

PHAB

Public Health Advisory Board Regular Meeting

Date: January 8, 2014
Time: 12:00 – 2:00 pm
Location: Shasta County Public Health
2660 Breslauer Way
Community Conference Room

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- **Agenda: January 8, 2014**
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Next Meeting: Wednesday, March 12, 2014

PHAB

Public Health Advisory Board Agenda - Regular Meeting

Date: January 8, 2014
Time: 12:00 – 2:00 pm
Location: Shasta County Public Health, 2660 Breslauer Way
Community Conference Room

1. **Call to Order and Introductions**
2. **Public Comment Period** (5 min.)

To address the Board during Public Comment Time: The speaker should approach the table and, after receiving recognition from the chair, give their name and affiliation prior to comments or questions. Sixteen (16) copies of any written material used in the presentation must be provided to the clerk. There is a three-minute limit to an individual's comments, and the speaker may defer comments to a specific agenda item. Pursuant to the Brown Act, action or Board discussion cannot be taken on open time matters other than to receive comments.

3. **Action:** Approval of Minutes – November 13, 2013 (5 min.)
4. **Committee Reports:**
 - a. Executive Committee: Robin Glasco (10 min.)
 - b. Membership Committee: Brad Frost (5 min.)
5. **Health & Human Services Agency Director's Report:** Donnell Ewert (10 min.)
Public Health Branch & Regional Services Branch Directors' Report:
Terri Fields Hosler / Mary Schrank (15 min.)
6. **Health Officer's Presentation:** E-Cigarettes, Andrew Deckert, (20 min)
7. **Discussion:** Strategies around E-Cigarettes, Brandy Isola (30 min.)
8. **Member Sharing** (15 min.)
9. **Adjourn**

Reminder: **Next PHAB Meeting – March 12, 2014**

Public Health Advisory Board
Minutes for November 13, 2013

DRAFT

Item 1: Call to Order:

Vice Chair Flynn Gasman called the meeting to order at 12:03 p.m. The following Public Health Advisory Board (PHAB) members were present during at least part of the meeting: Joe Ayer, Lori Chapman-Sifers, John Coe, Jessica Delaney, Theresa Flynn Gasman, Brad Frost, Julie Gee, Linda Heick Kilzer, Jim Holdridge, Barbara Jackson and Richard Yoder

Members not in attendance: Katharine Ann Campbell, Robin Glasco and Cathy Wyatt

Others present: Public Health (PH) Health Officer Andrew Deckert, PH Branch Director Terri Fields Hosler, PH Deputy Branch Director Brandy Isola, Regional Services (RS) Deputy Branch Director Mary Schrank, Community Relations/Education Program Manager Roxanne Burke, Program Manager Eileen Rodgers, Community Development Coordinator Sheryl Vietti, Supervising Community Education Specialist Shellisa Moore and Executive Assistant Katherine Hughes

Welcome:

Vice Chair Flynn Gasman extended a warm welcome to the PHAB members, guests and Public Health staff. Introductions followed and PH Director Terri Fields Hosler introduced the new Program Manager for Children's Health Services (CHS), Eileen Rodgers, noting that she has been with CHS in a supervisory capacity for 14 years.

Item 2: Public Comments – No public comments.

Item 3: Approval of Minutes: September 11, 2013

Motion: Member Frost, seconded by Member Kilzer, made a motion to approve the minutes of the July 10, 2013 meeting as presented. The motion passed by a unanimous vote of the members present.

Item 4: Committee Reports

- a. **Executive Committee:** Vice Chair Flynn Gasman reported the Executive Committee met on October 9th to set the agenda. It was decided to remove the "Covered Shasta" as a standing agenda item in favor of receiving any updates from the Regional Services Director's report. Members Glasco and Jackson are no longer attending the meetings and most of the pre-planning is completed now that open enrollment has begun.

An ongoing agenda item will be a Community Transformation Grant (CTG) update as needed as a follow-up to the series of presentations to the PHAB last year, and since PHAB is serving as the community advisory committee for CTG.

The committee also decided that most of the discussion for today's meeting will focus on the Healthy Shasta Strategic Plan and more specifically the Sugar Sweetened Beverages strategies.

- b. **Membership Committee:** Membership Chair Frost announced that Rachel Leuck gave her resignation which will leave a vacancy to fill. The Membership Committee will recruit for the vacancy in 2014, along with any additional vacancies for members that decide to not renew their terms.

Item 5: HHS Director's Report – Donnell Ewert, MPH – A written report was provided (see attachment). Director Fields Hosler explained that Agency Director Ewert is in Oregon attending a Collective Impact training along with PHAB Member Cathy Wyatt as the Strengthening Families Collaborative Chair.

Item 6: Public Health/Regional Services – Director's Report –Terri Fields Hosler, MPH, RD & Mary Schrank, MS, RD

Vice Chair Flynn Gasman reminded everyone that the Directors' reports are sent in advance of the meeting for review and therefore the Directors will only highlight key issues in order to save meeting time for discussion.

PH Branch Director Fields Hosler reviewed highlights from her report and covered more details on the Covered Shasta and the PHAB-Nurse Family Partnership subcommittee (see attached report). She thanked Dr. Andrew Deckert on his diligence in preparing the medical community over the last two years on the Shasta County Flu Shot/Mask mandate for health care workers that became effective November 1, 2013.

Deputy Branch Director Mary Schrank gave an update on the Regional Services Branch, providing details on Covered Shasta and Covered California (see attached report). Discussion followed as she addressed questions on Covered Shasta and Medi-Cal.

Item 7: Community Transformation Grant update: Brandy Isola, MPH & Sheryl Vietti

Deputy Branch Director Brandy Isola gave an overview of the Community Transformation Grant, awarded to Shasta County in 2011. The grant consists of four strategic directions listed below, and were presented to PHAB in detail during 2012.

- Tobacco Free Living - through a smoke free multi-unit housing
- Healthy Eating & Active Living - through decreased consumption of sugary beverages
- Clinical & Community Preventative Services – through chronic disease, self-management program
- Healthy & Safe Physical Environment – through safe routes to school programs or walkable communities

Sheryl Vietti, Community Development Coordinator, coordinates the strategic work and manages the grant reporting requirements, presented a Sugar Sweetened Beverages PowerPoint. Sugary beverages are considered to be a major contributor to the obesity epidemic and Type II Diabetes, and it is the single largest source of added sugar in the American diet. She explained the strategy for reducing consumption of sugary beverages is to make healthier beverages more accessible in schools and the community (see attached presentation).

Item 8: Presentation & Discussion

a. Healthy Shasta Strategic Plan: Terri Fields Hosler, MPH, RD

PH Director Fields gave a brief background on how HS started seven years ago and the purpose of the collaborative. Healthy Shasta is an effective model for collaborative work in Shasta County. It is an example of Collective Impact, which it brings terminology and structure on what HS has been doing in the community

Terri proceeded with a PowerPoint presentation that talked about the Healthy Shasta Strategic Plan (see attached presentation). The strategic plan focuses on four areas, with work being done in three settings in schools, worksites, and the community:

- Fruits and Vegetables
- Sugary Beverages
- Walking/Biking
- Fitness and Play

She also shared a copy of the Healthy Shasta Annual Report, the HS Strategic Plan and information on a statewide study of the consumption of sugary beverages by youth.

b. Rethink Your Drink discussion: Shellisa Moore, Supervising Community Education Specialist, lead the discussion on Rethink Your Drink. She explained what the HS partners and PH staff are doing to work on reducing sugary sweetened beverages (SSB), through the Rethink Your Drink campaign, and wanted to ask the Board on how they can effectively talk about SSB.

She asked the members the question: "How can we effectively talk about the health impacts of sugar sweetened beverages – to kids, parents, and school administration?"

Discussion followed and the members provided their recommendations on how to effectively talk about SSB.

Item 9: Member Sharing

- Member Frost shared that Nash Ranch Mud Run and Turkey Trot were a success and they raised more than \$22,000 for the Library Foundation and reading programs for children 18 and under.
- Member Delaney announced the Homeless Continuum meeting will be on January 29th and asked for support.
- Member Flynn Gasman announced the Mercy Fun Run will be on December 14th at the Caldwell Park.

Item 10: Adjournment @2:01 pm

**Health & Human Services Agency, Public Health & Regional Services
Directors Report - Public Health Advisory Board
January 8, 2014**

CURRENT ISSUES:

Health & Human Services Agency (HHSA) Update:

- Leanne Link, Director of the Business and Support Services (BSS) Branch of the HHSA, resigned effective December 5, 2013, and took an executive position in Napa County. She served the HHSA well and will be missed. We have already performed the recruitment for her replacement and will be conducting interviews in January. Donnell Ewert is the acting director of the BSS Branch and has relocated to 1510 Market Street until a replacement begins.

Public Health Branch Update:

- John Barry, Program Manager for our Children's Health Services (CHS) Division retired after 22 years of service with Social Services and Public Health. Eileen Rogers, who has been a supervisor in CHS for 14 years, was promoted to the manager position. We welcome Eileen's extensive case management experience as she joins our Leadership Team.
- Our new Program Manager for the Healthy Communities Division is Jennifer Snider. Jenn worked for Public Health for six years before leaving for First 5 Shasta, where she focused on Kindergarten Readiness and Early Literacy. We are thrilled to have Jenn back at Public Health overseeing Healthy Shasta, health equity and other nutrition and physical activity programs.
- The Tobacco Education Program recently completed their community needs assessment and submitted their new three year plan that will include working with tobacco/nicotine retailers around use permits, developing a county-wide policy that defines "smoke" and "smoking" to include use of electronic nicotine delivery devices (ENDD), and increasing the skills of local youth and other community partners to support tobacco control activities in Shasta County.
- The Shasta County Healthier Living Summit was held on December 4th at the McConnell Foundation. A total of 35 community partners attended including nursing students and representatives from our federally qualified health centers, Shasta Community Regional Foundation, Mercy Medical Center, Partnership HealthPlan of CA, and the Institute of Technology. Dr. Canton, Shasta Community's Chief Medical Officer, provided the keynote address focusing on high blood pressure and the healthcare paradigm shift to the model of the patient centered medical home. The group spent the afternoon developing strategies to reduce high blood pressure in Shasta County. A Healthier Living Leader training will be held late spring.

Regional Services Branch Update:

- The Covered Shasta Community Stakeholders meeting that was held on November 20th featured Deb Schoenthaler, Executive Director of North Valley Medical Association. She shared information regarding provider interface with Covered California insurance programs and noted that the California Medical Association recently awarded 1.5M for physician outreach and education including targeted outreach into Northern California counties. New information posted at coveredshasta.com include a Covered CA Clinician and information on outreach activities. The next Stakeholders Meeting is Jan. 22nd. Our Covered Shasta TV Ad can be found on You Tube at <http://www.youtube.com/watch?v=luQ2YZJEHQY>
- The Nurse Family Partnership homevisiting program has enrolled 86 families to date, and 47Forty-babies have been born into the program since November 2012. The second NFP Community Advisory Board (CAB) meeting took place in December but decisions had to be deferred since there was not a quorum present. The major focus of NFP CAB is to strategize on increasing the rate of referrals to meet program target of 100 enrolled families.

- Two new Community Health Advocates (CHAs) were recently hired to provide application assistance for Medi-Cal and Covered California insurance programs. They will work in the Redding area and focus on limited-English speakers, the homeless and seniors. The new Affordable Care Act regulations, many more individuals will be eligible for Medi-Cal and Covered California insurance programs. We recently submitted a grant to the California Department of Health Care Services to allow the CHAs to target additional high risk populations including those with mental health disorders, substance abuse disorders and those involved with probation and parole. Awards letters are scheduled for January 2014. In FFY 2012, CHAs assisted 2024 people including 1422 Medi-Cal and 721 CalFresh applications.
- In Dec 2013, the USDA released national data showing obesity in children has begun to decline among WIC participants (15.3% obese 1 yr olds in 2012 compared with 16.8% in 2008). Breastfeeding initiation among WIC participants has increased nationally with 67.1% of infants currently breastfeeding and/or breastfed at some time compared with 63.1% in 2010. While our local Shasta County data looks good for breastfeeding initiation (approx. 85%) the numbers for duration drop off significantly to about 61% for 2 month old infants.

BOARD OF SUPERVISOR STAFF REPORTS (November – December 2013):

- Revenue Agreement for Immunization Services with the California Department of Public Health
- Agreement with Life Technologies for a Preventative Maintenance Plan
- First Amendment to Letter of Agreement with Robert Wood Johnson Foundation
- Second Amendment to the Agreement with Rocky Mountain Tox, dba Forensic Laboratories
- Reappointment to the Public Health Advisory Board: Richard Yoder, Lori Chapman-Sifers, Brad Frost
- Conduct Beilenson Hearing and Approve Proposed Public Health Medical Care Service Reduction
- Revised Revenue Agreement for Public Health Emergency Preparedness and Emergency Response Activities
- Approve Agreement with Multicard Systems Corporation for Support and Maintenance of Identification Card System and Asset Tracking System
- Revenue Agreement with Shasta Regional Transportation Agency

E-CIGS & HEALTH

Andrew Deckert, M.D., M.P.H., Health Officer

Brandy Isola, M.P.H., Deputy Director

Shasta County Health & Human Services Agency

Public Health Branch



e-cigarettes

- What they are
- Why we care
- What we can do



Electronic Nicotine Delivery Systems (ENDS)



- Electronically vaporize a solution that often contains nicotine, creating a mist which is then inhaled.
- Available in various flavors and claimed strengths of nicotine cartridges.

Regulations

Federal

- No federal regulations



California

- Bans sales of e-cigarettes to minors



Local

- Varies by jurisdiction-- use and sales



E-Cigarettes

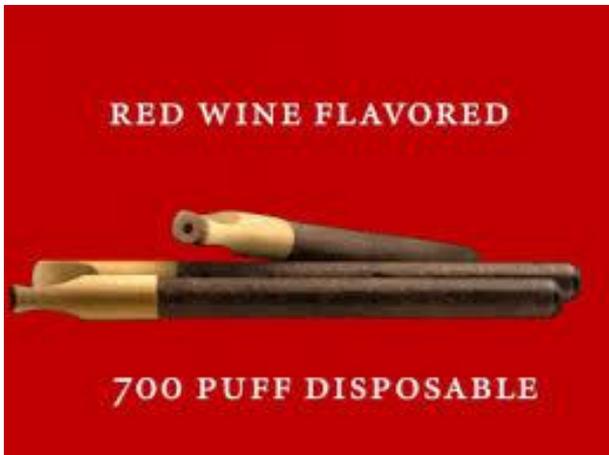


PREMIUM STARTER KIT



Refills as low as \$0.89 and disposables as low as \$3.00

E-Cigars/E-Cigarillos/E-pipes



Disposable Cigar \$13, Disposable
e-cigarillo \$20 (700 puffs)

E-Hookah



\$10 for pen, Refills \$10 for 500 puffs, Pipe \$70

Youth Oriented Flavors



 Regular	 Menthol	 Cowboy
 Mild Menthol	 Almond	 Apple
 Banana	 Cherry	 Chocolate
 Cinnamon	 Clove	 Coffee
 Grape	 Orange	 Peach
 Pineapple	 Strawberry	 Vanilla

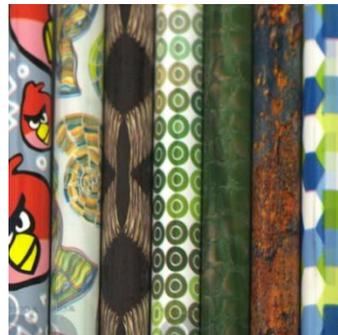
[start shopping](#)



Youth Oriented Design



“Angry Birds” e-cig cover



ENDS as Gateway Devices

- Use doubled among U.S. middle and high school students during 2011–2012.
 - ▣ 1.78 million students tried e-cigarettes (2012)
- 1 in 5 middle school students who reported ever using e-cigarettes say they have never tried regular cigarettes.



e-cig fluid main ingredients



- Propylene glycol (or glycerin) for vapor production.



- Flavorings (tobacco, menthol, coffee, chocolate, cinnamon, vanilla, etc.)

- Nicotine: varying concentrations
 - 0-24 mg/mL in cartridges/cartomizers
 - Up to 100 mg/mL in refill fluids

Regular Cigarette	E-liquid Nicotine
Unfiltered, very strong	Super High - 36mg
Full Flavored, Strong	Extra High - 24mg
Regular (most)	High - 16mg
Light	Med - 11mg
Ultra-light	Low - 8mg
Freedom from Nicotine!	No Nicotine - 0mg

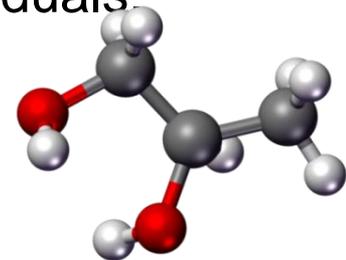


<http://www.veppocig.com/how-to-choose-nicotine-strength/>

Propylene Glycol

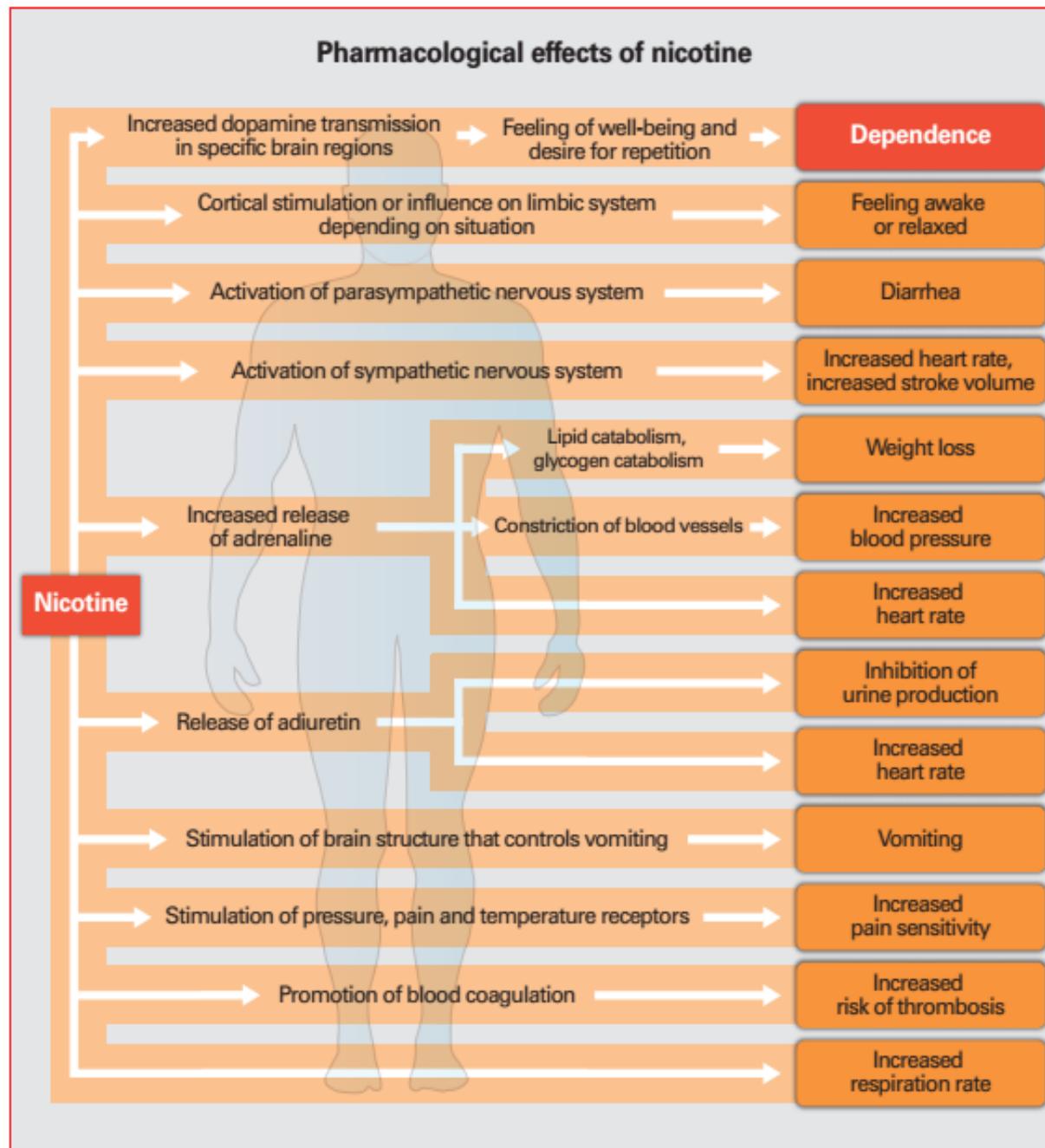


- ❑ Inhalation exposure to propylene glycol affects airways.
 - Short term exposure causes eye, throat, and airway irritation.
(Wieslander et al 2001, **Occup Environ Med**; Vardavas et al 2012, **Chest**)
 - Long term exposure can result in children developing asthma.
(Choi et al 2010, **PlosOne**)
- ❑ Also used in theatrical fog/smoke machines.
 - Individuals exposed to theatrical propylene glycol-based fog/smoke suffer from respiratory, throat, and nose irritation.
(Moline et al 2000)
- ❑ These studies support the idea that inhalation of propylene glycol from e-cigs can cause respiratory irritations in some individuals.



Nicotine: health effects

- Nicotine has many effects on the human body.
- Feeling of being awake or relaxed, curbs appetite, promotes blood clotting (increasing risk for stroke & heart attack)
- Nicotine crosses the placenta and can damage lungs, heart, or central nervous system of the developing fetus. (Maritz 2009 **Ther Adv Respir Dis**).



Cancer risk with e-cigs

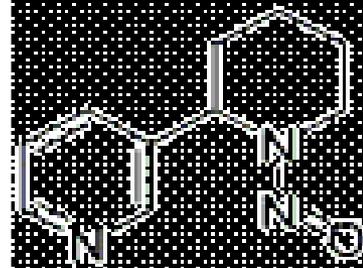
- Tobacco specific nitrosamines (TSNAs) are cancer-causing compounds found in tobacco and tobacco smoke.

C₁₀H₁₃N₃O₂

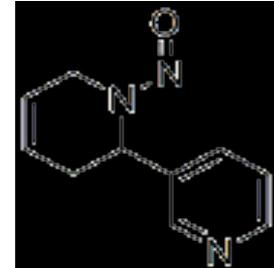
NNK

C₉H₁₁N₃O

NNN



NAB



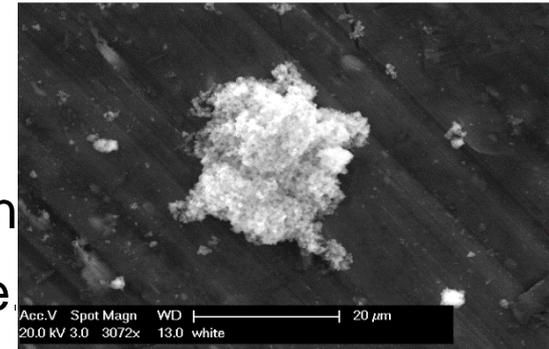
NAT

- Small amounts of these cancer-causing chemicals have been found in e-cig fluids.
- As nicotine concentration increased, the number and concentration of TSNA's increased. (Laugesen 2008, **Health New Zealand Ltd.**)
- One brand of e-cigs contained small amounts of all four TSNA's, while NNK and NNN were found in another brand. (Westenberger 2009, **Dept Health & Human Services FDA**)
- NNN and NNK were detected in 9 of 12 e-cig brands. (Goniewicz et al 2013, **Tob Control**)



Other health concerns re e-cig fluid: metals, formaldehyde, VOCs

- Metal particles and tin whiskers have been identified in e-cig cartridge fluid and fibers. (Williams et al 2013, **PlosOne**)
- Formaldehyde, acetaldehyde, and acrolein were found in e-cigs (McAuley et al 2012, **Inhal Toxicol**; Goniewicz et al 2013, **Tob Control**; (Schaller et al 2013, **Electronic Cigarettes – An Overview**)
 - Probably formed from heating glycerin
 - Formaldehyde is a known carcinogen
- Most common VOCs (Volatile Organic Compounds) in e-cigs=benzene, ethylbenzene, toluene and xylene.
- 10 of 12 brands contained detectable levels of toluene and p, m, xylene. (Goniewicz et al 2013, **Tob Control**). All four VOCs were found in e-cig aerosol. (McAuley et al 2012, **Inhal Toxicol**)
 - Benzene-- can cause aplastic anemia (bone marrow suppression) and other health effects
 - Ethylbenzene –irreversible damage to hearing of animals
 - Toluene --neurotoxin, including to performance and learning



e-cig aerosol (or exhale) composition

- Propylene glycol
- glycerin
- Flavorings (many)
- Nicotine
- NNN
- NNK
- Ethylbenzene
- Benzene
- P,m, xylene
- Toluene
- Acetaldehyde
- Formaldehyde
- Naphthalene
- Styrene
- Benzo(b)fluoranthene
- Chlorobenzene
- Crotonaldehyde
- Propionaldehyde
- Benzaldehyde
- Valeric acid
- Hexanal
- Fluorine
- Anthracene
- Pyrene
- Acenaphthylene
- Acenaphthene
- Fluoranthene
- Benz(a)anthracene
- Chrysene
- Retene
- Benzo(a)pyrene
- Indeno(1,2,3-cd)pyrene
- Benzo(ghi)perylene
- Acetone
- Acrolein
- Silver
- Nickel
- Tin
- Sodium
- Strontium
- Barium
- Aluminum
- Chromium
- Boron
- Copper
- Selenium
- Arsenic
- NAB
- NAT
- Cadmium
- Silicon
- Lithium
- Lead
- Magnesium
- Manganese
- Potassium
- Titanium
- Zinc
- Zirconium
- Calcium
- Iron
- Sulfur
- Vanadium
- Cobalt
- Rb



Compounds in red are from FDA 2012,
**Harmful and Potentially Harmful
Substances – Established List**



“Overall, e-cigs are a new source of VOCs and ultrafine/fine particles in the indoor environment. Therefore, the question of “passive vaping” can be answered in the affirmative.”

- Schripp et al 2013, **Indoor Air**



Conclusions re e-cigs & health

e-cig fluid and aerosol (exhale) contain propylene glycol, nicotine, formaldehyde & related compounds, volatile organics like benzene, carcinogens, and metals.

Overall, e-cigs have fewer known different chemicals than conventional cigs.



While many carcinogens are found in small amounts in e-cig fluid and aerosol/exhale, the effects of e-cig products on cancer may not be known for decades.

Performance variation within and between brands results in variation in the amount of chemicals to which e-cig users and non-users will be exposed.

Probably wise not to cede the health arena debate in favor solely of youth modeling when tackling what to do about e-cigs

The Sales Environment and e-cigs

Similar strategies, new product

JAMES ARNESS—STAR OF GUNSMOKE®

*"Puff by puff...
Less tars... More taste...
That's today's L&M"*



Yes, today's L&M gives you... **Less tars & More taste**

Live Modern... change to modern L&M

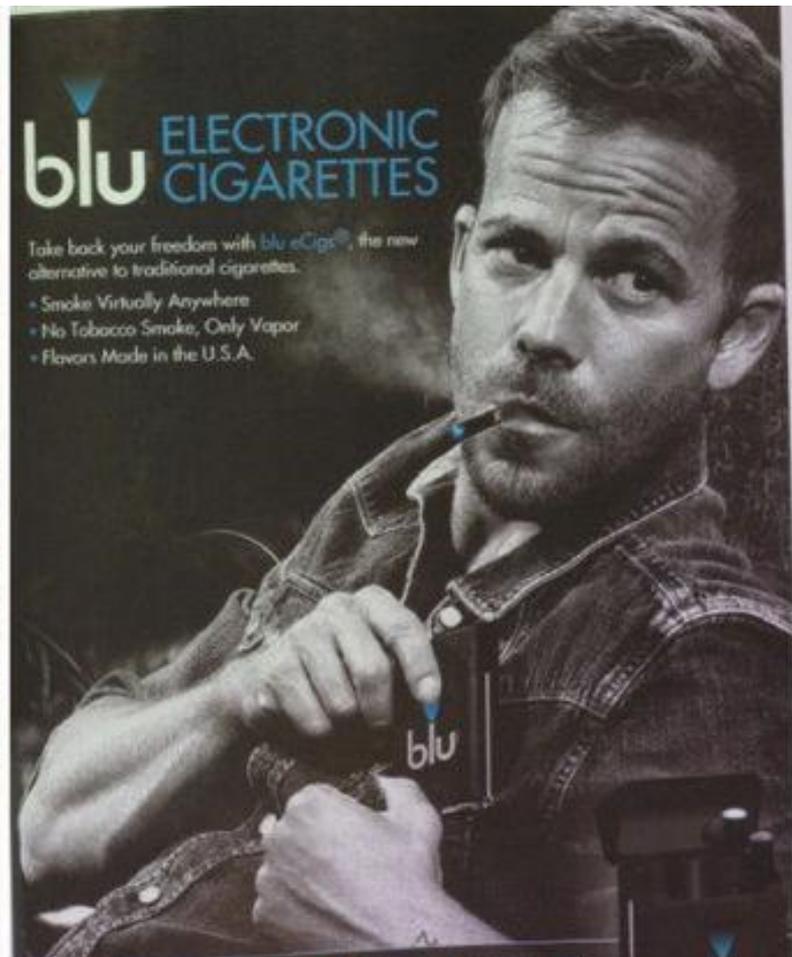
They said it couldn't be done... a cigarette with such an improved filter... with such exciting taste. But L&M did it! L&M's patented filtering process electrostatically places extra filtering fibers crosswise to the stream of smoke... enabling today's L&M to give you—puff by puff—less tars in the smoke than ever before. Yet L&M draws easy... delivering you the clean rich taste of the Southland's finest cigarette tobaccos. The best tasting smoke you'll ever find!

© 1958 L&M Tobacco Co. L&M and L&M FILTERS are trademarks of L&M Tobacco Co.

blu ELECTRONIC CIGARETTES

Take back your freedom with blu eCigs®, the new alternative to traditional cigarettes.

- Smoke Virtually Anywhere
- No Tobacco Smoke, Only Vapor
- Flavors Made in the U.S.A.



Now Available in Retail Stores Nationwide

blucigs.com/store-locator/

blu eCigs are not a smoking cessation product and have not been evaluated by the Food and Drug Administration for use as a smoking cessation product. ©2013 B&W and Blu Inc. All trademarks are the property of their respective owners.

**TOUGH GUYS
1958 v. 2013**

Viceroy's got the Deep-Weave Filter
and the taste that's right

Viceroy is scientifically made to taste the way you'd like a filter cigarette to taste. Not too strong... not too light... Viceroy's got the taste that's right.

SMOKE ALL 7
Smoke all major filter brands and you'll agree: some feel too strong... while others taste too light. But Viceroy's with the Deep-Weave Filter... has the way you'd like a filter cigarette to taste. That's right.

TAKE BACK YOUR FREEDOM
with blu[™] Cigs, the smart alternative to cigarettes.

- Smoke Virtually Anywhere
- No Tobacco Smoke, Only Vapor
- Flavors Made in the U.S.A.

blu[™] Electronic Cigarettes are now available in retail stores nationwide.

Visit us at blucigs.com/store-locator

LEISURE
1964 v. 2013



Nightlife
1933 v. 2012

20,679 Physicians
say **LUCKIES** are
less irritating



I too prefer LUCKIES because...

Toasting removes dangerous irritants that cause throat irritation and coughing

“It’s toasted”

LUCKY STRIKE
 CIGARETTES

Your Throat Protection —
against irritation — against cough.

© 1930 The American Tobacco Co. Inc.

SMOKE IN STYLE
 With blu Electronic Cigarettes

Freedom never goes out of fashion. Control when and where you want to smoke with blu electronic cigarettes. blu produces no tobacco smoke and no ash, only vapor, making it the ultimate accessory and the smarter alternative to regular cigarettes. Step out in style with blu.



Facebook 'Like' us on Facebook
 facebook.com/blucigs

blu

blucigs.com

* Introducing the World's First Smart Pack (Patent Pending)

18+ ID required. | blu e-cigs are not a smoking cessation product and have not been evaluated by the Food and Drug Administration, nor are they intended to treat, prevent or cure any disease or condition.

Sex Appeal
1930 v. 2012



R.J. Reynolds's cigarettes brands were once plastered across racecars.



Blu has sponsored numerous NASCAR races where it distributes e-cigarette samples



Appeals to Youth



Safety: Modeling for Youth



Safety: Undermining Social Norms



DEAR SMOKING BAN,

blu ELECTRONIC CIGARETTE

Take back your freedom to smoke anywhere with blu electronic cigarettes. blu produces no smoke and no ash, only vapor, making it the smarter alternative to regular cigarettes. It's the most satisfying way to tell the smoking bans to kiss off. Okay, maybe the second-most satisfying way.

blucigs.com

18+ only. CALIFORNIA PROPOSITION 65 Warning: This product contains nicotine, a chemical known to the state of California to cause birth defects or other reproductive harm.

This advertisement features an elderly woman with short, curly brown hair, wearing a white shirt and a green and black checkered vest. She is holding a black smartphone to her ear with a frustrated expression. The background is dark and out of focus.



Official
"Vaping"
area at Six
Flags
Amusement
park

Sales Environment

□ Self-service displays legal



□ Internet

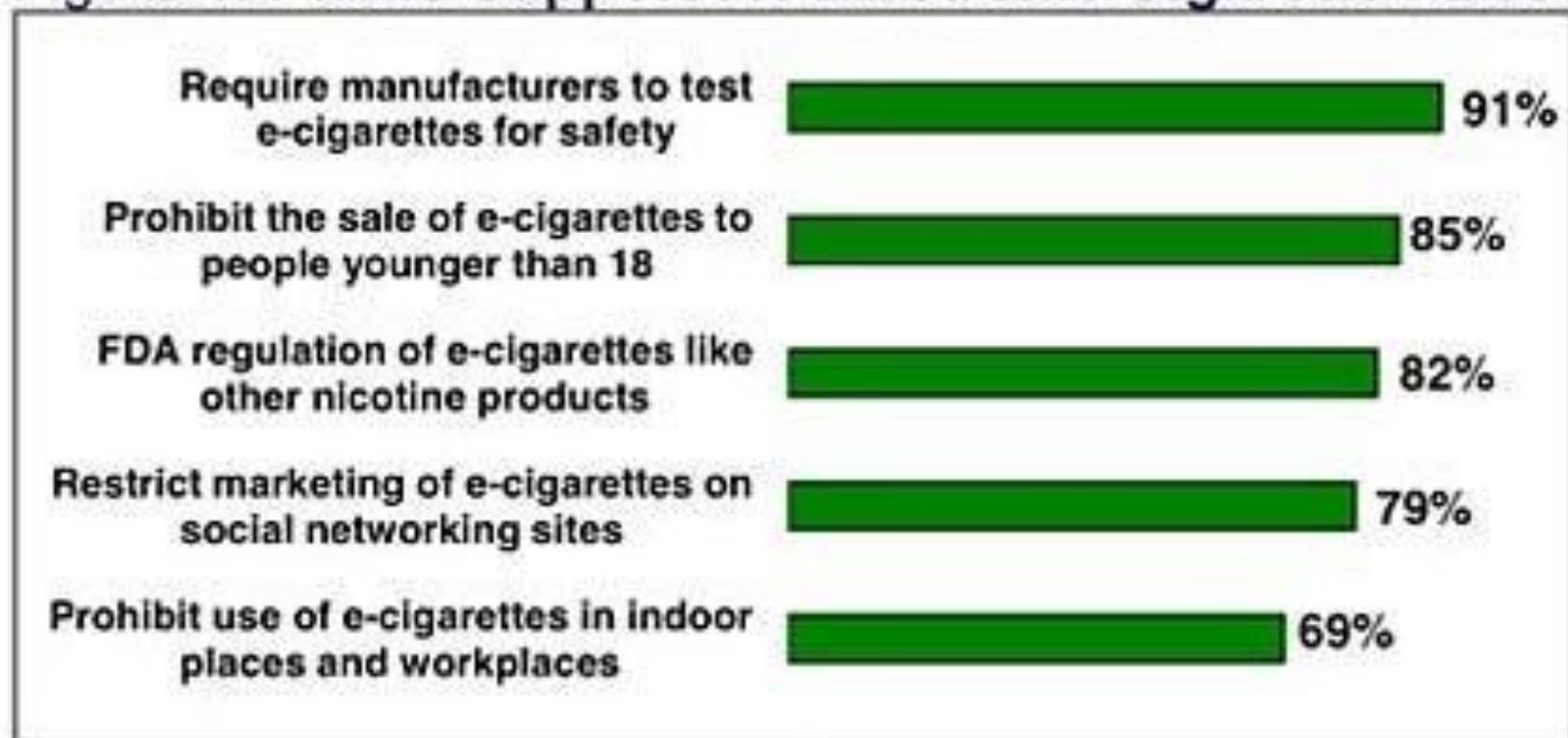
blu eCIGS
ELECTRONIC CIGARETTES

AGE CERTIFICATION

UNDER 18 **18+ (ENTER)**

Intended for sale to adults 18 years or older. If you are not legally able to purchase tobacco products in the state where you live, please do not enter this site

Figure 1. Public Support for Electronic Cigarette Laws



Source: C.S. Mott Children's Hospital National Poll on Children's Health, 2010

Local Strategies

- Educate and Collaborate with local organizations to define “smoke” and “smoking” to cover using ENDD’s in local policy.
- Educate and Collaborate with local organizations about Conditional Use Permits for the retail environment.
- Training and skill building to support the delivery of tobacco control activities.

More info & Thank You

For more info locally, contact Caedy Minoletti at 530-245-6857
or cminoletti@co.shasta.ca.us

Jaime Jenett, MPH
Policy Coordinator, Tobacco Prevention,
Contra Costa Health Services

Monique Williams, PhD Candidate,
Neuroscience
University of California, Riverside

Side effects of Nicotine

