

Memorandum

To: Senate Committee on Health Care, Chair Senator Monnes Anderson

From: Angie Allbee, Senior Policy Advisor, External Relations Division

Date: February 18, 2020

Subject: HB 4078 Work Session 2/18/2020: Oregon Health Authority response to requests

1) Why was there a dip in youth e-cigarette use in 2017?

Response: Oregon data show that 11th grade e-cigarette use fluctuated from 17% in 2015 to 13% in 2017 and then increased to 23% in 2019. This fluctuation reflects national trends in e-cigarette use and shifts in the youth e-cigarette market.

From when e-cigarettes first emerged on the market in 2007 through 2015, their popularity increased dramatically among youth. National data show that the increase began to level off in 2016. The U.S. Centers for Disease Control and Prevention attribute the dip to public health messaging about the health risks for youth and young adults and new policies at the national, state, and local levels such as purchase age restrictions.

However, then the product landscape changed with the release of pod-based systems like Juul that were designed to look like USB flash drives and deliver a powerful nicotine hit with a new chemical formulation. These products appealed to tech-savvy teens, and they were heavily marketed and advertised to youth and young adults. The advent of pod-based systems corresponded nationally and in Oregon with dramatic increases in youth e-cigarette use in 2018 and 2019. In 2018, 21% of U.S. high school students reported using e-cigarettes, which was a 78% increase from the year before. Since the Oregon Healthy Teens survey is administered in odd years, Oregon data reflected this increase a year later: from 2017 to 2019, e-cigarette use among Oregon 11th graders increased from 13% to 23%, a nearly 80% increase in a two-year period.

Retail sales data from e-cigarettes sold in the U.S. showed the Juul sales surpassed all other manufacturers by the end of December 2018. Juul didn't replace other brands for consumers; rather, it increased the overall size of the e-cigarette market. Now other companies are mirroring Juul's science and technology and leveraging Juul's popularity among teens.

2) What school districts and how many youth participated in the Oregon Healthy Teens survey? Who is in the cohort?

Response: The Oregon Healthy Teens Survey is a comprehensive, school-based, anonymous and voluntary survey that is a key part of a state-wide effort to help local schools and communities ensure that all Oregon youth are healthy and successful learners who contribute positively to their communities. Studies indicate that most young people are truthful in answering anonymous health surveys. The 2019 OHT Survey was administered during the spring of 2019 (February – May) to Oregon youth in grades 8 and 11 in 77 participating school districts. More than 15,000 surveys were completed by 8th-graders, and nearly 13,000 11th-graders completed surveys. The sample is representative of the state of Oregon.

