Vapes, Chew, and Hookah: Emerging Trends in Tobacco Use Among Youth
Vapes, Chew, and Hookah: Emerging Trends in Tobacco Use Among Youth

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This webinar is brought to you by PAD and YATI and hosted by HC Link.

- **Parent Action on Drugs** (PAD) is a provincial organization that addresses issues related to youth substance use, and has programs for parents, youth, educators, and communities. More information at [www.parentactionondrugs.org](http://www.parentactionondrugs.org).

- PAD is a member of **HC Link**. HC Link provides consulting services, learning and networking events, and resources for health promotion in English and French. More information at [www.hclinkontario.ca](http://www.hclinkontario.ca).
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- The **Youth Advocacy Training Institute** (YATI) is a health promotion resource centre, funded through the MOHLTC’s Smoke Free Ontario Strategy, with the mission to engage Ontario youth in advocacy for healthier communities, primarily through training. YATI is a program of the Ontario Lung Association.

More info at [www.youthadvocacy.ca](http://www.youthadvocacy.ca) and [www.on.lung.ca](http://www.on.lung.ca)
Define alternative products and emerging trends, and how they relate to tobacco use among youth

Understand the percentage of youth using these products and why we should be paying attention by looking at recent evidence and data around trends

Examine the current legislative landscape provincially and locally

Provide an overview of campaigns from Toronto and Central Eastern Ontario that are addressing these issues and related calls for action
In 2014, 17.6% of Ontarians 19 years of age or older were current smokers – that’s 1,859,000 users.
Past Year Tobacco **Cigarette Smoking** by Sex, Grade, and Region:

Notes: (1) vertical 'whiskers' represent 95% confidence intervals; (2) horizontal band represents 95% CI for total estimate; (3) estimates for Grades 7 and 8 were suppressed; (4) significant differences by grade and region (p<.05), no significant difference by sex.
Before We Begin

Which of these products do you recognize?

1. Hookah
2. Electronic cigarette
3. Tobacco paste (with warning)
4. Tobacco cigarettes
5. Loose tobacco
Vapes (e-cigarettes)

• Short for vapour or vaporizer

• Introduced to market in 2004, but have recently grown in popularity (partly because of celebrity use)

• Battery, atomizer and cartridge/juice
Vapes (e-cigarettes)

1st generation: cig-a-likes
• Disposable and rechargeable
• Liquid is built right into the cartridge, which is usually built into the atomizer
• Short life span of battery
Vapes (e-cigarettes)

2\textsuperscript{nd} generation: Mid-Size
- Considerably larger than 1\textsuperscript{st} gen
- Longer battery life (up to 2 days)
- Usually 3 parts, with cartridge separate from atomizer
- Refillable
Vapes (e-cigarettes)

3rd generation: Mods
- Newest and most advanced
- Larger, with stronger batteries
- Can change settings on battery to produce more or less vapour, for stronger or weaker effect based on preference
- Very expensive
Vapes (e-cigarettes)

E-juice
• Over 7,764 flavours
• Some categories of flavours include Tobacco, Menthol, Fruit, Dessert/Candy, Alcohol/Drinks, Meals
• Most have varying levels of nicotine; can vary from strong to low
Vapes – Health Effects

• There are no standards for safe levels of toxicants ingested into the lungs via vapour.

• Much too early to come to conclusive findings, since effects of frequent, long term exposure are not known.

• Devices vary so widely, difficult to generalize any findings

• Should also be considering 2\textsuperscript{nd} hand exposure
  • particular matter in a room with lots of vapour is high
  • May be passive exposure to low levels of compounds, metals, and nicotine
Vapes as cessation

Cessation aid?
• Insufficient high quality studies to determine
• Some may become dual users
• Certain e-cigs, used in certain ways, may bring about reduced cigarette use
• Most smokers who try it, don’t become regular vapers, and don’t quit smoking
• Currently do not undergo same rigorous testing for safety and efficacy as other NRT
“Evidence of potential health effects is sufficient to suggest that anybody who is not a current smoker of tobacco cigarettes should not vape electronic cigarettes”
- Robert Schwartz
The Issue for youth

- Flavours
- Novelty of product, and the technology
- Access and non-regulation
The Issue for youth

Re-normalization:
Hookah

- Also known as water pipe
- Shisha is the tobacco (or herbal) product that is smoked, and comes in flavours
- Charcoal is used to heat the shisha in the head and produce smoke, which is cooled by the water before
Hookah

- Hookah use began centuries ago in ancient Persia and India
- Today, hookah cafés are gaining in popularity around the world, including Britain, France, Russia, the Middle East, and the United States
- Many Middle Eastern countries ban or restrict hookah use, including Jordan, Syrian, Lebanon, UAE, Saudi Arabia, and Turkey
Hookah

Indoor air quality

Fine Particulate Matter Exposure ($PM_{2.5}$) in $\mu g/m^3$

- Outdoor air: 21
- Toronto hookah café - patio average: 80.5
- Hazardous level: 91
- Forest fire: 250
- Toronto hookah café - inside average: 1400

www.HCLinkOntario.ca   www.ReseauCS.ca
The Issue for youth

- Flavours
- Social aspect
- Lack of legislation and product labeling
“Smokeless Tobacco”

Chew

• Made from leaves that are cured, sweetened, cut, and loosely packed to form small strips of tobacco, or wrapped and compressed, as below
• Used by placing between the cheek and lower lip, and either chewing it or holding in place. Saliva produced is either spit or swallowed

Moist plug chewing tobacco

Loose leaf chewing tobacco
Snus (pronounced snoos)

- Ground, dried tobacco that is placed in a pouch, or ‘dip’
- A dip is placed between the gum and upper lip
- Spitting or swallowing is not necessary
“Smokeless Tobacco”

Snuff

- Also called dipping
- Finely ground or shredded tobacco leaves
- A pinch is placed between the lower lip and gum
- Dry forms can be sniffed into the nose

Moist snuff

Dry snuff
“Smokeless Tobacco”

• All of these terms and phrases might be used interchangeably

• 30 minutes with an average size dip in your mouth can deliver same amount of nicotine as 3 cigarettes

• Abrasives are added in order to create microscopic cuts to absorb the nicotine and other added chemicals
The Issue for youth

- Flavours
- Easy to hide
- Might not be regulated in schools without a tobacco policy
Summary

- Flavours
- Not really “smoking”
- Rate of young adult tobacco use
Which product do you think is most popular among students: vapes, hookah, or smokeless tobacco?
Data and Trends – Vapes

Notes: (1) vertical 'whiskers' represent 95% confidence intervals; (2) horizontal band represents 95% CI for total estimate; (3) estimates for Grades 7 and 8 were suppressed; (4) significant differences by sex, grade, and region (p<.05)
Data and Trends – Vapes

- Nicotine: 18.8%
- Without Nicotine: 50.9%
- Both Types: 12.5%
- Don't Know: 17.8%

Note: error bars represent 95% confidence intervals
Data and Trends – Chew

Notes: (1) vertical 'whiskers' represent 95% confidence intervals; (2) horizontal band represents 95% CI for total estimate; (3) estimates for Grades 7 and 8 were suppressed; (4) significant differences by sex, grade, and region (p < .05)
Cigarette use has leveled off since 2011, but some of these products are being used more, and use increases with age.

Of concern is youth perception of these products:

- E-cigs are perceived to be less harmful than smoking 1 or 2 cigs a day
  - This year, more students tried e-cigs for the first time than they did cigarettes
- Waterpipe is perceived as less harmful, and perception of it as harmful has decreased since 2013
- Among males, chew is being used at the same level as cigarettes
Taking Action
Provincial Legislation

Smoke Free Ontario Act
As of 2015:
• no smoking on any patios (legions are excepted)
• no smoking within 20 metres of playground or areas where children play; 20 metres within sporting area
As of 2016:
• Sale of flavoured tobacco is prohibited (except for “adult” flavours, like wine, port, rum, or whiskey)
  • Will apply to menthol as of Jan 2017

Electronic Cigarette Act
• the sale of e-cigs to minors is banned
• Likely more regulation to come soon
Other legislation

Municipal:

• Innisfill, Ottawa, Tecumseh, Uxbridge, Lasalle, Town of Essex → regulate e-cigs

• Barrie, Chatham-Kent, Town of Essex, Hamilton, Mississauga, Niagara, Orillia, Ottawa, Peterborough, Tecumseh, Toronto, Bradford West Gwillimbury → regulate water-pipe

Business, organizations, or boards within cities may have policies

• For example, Toronto voted to ban e-cigarettes from city workplaces
Other legislation

School Districts

• Niagara, Rainy River, Peel
• Most of these regulate chew as well as e-cigs
“Clearing the Smoke”: Youth-Led Action on Hookah Smoking

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DeiJaummar Clarke, YHAN Member

March 22, 2016
Youth Health Action Network

- Youth leadership initiative, funded through Smoke-Free Ontario Strategy
- Youth ages 16-24, supported by TPH staff
- Take action on tobacco control issues
- 2014-15 Priority: Hookah Smoking
What did their hookah campaign entail?

Campaign Overview

- Assessed young people’s awareness of the harms associated with hookah smoking
- Developed and disseminated various resources to address knowledge gaps
- Advocated for ban on hookah smoking in indoor public spaces in Toronto (e.g., restaurants, bars, lounges)
“What do you know about hookah smoking?”
CLEARING THE SMOKE
the truth about smoking hookah

Fact: Youth who are first-time smokers are picking up a hookah pipe more often than a cigarette.

Fact: Hookah is not a safe way to smoke tobacco.

Fact: Herbal shisha is not healthier than tobacco shisha.

Fact: Hookah, narghile, goza, hubble bubble; whatever you call it, if you are smoking shisha, you are smoking.

Visit tph.to/hookah for more information and resources on the health effects of smoking hookah.

UNITY Festival, July 2015
At first, smoking hookah may seem like a great way to socialize with friends, but are you aware of the many health risks involved with hookah smoking? Over the course of this week, check out a short list of 7 things do with your friends that don’t involve smoking hookah!
Advocating for smoke-free public spaces
Passing off the torch...
Video and website Links:

1. What’s the Buzz on the Streets? Hookah Smoking (video)
   https://www.youtube.com/watch?v=Uq8AuhVALAw

2. Be Informed! Get The Facts of Hookah Smoking (PSA video)
   https://www.youtube.com/watch?v=UaMOLPucz-E

3. YHAN Addresses Hookah Smoking: From Ideas to Action (video)
   https://www.youtube.com/watch?v=UaMOLPucz-E

4. YHAN Hookah Take Action Toolkit
   http://www1.toronto.ca/wps/portal/contentonly?vgnextoid=9304db74da3bf410VgnVCM10000071d60f89RCRD

Contact:
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KNOW WHAT’S IN YOUR MOUTH

Chewing Tobacco Awareness Campaign

KnowWhatsInYourMouth.ca
WHO ARE WE?

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A BRIEF HISTORY...

SMOKELESS DOESN'T MEAN HARMLESS

ROTTEN TEETH, HAIRY TONGUE, CRACKED BLEEDING LIPS, ORAL CANCER...

CHEMICALS CAN'T BE HIDDEN BY CANDY FLAVOURING.

THE ONLY THING CHEWING TOBACCO ENHANCES IS YOUR ADDICTION TO NICOTINE!

FREQUENCY: CASUAL USE QUICKLY RESULTS IN INCREASED KNOW WHAT'S IN YOUR MOUTH
REACHING FURTHER....
CAMPAIGN OBJECTIVES

- To increase awareness among Central East youth (high-school aged) about the health risks associated with chew tobacco use
- To decrease high-school aged youth’s intentions to use chew tobacco
- To reduce the use of chew tobacco among high-school aged youth in the CETCAN region
MEDIA/ADS

SMOKELESS DOESN'T MEAN HARMLESS

SMOKELESS DOESN'T MEAN HARMLESS
Rotten Teeth, Hairy Tongue, Cracked Bleeding Lips, Oral Cancer...

Hairy Tongue
Oral Cancer

Know What’s In Your Mouth
SMOKELESS DOESN'T MEAN HARMLESS

Know What’s In Your Mouth
SMOKELESS DOESN'T MEAN HARMLESS
Rotten Teeth, Hairy Tongue, Cracked Bleeding Lips, Oral Cancer...

WHAT

What is this stuff?

WHY

Why shouldn’t I chew?

HOW

How do I quit?

What is this stuff anyway?

Smokeless tobacco goes by many names. Most types of...
TOOLKIT: MAKING ACTION EASY

Know What's In Your Mouth

Youth

Coaches

Community Leaders

Educators and Administrators

KnowWhatsInYourMouth.ca
CURRENT YOUTH ACTION

One Life One You

Play On! 4on4

Know What's In Your Mouth.ca
THANK-YOU

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Take-Aways

• When it comes to e-cigs, we can find studies to support any angle – but what we do know, is that those who don’t use tobacco, shouldn’t use e-cigs

• Despite the method or the packaging, tobacco is tobacco

• Denormalization the best strategy, and involving youth in the process of behaviour change is very effective
**E-Cigarettes**

**What’s the hype?**

- Mouthpiece
- Nicotine cartridge
- Atomizer
- Rechargeable battery

E-cigarettes are not technically tobacco products; they are exempt from Canada's strict rules against product marketing and promotion, except in places where they’re sold. Some foreign websites sell them illegally.

The e-cigarette industry has used age-old tobacco industry tactics for promotion including celebrity endorsement and flavours.

E-cigarette liquid can be produced in almost any flavour. Some websites advertise hundreds of flavours. These flavours can be attractive to youth and can attract non-smokers to try e-cigarettes.

1 in 5 Canadian highschool students have tried e-cigarettes.

**Supporters of e-cigarettes believe:**
- e-cigarettes may help smokers quit
- these products do not produce tobacco smoke; therefore they cannot be as harmful as cigarettes

**Opponents of e-cigarettes believe:**
- innovative types of products and marketing will attract youth to try these products leading to a nicotine addiction
- there are potential long-term negative health effects

**What are the rules?**

**Bill 45** In Ontario, legislation was passed that:
- Bans the sale and supply of e-cigarettes to anyone under the age of 18
- Prohibits the display and promotion of e-cigarettes in places where alcohol or tobacco products are sold, or offered for sale.

In Canada, nicotine is considered a regulated drug under the Food and Drug Act. Health Canada has not legally authorized the sale of electronic nicotine delivery devices.

**Waterpipes**

**a.k.a. Shisha**

- Shisha is the product placed in the top of the pipe and covered with fruit.
- Shisha can sometimes be a combination of tobacco and herbs.
- Although many use shisha for its pleasurable, hookah smoking has many of the same health risks as cigarette smoking.

**Wet pipes**

- Tobacco is smoked as a mix of tobacco and water.

**What is the issue?**

Wet pipes are marketed as “herbal,” which gives the impression that they are harmless.

Hookah smoking, like cigarette smoking is addictive.

**What are the rules?**

Hookah smoking is not regulated under Smoke-Free Ontario Act.

- Some bars are using marketing or targeting of hookah users.
- In parks or public places, hookah smoking is prohibited.
- Health Canada has not legally authorized the sale of electronic nicotine delivery devices.
- Hookah bars often have signs that say they use herbal products, they may be able to be used by all ages.

Some towns and cities have passed bylaws banning the use of hookahs indoors and outdoors.

Examples include:
- Peterborough
- Toronto
- Chippewa

More cities are considering introducing rules against hookah smoking.
Contact Us – We do trainings and consultations

Call us 1-877-852-9284 (toll-free)
Email at yati@on.lung.ca
Follow us t: @youth_advocacy  
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Questions?
Thank You