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## TOBACCO FREE FLORIDA SUPPORTS FDA'S ACTION ON JUUL E-CIGARETTES



**Contact:**

Communications Office  
[NewsMedia@flhealth.gov](mailto:NewsMedia@flhealth.gov)  
850-245-4111

**Tallahassee, Fla.** – On April 25, the Food and Drug Administration (FDA) announced enforcement actions and a youth tobacco prevention plan to stop youth use and access to JUUL e-cigarettes. As part of this plan, the FDA announced the following actions and efforts, including:

- Issuing warning letters to 40 retailers for violations related to youth sales of JUUL e-cigarettes;
- Conducting a large-scale, undercover nationwide blitz of retail establishments;
- Sending an official request for information to JUUL Labs requiring the company to submit important documents to better understand the reportedly high rates of youth use and the particular youth appeal of these products; and
- Taking steps to foreclose online sales of JUUL to minors.

Tobacco Free Florida supports the FDA's direction to address the troubling issue of e-cigarette use among youth. According to the 2017 Florida Youth Tobacco Survey, Florida youth use e-cigarettes more than any other tobacco product.<sup>1</sup> In 2014, e-cigarette use among Florida teens surpassed current use of any other tobacco product for the first time.<sup>2</sup> In 2017, 15.7 percent of Florida high schoolers were current users of e-cigarettes.<sup>3</sup> "Current use" is described as using e-cigarettes at least once during the past 30 days. Additionally, more than one in three Florida high school students reported trying an e-cigarette.<sup>4</sup>

All JUULpods (JUUL cartridges that contain e-liquid) that are sold contain nicotine. In fact, each JUULpod contains approximately as much nicotine as an entire pack of cigarettes, or 200 puffs, at a nicotine concentration of five percent. Youth use of the JUUL is particularly concerning, as using nicotine during adolescence can affect teens' susceptibility to addiction (since the adolescent brain is still developing).<sup>5</sup> There is evidence that e-cigarette use among young adults is associated with an openness to smoke conventional cigarettes.<sup>6,7,8,9,10,11</sup>

Tobacco Free Florida is not a regulatory agency and will work with our agency partners and at the direction of the Florida State Legislature to comply with their direction on enforcement issues.

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## About the Florida Department of Health

The department, nationally accredited by the [Public Health Accreditation Board](#), works to protect, promote and improve the health of all people in Florida through integrated state, county and community efforts.

Follow us on Twitter at [@HealthyFla](#) and on [Facebook](#). For more information about the Florida Department of Health please visit [www.FloridaHealth.gov](http://www.FloridaHealth.gov).

## About Tobacco Free Florida

The department's Tobacco Free Florida campaign is a statewide cessation and prevention campaign funded by Florida's tobacco settlement fund. Since the program began in 2007, more than 188,000 Floridians have successfully quit using one of Tobacco Free Florida's free tools and services. There are now approximately 451,000 fewer adult smokers in Florida than there was 10 years ago, and the state has saved \$17.7 billion in health care costs.<sup>12</sup> To learn more about Tobacco Free Florida's Quit Your Way services, visit [www.tobaccofreeflorida.com](http://www.tobaccofreeflorida.com) or follow the campaign on Facebook at [www.facebook.com/TobaccoFreeFlorida](http://www.facebook.com/TobaccoFreeFlorida) or on Twitter at [www.twitter.com/tobaccofreefla](http://www.twitter.com/tobaccofreefla).

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<sup>1</sup> Florida Youth Tobacco Survey (FYTS), Florida Department of Health, Bureau of Epidemiology, 2017.

<sup>2</sup> Florida Youth Tobacco Survey (FYTS), Florida Department of Health, Bureau of Epidemiology, 2017.

<sup>3</sup> Florida Youth Tobacco Survey (FYTS), Florida Department of Health, Bureau of Epidemiology, 2017.

<sup>4</sup> Florida Youth Tobacco Survey (FYTS), Florida Department of Health, Bureau of Epidemiology, 2017.

<sup>5</sup> England, L. et al. Nicotine and the Developing Human: A Neglected Element of the E -cigarette Debate. *Am J Prev Med*. 2015 Mar 7. [Epub ahead of print].

<sup>6</sup> Watkins SL, Glantz SA, Chaffee BW. Association of Noncigarette Tobacco Product Use With Future Cigarette Smoking Among Youth in the Population Assessment of Tobacco and Health (PATH) Study, 2013-2015. *JAMA Pediatr*. Published online January 02, 2018. doi:10.1001/jamapediatrics.2017.4173. <https://jamanetwork.com/journals/jamapediatrics/fullarticle/2666219>.

<sup>7</sup> Coleman BN, Apelberg BJ, Ambrose BK, et al. Association between electronic cigarette use and openness to cigarette smoking among US young adults. *Nicotine Tob Res*. 2015; 17(2):212-218.

<sup>8</sup> Thomas A Wills, Rebecca Knight, James D Sargent, Frederick X Gibbons, Ian Pagano, Rebecca J Williams Longitudinal study of e-cigarette use and onset of cigarette smoking among high school students in Hawaii. *Tob Control* doi:10.1136/tobaccocontrol-2015-052705.

<sup>9</sup> Dutra Lauren M, ScD and Glantz Stanton A, PhD. E-cigarettes and National Adolescent Cigarette Use: 2004–2014. *Pediatrics*. American Society of Pediatrics. doi: 10.1542/peds.2016-2450. January 2017. <http://pediatrics.aappublications.org/content/139/2/e20162450>.

<sup>10</sup> Miech R, Patrick ME, O'Malley PM, et al E-cigarette use as a predictor of cigarette smoking: results from a 1-year follow-up of a national sample of 12th grade students *Tobacco Control* Published Online First: 06 February 2017. doi: 10.1136/tobaccocontrol-2016-053291.

<sup>11</sup> Soneji S, Barrington-Trimis JL, Wills TA, et al. Association between initial use of e-cigarettes and subsequent cigarette smoking among adolescents and young adults: a systematic review and meta-analysis. *JAMA Pediatr*. 2017;171(8):788-797. <https://jamanetwork.com/journals/jamapediatrics/article-abstract/2634377?redirect=true>.

<sup>12</sup> Mann, Nathan M, Nonnemaker, James M., Thompson, Jesse. "Smoking-Attributable Health Care Costs in Florida and Potential Health Care Cost Savings Associated with Reductions in Adult Smoking Prevalence." 2016.