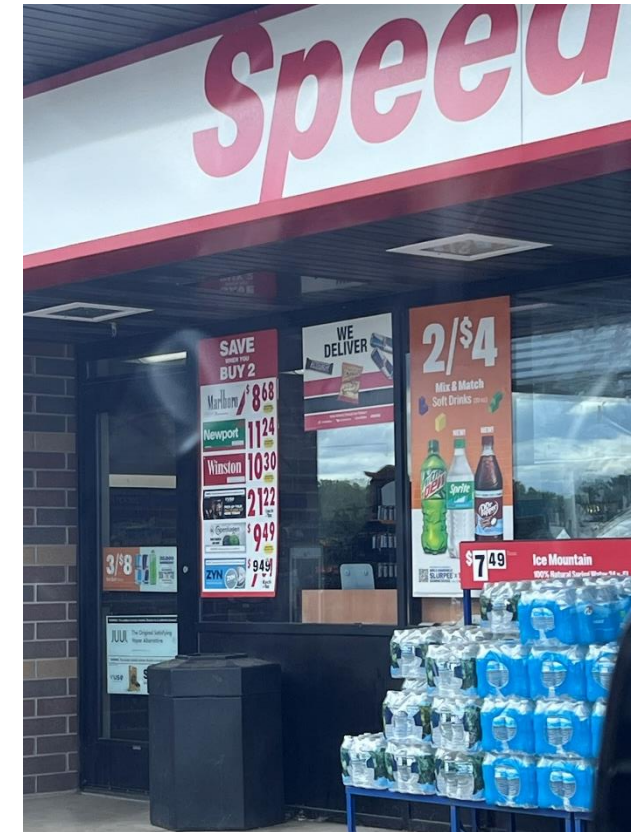
How did the **ads** that were being promoted make you feel?

Ads tried to make tobacco products seem positive and fun by using neon colors and offering promotions

“Made me feel grossed out”

Ads were similar to food ads which could be interesting to try

Felt uncomfortable/disturbed with the types of ads

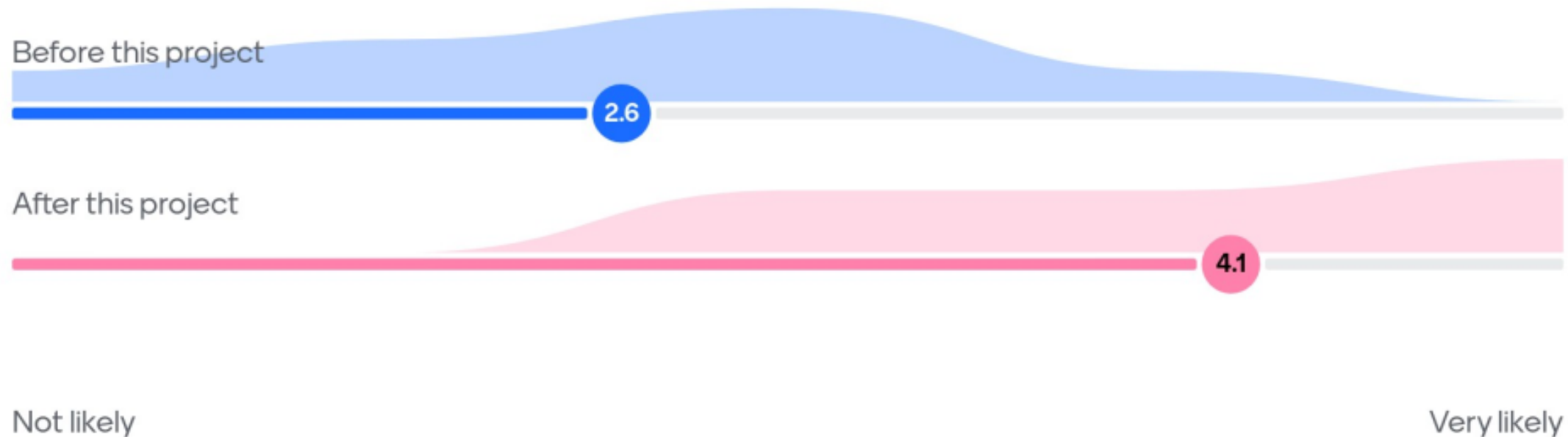


Convenience store

How likely do you think it would make youth younger than you want to try any of these products?



How likely are you to speak up on issues related to commercial tobacco?



Biggest Takeaway:

Is there anything you think or feel differently now that you have done this project?

More aware of how tobacco companies advertise/target youth

Attitude of high schoolers have apathetic feelings toward the usage of commercial tobacco products.

“Vaping is too normalized among peers”

Big Picture

From the Clean Indoor Air Act, to Tobacco 21, and now Flavors!



Day at the Capitol 2019 advocating for T21



Day at the Capitol 2024 advocating for flavor restriction



Youth Voices Speaking Truth to Big Tobacco

Marketing
Impact on young lives
Raising Youth Voices

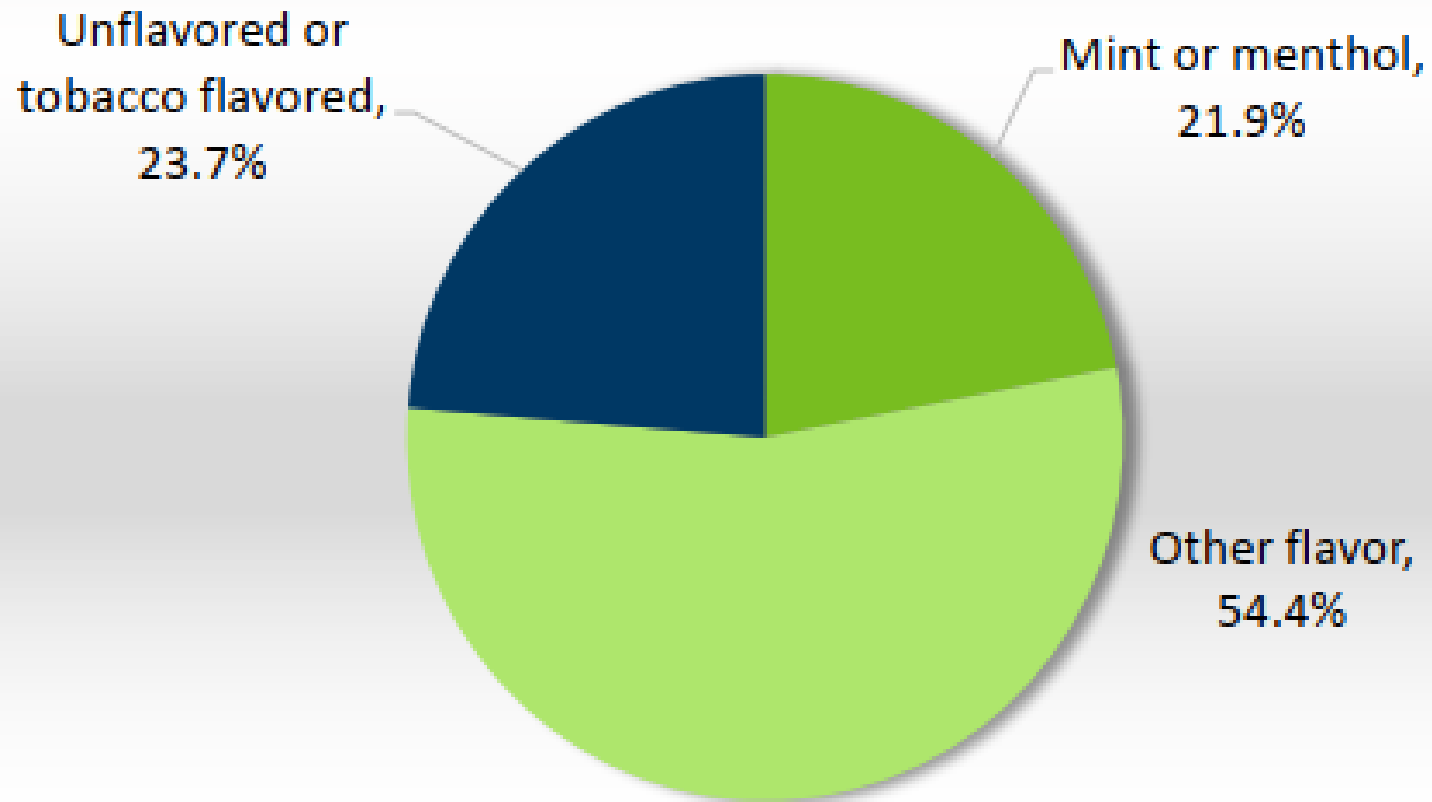
Liz Johnson, Manager Advocacy & Public Policy

FDA Flavor Restriction Leaves Over 15,000 Flavors on the Market



photo from Counter Tools store audit data collection in MN

Percent of students who reported their first tobacco product was mint or menthol, flavored, or unflavored.



75%

Of students report that their **FIRST TOBACCO PRODUCT** was **FLAVORED**

Source: 2023 Minnesota Youth Tobacco Survey

Disposable Products Nicotine Content



Photo Source: ANSR-MN

Loon Pluto:
2500 puffs
(6ml x 50mg)=
**10 Packs of
cigarettes**



Photo Source: ANSR-MN

Loon Juice Box:
4000 puffs
(14ml x 50mg) =
**23 Packs of
Cigarettes**



Photo Source: tienda 273

Loon Air 6000Puffs
(13ml x 60mg) =
**26 Packs of
cigarettes**

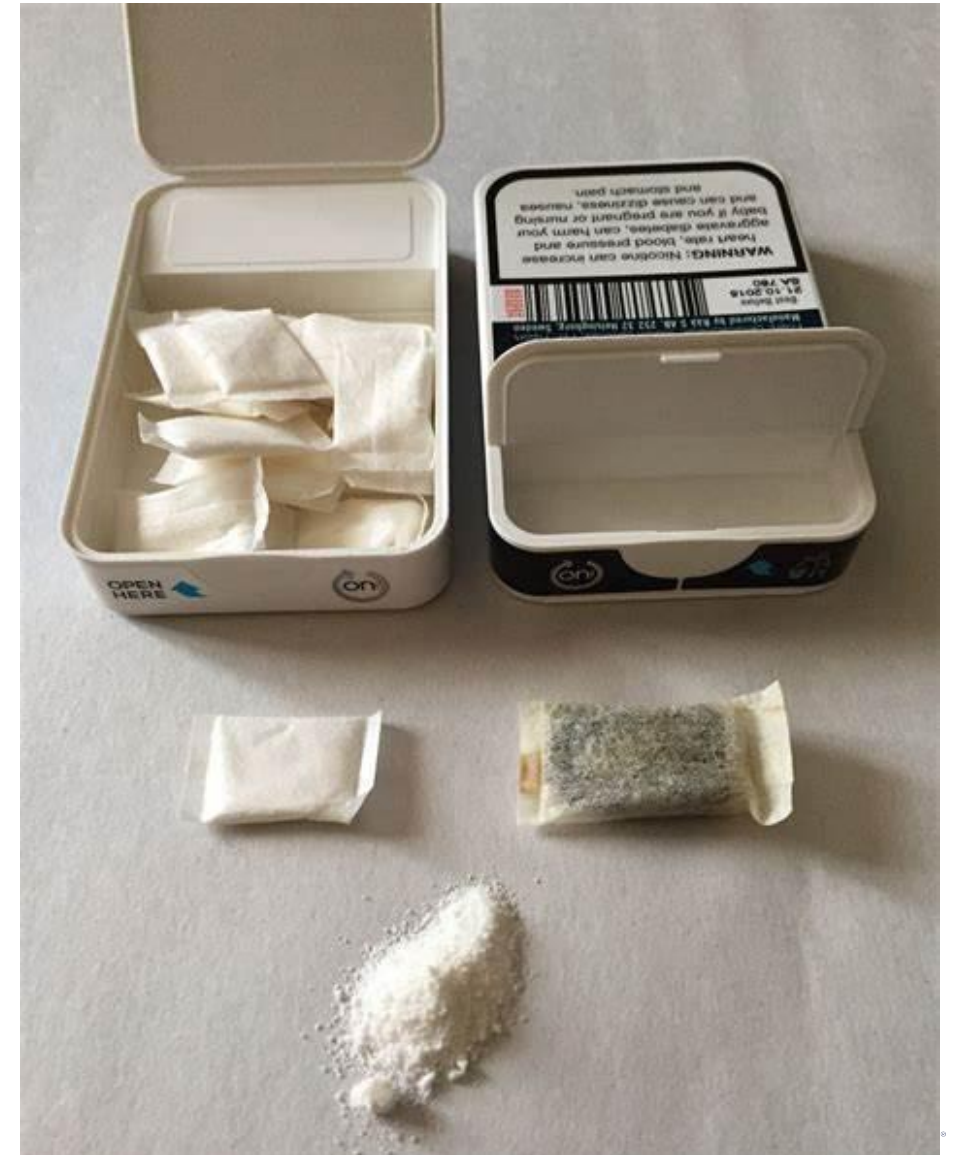


Photo Source: ANSR-MN

Elf Bar 3500+ puffs
(10.5ml X 50 mg)=
**17.5 packs of
Cigarettes**

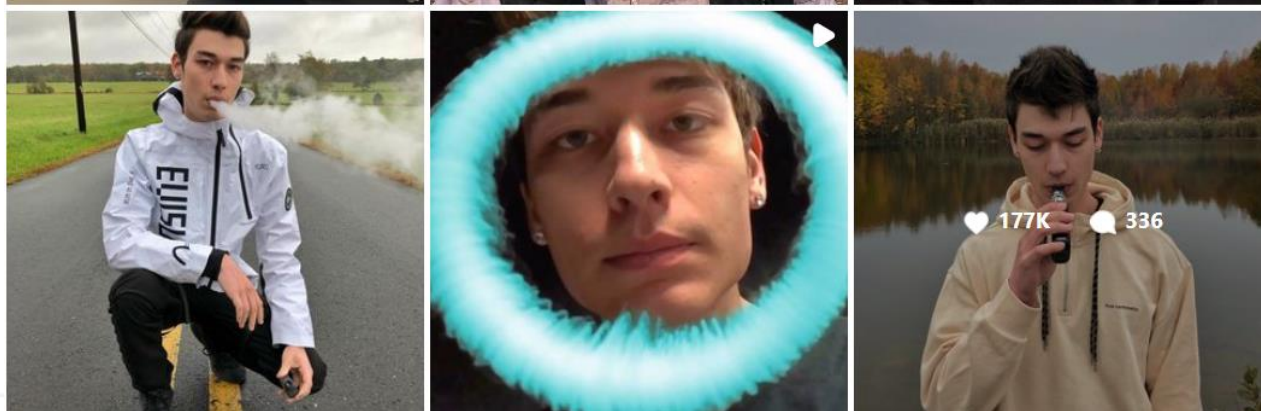
Nicotine Pouches- Key Points

- Marketed as **“tobacco-free”**
- They do contain **nicotine**
- Many contain **flavorings & sweeteners**



Marketing- Social Media & Influencers

Tik Tok & Instagram



- | | | | |
|-----------------|-------------|------------------|--------------|
| # vape | 14.1B views | # vaperchallenge | 87.1K views |
| # vapetricks | 1.6B views | # vape_ | 10.0K views |
| # vapechallenge | 75.3M views | # vapelife | 598.6M views |



Liked by ssofia.privv6 and others
bakkalishishashop Vape time 🚬👉🏻 New Lost Mary pods

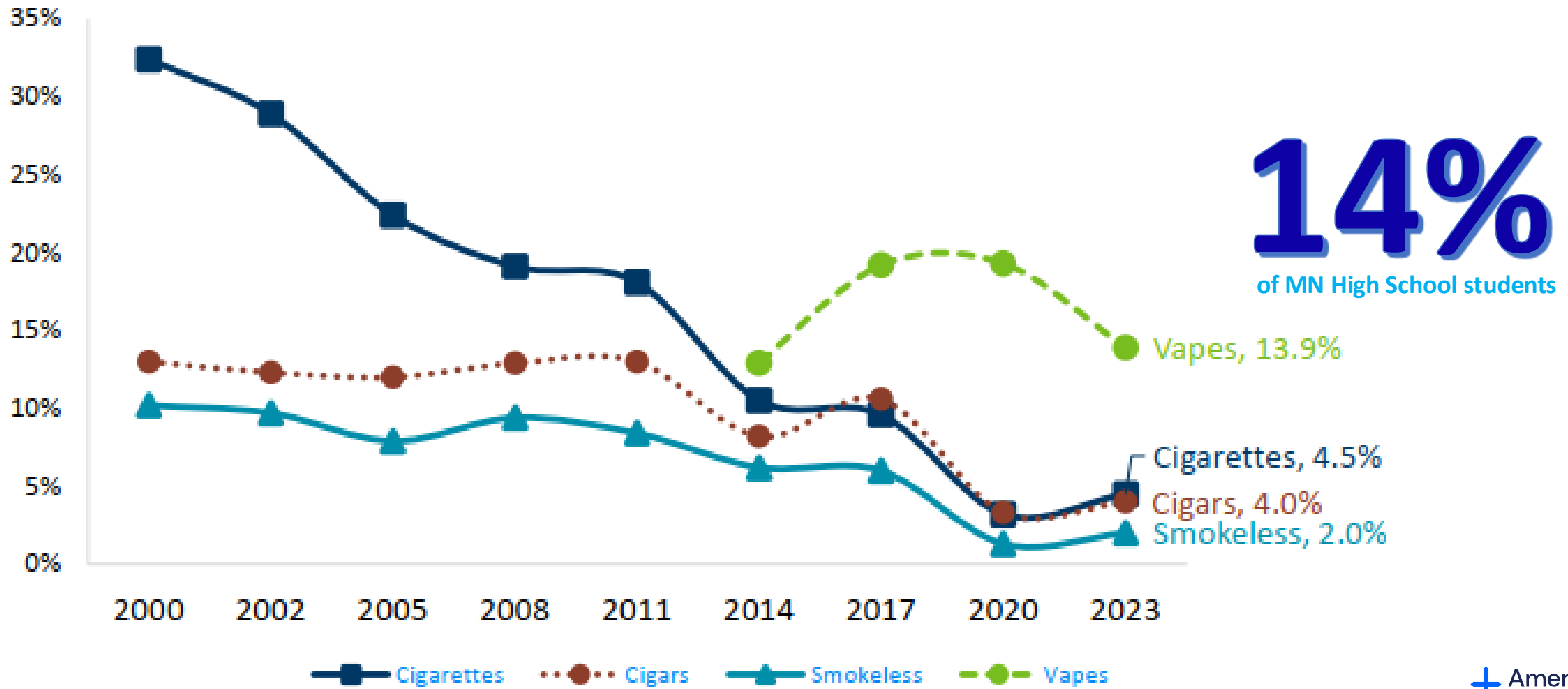
Marketing- Public Advertising

- Point-of-sale promotion at gas stations and convenience stores
- Sponsoring events
- Public billboards & signs
- Television ads



THE GOOD NEWS

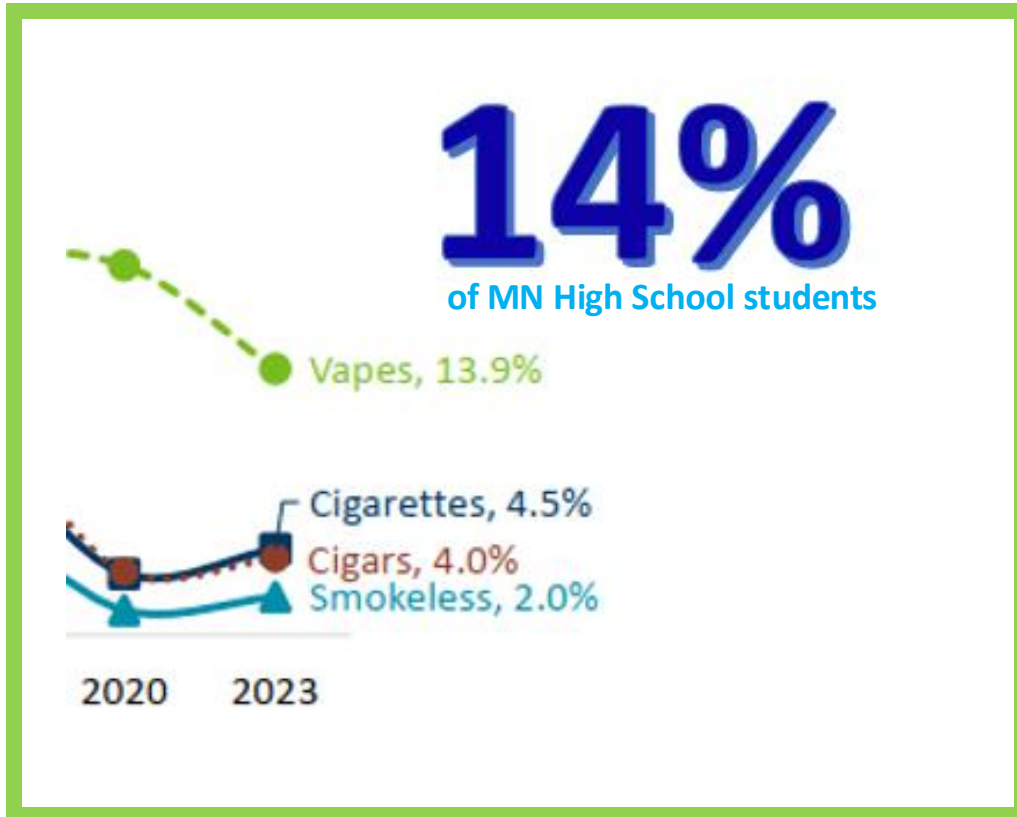
MN High School students are learning that vapes are harmful and addictive.



Source: 2023 Minnesota Youth Tobacco Survey



The bad news...14% = **One in Seven**



What's Worse...

The addiction rate is way up with **80%** of students who vape **struggling with addiction and dependance.**

Hope...

70% want to QUIT - and they are trying hard to do so with many reporting trying to quit 10 or more times.

Source: 2023 Minnesota Youth Tobacco Survey

Nicotine dependence is a serious concern

92.6% of students who recently vaped reported a sign of nicotine dependence



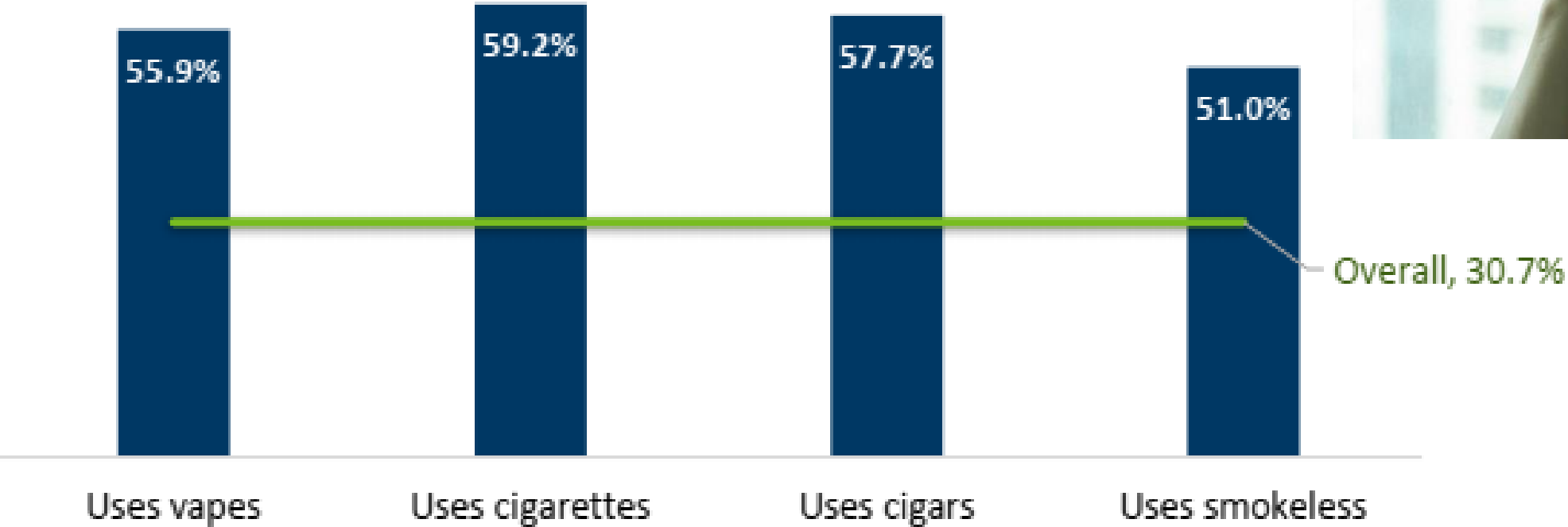
Source: 2023 Minnesota Youth Tobacco Survey

Harmful Effects of Nicotine

NICOTINE:

- is **highly addictive**.
- can cause **cardiovascular** and **respiratory** issues.
- use in adolescence **can damage parts of the adolescent brain** that control learning, mood, memory, attention and impulse.
- can lead to **nicotine toxicity** in children or adults.

Percent of students who reported symptoms of anxiety or depression, by tobacco use



Source: 2023 Minnesota Youth Tobacco Survey

YOUTH VOICES



SPEAKING TRUTH TO BIG TOBACCO



YOUTH VOICES



HOW HAVE COMMERCIAL TOBACCO AND VAPING IMPACTED YOUR LIFE?

**SCAN CARDS
AND EMAIL
THEM TO
LIZ.JOHNSON@LUNG.ORG**

**MAKE COPIES TO
SHARE WITH
LOCAL AND
STATE LEADERS**

**SEND ORIGINALS
TO AMERICAN
LUNG ASSOC.**



HOW HAS VAPING IMPACTED YOUR LIFE?

Vaping has impacted my life by causing me to have a dependency on it. I've lost many friends due to vaping, and have on going health problems as well. If I could go back in time I would have never vaped.

my age: 13



HOW HAS VAPING IMPACTED YOUR LIFE?

Someone I used to be really close with vaped. They couldn't pay attention or focus, their grades suffered severely, they got real stressed and fell into depression they could hardly play their sport and they became suicidal. They have since stopped, recovered, and are at a much better place.

my age: 14



HOW HAS VAPING IMPACTED YOUR LIFE?

I see people getting impacted by vaping every day. I see groups of 5 or more people walking to my school's bathroom to vape. I watch them pass it around so everyone can get a puff of it. I see these people get stressed and go to the bathroom for a puff. I see them come back feeling good, but then I see them getting even more stressed again. I see how it impacts these people's lives, and I see it has to stop.

my age: 13



Youth Voices Cards on Display at the Capitol



YOUTH VOICES

HOW HAS VAPING IMPACTED YOUR LIFE?

... I used to be really close to my friend, they couldn't put up with me. They couldn't put up with me because I was smoking... I was really happy because they got me... I was really happy because they got me... I was really happy because they got me...

HOW HAS VAPING IMPACTED YOUR LIFE?

... I started vaping at age 11 it has impacted my life because I get over it... I get over it... I get over it... I get over it... I get over it...

HOW HAS VAPING IMPACTED YOUR LIFE?

... My sister vapes very heavily and she leads me to worry about her health... I have asked her to stop many times... I have asked her to stop many times... I have asked her to stop many times...

HOW HAS VAPING IMPACTED YOUR LIFE?

... Vaping has ruined my club relationships... I've had to be around... I've had to be around... I've had to be around... I've had to be around... I've had to be around...

HOW HAS VAPING IMPACTED YOUR LIFE?

... I started vaping at age 11 it has impacted my life because I get over it... I get over it... I get over it... I get over it... I get over it...

HOW HAS VAPING IMPACTED YOUR LIFE?

... I started vaping at age 11 it has impacted my life because I get over it... I get over it... I get over it... I get over it... I get over it...

SPIN THE TRUTH ABOUT TOBACCO

YOUTH VOICES

... We need help... We need help... We need help... We need help... We need help...

... We need help... We need help... We need help... We need help... We need help...

... We need help... We need help... We need help... We need help... We need help...

... We need help... We need help... We need help... We need help... We need help...

FLAVORS HOOK KIDS.

This is how...



One disposable vape device can deliver as much nicotine as 30 PACKS of cigarettes.



"We have never seen nicotine levels like this in children before."

PH: BLOOM, American Lung Association

MENTHOL FLAVORS HOOK KIDS.

EASIER TO START HARDER TO QUIT

Menthol flavors in e-cigarettes make it easier to start and harder to quit. Menthol makes the poison go down easier.

Dr. Phil Barker, MD



"Menthol makes the poison go down easier."

Dr. Phil Barker, MD



WE WON'T BE FOOLED BY FLAVOR.

READY TO QUIT?

THE COST OF SMOKING REPORT



The Cost of Smoking report estimates the cost of health care associated with the use of tobacco products in Minnesota in 2017.

With the prevalence of smoking in Minnesota, the increasing incidence of smoking-related diseases, and the potential health and productivity benefits of tobacco use cessation in Minnesota adults.



SMOKING BY RELEASABLE COPIDES DIRECT HEALTHCARE COSTS

\$4.7 BILLION

IN HEALTHCARE COSTS DIRECTLY CAUSED BY SMOKING

THE COST OF TOBACCO TO MINNESOTA ADULTS

SMOKING IS THE LEADING CAUSE OF DEATH

6,530 DEATHS

WERE ATTRIBUTED TO SMOKING IN MINNESOTA IN 2017

THE COST OF TOBACCO TO MINNESOTA ADULTS

81,000 YEARS

OF POTENTIAL LIFE EXPECTANCY TO POTENTIAL SMOKERS

SMOKING IS THE LEADING CAUSE OF DEATH

\$9.4 BILLION

ESTIMATED TOTAL COST IN 2017

SMOKING IS THE LEADING CAUSE OF DEATH

SMOKING IS THE LEADING CAUSE OF DEATH

VAPING IS NOT HARMLESS.

Second-hand and third-hand smoke and vapor are dangerous, especially for babies and children. Passive vaping increases children's risk of early death, lung disease, asthma attacks and other health problems.



- SO-CALLED "SMOKELESS" COMMERCIAL TOBACCO INCLUDES:
- NICOTINE
 - VOLATILE ORGANIC COMPOUNDS
 - CANCER-CAUSING CHEMICALS
 - ULTRAFINE PARTICLES
 - FLAVORING

California, Florida, and other states have passed laws to restrict the use of flavored e-cigarettes. The American Lung Association is working to get these laws passed in all states.

NICOTINE AND THE YOUNG BRAIN



Nicotine is the chemical found in commercial tobacco products that is responsible for addiction.

Nicotine is as addictive as heroin and cocaine.

Youth are especially sensitive to nicotine's addictive effects because their brains are still developing.

Nicotine use has been found to harm developing brains and may make young people more susceptible to addiction, depression and anxiety.



NICOTINE USE CAN LEAD TO DEPRESSION & ANXIETY.



WHAT WOULD YOU GAIN IF YOU QUIT VAPING?

Text "Start My Quit" to 36072 or call 855-891-9989. Free, confidential help to quit vaping, smoking or chewing. Just for teens.

www.MYLIFEMYQUIT.COM MY LIFE MY QUIT.

TRADITIONAL AND SACRED TOBACCO



Many Indigenous communities have a unique relationship with traditional, sacred tobacco. The tobacco plant is considered a sacred gift by many American Indian and Alaska Native communities. Traditional tobacco has been used for spiritual and medicinal purposes by these communities for generations.

Tribal methods and ingredients differ, but traditional tobacco, called "sacred" (pasika) or "sacred" (hachikawak), is carefully hand-prepared and offered respectfully for prayer, healing, and ceremony.

Traditional tobacco is natural, not infused or addictive, and has no additives. Traditional tobacco use varies by tribe, and some tribes do not use any sacred or ceremonial tobacco.

WHAT WE MEAN WHEN WE SAY, "COMMERCIAL TOBACCO."

**BIG TOBACCO
IS TARGETING OUR
KIDS. AGAIN...**





TIME TO 
Q & A
WITH

LIA BURG
CHELSEY SKOGEN
LIZ JOHNSON

TIME TO TABLE TALK



How do you engage and interact with youth in your community.

What are some ways you see young people really standing out/up in the community?

Share a story about youth in your community who stepped up to make a difference- what was it?

TIME TO **TABLE TALK**

What do you see as barriers to engaging youth?

Who is the most unique partner and usually partners?

**Who would you ask to partner if you had no fears
(real and imagined barriers)?**

**What reluctance do you have and what would
make you feel more confident?**

LAST QUESTION



What will you do or do differently as a result of attending this session?

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