

# NEWER TOBACCO PRODUCTS AND THE ENDGAME

A PRESIDENTIAL ADVISORY



## THE WHY



The tobacco endgame is in sight. The ultimate goal is to end all tobacco and nicotine addiction in the U.S. – but first we need to minimize the use of all combustible tobacco products, such as traditional cigarettes and cigars, and ensure e-cigarettes and other newer products do not addict a new generation to nicotine. That’s why we have adopted the more realistic goal of reducing all tobacco use prevalence to 5 percent or less.

## THE HOW

So, now what? The Association has published a paper that details a review of the science landscape on urgent public health issues and offers suggestions for practice, policy and future research. This is formally known as a presidential advisory. The Association’s latest presidential advisory offers insights about new and emerging tobacco products, and the role of robust regulation and comprehensive tobacco control and prevention in achieving the “tobacco endgame.”

The advisory explains the following:

- The latest evidence on the impact of e-cigarettes and other new and emerging tobacco products, including Juul, heat-not-burn products, hookah/water pipes, cigarillos and smokeless tobacco products, on users’ health.
- Usage rates of newer tobacco products, particularly among youth, and the connection to using traditional products such as cigarettes.
- The inequity of tobacco use among minority and low-income populations- as well as those with less education, mental health conditions, and the LGBTQ community- and tobacco industry marketing practices aimed at these groups.
- The critical role of rigorous Food and Drug Administration (FDA) regulation of all tobacco products and global coordination of regulatory efforts around tobacco control and prevention; and the need for a comprehensive approach with tobacco control and prevention partners to achieve the “tobacco endgame.” **This could save millions of lives.**



According to the World Health Organization (WHO), tobacco use claimed an estimated 100 million lives during the previous century. Based on current trends, tobacco use is projected to cause a billion deaths during the 21st century. Imagine the lives saved and the suffering averted if we could achieve the endgame and eliminate tobacco use and nicotine addiction across the U.S. and world?

## THE NEED

Here's a close look at why we have an urgent need to reach the tobacco endgame:



- E-cigarettes and other new tobacco products (e-hookah, lozenges, sticks, strips and orbs) pose unprecedented threats. These products are growing in popularity, particularly among kids and young adults, but their long-term impact on people's health is not well understood.
- This new generation of tobacco products threatens to addict a new generation of users to nicotine. Most e-cigarettes deliver nicotine, which is highly addictive and may cause negative health effects such as harming the developing brains of teens, kids and fetuses in women who vape while pregnant.
- There were 1.5 million more current youth e-cigarette users in 2018 than 2017, an increase caused in part by aggressive marketing efforts of Juul, the leading e-cigarette manufacturer, and other companies that target youth with appealing flavors and aggressive outreach on social media.
- Tobacco companies have only grown bolder over time in their efforts to addict a new generation of tobacco users. They continue to target certain racial/ethnic groups, rural populations, those with low income and less education, people with mental health conditions and the LGBTQ community.
- The public is seriously misinformed about the health threats posed by new tobacco products. Many adolescents falsely believe these new products are safe. Some don't even realize that they contain nicotine.
- Adding to the confusion is the lack of strong evidence that e-cigarettes and other new tobacco products are effective cessation tools.



## THE WHAT

**There are about 34 million adults in America who are current cigarette smokers. That's more than the entire population of Texas. To drive the usage rate of all tobacco products down below 5 percent we should:**

- Support robust FDA regulation of all tobacco products that address such issues as flavors, restricting marketing and advertising to kids, and nicotine reduction in cigarettes and cigars.
- Provide professional and public education on these newer products.
- Supply school administrators, teachers, and parents with consumer education resources.
- Continue our advocacy efforts around comprehensive clean indoor air laws, access to and coverage of evidence-based methods to quit smoking, tobacco excise taxes and raising the tobacco sales age to 21.
- Fund research on cessation, dual use (using more than one tobacco product at a time, ex. cigarettes and e-cigarettes), and long-term health impact.
- Support global coordination of regulatory efforts around tobacco control and prevention- FDA and WHO working together, assuring global coordination on tobacco regulatory efforts that can prevent industry from exporting its products to low- and middle-income countries.