



SPE TOBACCO & VAPOR PRODUCT ISSUES WORKGROUP



Outline

1. Tobacco and Vapor Product Issues Workgroup overview
2. Data and policy updates
3. Action plan progress
4. Challenges and opportunities



WORKGROUP OVERVIEW

Vision, goal, and equity focus

- **Vision:** A Washington State free of death and disease related to commercial tobacco and nicotine use.
- **Goal:** Reduce the use of commercial tobacco among youth and young adults.
- **Equity Focus:** Reduce tobacco-related disparities and advance health equity.
- **Workgroup Team:** State, local, community, advocacy, and tribal – related organizations with subcommittees focused on each activity.

Tobacco and Vapor Product Issues Workgroup Action Plan

Activity/Program	When	Who	Lead Organization	Responsible Party (ies)
Policy: Demonstrate the importance of restoring appropriate funding level for a comprehensive statewide tobacco and vapor product prevention and control program according to CDC Best Practices guidelines (CDC recommends for WA an annual investment of \$44 to \$63 million). Culturally appropriate best and promising practices to eliminate tobacco-related disparities will remain a focus and <u>will be incorporated in all policies and programs.</u>	Year: SFY 2020 Quarter: 3 rd quarter Jan-Mar	All Washingtonians who use tobacco and vapor products; local health departments; community and tribal-related organizations; private and public service organizations; schools, educational service districts, and institutions of higher learning; advocacy organizations; state and community leaders and decision makers	TVPPCP-SLT ACS-CAN	Consultative Organization(s): DOH Equity Lead(s): GCHP
Policy and Information Dissemination: Monitor the outcomes of Engrossed House Bill 1074 (Tobacco and Vape 21) and Engrossed Second Substitute House Bill 1873 (vapor product tax) on youth and young adult use of tobacco and vapor products. Identify and support implementation needs including information dissemination, the equitable enforcement of Tobacco and Vape 21, and existing purchase, use, and possession penalties for youth under 18 years of age.	Year: SFY 2020 Quarter: 2 nd quarter Oct-Dec	All youth and young adults in Washington who use tobacco and vapor products; local health departments; community and tribal-related organizations; private and public service organizations; schools, educational service districts, and institutions of higher learning; advocacy organizations; state and community leaders and decision makers; tobacco and vapor product retailers	LCB DOH DOR	Consultative Organization(s): ATG, LCB, DOR, HCA/DBHR Equity Lead(s): AIHC, APICAT - (TMOD Chair)

Tobacco and Vapor Product Issues Workgroup Action Plan

continued

Activity/Program	When	Who	Lead Organization	Responsible Party (ies)
Policy: Explore policy options that would decrease the appeal of tobacco and vapor products to youth and youth adults (e.g. flavors and menthol; marketing and promotion).	Year: SFY 2020 Quarter: 2 nd quarter Oct-Dec	All youth and young adults in Washington who use tobacco and vapor products; local health departments; community and tribal-related organizations; advocacy organizations; state and community leaders and decision makers	ATG	Consultative Organization(s): LCB, PHSKC, HCA/DBHR Equity Lead(s): APICAT, GCHP, CMCH, ECDLR, AIHC
Policy and Cross-Systems Planning/Collaboration: Define minimum tobacco/nicotine cessation service coverage requirements for all payers in terms of US Preventive Services Task Force recommendations and Affordable Care Act guidelines.	Year: SFY 2020 Quarter: 4 th quarter Apr-Jun	All Washingtonians who use tobacco and vapor products; public and private health insurance carriers; state leaders and decision makers	*DOH - Tobacco Cessation Interagency Workgroup	Consultative Organization(s): HCA (Medicaid), OIC Equity Lead(s): APICAT, ECDLR
Information Dissemination: Convene stakeholders and conduct exploratory and educational discussion sessions on the impact of preemption on youth and young adult use of tobacco and vapor products and related disparities and the potential value of local control to allow for local regulation of combustible and other tobacco and vapor products.	Year: SFY 2020 Quarter: 3 rd quarter Jan-Mar	WSALPHO; local health departments; community and tribal-related organizations addressing disparities; state and community leaders and decision makers		Consultative Organization(s): FHG, PHSKC Equity Lead(s): GCHP

New Findings

- Nearly 1 in 3 high school students use vapor products (YRBS, 2019)
 - Was 13% in 2017 → **250% increase**
 - More than 1 in 3 HS students use any tobacco product
 - Disparities by race and sexual orientation
- ↑ in use of Disposable E-cigs (NYTS 2020)
 - Increased 1,000% (2% to 26%) among high school students
 - Increased 400% (3% to 15%) among middle school students
- ↑ in use of Menthol E-cigs (NYTS 2020)
 - Prefilled Menthol Cartridge sales proportion ↑
 - From **10% in August 2019** – To **62% in May 2020**
 - Result of less-than-comprehensive flavor sales policies
 - Impact of menthol in communities

Flavors: What's Allowed for Sale in WA

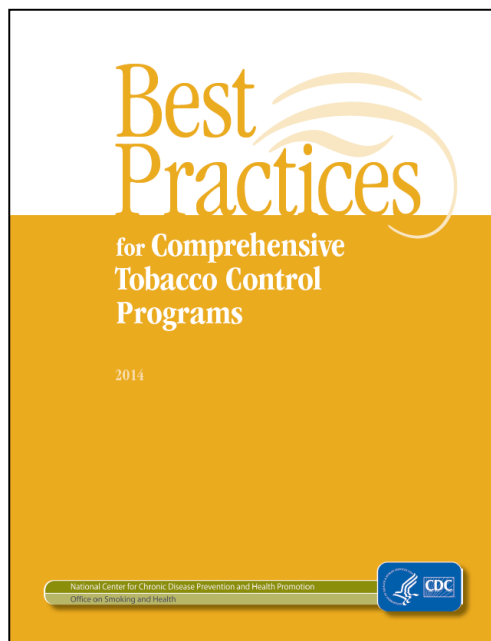
Incorporating January 2020 and July 2020 FDA Prioritized Enforcement Actions & Expiration of WA SBOH Emergency Rule:

- Flavors in many e-liquid products for:
 - Refillable vape pods/cartridges
 - Refillable tanks
- Flavors in many fully disposable vapor products/e-cigarette devices
- Flavors in all non-nicotine vapor products
- Menthol-flavoring and tobacco-flavoring in *all* vapor products
- All Flavored little cigars, cigarillos, hookah and menthol cigarettes
- Flavored heated tobacco products (i.e. heat-not-burn)

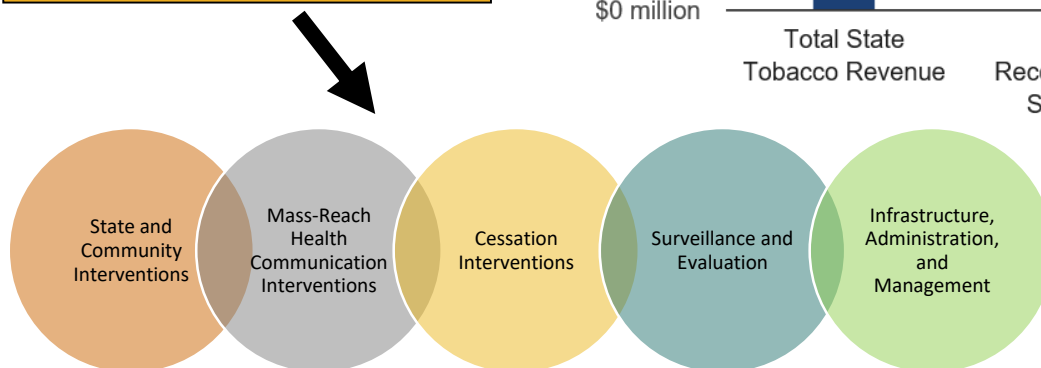
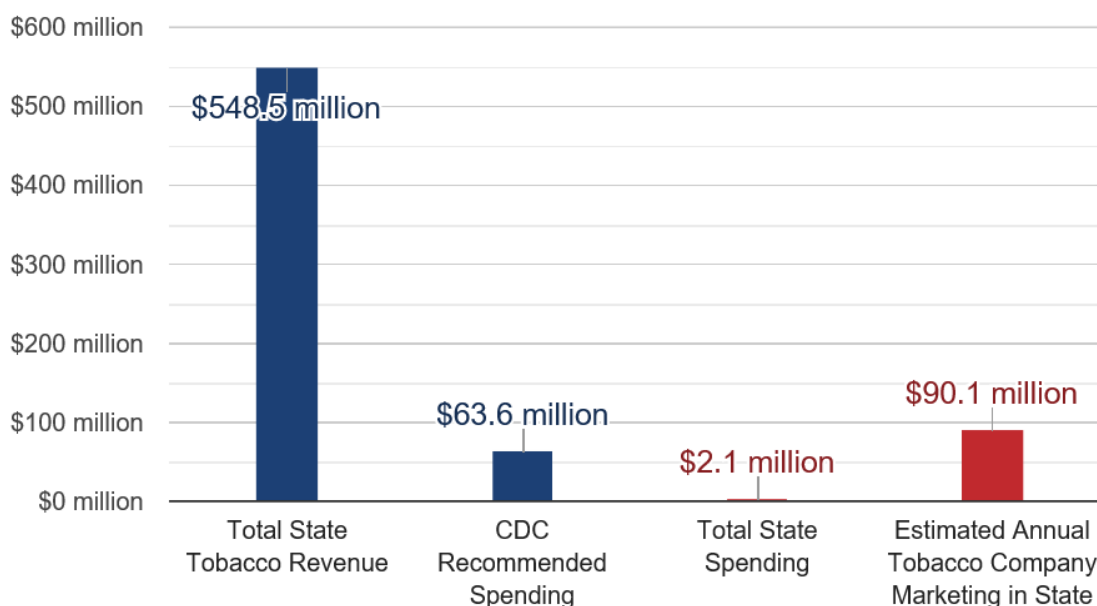


ACTION PLAN PROGRESS

Restoring commercial tobacco prevention funding



WA Tobacco Revenue, CDC Recommended Spending, Actual Spending, and Estimated Industry Marketing (SFY 2020)



Monitoring Tobacco & Vapor 21 / vapor product tax



- Information dissemination
 - TV21 external communication plan and community education packet
 - Educated retailers about the vapor product tax
- Equitable enforcement of TV21
- Existing purchase, use and possession penalties for youth under 18
- Federal T21
- 2020 HYS delayed

Decreasing appeal of tobacco & vapor products

- Policies of Interest:

- Flavor restrictions, including mint and menthol
- Comprehensive clean indoor air acts inclusive of vapor products

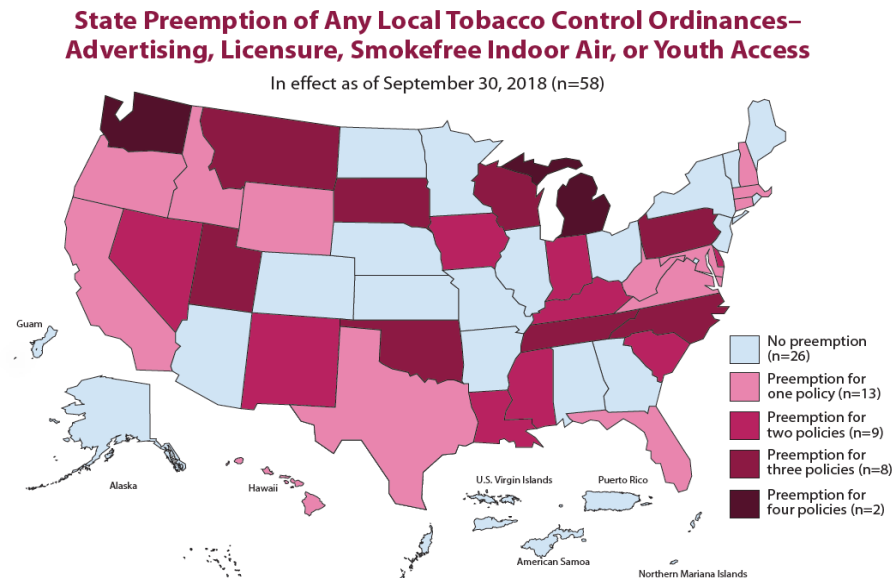
- Potential Strategy:

- Merge with Local Control Subgroup

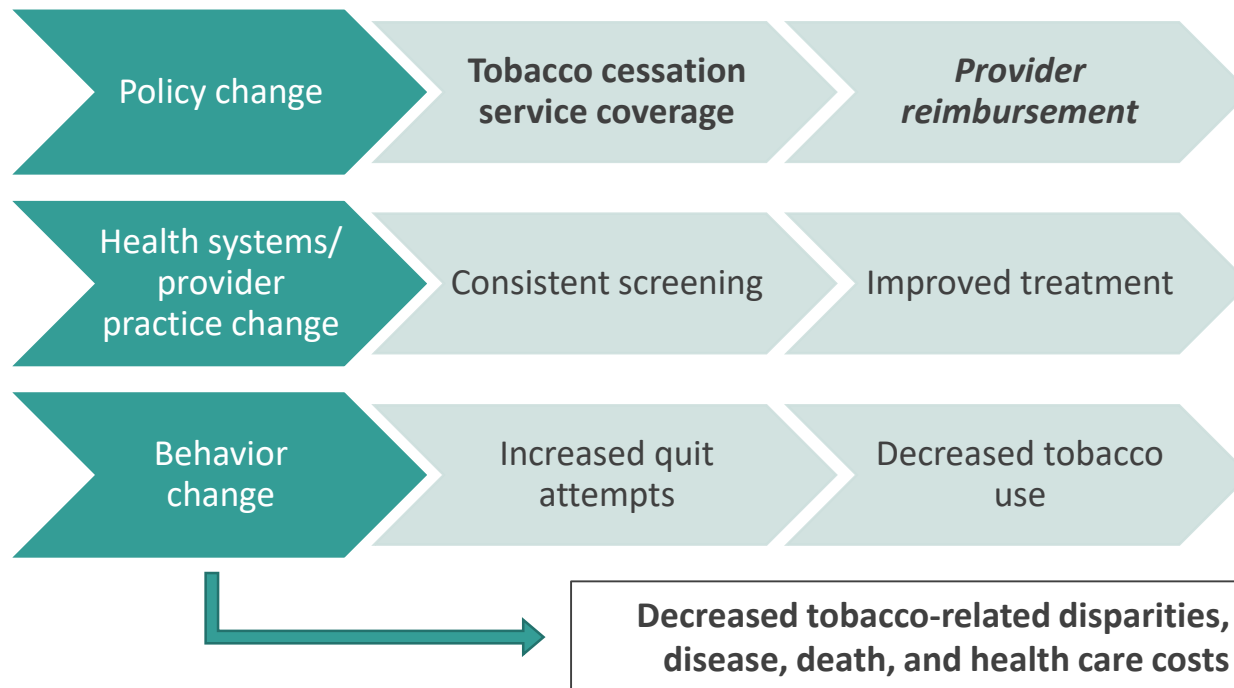


Exploring impact of preemption

- Convened stakeholders and led educational sessions on the impact of preemption on Washington state youth and young adult use of tobacco and vapor products and related disparities
- Explored the potential of local control as a policy priority for key stakeholders



Establishing minimum tobacco cessation service coverage

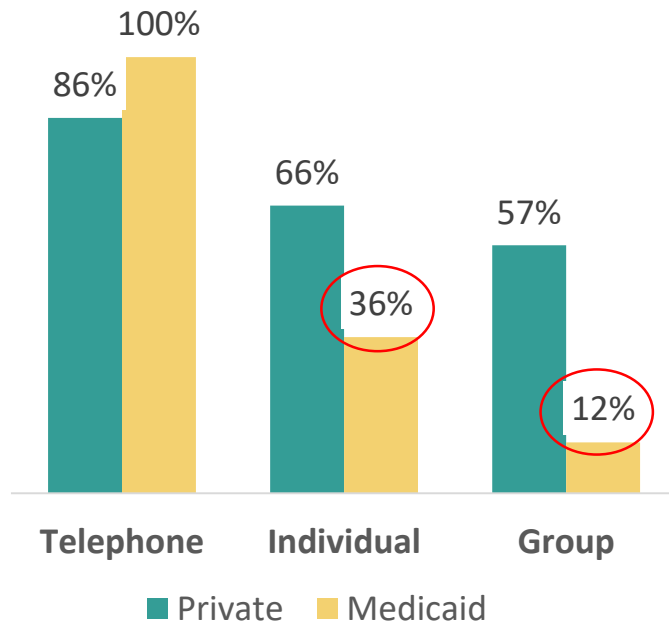


- There are no clear, minimum standards for tobacco cessation service coverage or state-funded services in WA
- How, can we ensure coverage is equitable?
- Cessation coverage subcommittee meets quarterly

Current coverage in WA (2019 survey)

% of Enrollees in Survey Sample with

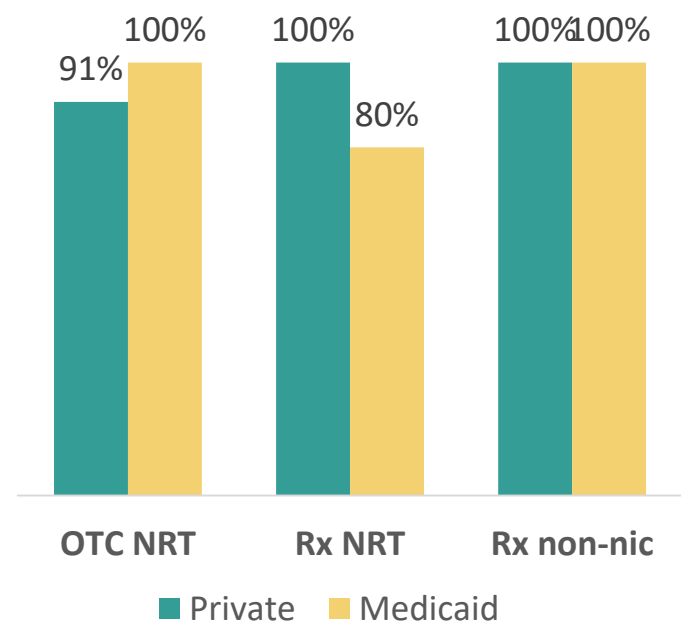
Counseling



- 3 of 5 MCOs reported individual counseling coverage, 1 reported group counseling
- Employer buy-up coverage of telephone counseling tied to access to OTC NRT

% of Enrollees in Survey Sample with

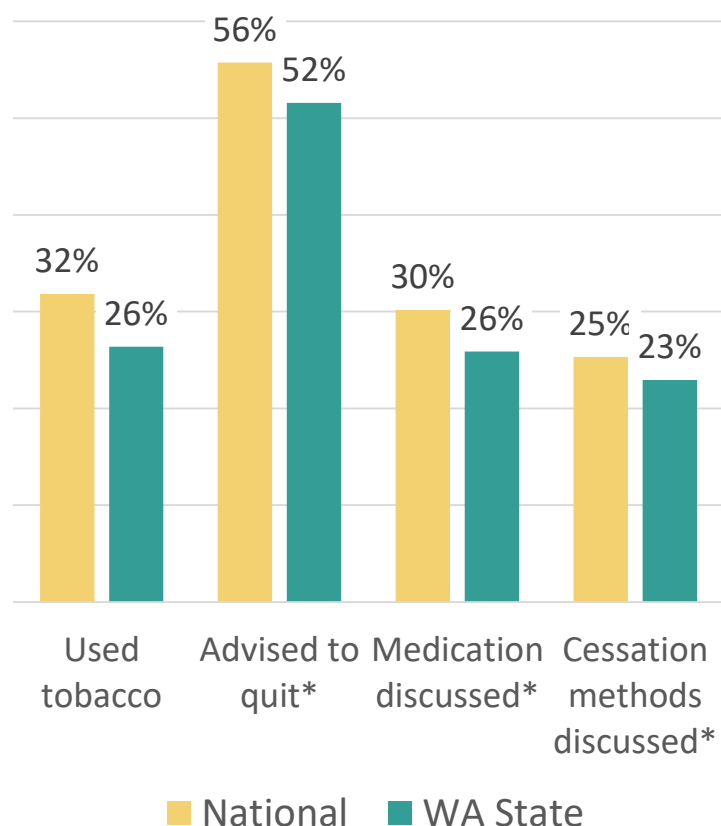
Medication



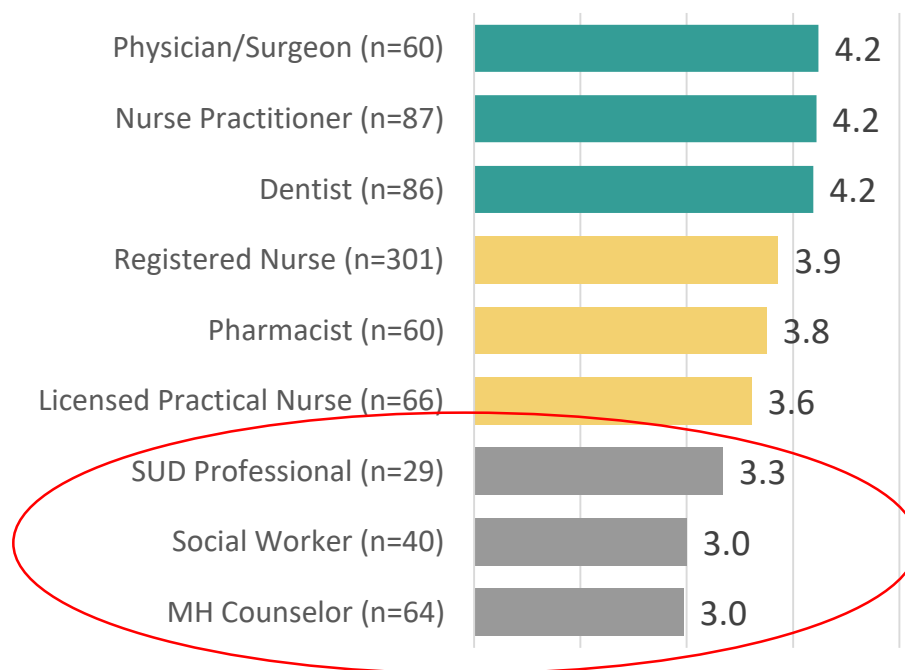
- No cost sharing for meds across the board
- 34% of private enrollees subject to PA for all meds, additional 5% subject to PA for Rx NRT
- 4 of 5 Medicaid MCOs report PA for Rx NRT

Intersection and opportunities with behavioral health

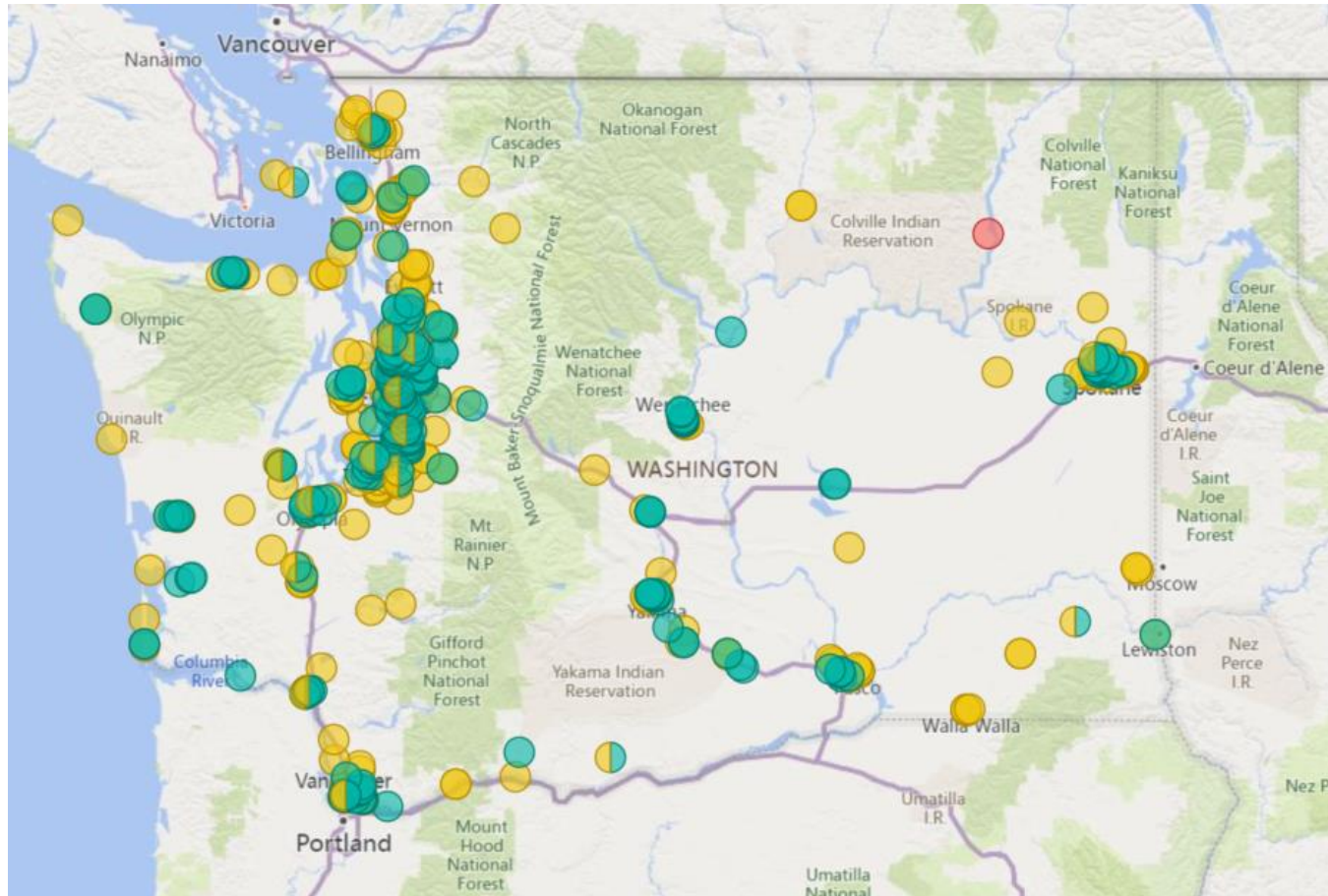
*Medicaid enrollees (2016, CAHPS):
Tobacco cessation HEDIS measures*



*WA providers (2020, DOH):
“It is my professional responsibility to advise
clients who use tobacco to quit.”
(1 = strongly disagree; 5 = strongly agree)*



BH treatment facility smoke-free policy



Source: SAMHSA (2018 N-MHSS, 2018 N-SATSS, Treatment Facility Locator)



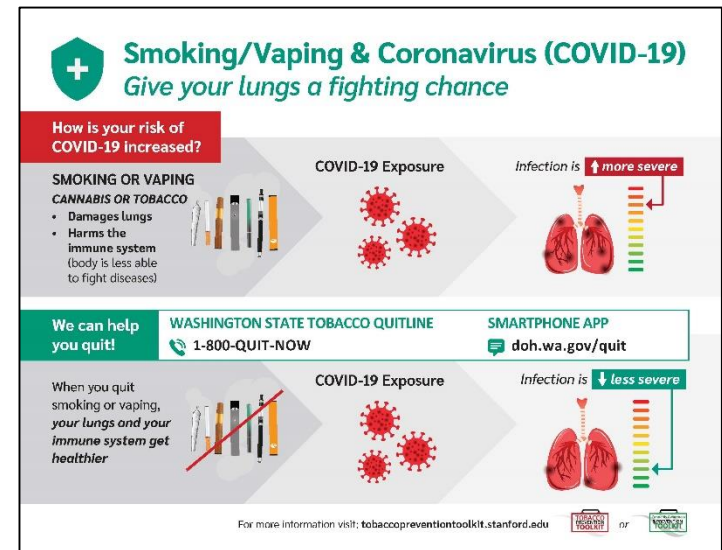
CHALLENGES AND OPPORTUNITIES

COVID-19 and legislative session

- Providing important research and emerging findings, talking points, infographic and factsheet messaging around the intersection of COVID-19 and Smoking
 - Messaging has become incorporated into WA State COVID-19 Response (Governor's Office), DOH COVID-19 Response and Educational Campaigns
 - And into Social Media, Community Health Worker mailing lists, HCA/DBHR, LCB, DSHS, prevention coalitions

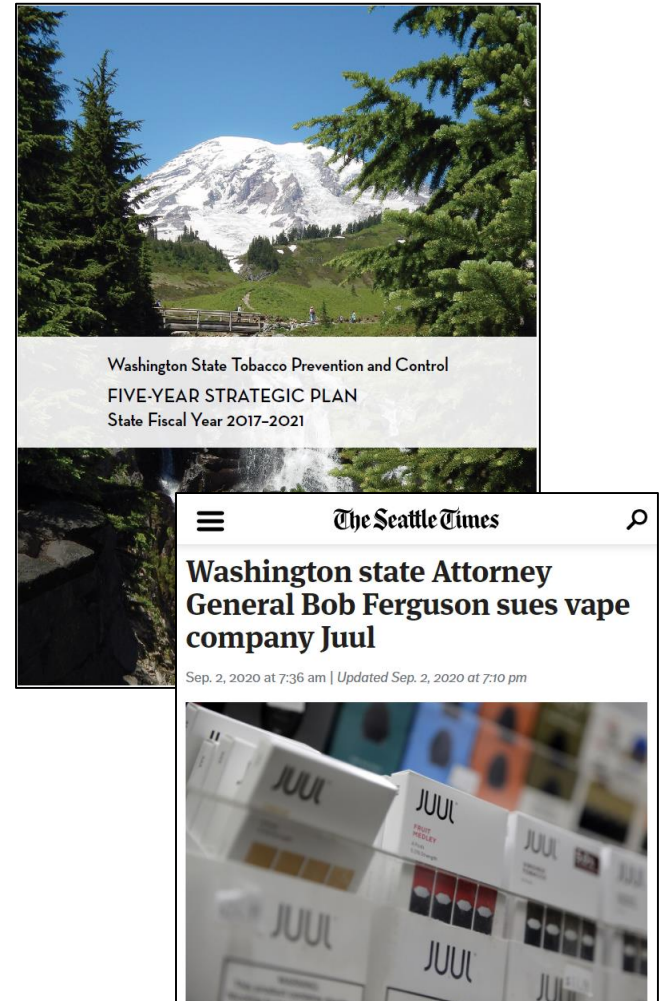
→ Infographic on smoking & COVID-19 intersection has been translated into 10 additional languages

<https://www.doh.wa.gov/Emergencies/COVID19/HealthEducation#smoking>



Additional challenges and opportunities

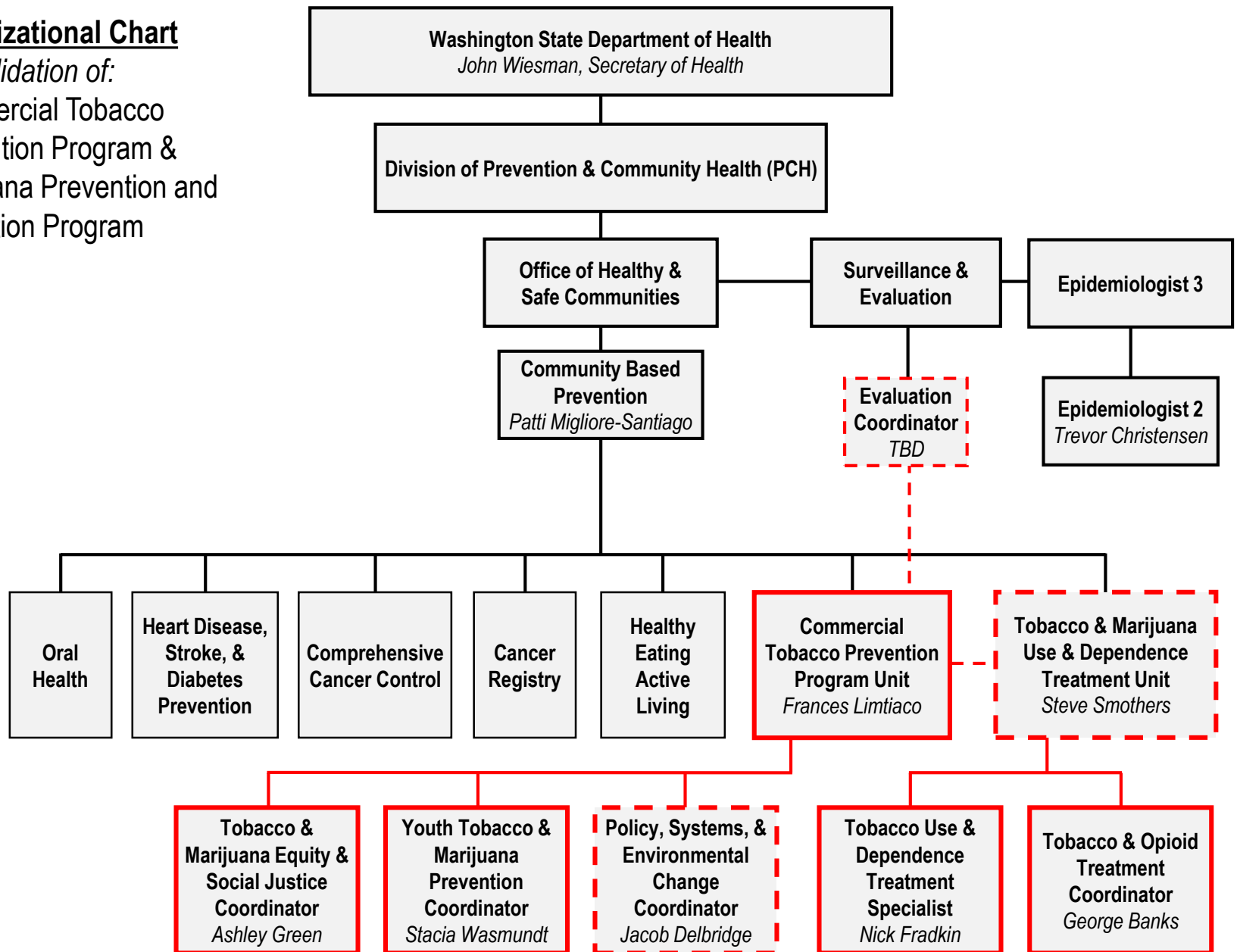
- Updated commercial tobacco strategic plan
- AG lawsuit against JUUL
- Establishment of statewide coalition
- Continued engagement – re-assessment of current SPE workgroup structure and interest
- Consolidation of DOH Commercial Tobacco Prevention Program (CTPP) and Marijuana Prevention and Education Program (MPEP)



Organizational Chart

Consolidation of:

Commercial Tobacco
Prevention Program &
Marijuana Prevention and
Education Program



QUESTIONS?

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