Hot Topics

AAP Calls for Removal of JUUL during House Committee Hearing
The US House of Representatives Committee on Oversight and Reform held a two-day hearing this week to assess the role that JUUL Labs has played in the epidemic of youth e-cigarette use. The House Committee heard testimony from key stakeholders, including Dr. Jonathan Winickoff, who spoke on behalf of the American Academy of Pediatrics. Dr. Winickoff’s testimony outlined the significant impact of nicotine addiction on pediatric health, and discussed JUUL’s marketing of flavored tobacco products, which are known to appeal to children. He closed his testimony by stating that “the American Academy of Pediatrics believes that JUUL is a public health threat that must be removed from the market as soon as possible.” For more on JUUL and other e-cigarettes, visit our website.

Federal Court Sets 10-month Deadline for E-Cigarette Makers to Apply to FDA
In a critical victory for child health, a federal judge set a 10-month deadline for e-cigarette companies to submit applications to FDA for public health review. Products that do not submit an application by May 12, 2020 will be removed from the market. Once an application has been submitted, products can stay on the market for up to one year while FDA reviews the application. This decision was made by US District Judge Paul W. Grimm in a case brought by the American Academy of Pediatrics and other public health partners against FDA. In May,
Judge Grimm ruled in favor of AAP and partners, noting that FDA had acted illegally by allowing e-cigarettes to remain on the market until August 2022. Click here for more information on the lawsuit.

From the AAP Richmond Center

New Resource: IQOS and other Heated Tobacco Products: What Pediatricians and Families Need to Know
The AAP Julius B. Richmond Center of Excellence and Section on Tobacco Control created a new resource: IQOS and other Heated Tobacco Products: What Pediatricians and Families Need to Know. IQOS is a brand of heated tobacco product that has recently been approved for sale in the United States. Heated tobacco products are a new category of tobacco product which produce an aerosol containing nicotine, chemicals, additives, and flavorings by heating tobacco. Heated tobacco products are sleek, high-tech devices that are being designed and marketed in ways that are known to effectively target youth. These products are highly addictive, and are available in both tobacco and menthol flavors. Despite tobacco industry claims, there is no evidence to demonstrate that heated tobacco products are less harmful than traditional cigarettes. Pediatricians are encouraged to use this resource to understand these new tobacco products and address them with families in practice. For more information, please visit the Richmond Center website or send an email to RichmondCenter@aap.org.

2019 AAP National Conference & Exhibition – Register Now!
The American Academy of Pediatrics (AAP) invites you to the 2019 National Conference & Exhibition (NCE), held October 25 through 29 in New Orleans, Louisiana at the Ernest N. Morial Convention Center and Hilton Riverside New Orleans. This year’s theme is “joie de vivre” - “joy of living.” Don't miss the largest pediatric-focused educational and networking event of the year! Registration is now open.

Tobacco Control Programs at NCE: Be sure to block your calendar to attend programs offered by the AAP Section on Tobacco Control at this year’s NCE in New Orleans, including:

**AAP Section on Tobacco Control Program**
**Tobacco: The Unrecognized Health Disparity and Actionable Steps to Address It**
Session H3138 - Sunday, October 27
1:00 PM – 5:00 PM
Ernest N. Morial Convention Center, Room 238-239
This program will highlight tobacco as an unrecognized health disparity, perpetuating the cycle of poverty and disease in certain populations including minorities, children and people of low socioeconomic background. Three international experts will give presentations, and an interactive panel discussion with these experts will follow. Next, the winners of the Section on Tobacco Control's annual call for Trainee Tobacco Champions will be highlighted, and the program will conclude with top abstract presentations and a poster session highlighting critical research and quality improvement programs to advance tobacco cessation efforts in health systems and communities.

**Agenda**
*Moderated by Rachel Boykan, MD, FAAP, Section Program Chair*
1:00 pm – Welcome (*Presented by Susan Walley, MD, CCTS, FAAP, Section Chair*)
1:10 pm – Highlighting Health Disparities: Menthol, African Americans and Smoking (*Presented by Phillip Gardiner, DrPH*)
1:55 pm – Update on E-cigarette and Vaping (*Presented by Sharon McGrath-Morrow, MD, MBA, FAAP*)
2:40 pm – Protecting Children from Addiction: Tobacco 21 (*Presented by Lester Hartman, MD, MPH, FAAP*)
3:25 pm – Break
3:30 pm – Tobacco Trainee Awards
3:40 pm – Panel Discussion Advocacy and You (*Paneled by Phillip Gardiner, DrPH; Lester Hartman, MD, MPH, FAAP; Sharon McGrath-Morrow, MD, MBA, FAAP*)
4:10 pm – Top Abstract Presentations
4:25 pm – Poster Session and Reception
5:00 pm – Adjourn

**Focused Topic Sessions**
**Adolescent Brain on Tobacco and Marijuana**
*Presented by Deepa Camenga, MD, FAAP*
In the News

New Research Shows Increase in Smoking Depiction in Shows Popular with Young People
A new report from Truth Initiative, a national nonprofit dedicated to eliminating tobacco use among youth, reveals 92% of shows most popular with young people depict smoking prominently. Between 2016-2017, approximately 28 million young people witnessed tobacco use from watching 13 shows; including Stranger Things, a Netflix series that depicted tobacco in every episode of its first two seasons and topped the report’s list of shows with the highest number of tobacco depictions. The report suggests policies for all video content – regardless of platform – that commit to zero tobacco depictions in youth rated content (i.e. TV-14, PG-13) and anti-smoking advertising for previously produced materials with youth ratings and tobacco depictions. Read the full report here. For more information on advocacy efforts to keep tobacco out of children’s media, visit our website.

African American Menthol Users Less Likely to Quit Tobacco
Recent data from a meta-analysis of 19 studies show that African American menthol tobacco users in the United States are less likely to quit tobacco compared to non-menthol tobacco users. The objective of this meta-analysis was to provide a summary of variables related to the association between menthol use and likelihood of smoking cessation. Researchers report that this difference is likely the result of the tobacco industry’s ongoing marketing influence on the African American community, suggesting that a menthol ban may have a unique public health benefit for African American smokers by encouraging quitting. Read the full results here.

Study Finds Associations Between Flavor Use and Increased Tobacco Dependence
A recent study published in Nicotine & Tobacco Research found that 41% of current tobacco product users used a flavored product between 2014-2015, based on data from the 2014-2015 Tobacco Use Supplement to the Current Population Survey. Use of flavored tobacco products, including e-cigarettes, flavored cigars, and menthol cigarettes was associated with daily tobacco use and tobacco use within 30 minutes after waking. The study authors conclude that “These findings suggest associations between flavor use and increased tobacco dependence” and that “restricting sales of flavored tobacco products and implementation of proven population level tobacco control interventions could help reduce tobacco product use among US adults.” Read more here.

“Don’t Trust JUUL”
The American Academy of Pediatrics (AAP), Campaign for Tobacco-Free Kids, and other public health organizations have launched an advertising campaign to counteract JUUL’s claims that the company is working to help solve the youth e-cigarette epidemic. The new ads from AAP and partners intend to set the record straight: JUUL created the epidemic by enticing kids with sweet flavors like mango, fruit, crème and mint, then hooked them with a strong nicotine hit. The ads ran in print and online in The Washington Post, Politico, The Hill, Roll Call, Axios, Wall Street Journal and The New York Times. Visit the AAP Richmond Center website for more information on JUUL, and e-cigarettes.

Digital Quit Vaping Program for Youth Shows High Enrollment and Engagement
A new report from researchers at Truth Initiative shows that young people are interested in quitting vaping and can be engaged in an easily accessible, anonymous digital platform promoted through social media. The results are based on observational data from “This is Quitting”, a free text message vaping cessation program that Truth Initiative launched in January 2019. The researchers found that from a cohort of 27,000 teens and young adults, there was a high volume of enrollment in a short period of time (3 months), high levels of engagement with the program, and an increase in e-cigarette reduction and cessation. The authors note that the friendly tone and use
of first-person engagement throughout the program encouraged enrollees to respond as though texting a friend even while acknowledging "I know I’m talking with a bot." They state that evaluation is ongoing as they aim to add to the limited evidence base about how to help young people quit vaping. Read more on the Truth Initiative website.

**Few Adults Start Using JUUL to Quit Smoking**
A new study published in *Tobacco Control* found that only about one-third of adult tobacco users who have tried JUUL used the product as a way to quit: Most of them are also using cigarettes and are not completely switching to vaping. The researchers surveyed 1332 current cigarette, cigar, little cigar or cigarillo (CLCC) and electronic nicotine delivery systems (ENDS) users aged 18-54 for the study. While the most common reason for trying JUUL was trying to quit smoking cigarettes (37%), the following reason was because family, friends or colleagues used the product (32%). Most of the adult users of JUUL are also using the product infrequently. Only about 3% of tobacco users aged 35-54 reported using JUUL in the past 30 days, compared with about 25% of tobacco users between 18-34 years of age. Only 20% of the current tobacco users aged 18–24 years indicated that they first initiated JUUL to quit. The authors state that these findings undermine JUUL’s stated goal of switching cigarette smokers to JUUL. Read more on the Truth Initiative website.

**Resources and Events**

**ASTHO Webinar/Virtual Panel**
Ask the Experts Panel on JUULs in Schools
July 29, 2019 2:30-4:00pm ET

E-cigarette use among youth and young adults is a growing epidemic. JUULs, a widely-available e-cigarette device sold by JUUL Labs, have become so popular that they account for nearly half of the e-cigarette market. The product’s appeal to youth is attributed to its high nicotine content, sleek shape, and assortment of flavors. In an attempt to reduce JUUL use among youth, increased prevention efforts have been implemented in school districts around the country.

Join ASTHO for a virtual session that will bring together expert panelists from Kansas public schools, the North Carolina Department of Health and Human Services, and Stanford University to discuss strategies to reduce JUUL use in schools. This event, which will feature panelists speaking live on webcam, is a unique opportunity to connect with public health leaders on a pressing issue. The discussion will be centered around questions submitted by participants during registration, and any resources mentioned during the conversation will be made available by download post-meeting.

To help create an engaging, informative conversation, please submit at least one question when you register.

**People in the News**

**Dr Jenssen Featured in ALA Blog on How Pediatricians Can Help Parents Quit**
In a new blog post for the American Lung Association (ALA), Dr Brian Jenssen outlines new research on strategies to help parents quit smoking, starting in the pediatrician’s office. In the post, “Pediatricians: Partners in Helping Parents Quit Smoking,” Dr Jenssen states that despite years of progress in reducing smoking rates, nearly 40% of kids in the US are still being exposed to secondhand smoke. He says that pediatricians have the opportunity to protect the health of children by intervening directly with parents—helping ensure that they and their children live healthier, tobacco-free lives. He describes his latest study that successfully used an innovative electronic quitline referral system that was brief and fit within the clinicians’ typical workflow. He stresses the need for ongoing efforts that support parents in achieving the ultimate outcome: quitting. In addition to being a pediatrician, professor, and researcher, Dr Jenssen is Policy Chair of the [American Academy of Pediatrics Section on Tobacco Control](http://www.aaopc.org.).
Please feel free to pass this message along to interested parties. To subscribe, unsubscribe, or submit a news item for consideration in this monthly digest, please send an email request to richmondcenter@aap.org.

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