

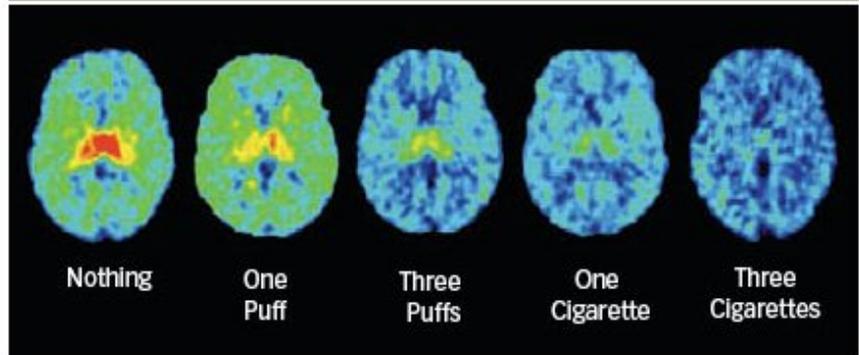
Electronic Cigarettes: Youth Access, Price Sensitivity & Taxation

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Reminder: Nicotine and Youth

- Nicotine affects the developing brain
- Preventing or delaying substance use among our kids has lifelong health implications

SMOKING SATURATES RECEPTORS As nicotine from a cigarette attaches to the $\alpha 4\beta 2^*$ -nACh nicotinic receptors in the brain, it displaces a radiolabeled tracer (red and yellow indicate high levels of the tracer, green indicates intermediate levels, and blue indicates low levels). The nicotine from three puffs displaced 75 percent of the tracer from study participants' receptors, and the nicotine from three cigarettes, nearly all.





Reminder: Youth E-Cigarette Use is Exploding

Multnomah County Vital Signs

A data report on emerging public health policy issues



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E-cigarettes and the Growing Culture of Vaping: Concern for Multnomah County Youth

Electronic cigarettes, also known as e-cigarettes, e-hookahs, and vape pens, were introduced to the United States market in 2007. The popularity of these electronic devices has soared in recent years, with U.S. e-cigarette sales reaching more than \$1 billion in 2013.¹ E-cigarettes are marketed as an alternative to conventional cigarettes with claims that they produce harmless water vapor, and have no effect on indoor air quality. In reality, little information exists regarding their

safety, and questions remain about the health effects to both to the e-cigarette user and to those around them.

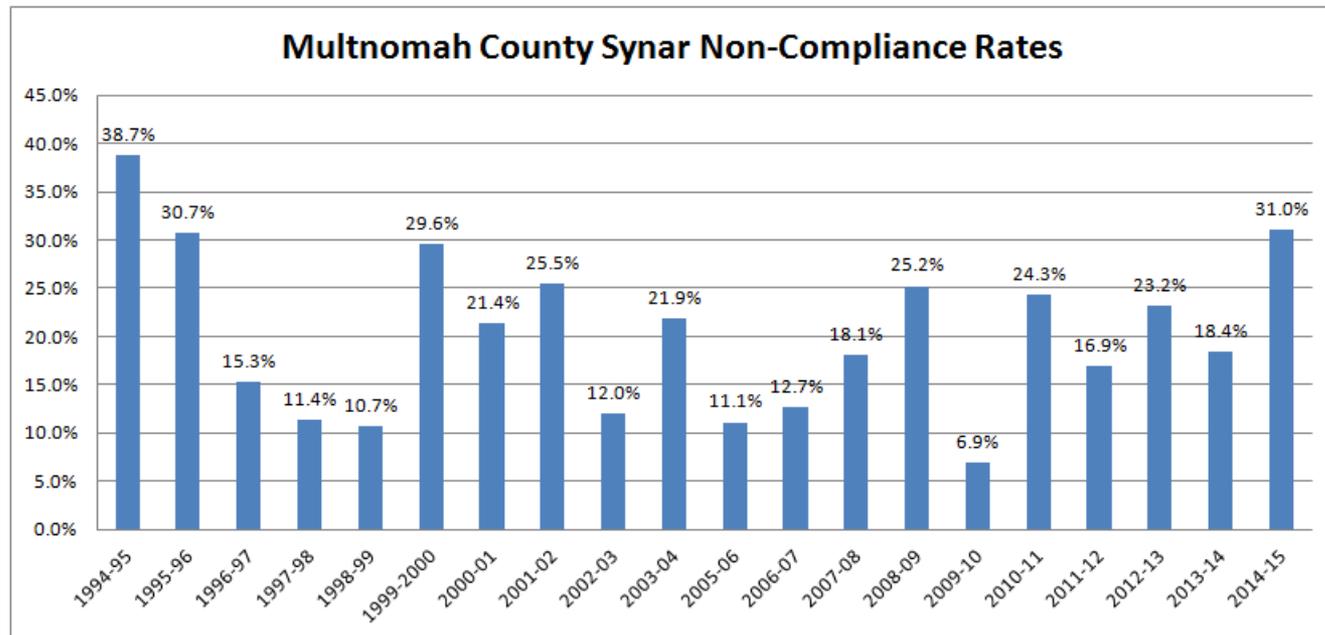
In addition, there is special concern about the use of these products by youth. There are no restrictions in Oregon on sales of e-cigarettes to minors and e-cigarette marketing is heavily targeted to youth.

This report focuses on the many issues surrounding youth use of e-cigarettes in Multnomah County.



Reminder: Illegal Sales of Cigarettes to Minors in Multnomah County

- Multnomah County has one of the highest illegal sales rate of cigarettes to minors in the *country*.



Youth and Price Sensitivity

- Strong evidence that increasing the price of tobacco products:
 - Reduces the total amount of tobacco consumed.
 - Reduces the prevalence of tobacco use.
 - Increases the number of tobacco users who quit.
 - Reduces initiation of tobacco use among young people.
 - Reduces tobacco-related morbidity and mortality.
- Evidence also indicates these interventions are effective in reducing tobacco-related disparities among income groups and may reduce disparities by race and ethnicity.





RAISING CIGARETTE TAXES REDUCES SMOKING, ESPECIALLY AMONG KIDS
(AND THE CIGARETTE COMPANIES KNOW IT)

“The general consensus is that every 10 percent increase in the real price of cigarettes reduces overall cigarette consumption by approximately three to five percent, reduces the numbers of young adult smokers by 3.5 percent, and reduces the number of kids who smoke by six or seven percent.”





“Increasing the price of tobacco through higher taxes is the single most effective way to encourage tobacco users to quit and prevent children from starting to smoke.”

