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Hot Topics
Tobacco Use Sees a Renormalization in On-Demand Digital Content

New research from Truth Initiative reveals that 79% of the shows most popular with young people aged 15-24 depict smoking prominently. The report, “While You Were Streaming: Tobacco Use Sees a Renormalization in On-Demand Digital Content, Diluting Progress in Broadcast & Theaters,” finds that tobacco use is most prevalent in on-demand streaming content services such as Netflix and Hulu.

Research shows that the more tobacco imagery young people view on screen, the more likely they are to become smokers. These findings raise questions about the responsibility of streaming content providers, given the outsized impact on younger audiences.

Read the full report here.
From the AAP Richmond Center

JUULing: What Pediatricians and Families Need to Know

The AAP Julius B. Richmond Center of Excellence and Section on Tobacco Control have released a new resource: JUULing: What Pediatricians and Families Need to Know. JUUL is a type of e-cigarette that has become highly popular among teens. Increasing media reports of JUUL use in schools have caused concerns for clinicians, parents and educators.

Youth are uniquely susceptible to nicotine addiction, and those who use e-cigarettes are more likely to progress to using traditional cigarettes. JUUL e-cigarettes have a few key features that are particularly concerning for youth: they're highly addictive, with double the nicotine content of other e-cigarettes. They have a small, sleek design that resembles a flashdrive and can be easily concealed. JUUL also comes in youth-friendly flavors and has gained a dedicated following among teens: use of these products is commonly called “juuling.”

The AAP JUUL resource is intended to support clinicians and families in understanding these products. More information can be found at the AAP Richmond Center Web site.

Also see the newly-released AAP HealthyChildren.org Web page “JUULING: Get the Facts.”

AAP, Health Groups Sue FDA Over E-cigarette Regulation Delays

On March 27th, the American Academy of Pediatrics (AAP) joined six other health groups in filing a lawsuit against the Food and Drug Administration (FDA) for delaying review of e-cigarettes and other alternative tobacco products. The lawsuit states that the FDA is risking children’s health by allowing these products to remain on the market without adequate information about their impact on health. For full information on the lawsuit, click here.

Pediatric Academic Societies (PAS) Annual Meeting Highlights

May 5-8, 2018
Toronto, Canada

Going to the PAS meeting in Toronto? Join several Richmond Center Investigators, staff, and colleagues who will be attending and presenting at the meeting. This meeting offers programs with the latest science, from basic to translational, and clinical and health services research from across academic pediatric specialties. View the PAS Web site for registration and program information.

Look for these sessions that will be presented by Richmond Center Principal Investigators and staff:


Session 1860: E-Cigarette Use and Motivation for Use Predicts Future Cigarette Smoking Among Youth. Saturday, May 5, 6:30-6:45pm, Convention Center Rm 803. Authors: Robert McMillen, Karen Wilson, Julie Gorzkowski, Jonathan Winickoff, Jon Klein.

Session 1860: Smoke-free Homes are Associated with Better Health and Fewer ER Visits. Saturday, May 5, 6:45-7:00pm, Convention Center Rm 803 B. Authors: Robert McMillen, Julie Gorzkowski, Karen Wilson, Jon Klein, Jonathan Winickoff.
Session 2330: Developing a Brief 5As Intervention for Adolescent Casual Marijuana Users. Sunday, May 6, 12:15-12:30pm, Convention Center Rm 201 A-D. Authors: Kristen Kaseeska, Jon Klein, Julie Gorzkowski, Rebecca Unger, Sharon Levy, Joe Craig, Robert McMillen, Stephen Pearson, Karen Wilson, Laura Shone, Fan Tait.

Session 1459: Secondhand Smoke Exposure and Sleep Disordered Breathing in Toddlers. Saturday, May 5, 1:15-2:30pm (poster session), Convention Center Exhibit Hall DE. Authors: Judy Groner, Lisa Nicolson, Hong Huang, John Bauer.

Session 2855: #Hightimes: Marijuana-related content on twitter: Policy promotion, health claims and youth targeting. Sunday, May 6, 5:45-7:30pm. Authors: Sherry Emery, Anna Kostygina, Hy Tran, Roy Ahn, Robert McMillen, Julie Gorzkowski, Karen Wilson.

Don’t miss the Academic Pediatric Association’s Pediatric Tobacco Issues Special Interest Group (SIG) sessions at PAS. The Pediatric Tobacco Issues SIG brings together child healthcare professionals and researchers dedicated to eliminating the dangerous consequences of tobacco use and secondhand smoke exposure in children, adolescents, and their families. Explore opportunities to network with colleagues from around the nation by joining them at the following sessions:

APA Pediatric Tobacco Issues Special Interest Group (Main Session)
Monday, May 7, 8:30-11:30am. Session #3208
Agenda:
- Welcome & Introduction: Nancy Graff, MD, Jyothi Marbin, MD, FAAP & Susan Walley, MD, CTTS, FAAP, Co-Chairs
- The History of Tobacco: Jonathan Klein, MD, MPH, FAAP
- Emerging Tobacco Products: Deepa Camenga, MD, MHS, FAAP
- Impact of Policy on Smoking Cessation: Michael Chaiton, PhD
- Original Research—Resident Presentations

2018 AAP National Conference & Exhibition – Registration Opens May 1!
The American Academy of Pediatrics (AAP) invites you to the 2018 National Conference & Exhibition (NCE) on November 2-6 in Orlando, Florida at the Orange County Convention Center and Hyatt Regency Orlando. This year’s theme is “Sky’s the Limit”. Don't miss the largest pediatric-focused educational and networking event of the year! Registration opens on May 1. (AAP Members can register in advance starting April 24.)

SAVE THE DATE: The AAP Section on Tobacco Control program, "Current Issues in Pediatric Tobacco Control" (Session H1072), will be held on Saturday, November 3, from 1-5pm at the 2018 NCE. Presenters will discuss: 1) the impact of secondhand smoke exposure on Sudden Infant Death Syndrome (SIDS), 2) intergenerational care strategies and opportunities to improve child health by addressing health needs of parents and caretakers in pediatric practice, and 3) practical strategies for integrating Clinical Decision Support (CDS) tobacco screening and referral tools into electronic health record systems. Finally, the program will conclude with a poster session highlighting critical research and quality improvement programs to advance tobacco cessation efforts in health systems and communities. Be sure to block out the time and day in your calendar now!

Also plan to attend the separate, Seminar session, "Vaping, Dripping, and Hookah Use: Counseling Parents and Teens", which will occur on Monday, November 5, at 4pm (Session S3124).

In the News
Big Tobacco, Tiny Targets: Global Campaign Takes Aim at
Tobacco Giants for Advertising to Kids near Schools
School-aged children around the globe are being exposed to cigarette advertising and promotions on a daily basis. According to a major investigation published recently in *The Guardian*, 22 countries across four continents found cigarette sales close to many schools. The researchers found advertisements from big tobacco companies, including Philip Morris International and British American Tobacco located near school grounds, where children are exposed to them daily. In response to this ongoing problem, the Campaign for Tobacco-Free Kids (CTFK) has launched a new “Tiny Targets” campaign to prevent big tobacco from reaching children near schools. This campaign will utilize crowdsourcing, technology, and social media to empower citizens to take photos of tobacco advertising near schools, playgrounds and other child-friendly locations and then upload the data to the campaign hub. The data collected will be used to inform governments of the scope of this problem in-country and urge them to protect youth via restrictions/bans on tobacco marketing.

Strong Evidence for a Huge Gateway Effect for E-cigs in Britain, Even Stronger than in USA
A new study in the *Journal of Adolescent Health* shows that young e-cigarette users in Great Britain are more likely to progress to using combustible tobacco products. Data from a longitudinal survey of 1000+ youth between the ages of 11-18 demonstrated that participants who were e-cigarette users at baseline were 12 times more likely to report cigarette use at follow up than their peers who had not used e-cigarettes. In addition, youth who reported an increase in e-cigarette use between baseline and follow-up were also more likely to progress to smoking cigarettes. These findings provide additional evidence for the link between e-cigarette use and smoking initiation.

Potentially Toxic Levels Of Lead And Other Metals Found In E-cigarette Vapor
A new study by researchers at Johns Hopkins Bloomberg School of Public Health, and published in *Environmental Health Perspectives*, found significant amounts of toxic metals, including lead, leak from some e-cigarette heating coils and are present in the aerosols inhaled by users. The study evaluated e-cigarette devices in a random sample of 56 users. It found that a significant number of the devices produced aerosols with potentially dangerous levels of lead, as well as other important metals such as chromium, manganese, and nickel. As expected, metals were found in e-liquids inside refilling dispensers, but the researchers also found greater amounts of some metals in the e-liquids that had been exposed to the heating coils within e-cigarette reservoirs. Higher metal concentrations were also evident in the aerosols that were generated by heating the e-liquids. Chronic exposure to such metals by inhalation has been linked to cancer. The senior author of the study, Ana María Rule, PhD, MHS, is also an Investigator with the AAP Julius B. Richmond Center of Excellence.

State Medicaid Coverage for Tobacco Cessation Treatments and Barriers to Accessing Treatments — United States, 2015—2017
The American Lung Association and CDC Office on Smoking & Health have released new data on state Medicaid coverage for tobacco cessation treatments in the US. The new report found that 32 states cover all seven FDA-approved cessation medications, 33 states cover individual counseling, 10 states cover group counseling, and 10 states cover all nine evidence-based tobacco cessation treatments. Rates of coverage increased from 2015-2017, but continue to fall short of the Healthy People 2020 goals of comprehensive tobacco cessation treatment coverage in all 50 states and Washington DC. There is still significant work to be done in this area: Medicaid recipients are more likely to smoke than individuals with private insurance; as such, comprehensive Medicaid coverage of tobacco cessation treatments is an important strategy for reducing tobacco use and exposure in the US. Read more here.
Resources and Events

9th National Smokeless Tobacco Prevention Summit – October 16-18, 2018
Join over 400 national experts, practitioners, advocates and many others raising awareness of the dangers of smokeless tobacco products at the 9th National Summit on Smokeless Tobacco Prevention at the Sheraton Grand Hotel in Sacramento, California on October 16-18. The summit is hosted by the Health Education Council, and this year’s theme is “Mining for gold: Developing partnerships for new and lasting change.” The summit will provide opportunities for attendees to connect with necessary resources; communicate with national, state and local leaders; and to act with greater confidence and success upon the unique challenges brought forth by smokeless and non-combustible tobacco use. View the Smokeless Summit Web site for registration information.

Attn: Artists & Advocates – NCD Child Global Art Contest is Now OPEN!
NCD Child has launched a global art and video contest for adolescents to visually highlight the importance of non-communicable disease prevention and control for young people and their communities. The theme for the contest is “Health For Youth = Health For All” in recognition of World Health Day, 2018. Artists between the ages of 12 and 21 are invited to submit original drawings, paintings or videos via electronic submission. More info: http://ow.ly/4Wls30jh1IU

Webinar: What’s the Hype?: JUUL Electronic Cigarette’s Popularity with Youth & Young Adults
April 26, 2018
1:00-2:00pm ET
Host: Tobacco Control Legal Consortium (TCLC)
This TCLC webinar will familiarize participants with JUUL, a best-selling e-cigarette brand that is very popular among youth and young adults. Policy, legal, and advocacy experts will describe JUUL and discuss concerns and emerging reports about youth and young adult use, ease of use without detection, potential health risks, and regulatory gaps and opportunities. Presenters will address the company’s recent outreach to schools, public health officials, and advocates in California and other states, and authorities’ efforts to persuade schools to decline to partner with JUUL Labs, Inc., on educational and other initiatives. Register for the webinar here.

Webinar: The Burden of Tobacco, Tobacco Control, and Advocacy: Policy Strategies for Oral Health
April 26, 2018
2:00-3:00pm ET
Host: The Texas Repository of Oral Health Data for Evaluation and Outcomes (ROHDEO)
Both combustible and smokeless tobacco impact oral health. This ROHDEO webinar will summarize the short and long-term conditions caused by tobacco and nicotine use, address the population health and economic burden that tobacco places on the United States, and discuss how to address the burden caused by tobacco through the impact of tobacco control strategies (i.e. tobacco price increases, smoke-free policies, cessation access, Tobacco 21, and media campaigns) as well as strategies for implementing the above. The webinar will be presented by Robert McMillen, PhD, Professor, Social Science Research Center and the Department of Psychology, Mississippi State University. Dr McMillen is also a Principal Investigator with the American Academy of Pediatrics Julius B. Richmond Center of Excellence. Click here to register for the webinar.

Webinar: State and Local Stakeholders’ Role in Reducing Menthol Tobacco Use
April 26, 2018  
3:00-4:00pm ET  
Host: Tobacco Control Network (TCN)

Tobacco use continues to impact some communities more than others. This is especially true for menthol tobacco products, which are disproportionately preferred by African Americans and young people. Menthol cigarettes are easier to smoke and may be more difficult to quit than non-flavored cigarettes, making the topic an especially challenging health equity matter for health departments and other state and local stakeholders to address.

On this TCN webinar, representatives from state health departments, national health equity networks, and local coalitions will provide resources and best practices on how to understand how menthol tobacco use impacts different communities, and how to support policies and interventions that reduce the prevalence of menthol tobacco use in states and municipalities.

Click here to register.

**People in the News**  
**AAP Kentucky Chapter Engages Webinar Attendees with E-cigarette Label Contest**

The Kentucky Chapter of the American Academy of Pediatrics (AAP) is addressing the e-cigarette problem with a free educational webinar (CME and MOC Part 2 credit is available), and an advocacy-inspired challenge – apply the knowledge gained through the webinar to modify the current FDA 9-word warning label and create a new label capturing the dangers of e-cigarette use. The webinar, featuring Susanne Tanski, MD, MPH, FAAP, Associate Professor of Pediatrics, Geisel School of Medicine, Dartmouth, and Investigator for the AAP Julius B. Richmond Center of Excellence (RCE), and Patricia Purcell, MD, FAAP, President of the Kentucky Chapter, was originally aired in January and will be repeated in May, June and July. Visit the [Kentucky Chapter Web site](#) for more information on the webinar, for a schedule of future broadcasts, and to register. For a look at how the winning Challenge entries have been used to create Instagram Ad FDA Warning labels, click on any of the winners' names listed under "Round 1 Warning in 9 Label Winners."

Please feel free to pass this message along to interested parties. To subscribe, unsubscribe, or submit a news item for consideration in this monthly digest, please send an email request to richmondcenter@aap.org.

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