



Preventing Youth Access to E-Cigarettes

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Disclaimer

Counter Strike

- Since 2002 the Attorney General's Office has partnered with the Arizona Department of Health Services to develop and maintain the Counter Strike program.
- The goal is to reduce youth access to tobacco by monitoring retailer compliance with state laws which prohibit the sale of tobacco products to minors.
- Over 25,000 retail inspections have been performed since the program's inception.

E-Cigarette Inspections

- As of September 13, 2013, electronic cigarettes are included in the prohibited products under the furnishing tobacco to a minor statute.
- Arizona was one of the first states to include e-cigarettes in youth tobacco inspections.

E-Cigarette Inspections

- Initial inspections found over 80% of stores would sell e-cigarettes to our youth volunteers.
- Arizona has seen dramatic improvement in compliance
- There is still room for improvement, with clerks most likely to sell to youth volunteers when the product requested is an e-cigarette.

- Confiscated product from just one Arizona school



“Shocking” Survey Result: Most Teen E-Cigarette Users Don’t Vape Nicotine

“Only about a fifth of high school e-cigarette users knowingly used nicotine-laced liquids...”

“These results, the researchers say, suggest attempts by policymakers to ban the sale of e-cigarettes to youths based on the assumption that they are always used to inhale nicotine may not be supported by evidence.”

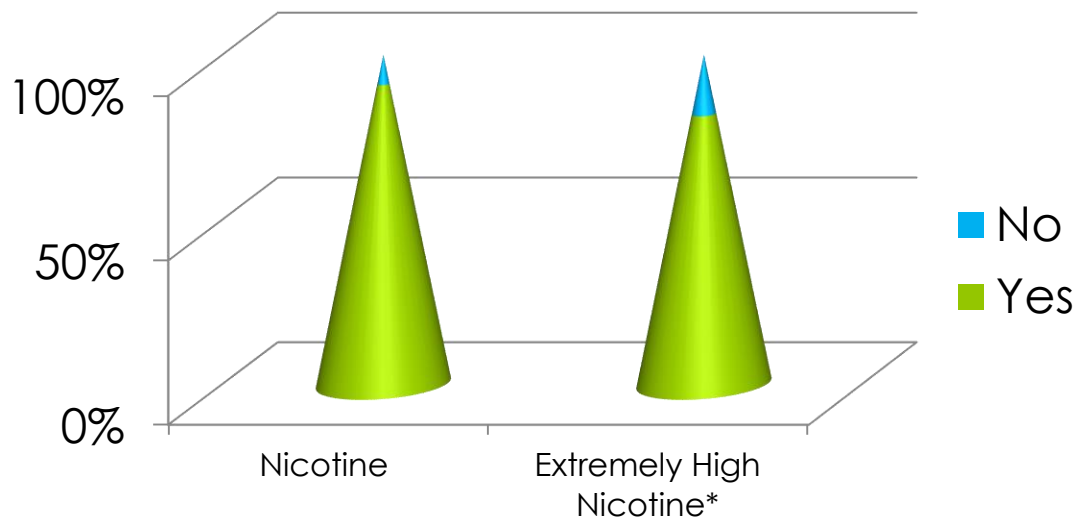
“Knowingly”

- E-liquid content is a big unknown across the board
- Studies have found inconsistencies with labelling and actual nicotine content
- How do we know what kids are actually vaping?

School Resource Officer (SRO) Outreach

- Existing relationship with Scottsdale School District SROs
- SROs identified issue...in seventh and eighth graders in addition to high schools
- Collect e-cigs, liquid vials, cartridges from SROs
- Test nicotine content

Actual Nicotine Content in confiscated e-cigarettes



*Over 44mg/mL

**Not only nicotine, but So.
Much. Nicotine**

Multiple Approaches

- Ongoing inspections include e-cigarettes and other vapor products
- Ongoing Outreach educational presentations on vaping- youth, law enforcement, communities
- Ongoing confiscated product testing
- County outreach to vape shops to encourage voluntary attendance at tobacco retailer education classes

Questions?

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