Hot Topics

Trends and Associations of Menthol Cigarette Smoking Among US Middle and High School Students

The overall proportion of youth smokers who smoke menthol cigarettes declined from 57.3% to 45.7% from 2011 to 2018. However, while menthol use declined among non-Hispanic white youth, menthol use among youth smokers was highest among non-Hispanic black and Hispanic youth for many of these years and did not significantly change from 2011-2018. These findings may suggest that the effects of menthol on promoting continued cigarette smoking may differ by race/ethnicity and are most prevalent in minority populations. A recent study in *Tobacco & Nicotine Research* suggests that population-based policy and programmatic strategies could
be helpful in reducing menthol cigarette use among all youth, and that continued evaluation of the impact of menthol-flavored tobacco product policies and programmatic efforts is important, especially among minority youth.

From the AAP Richmond Center

Two AAP Section on Tobacco Control Opportunities for Trainees:

1) Trainee Tobacco Champion Award – Due Date Extended to June 30th
Do you know a medical trainee who is active in tobacco control initiatives? The AAP Section on Tobacco Control is soliciting nominations for the Trainee Tobacco Champion Award. Nominees should have designed their own tobacco-control project or have partnered with others as part of a larger-scale endeavor. Projects may involve research, community work, advocacy or education. Trainees can self-nominate or can be nominated by Program Directors, Attending Physicians, Chief Residents and other trainees for this award. Please use this form to send Nominations from the field to NoTobacco@aap.org by Tuesday, June 30, 2020. Winners will be notified in late summer.

2) Soliciting Stories from the Field – Due August 28th
Are you a medical student, resident or pediatric fellowship trainee who is working to address tobacco use and tobacco exposure with patients, families or your community? We would love to hear about your experiences in addressing tobacco. We are soliciting stories of successes, challenges, and experiences with tobacco control—your experiences are shaping the future of tobacco control in pediatrics and we want to hear from you! Selected stories will be published in the AAP Section on Tobacco Control Fall Newsletter. Please use this form to send stories from the field to NoTobacco@aap.org by Friday, August 28, 2020. Winners will be notified in late September.

2020 National Conference & Exhibition to be Virtual
The 2020 AAP National Conference & Exhibition that was scheduled to take place in San Diego on October 2-6 will be replaced with a virtual conference. This first-ever virtual National Conference will be an innovative program designed to reach a wider audience than ever before. Read the full announcement. More details on our new virtual meeting will be coming soon. Meanwhile, please "save the date" and plan to join us for a one-of-a-kind AAP Experience. Updates will continue to be shared on the National Conference website, https://apexperience.org.

New AAP Podcast launching July 21
The American Academy of Pediatrics is launching its official podcast Pediatrics On Call July 21 that will explore the latest news and innovations in children's health, discuss the science behind child health recommendations, and hear first-hand from leading experts in child and adolescent medicine. Watch podcast host videos by pediatricians Joanna Parga-Belinkie and David Hill, find and link to our new social media pages, and watch for pilot episode information for Pediatrics On Call on our landing page at aap.org/podcast.

In the News

Demographics, Behaviors, and Characteristics of Adolescents with EVALI
A new study published in JAMA Pediatrics from the Centers for Disease Control and Prevention found that adolescents with e-cigarette or vaping product use-associated lung injury (EVALI) were more likely to have a history of asthma and mental, emotional, or behavioral disorders, such as ADHD, and report nonspecific problems, compared to adults. It is recommended that providers take a confidential substance use history that includes e-cigarette or vaping use for suspected EVALI cases. Clinicians and public health professionals should continue to provide information to adolescents about the association between EVALI and THC-containing e-cigarette or vaping products, especially those products obtained through informal sources, and advise adolescents that the use of any e-cigarette or vaping product is unsafe. Read the full study here.
Increase in Secondhand Smoke Exposure in Multi-Unit Housing in Los Angeles
A new study of tenants and owners of multi-unit housing buildings in Los Angeles, CA, reveals an increase in the proportion of residents who report exposure to secondhand smoke from tobacco, e-cigarettes, and marijuana in their homes. This exposure has grown over time, despite an increase in smokefree air laws in California. In 2019, 49% of multi-unit housing residents reported exposure to secondhand smoke, including smoke from tobacco (39%), marijuana (36%) and e-cigarettes (9%). Residents with chronic health conditions or children were more likely to report exposure. These data reveal a need for a comprehensive plan to prevent smoke exposure in multi-unit housing buildings. Read more here.

New Study Suggests Many Aspects of Pod-Based E-Cigarettes Designed to Addict People to Nicotine
A new study published in *JAMA Pediatrics* has concluded that pod-based e-cigarettes, like JUUL, are designed to increase the efficient delivery of nicotine and addict users. The evidence review also indicates that these e-cigarettes are marketed in ways that make them attractive to children and adolescents. Read the full study here.

ENDS (JUUL) Flavors Have a Substantial Effect in Enhancing Young Users' Experiences
“Unique flavors” is one of the reasons young people in the United States give most frequently when asked why they choose to use electronic nicotine delivery systems (ENDS). A new pilot study published in *Tobacco Control*, examined the impact of flavors and flavor restrictions in the use. Compared to participants who used their preferred non-tobacco flavor of e-cigarette, participants who used the tobacco flavor were less motivated to use ENDS in the future, even if the tobacco flavor was the only flavor on the market. This pilot study provides evidence that ENDS flavors have a substantial effect in improving ENDS users’ experiences and the appeal of the ENDS product as well as increasing users’ motivation to utilize the product again. This study highlights the impact that limiting flavors could have when designing policies to reduce the appeal of ENDS use in young people.

Correlates of Youth Vaping Flavor Preferences
A new study published in *Preventive Medicine Reports* supports previous findings indicating an association between flavor and electronic nicotine delivery systems (ENDS) use. Researchers conducted a quantitative online survey with a national sample of youth ages 13–18 and analyzed responses from those that had ever tried ENDS. They found that: 1) flavor is one of the primary reasons for experimentation with ENDS among youth; 2) fruit flavor is strongly associated with use of ENDS as the first tobacco product; and 3) preference of fruit flavor varies by age, sex and racial/ethnic background. The authors state that these findings suggest that policies designed to eliminate advertisements that promote e-cigarette flavors would reduce the attractiveness of e-cigarettes to minors.

Tobacco Control Policies Associated with Lower Youth Smoking Rates in the Philippines
In 2003, the Philippines enacted national tobacco control legislation that banned tobacco sales to youth, required text warning labels, and prohibited smoking in public places. The US Centers for Disease Control and Prevention (CDC) and representatives from the Philippines Pediatric Society (PPS) analyzed data from the 2000-2015 Philippines Global Youth Tobacco Survey (GYTS) to determine the impact of this legislation on youth smoking rates. In models adjusted for covariates, the legislation was associated with lower rates of current smoking among youth ages 13-15. Read more about the study here.

The Philippines Pediatric Society has partnered with AAP and CDC on a global project to engage national pediatric societies in tobacco control initiatives. Read more about this partnership here, or view a video that highlights the work of this partnership in the Philippines.

Sign the Smokefree Movies Petition to Demand an R-rating for Tobacco in Media
Fifty years ago, the US Congress blocked cigarette advertising on TV and radio. Now it’s time to get tobacco promotion out of the movies and TV shows that kids see most. Youth exposure to tobacco in media has been shown to increase youth use of tobacco products; yet tobacco continues to appear in media that's rated for kids. Our partners at the Smokefree Movies Coalition have released a petition that demands an R-rating or TV-MA rating for all media that contains smoking and vaping imagery. Sign the petition to keep smoking out of children’s movies and TV shows at https://www.change.org/One-Million-Lives.

Reducing Smoking within the LGBTQ+ Community
June is Pride Month, which celebrates the LGBTQ+ community. In honor of Pride, the Centers for Disease Control and Prevention (CDC) Office on Smoking and Health has released a new feature article, “Take Pride in your Health-- Be Proud, Bold, and Smokefree!” The article focuses on health disparities and higher smoking
prevalence in the LGBTQ+ community, and what states, healthcare providers and more can do to help. Read more here.

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### Resources and Events

#### American Lung Association “Quit, Don’t Switch” Training
- **Cost:** Free
- **Available:** June 1, 2020-December 31, 2020 (on demand)
- The Ask, Advise, Refer to Quit Don’t Switch training is based on the CDC’s Ask–Advise–Refer model, and utilizes updated tools and strategies for conducting an effective brief tobacco intervention with patients identified as tobacco users, including e-cigarettes. Its development was in response to the 2020 Surgeon General’s Report highlighting that four out of every nine adult smokers who saw a health professional in the last year did not receive advice to quit. It is the American Lung Association's hope that this course will further support the United States Public Health Service clinical guidelines recommending all healthcare providers offer smoking-cessation interventions. The training reviews evidence-based, proven-effective cessation strategies to support an individual’s desire to quit and reviews the seven FDA-approved quit medications currently available. Register at QuitDontSwitchTraining.Lung.org and view the course page for more details.

#### Virtual “Eliminate Tobacco Use 2020 Summit” – July 16-17
- The University of Texas MD Anderson Cancer Center, UT System, and other partners have joined efforts to hold an online summit on July 16 & 17, 2020. This conference is open to all tobacco control professionals, with a specific focus for those working in and with institutes of higher education. Details on the summit, the amazing lineup of speakers and regional/state breakout discussions can be found on the summit website at https://www.eliminatetobaccouse.org/2020-virtual-summit.

#### Nicotine Dependence Conference & National Summit on Smokeless Tobacco Prevention 2020
- **Livestreaming October 19-20, 2020**
- Mayo Clinic – Rochester, MN
- Registration is open for the Nicotine Dependence Conference & National Summit on Smokeless Tobacco Prevention 2020, presented by The Health Education Council and Mayo Clinic. The Summit will give participants the ability to identify up-to-date research on prevalence and relative risks of tobacco, e-cigarettes, smokeless tobacco, and other non-combustible tobacco products; discuss clinical strategies for treating tobacco use disorder within the context of rapidly evolving nicotine delivery products; and describe effective models for community and public health interventions to provide accurate education and address the evolving tobacco epidemic. Register and find more information here.

#### Webinar: The Rise of E-cigarettes: Implications for Public Health
- **July 2, 2020, 1:00-2:00 pm EST**
- The Virginia Foundation for Healthy Youth will present a webinar featuring Dr. Brian King, to discuss the latest information on youth e-cigarette use, including JUUL, and what can be done to protect youth from this preventable health risk. The presentation will include information on the evolution of the e-cigarette landscape in the United States, factors driving youth e-cigarette use, health risks youth face when using these products, and discuss interventions to reduce e-cigarette use among youth. Register now.

#### Webinar: Tobacco 21 (T21) Evaluation Guidance
- **Tuesday, July 14, 2020 3:00-3:30pm EST**
- The Evaluators’ Network presents a webinar focusing on key outcomes, evaluation questions, approaches and tools for evaluating T21 policies. Evaluation can help assess the effects of T21 policy on youth tobacco use and can identify potential gaps or deficiencies within a policy that mitigate the intended impact. Register now.
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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