



Tobacco UPDATE

An Update on Tobacco Control
and Prevention Activities
in Region 6/5S

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Tobacco News

Major Grocery Chain to Stop Tobacco Sales



Stop & Shop, a supermarket chain based in the U.S. northeast, has announced that it will be ending the sale of tobacco products in its stores. According to the

company, the changes are part of its commitment to community wellness. All of its more than 360 stores will be stopping the sale of all tobacco products by August 31.

Stop & Shop is the latest retailer to stop tobacco sales. Walmart stopped tobacco sales in 2022 in some of its locations. In 2014, CVS stopped tobacco sales while Target stopped selling cigarettes in 1996. [Full article.](#)

FDA Issues Final Rule on Tobacco 21 Restrictions

Last month, the FDA announced a final rule that increases the minimum age for certain tobacco product sales. Starting on September 30, 2024, all retailers are required to verify with photo identification anyone who is trying to purchase tobacco products. Prior to this rule, photo verification was only required for those under 27. In addition, retailers are also banned from selling products via vending machines in places where minors are present or are permitted to enter. These new rules amend the Tobacco 21 law passed in 2019 across the U.S. [Full Article.](#)

Announcements & Events

Upcoming Events

Sept 5

- [The Cancer Moonshot: What's Menthol and Emotional Brain Training Got to Do With It? Everything! co-hosted by the National Behavioral Health Network for Tobacco & Cancer Control](#); **webinar; 1 p.m. CT.**

Sept 24

- [The Foundations of Client-Centered Tobacco Treatment – A Training for Youth Providers](#); **webinar; 11 a.m.-12:30 p.m. CT.**

October 8

- [The Curious Science of Cravings](#); **webinar; noon CT**

October 10

- [Innovations in Tobacco Control Lecture Series](#); **webinar; 8 a.m. CT**

October 15

- [Addressing The Harmful Effects of Tobacco Related Stigma](#); **webinar; 11 a.m. CT**

Did You Know?



Nicotine has been proven to be as addictive as cocaine or heroin. In fact, it takes tobacco users an average of six to eight attempts to be able to quit nicotine.

Partner Announcements

Call for Case Presenters

We are organizing a Tobacco ECHO for region 6/5 S, and we need real-life cases (either clinical or systems case) relating to tobacco use, prevention, and cessation. If you are currently dealing with vaping, smoking, or any tobacco-related problems in your community or workplace and want expert advice from our Hub team, please submit a case [here](#) or email: hsr65.echo@dshs.texas.gov.

[Join our Region 6/5 S Tobacco ECHO](#)

Get in touch!

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September Spotlight

Results of the 2024 National Youth Tobacco Survey

Every year, big tobacco companies come up with new products to attract people to buy from them. With all the products containing addictive nicotine, it ensures that they have a constant supply of users. In recent months, a new product has become popular: nicotine pouches.

Current Use

- 5.9% of middle school and high school students reported current use of e-cigarettes.
- This is down significantly from last year's number of 7.7%

Frequency of Use

- More than 1 in 4 (26.3%) of current youth e-cigarette users use an e-cigarette product daily.
- More than 1 in 3 (38.4%) youth e-cigarette users report using e-cigarettes at least 20 out of the last 30 days.

Flavored E-cigarette use

- 87.6% of users reported using flavored e-cigarette products.
- Most popular flavors include: fruit (most popular), followed by candy, desserts or other sweets, mint, and menthol.
- More than half of users reported using flavors with "ice" or "iced" in their name.

Popular Brands

- Elf Bar was the most commonly used brand, reported by 36.1% of users.
- This was followed by Breeze (19.9%), Mr. Fog (15.8%), Vuse (13.7%) and JUUL (12.6%)
- Note that **Elf Bar, Breeze, Mr. Fog, and JUUL** are all brands that have not been granted approval by the FDA.

Nicotine Pouch Products

- Use of nicotine pouches among youth remains relatively low at 1.8% (480,000).
- Zyn is the most popular brand among users (68.7%).

Device Types

- Disposables are the most commonly used device (55.6%), followed by prefilled/refillable pods or cartridges (15.6%).

Cessation Resources for the Youth

- The [Texas Tobacco Quitline](#) is available to all Texans, free of charge, if you need help quitting.
- A digital youth cessation program is available at Live Vape Free.
- Call 877-YES-QUIT or visit yesquit.org to receive help.

Latest in Research

Instagram Posts from Tobacco Companies Violate FDA Regulations

Research from the Schroeder Institute by Truth Initiative revealed that a majority of Instagram posts from tobacco companies do not follow FDA regulations regarding warning labels. The study, published last month in Nicotine and Tobacco

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Research, sampled 1,243 posts from 15 tobacco-brand-owned Instagram accounts.

The study found that only 12.8% of the posts had fully compliant warning labels. In addition, posts were found to have youth-appealing themes such as high-tech elements (45%), device customizability (24.5%), stylized and appealing photography (33.6%), social media engagement (32.2%), vaper identity (17.7%), and memes (5.7%).

[Full article](#)

Text Message Program Help Teens Quit Vapes

Results of a new randomized clinical trial of Truth Initiative's This Is Quitting program was published in JAMA last month. The study looked at effectiveness of the text messaging cessation program in adolescents ages 13-17. The study builds on a similar study conducted last year among young adults.

A total of 1,503 participants were randomized to either a control group or intervention group. All participants received regular incentivized text messages about e-cigarettes. The intervention group also received tailored messaging that provides behavioral and social support. At the 7-month follow up, 37.8% of intervention participants reported abstinence compared to 28.0% in the control group. There was also no evidence that participants who quit vaping switched to combustible tobacco products.

[Full article](#)

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