

# A Conversation about Tobacco Control Policies in Illinois

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# RECENT TOBACCO CONTROL POLICIES

Recent comprehensive tobacco control policies include:

- Tobacco 21 (including e-cigarettes)
- Increasing tobacco taxes (including e-cigarettes)
- Protecting funding for the Illinois Tobacco Quitline and tobacco cessation & prevention
- Protecting Smoke Free Illinois to ensure recreational marijuana could not be used in public places

# 2020 LEGISLATIVE TOBACCO CONTROL POLICIES

Comprehensive tobacco control strategies include:

- Adding e-cigarettes to Smoke Free Illinois (SB1864)
- Ensuring tobacco cessation counseling (group, individual, telephone, Quitline) are covered by IL Medicaid (SB3301)
- Restricting the sales of all flavored tobacco (HB3883)
- Protecting funding for the Illinois Tobacco Quitline and tobacco cessation & prevention (FY2021 Budget)

# ADD E-CIGARETTES TO SMOKE FREE ILLINOIS

## **The Solution: Add E-cigarettes to Smoke Free Illinois**

Regular and significant tobacco tax increases, along with fully funding evidence-based tobacco prevention and cessation programs and comprehensive smoke-free laws can reduce tobacco use.

Comprehensive smoke-free workplace laws to protect workers and the public from the harmful effects of secondhand exposure and to create communities that support tobacco-free living. Prohibiting the use of electronic cigarettes, including supposed non-nicotine e-cigarettes will:

- Protect against secondhand exposure to nicotine and other potentially harmful chemicals
- Ensure the enforcement of existing smoke-free laws are not compromised
- Ensure that the public health benefits of a smoke-free laws are not undermined

According to a report from the Surgeon General, “E-cigarette aerosol is not harmless. It can contain harmful and potentially harmful constituents, including nicotine.”<sup>i</sup> Studies have shown that the use of e-cigarettes can cause short-term lung changes and irritations.<sup>ii</sup> E-cigarettes also pose a potential risk to nonusers through secondhand exposure to toxicants in the aerosol. Secondhand exposure occurs when the user exhales the aerosol exposing nonusers.

# TOBACCO CESSATION COVERAGE

- Tobacco use interventions are the gold standard in public health for cost-effectiveness, yet Medicaid spends less than 0.25% of the estimated cost of smoking related diseases on tobacco cessation efforts. Reducing tobacco use among Medicaid enrollees would provide significant cost savings.
- In 2017, individuals who relied on Medicaid for their health care had a higher smoking rate (24.5%) than the overall adult population (14%) and more than double that of individuals with private insurance (10.5%). While 68% of adults who smoke report that they want to quit, many of those on Medicaid are lower-income and unable to pay for this lifesaving treatment out-of-pocket.

# TOBACCO CESSATION COVERAGE

- Phone counseling, often facilitated through a service known as Quitline, is typically free for patients to use. State quitlines are just as effective as individual or group counseling and may be more convenient.
- Medicaid enrollees make up 39% of state quitlines users; therefore, it makes sense that Medicaid should provide reimbursement to the quitline for providing the service to enrollees.

# FLAVORED TOBACCO

## Flavors HOOK Kids!



### Support a comprehensive flavor sales restriction on all tobacco products! Support SB668 (Pres. Cullerton)/HB3883 (Rep. Conroy)

Flavors in tobacco products including electronic cigarettes hook kids for a lifetime of tobacco use and nicotine addiction. The easy availability of menthol cigarettes, flavored cigars, flavored hookah and youth-friendly e-cigarette candy-like flavors is causing an increase in youth tobacco use of epic proportion.

- E-cigarette use soared by 78 percent among high school students and 48 percent among middle school students nationwide from 2017-2018. More than 3.6 million high-school and middle-school students used e-cigarettes last year – an increase of 1.5 million over the previous year – and public health authorities warn that these numbers likely have continued to rise. [v]
- Flavored electronic cigarettes, or e-cigarettes, have exploded on the market with one study identifying more than 7,700 unique e-cigarette flavors as of January 2014, and more than 240 new flavors being added per month. Of the over 400 brands available online in 2014, 80 percent had candy and dessert flavors and 84 percent had fruit flavors.[v] By 2017 another study found 15,500 unique e-cigarette flavors available online.[v]
- 81 percent of youth and 86 percent of young adults who ever used tobacco—even once or twice in their lifetimes—reported that the first tobacco product they used was flavored.[i]
- Among youth tobacco users, there is a 13 percent higher prevalence of current tobacco use for youth whose first tobacco product was flavored compared to youth whose first tobacco product was not flavored.[i]
- Adult users who report that the first tobacco product they used was flavored had a 32 percent higher prevalence of current established tobacco product use.[i]
- The number of flavors in newer tobacco products has increased substantially in recent years with industry marketing thousands of youth-enticing flavors such as fruit, candy, vanilla, unicorn, and mint-flavored products.[i]
- Menthol and other flavors reduce the harsh sensation of tobacco in the mouth and throat, increasing appeal, nicotine exposure and dependence.[i]
- Over half (54%) of youth smokers aged 12-17 use menthol cigarettes compared to one-third (32%) of older adult smokers.[ii]
- Menthol cigarettes are heavily marketed to African-American smokers, 85% of whom use menthol products. Seven out of ten African-American menthol cigarette smokers use menthol products.[ii]
- Menthol is also popular with Latinos, 45% of whom use menthol products.[ii]
- While there is no experimental evidence to support that flavors help adults switch from combustible to non-combustible tobacco products or to quit tobacco altogether, there are individual reports suggesting that for some adults, flavors are appealing. However, maintaining flavors to attract adult smokers increases the risk of these products being available for youth and young adults.[i]
- A comprehensive ban enforces addicted nicotine users are not substituting another tobacco product that is not proven to be any safer than the one they are currently using. The state funds the Illinois Tobacco Quitline, which is a proven cessation tool for smokers to use to kick their nicotine addiction.

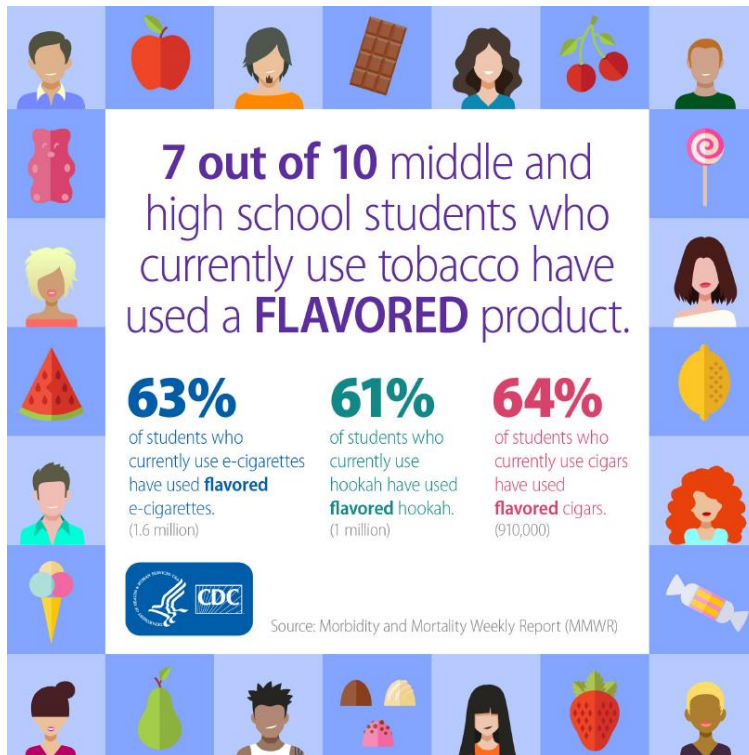
[i] Whitt JC, Johnson AL, Anderson BK, Cummings KM, Stanton CA, Rose SW, Ertman SP, Tworek C, Glasser AM, Pearson JL, Coiro AM, Conroy KP, Miazus RS, Benard-Travers M and Hyland A. Flavored Tobacco Product Use in Youth and Adults: Findings From the First Wave of the PATH Study (2013-2014). *Am J Prev Med*. 2017;53:139-151.  
 [ii] Hill H and Lee J. Flavored Electronic Cigarette Use and Smoking Among Youth. *Pediatrics*. 2016;138.  
 [iii] Messeri ME, Butler ER, Bold KW, Kong G, Canning DR, Cavallo DA, Simon P, O'Malley SS and Kitchan-Sarin S. Preferring more e-cigarette flavors is associated with e-cigarette use frequency among adolescents but not adults. *PLoS One*. 2018;13:e0189015.  
 [iv] Cohen JA, Anderson BK, Getchick AS, Apleberg EJ, Jamal A, King BA. Nicotine from the Field: Increase in use of electronic cigarettes and any tobacco product among middle and high school students – United States, 2011–2018. *MMWR Morbidity and Mortality Weekly Report*. 2019;67(45).  
 [v] Zhu, S.H., et al. Four Hundred and Fifty Brands of E-Cigarettes and Counting: Implications for Product Regulation. *Tobacco Control*. 2014, 23(Suppl 2): S3-S9.  
 [vi] Zhu, S.H., et al. "Evolution of Electronic Cigarette Brands From 2013-2014 to 2016-2017: Analysis of Brand Websites." *Journal of Medical Internet Research*, 2020, published online March 12, 2018.

## FLAVOR TOBACCO SALES RESTRICTION SUPPORTERS SB668 (PRES. CULLERTON) / HB3883 (REP. CONROY)



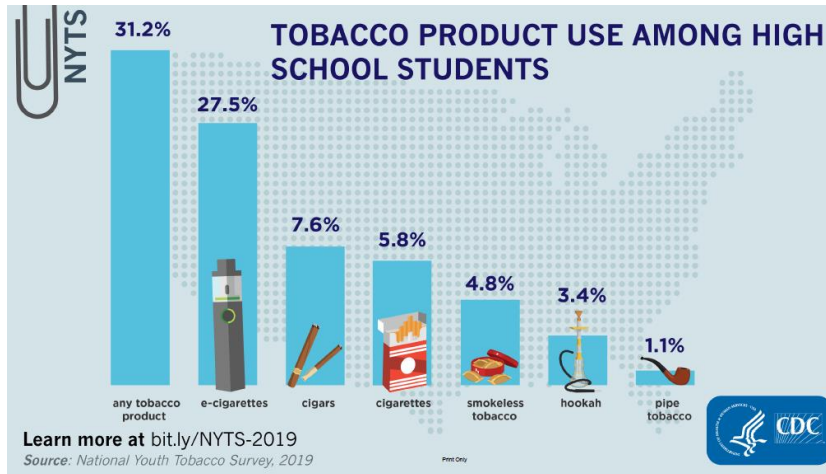
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# FLAVORED TOBACCO





# FLAVORED TOBACCO

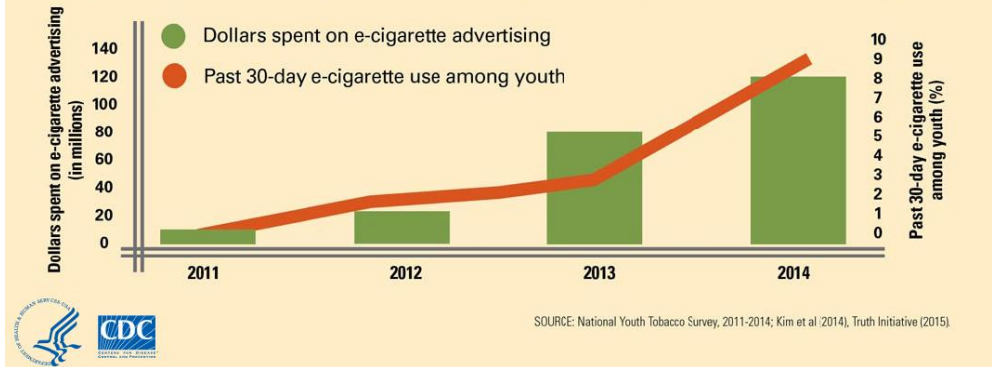


Current (past 30 day) use of e-cigarettes went up among middle and high school students from 2011 to 2019.<sup>6,7,8,9</sup> About 1 of every 10 middle school students (10.5%) reported in 2019 that they used electronic cigarettes in the past 30 days—an increase from 0.6% in 2011.

More than 1 of every 4 high school students (27.5%) reported in 2019 that they used electronic cigarettes in the past 30 days—an increase from 1.5% in 2011.

# FLAVORED TOBACCO

## E-cigarette use among youth is rising as e-cigarette advertising grows

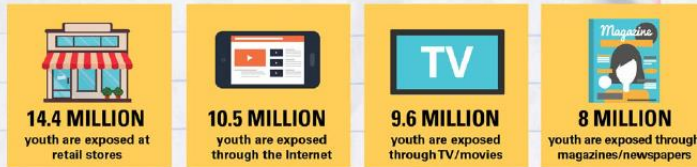


E-cigarette use has increased considerably among U.S. youths in recent years and corresponding increases have occurred in e-cigarette advertising expenditures. This graphs shows that during 2011 to 2014, current e-cigarette use among high school students soared from 1.5% to 13.4%, and among middle school students from 0.6% to 3.9%. Spending on e-cigarette advertising rose from \$6.4 million in 2011 to an estimated \$115 million in 2014.

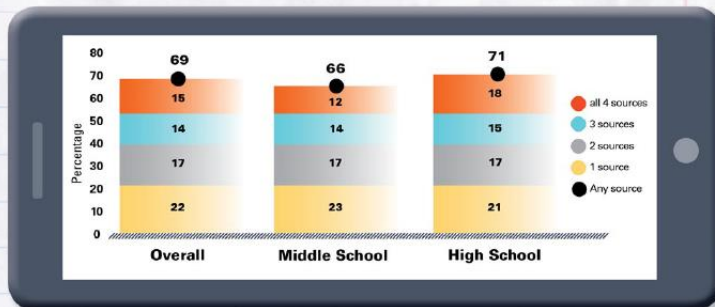
# YOUTH TOBACCO USE

Youth are exposed to e-cigarette advertisements from multiple sources.

## Sources of e-cigarette advertisement exposure



US students exposed to e-cigarette advertisements, by school type and number of sources of exposure



\* Percentages may not add up exactly to any source due to rounding.

SOURCE: National Youth Tobacco Survey 2014.



Credit: Chris Britt November 2016

# WHAT CAN YOU DO?

- Contact your legislators (call, email, social media)
- Organize a group of concerned citizens (youths, parents, health officials, school personnel, etc) to talk to your legislators about the importance of tobacco control policies
- Educate the public about the harm of tobacco products
- The options are endless!

# JOIN US



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LET'S GET  
IT DONE!

