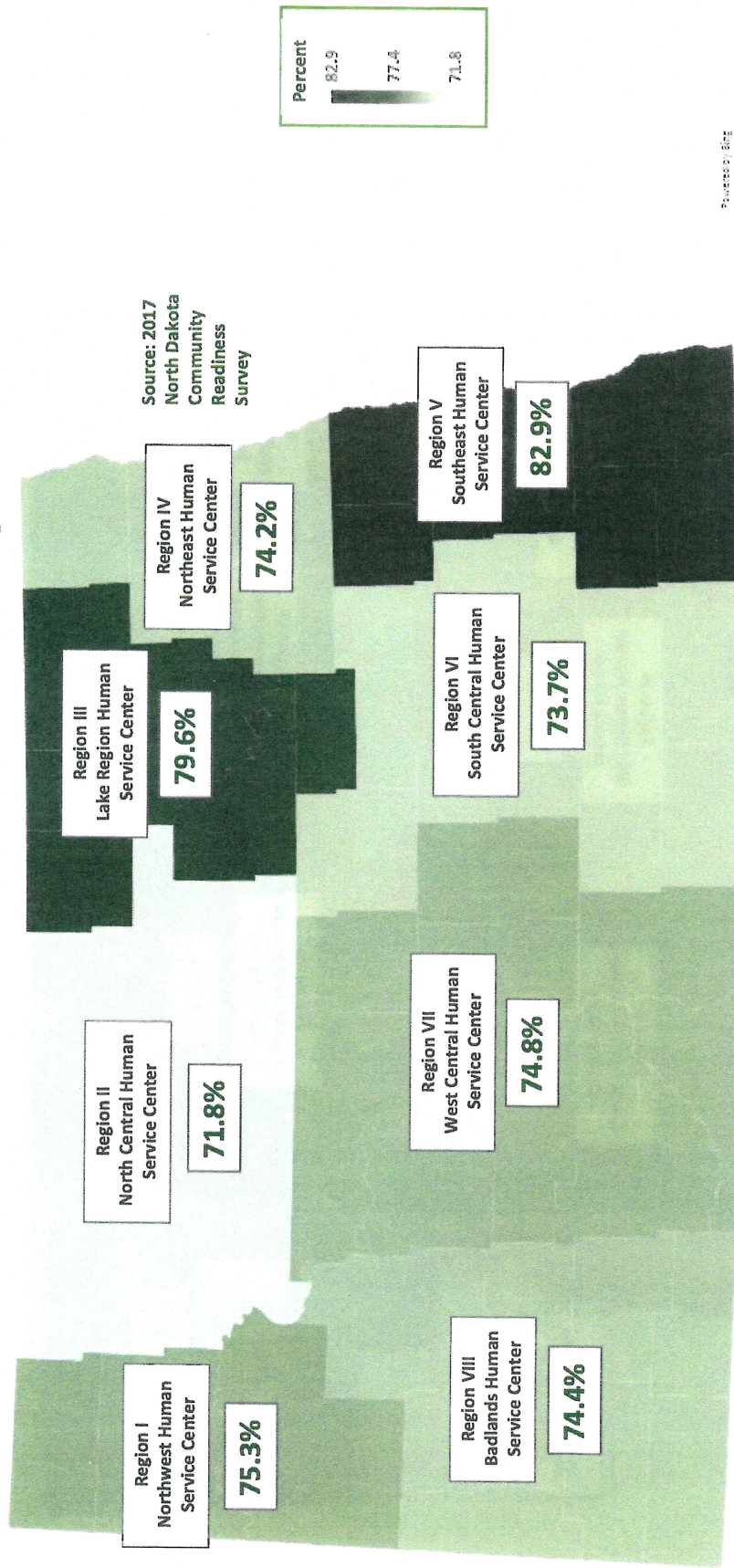


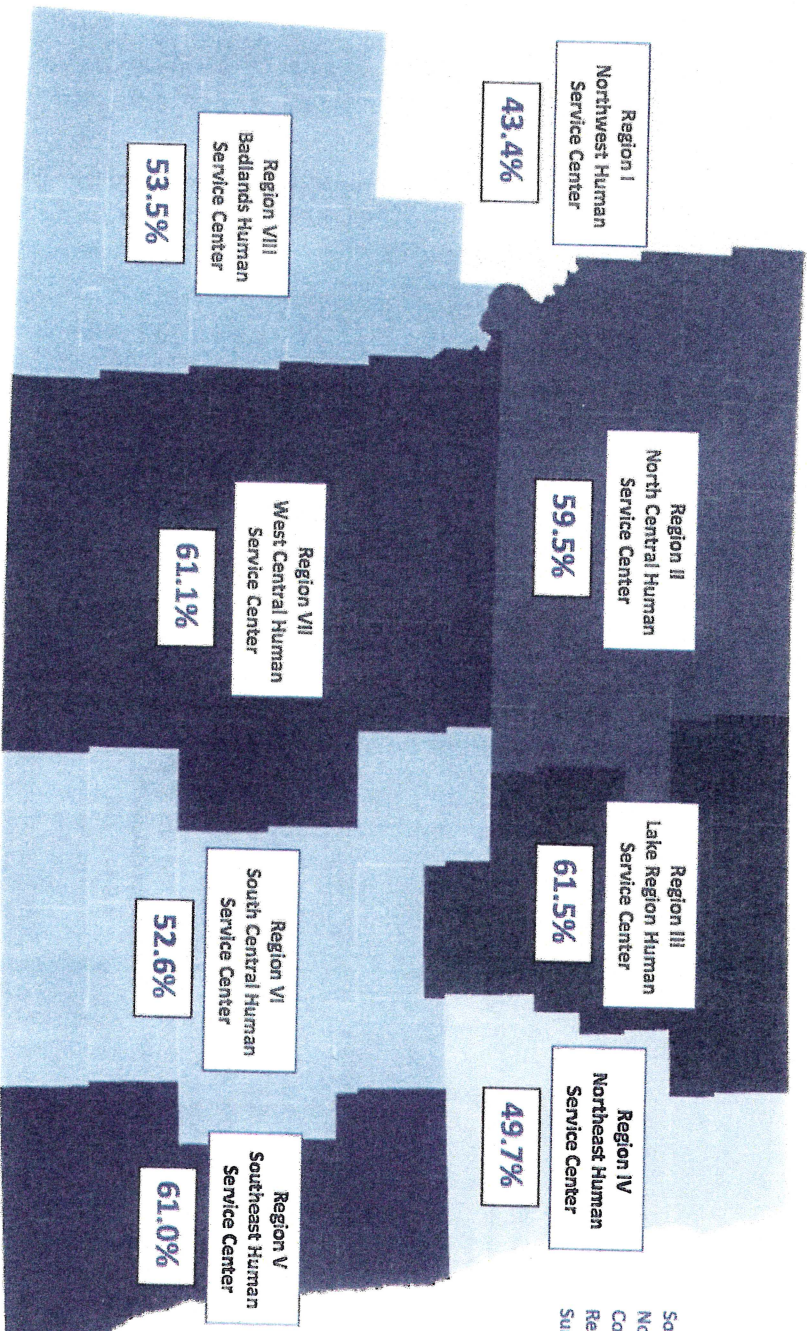
Three of four adults in North Dakota agree E-cigarettes should be taxed at the same rate as other tobacco products



Prepared by: BICE
600 East 17th Street, Suite 200
Bismarck, ND 58103

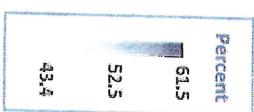
	Statewide	Region I	Region II	Region III	Region IV	Region V	Region VI	Region VII	Region VIII
Strongly Agree	34.2	35.4	30.5	40.1	39.3	42.8	26.4	37.4	33.1
Agree	41.4	39.9	41.3	39.5	34.9	40.1	47.3	37.4	41.3
Total	75.6	75.3	71.8	79.6	74.2	82.9	73.7	74.8	74.4

More than half of adults in North Dakota agree the minimum age to purchase and possess tobacco products should be raised to 21



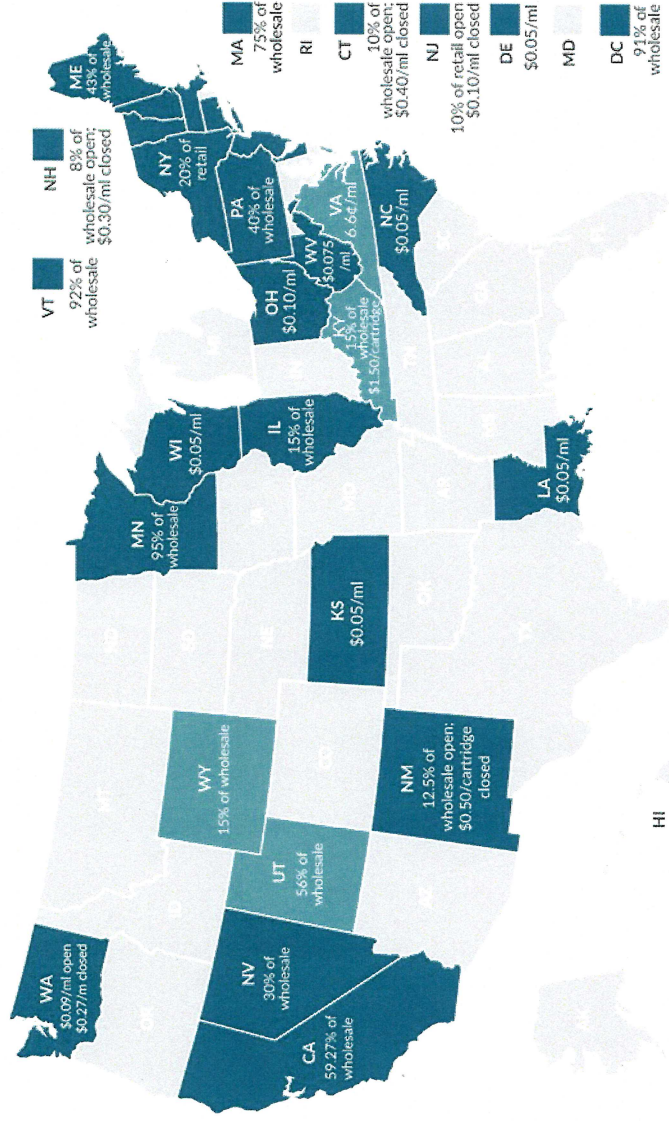
Source: 2017 North Dakota Community Readiness Survey

	Statewide	Region I	Region II	Region III	Region IV	Region V	Region VI	Region VII	Region VIII
Strongly Agree	26.7	22.0	24.5	29.6	24.0	35.3	21.2	28.7	24.8
Agree	30.5	21.4	35.0	31.9	25.7	25.7	31.4	32.4	28.7
Total	57.2	43.4	59.5	61.5	49.7	61.0	52.6	61.1	53.5



How High are Vapor Taxes in Your State?

State Vapor Excise Tax Rates, as of June 2020



Note: Several states levy general sales taxes in addition to the excise tax. Those are not included on the map. CA's rate will change to 56.93% on July 1. Vapor taxes in UT, VA, and WY take effect on July 1. KY's tax goes into effect on August 1.

Open: An open tank allows the consumer to refill the liquid and allows more freedom in voltage and nicotine levels.

Closed: Normally sold as pods or cartridges. Closed systems typically have higher nicotine levels to allow for consumption of the desired amount of nicotine in shorter sessions.

Source: State Statutes & Bloomberg Tax

Has a Statewide Vapor Excise Tax

Planned Statewide Vapor Excise Tax

No Vapor Excise Tax

Emerging Electronic Tobacco Products

A generational look at the evolution of electronic tobacco products.

CIG-A-LIKES

Cig-a-likes first entered the market in 2007. These products mimic the size and shape of a tobacco cigarette and the nicotine solution is sold in pre-filled cartridges. Very often they are also disposable.



E-LIQUID

E-liquid is the flavored liquid that is used in e-cigarettes. Sometimes referred to as e-juice or vape juice, e-liquid is often available in a range of nicotine strengths and flavors.



VAPE PENS

Vape pens are larger than cig-a-likes and often have the appearance of an ink pen. These devices reach higher temperatures, can have batteries or be rechargeable, and have a refillable cartridge that the user fills with a nicotine or THC solution.



MODS & TANKS

Mods and tanks are the largest devices. They have a big battery to create more aerosol which allows the user to inhale greater amounts of nicotine and chemicals at a faster rate. The devices have a refillable tank for a nicotine solution.



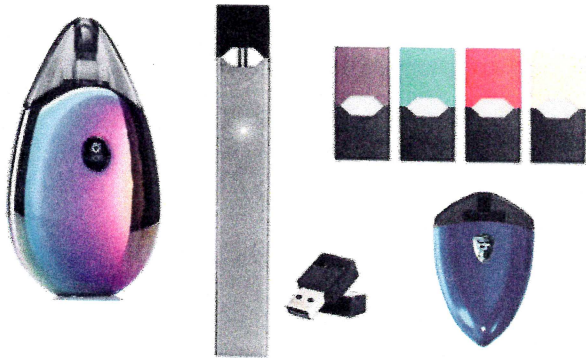
POD SYSTEMS

Pod-based systems are typically smaller and can often look like a USB. Pods consist of two parts: a battery and a pod filled with a nicotine solution that connects to it. The pods can be refillable or purchased pre-filled.



Tobacco use is **STILL** an issue in ND, especially among youth...

NEW PRODUCTS



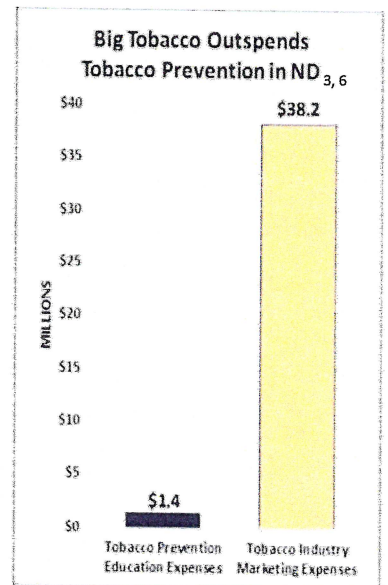
MORE FLAVORS



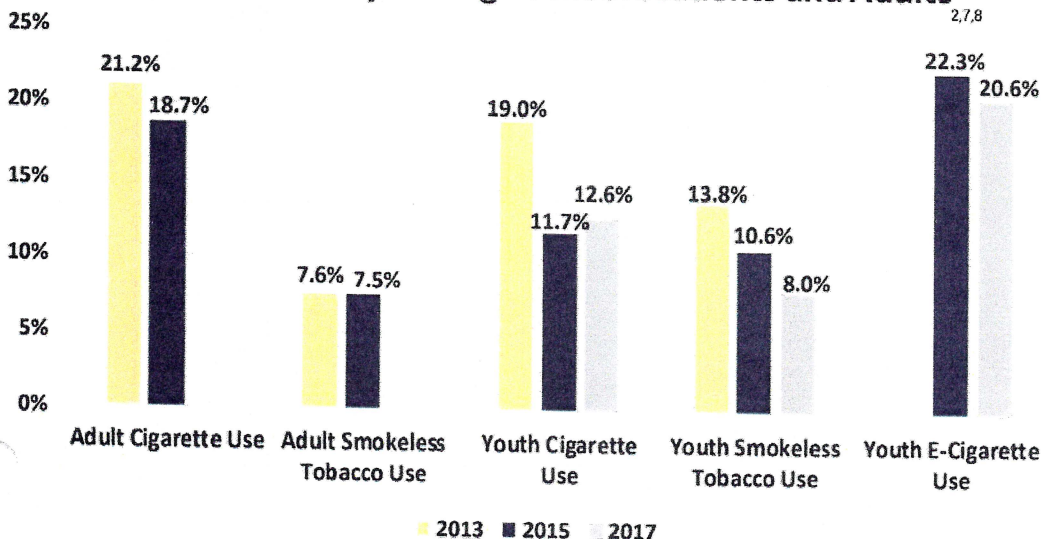
Big Tobacco and the vaping industry are constantly trying to come up with new ways to target youth. Between flavors and high tech/sleek designs its no wonder these products appeal to kids. Their latest products have been showing up in Bismarck/Burleigh County schools. These products **CONTAIN NICOTINE** which is highly addictive and harmful to youth brain development. According to a recent study by TRUTH Initiative, 63% of youth did **NOT** know that one JUUL pod contains the same amount of nicotine equal to one pack of cigarettes or 200 puffs.^{1,4-6}

What can North Dakota do to protect youth?

-  Increase the price on ALL tobacco products including e-cigarettes, vapes, and MODS
-  Fund tobacco prevention and control programs at levels recommended by the CDC
-  Maintain the ND Smoke-Free Law
-  Ban flavored tobacco products
-  Implement Multi Unit Housing Smoke-Free Policy
-  Raise the legal age to purchase tobacco to 21



Tobacco Use by ND High School Students and Adults



North Dakota ranked in **top 10 states** for high youth e-cigarette usage.⁷

SOURCES

1. (2018). Retrieved from JUUL: <https://www.juul.com/>
2. *Behavioral Risk Factor Surveillance System*. (2018). Retrieved from Centers for Disease Control and Prevention: <https://www.cdc.gov/brfss/index.html>
3. Commission, F. T. (2016). *Cigarette and Smokeless Tobacco Reports for 2013*.
4. *Get the Facts*. (2018). Retrieved from Know the Risks: E-Cigarettes and Young People: <https://e-cigarettes.surgeongeneral.gov/>
5. *juul e-cigarettes gain popularity among youth, but awareness of nicotine presence remains low*. (2018, April 18). Retrieved from Truth Initiative: <https://truthinitiative.org/news/juul-e-cigarettes-gain-popularity-among-youth>
6. *Toll of Tobacco in North Dakota*. (2018, June 20). Retrieved from Campaign for Tobacco Free Kids: https://www.tobaccofreekids.org/problem/toll-us/north_dakota
7. (2018). *Youth Risk Behavior Surveillance - United States, 2017*. Atlanta, GA: Centers for Disease Control and Prevention.
8. (n.d.). *Youth Risk Behavior Surveillance - United States, 2013 and 2015*. Atlanta, GA: Centers for Disease Control and Prevention.



Public Health
Prevent. Promote. Protect.

Bismarck-Burleigh Public Health



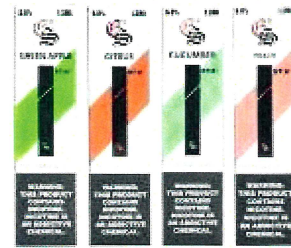
> JUUL

- Re-chargeable, reusable device
- 3% to 5% nicotine per JUUL pod
- 1 pod = 1-2 packs of cigarettes
- Flavors: Mint, Mango, Fruit Medley, Menthol, Virginia Tobacco



> EONSMOKE PODS

- Eon Smoke pods compatible with JUUL device
- 4% to 6.8% nicotine
- Flavors: Vanilla Custard, Summer Peach, Tropical Pineapple, Ripe Mango



> EONSMOKE STIK

- Disposable, one-time use device
- 6.8% to 7% nicotine content
- Flavors: Strawberry, Blue Raspberry, Sweet Grape, Sour Gummy



> STIG

- Disposable, one-time use device
- 6% nicotine content
- 1 STIG = 1 pack of cigarettes
- Flavors: Tropical Mango, Mighty Mint, Cubano, Lush Ice (watermelon)



> SUORIN

- Re-chargeable, reusable device
- User fills device with e-liquid purchased separately
- Nicotine content and flavors vary



> BLU

- Re-chargeable, reusable device
- 0% to 4% nicotine content per pod
- Flavors: Mint-sation, Honeymoon, Neon Dream, Melon Time, Citra Zing, Tobacco



> MOJO

- Disposable, one-time use device
- 5% nicotine content
- Flavors: Cool Melon, Ice Pineapple, Lemon Dessert, Peach, Strawberry, Classic Tobacco



> NOVO

- Re-chargeable, reusable device
- User fills device with e-liquid purchased separately
- Nicotine content and flavors vary

The Bottom Line?

- Sleek, discrete devices.
- Clever branding.
- Dangerous levels of nicotine.
- Flavors that hook kids.



THE FACTS

design by grace padon

AN EPIDEMIC IS JUULING AN EPIDEMIC?

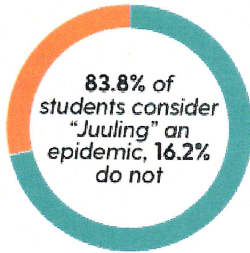
Information courtesy of our survey results

In Sept. 12, FDA Commissioner, Scott Gottlieb, deemed teenage vape culture an "epidemic."

epidemic

noun

A widespread occurrence of something in a community at a particular time.



ADDICTION

Information courtesy of EverydayHealth

SIGNS OF ADDICTION

You can't stop

You feel like you need to use a Juul all the time

You experience withdrawal symptoms

Anxiety, irritability, restlessness, difficulty concentrating

You find it difficult to not Juul in places you shouldn't

At a church, library, school, movie theater or hospital

ADDICTION AT EAST



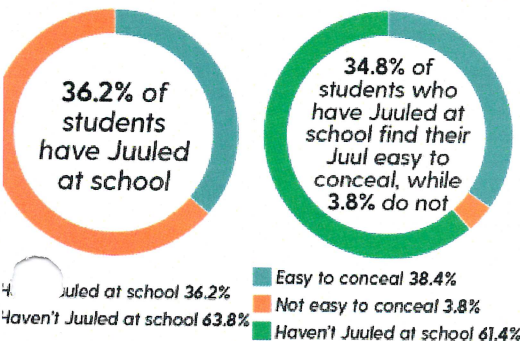
JUUL IN SCHOOL



18 percent of students had seen Juuls used in school in a survey given to more than 1,000 youth between ages 12 and 17 in April 2018.

the truth initiative

STUDENTS WHO HAVE USED A JUUL AT SCHOOL



A breakdown of all things Juul

THE RISK

Information courtesy of Know the Risk



Until age 25, the brain is still growing. Because addiction is a form of learning, teenagers can get addicted more easily than adults.

The nicotine in e-cigarettes can prime the adolescent brain for addiction to other drugs such as cocaine.

know the risk

POD TALK

Information courtesy of the CDC, Esfand Y. Nafisi and our survey results

NICOTINE CONTENT CAPS

EU 20 mg per mL of nicotine fluid

US 60 mg per mL of nicotine fluid

The US's nicotine content cap is **three times** the EU's nicotine content cap.

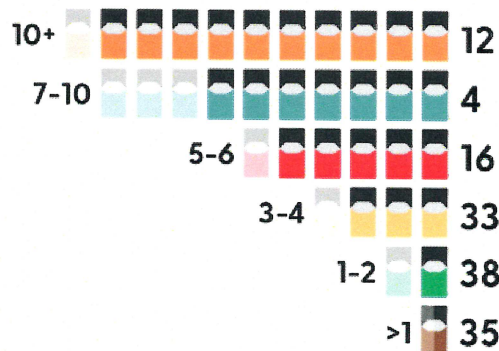


Each Juul Pod contains **59 mg** per mL of nicotine fluid.

WHAT'S IN A JUUL POD?

- 90%** PROPYLENE GLYCOL AND GLYCERINE creates a vapor
- 2-5%** POD FLAVORING provides the taste profile
- <4%** BENZOIC ACID provides a cigarette-like satisfaction
- <5%** NICOTINE a stimulant from the tobacco plant

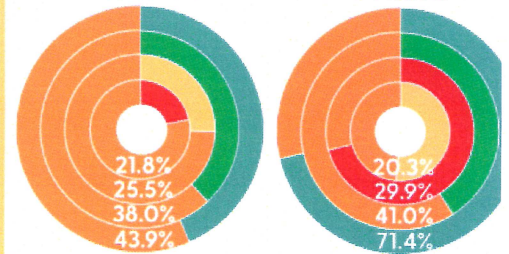
THE AMOUNT OF JUUL PODS STUDENTS WHO JUUL GO THROUGH IN A WEEK



STUDENTS WHO HAVE USED A JUL

MARCH 2017

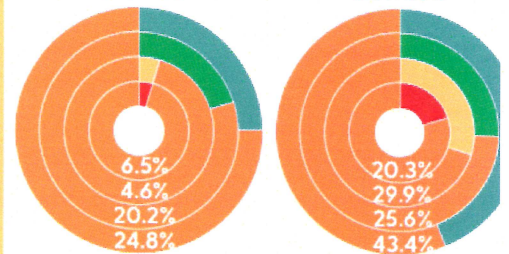
OCT. 2018



STUDENTS WHO OWN A JUUL

MARCH 2017

OCT. 2018



Information courtesy of our survey results

TIMELINE OF EVENTS

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Juul, the electronic cigarette, was introduced by PAX Labs.

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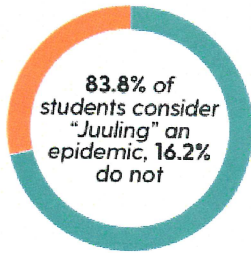
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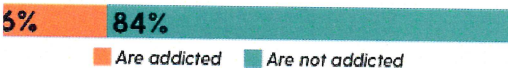
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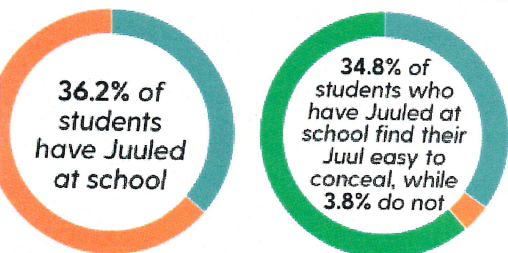
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STUDENTS WHO HAVE USED A JUUL AT SCHOOL



36.2% Juuled at school, 63.8% haven't Juuled at school

Easy to conceal 38.4%, Not easy to conceal 3.8%, Haven't Juuled at school 61.4%

A breakdown of all things Juul

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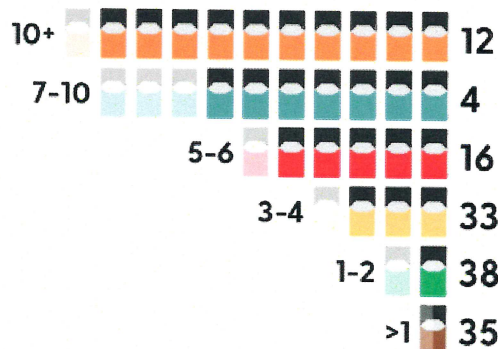


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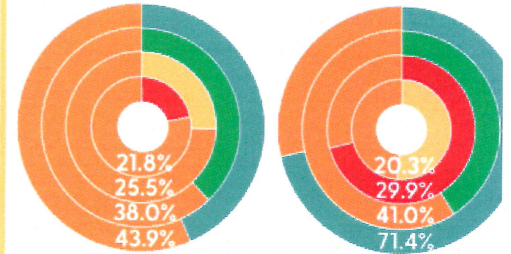
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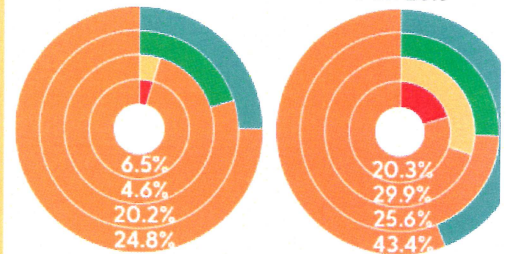
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STUDENTS WHO OWN A JUUL

MARCH 2017

OCT. 2018



Upperclassmen Males, Underclassmen Males, Upperclassmen Females, Underclassmen Females

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