



# **Policies to Protect Colorado's Kids from a Lifetime Addiction to Tobacco**

## **Overview of an Epidemic & Recommendations**

**Jodi Radke, Regional Director, Campaign for Tobacco Free Kids**  
**Hon. Elbra Wedgeworth, Leanne Wheeler and Lindsay Neil – Outreach Team**

**[FlavorsHookKidsColorado.org](http://FlavorsHookKidsColorado.org)**



# Smoking is the #1 Cause of Preventable Death and Disease in the U.S. and Colorado

Tobacco kills **more** than 480,000 people annually – more than AIDS, alcohol, car accidents, illegal drugs, murders and suicides combined.

Life expectancy for smokers is **10 years shorter** than for nonsmokers.

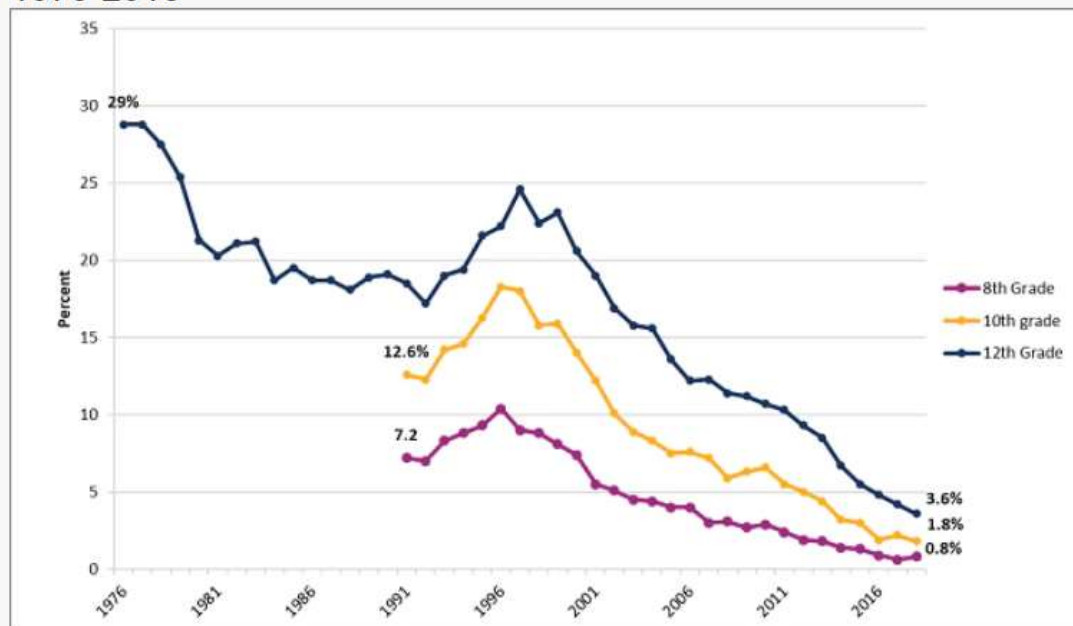
Most teens who use tobacco will get hooked. 3 out of 4 teens who smoke cigarettes in high school will still be smoking as adults.

Smokers earn **20% less** than their non-smoking colleagues.

# Tobacco Use & Kids – THE EPIDEMIC

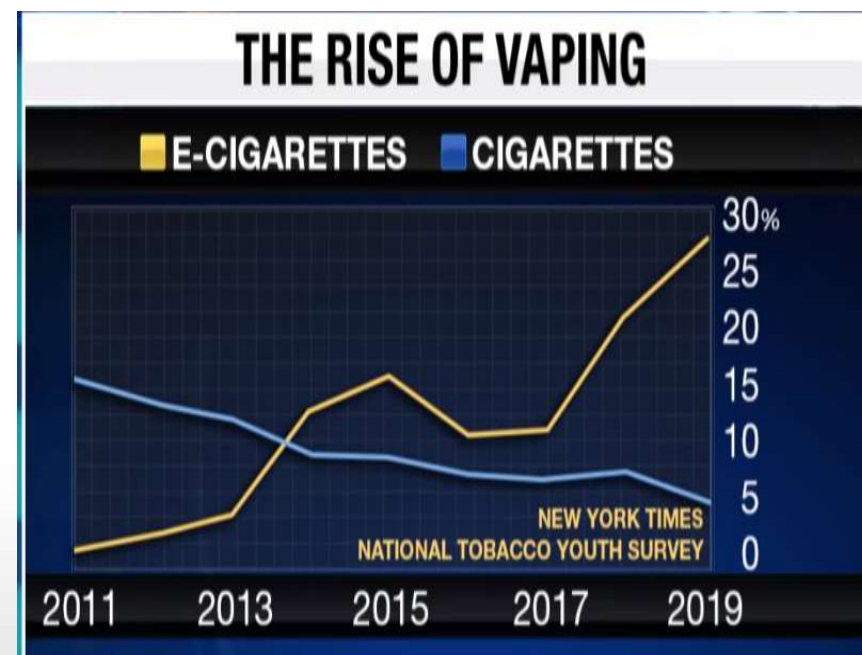
## History of Cigarette Use and Current Use of E-Cigarette Use

Figure 1: 30 Day Prevalence of Daily Use of Cigarettes, by Grade, 1976-2018



Source: Johnston, L. D., Miech, R. A., O'Malley, P. M., Bachman, J. G., Schulenberg, J. E., & Patrick, M. E. (2019). *Monitoring the Future national survey results on drug use 1975-2018: Overview, key findings on adolescent drug use*. Ann Arbor: Institute for Social Research, University of Michigan. Retrieved from <http://www.monitoringthefuture.org/pubs/monographs/mtf-overview2018.pdf> - PDF

THEN, and NOW...



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TOBACCO-FREE  
Kids

# Flavored Tobacco Products Are Putting a New Generation of Kids at Risk



# Flavored Tobacco Products Are Popular Among Kids



- **81% of youth who have ever used a tobacco product initiated tobacco use with a flavored product**
- **72% of current youth tobacco users used a flavored tobacco product in the past month**

Source: Ambrose et al., *JAMA*, 2015

Rose et al., *Tobacco Control*, 2019

## Why Should We Care?

# The Detroit News

## Lungs of teen who had transplant like 'nothing that I have ever seen,' doctor says

**Neal Rubin** The Detroit News

Published 9:19 a.m. ET Nov. 12, 2019 | Updated 12:19 p.m. ET Nov. 13, 2019

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The surgeon who transplanted two lungs into a teenage boy who was going to die from vaping used the word "evil."

Another doctor at Henry Ford Hospital in Detroit on Tuesday afternoon openly begged anyone who vapes to stop.

Dr. Hassan Nemeh, the surgical director of Thoracic Organ Transplant, said the inflammation and scarring in the 17-year-old's lungs were "nothing that I have ever seen" across 20 years of similar surgeries.

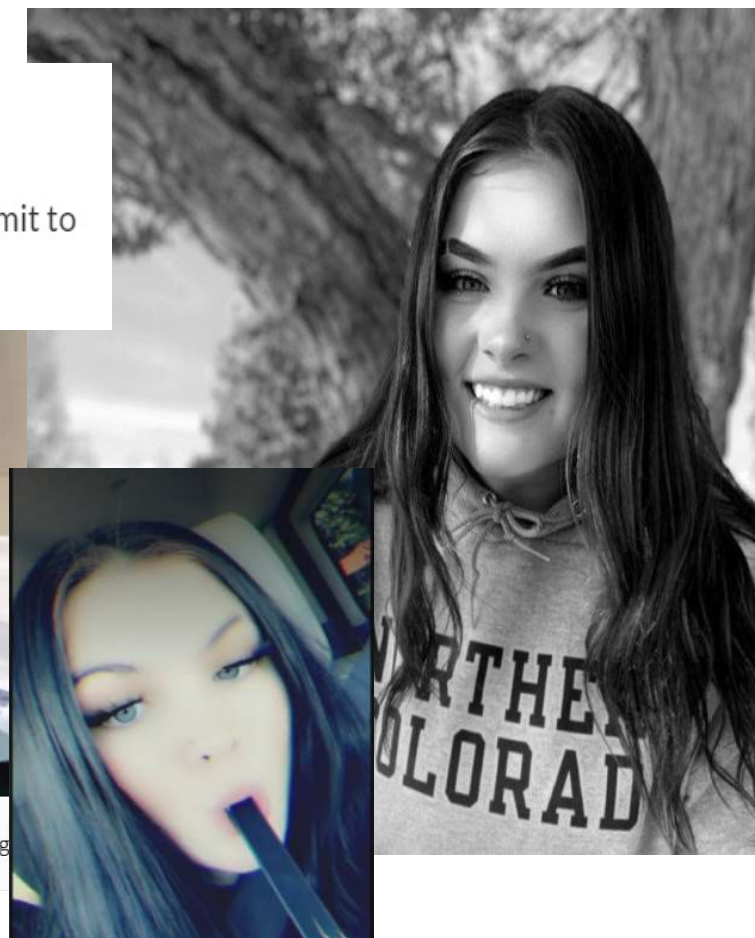
# Colorado – Johnson Family

“That is pretty much when it all hit the fan,” Johnson said. “I was terrified.”

Johnson was admitted to the ICU and placed on oxygen. She was forced to admit to her parents that she was vaping behind their backs, and against their wishes.



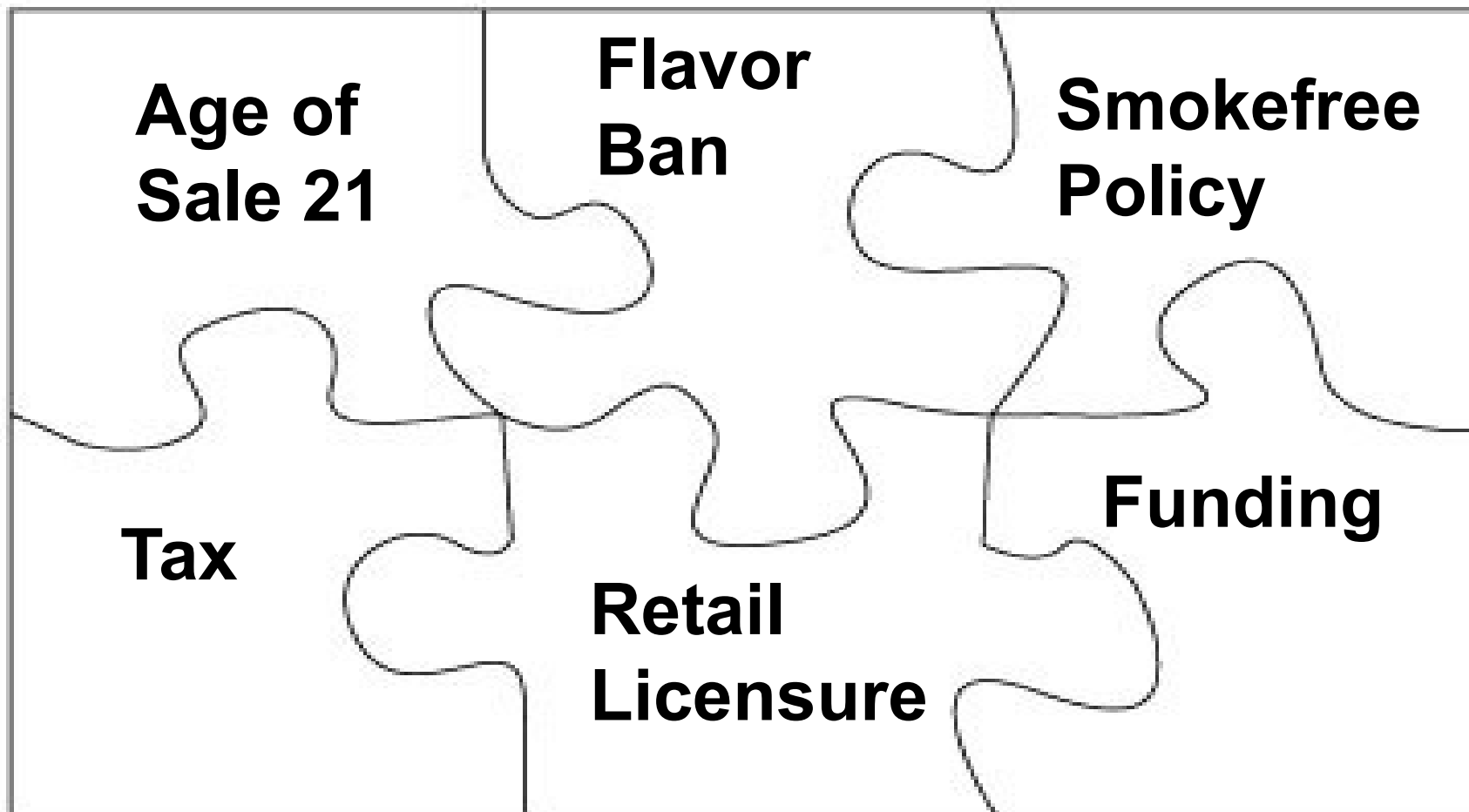
Piper Johnson, an 18-year-old University of Northern Colorado student, is seen in an unidentified Colorado hospital being treated for a vaping-related illness. Her family said she was the first confirmed case of the mysterious lung malady in Colorado.



## Piper Johnson – 18-year-old addicted student

“If our agencies aren’t going to protect our kids right now, then we need to educate our kids and ourselves on the dangers of vaping,” Ruby Johnson said in a statement. “We can’t afford to wait.”

# What Can We Do About It? Add Another Piece to the Puzzle







# End the Sale of Flavored Products

HB22-1064 (Representatives Bacon and Mullica & Senators Priola and Fields) will:

- End the sale of flavored tobacco and flavored nicotine products in Colorado across all locations
- Establishes a \$10 million dollar fund to distribute funds to the programs and services that impacted communities will access for cessation services

# Colorado Facts and Impacts

- 25.9% Colorado high school students regularly use e-cigarettes, compared to 11.3% nationally.
- In some counties like Pueblo the youth use rate is above 40%.
- 80% of kids who use tobacco and nicotine products started with flavors.
- According to the Healthy Kids Colorado Survey, over 60% of kids get their products from adults who purchase them legally.
- Annual healthcare costs directly caused by smoking = \$1.89 billion
- Medicaid costs caused by smoking in Colorado = \$386.3 million
- Residents' state and federal tax burden from smoking = \$690/household
- Proportion of Colorado cancer deaths caused by smoking - 25.7%
- Colorado adults who die from smoking each year - 4,100

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# We Need Your Help – Join Us!





# Take Action

## FlavorsHookKidsColorado.org

