

# Vista Community Clinic

To advance community health and hope by providing access to premier health services and education for those who need it most.

## Updates from the Tobacco Team



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# VCC Tobacco Program

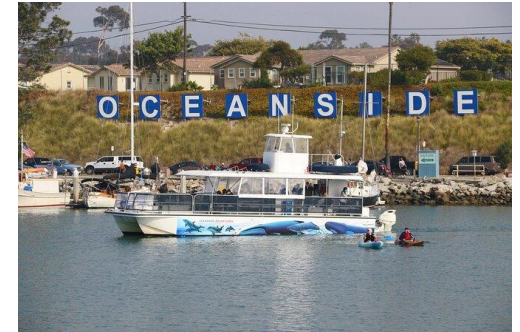
Working with community members and partners to promote smoke- and tobacco-free living



# Where are we working?

Work we are doing in the cities of Vista, Carlsbad, and Oceanside:

- Vista- Working to amend the TRL policy
- Oceanside- Working to amend the TRL policy
- Carlsbad- Working towards a city-wide smoke-free MUH policy



Smoking **CONTINUES** to be the leading cause of **PREVENTABLE** death in the US

Tobacco-related diseases cause over 480,000 deaths each year and \$289 billion in annual health-related costs

**Smoking** kills more people than

alcohol, AIDS  
car accidents  
illegal drugs  
**murders**  
and suicides

...**combined.**



# Why 100% Smoke-Free Policies Matter

- **Improves** the quality of life of everyone.
- **Protects** our most vulnerable populations.
- **Helps those who want to quit.**
- **Catches all** the gaps of secondhand exposure of any kind.





# Secondhand Smoke in Multi-Unit Properties

**There is no safe level of exposure to secondhand smoke.**

Secondhand smoke drifts through multi-unit buildings and can enter common areas and units occupied by non-smokers.



## **Secondhand smoke harms children**

by increasing the risk of asthma attacks, ear infections, respiratory infections, sudden infant death syndrome (SIDS), and behavioral problems.

## **Secondhand smoke drifts**

through doors, windows, hallways, and ventilation ducts, and through gaps around outlets, fixtures, and walls.

## **Ventilation systems,**

air purifiers, and sealing up cracks cannot prevent secondhand smoke from drifting throughout buildings.



Up to 65% of the air in an apartment can come from other units in the building.



# How Your Environment Impacts Your Health

- Health equity is achieved when every person has the opportunity to “attain his or her full health potential” and no one is “disadvantaged from achieving this potential because of social position or other socially determined circumstance.” (CDC, 2021)
- We all deserve access to clean, fresh air.
- An environment with regular exposure to secondhand smoke, such as an apartment complex that allows smoking or vaping, can contribute to long-term health issues



# Multi-Family Housing in Carlsbad

In the City of Carlsbad:

- 40,000 people may be at risk of second hand smoke based on the number of people living in multi-family housing
- Residents are not aware of how easily secondhand smoke or aerosol enters their units
- We are helping residents and property managers/owners learn of the resources VCC has to offer





# Purple Air Monitors

- Free lending program
- Residents set up monitors indoors or outdoors
- The monitor will detect dust, pollution, smoke
- Data can be collected after its use



# Youth and Vaping: What's the Big Deal?

Youth and young adult vaping is associated with **5 - 7x greater** risk of testing positive for COVID-19.

Journal of Adolescent Health



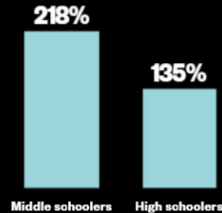
**96% of kids** who vape use flavors

2019-20 California Student Tobacco Survey



In the last 2 years, vaping has increased by **218% among middle schoolers** and **135% among high schoolers**

Journal of the American Medical Association  
CDC



Teens are nearly **7x more likely** to vape nicotine than adults

Journal of the American Medical Association  
CDC

**7x**

Teens who vape are **3x more likely** than non-vapers to become daily cigarette smokers

American Academy of Pediatrics



**90% of adult smokers start before the age of 18 and current patterns of youth vaping suggests a lifetime of nicotine addiction.**

# How did we get here?



Flavors



Advertising



Removing the perception of harm

# Targeting Youth with Flavors



## More than 15,500 Flavors to Hook Kids

- E-cigarettes come in various flavors, including fruit, candy, mint, and menthol
- They are sold in kid-friendly packaging to attract youth and trick them into thinking it's as harmless as candy
- Most youth who use e-cigarettes first start with a flavored variety



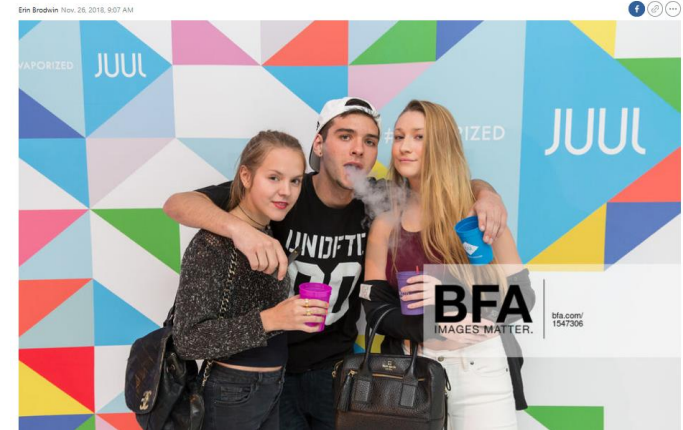
# Targeting Youth with Advertising

## Retail Advertising



## Social Media

See how Juul turned teens into influencers and threw buzzy parties to fuel its rise as Silicon Valley's favorite e-cig company

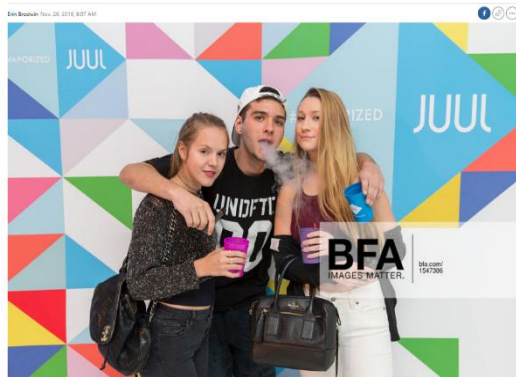




# Targeting Youth by Removing Perception of Harm

According to Tobacco Industry...

This:



Is better than



This:





# Electronic Smoking Devices/ E-Cigarettes/ Vapes

Battery-operated products designed to deliver nicotine, flavors and other chemicals

They heat a liquid to create an aerosol which is then inhaled by the user



[Mods]



[E-Liquids]



[Disposables]



[Refillable Cartridges]

# What is in inside?

E-liquid contains nicotine, flavorings, propylene glycol, vegetable glycerin, other ingredients

## Propylene glycol & Vegetable glycerin:

- Approved by FDA for processed food, lotions and other items
- Not approved for inhalation!



# The intersection of tobacco, marijuana, and vapes

## The Triangulum

- The intersection of tobacco, marijuana, and e-cigarettes/vapes
- E-cigarettes have become the delivery device for both tobacco and marijuana/cannabis







# What can we do?

- **Offer support**
- **Listen**
- **Provide resources**



# “Tips for people working with teens” Webisode





# Help to Quit Smoking or Vaping

**KICK / T**  
California



[kickitca.org](https://kickitca.org)

- **FREE** smoking cessation help over the phone and text
- Free NRTs to anyone with kids under 5 in the households or to Asian Pacific Islanders
- Call 7 days a week
- Multiple languages

## Personal *FREE* Quit Services



Call **English: 1-800-300-8086**  
**Spanish: 1-800-600-8191**  
M-F 7 am-9 pm | Sat. 9 am-5 pm PT



Chat **[kickitca.org/chat](https://kickitca.org/chat)**  
M-F 7 am-9 pm | Sat. 9 am-5 pm PT



Text **"Quit Smoking" or "Quit Vaping"**  
to **66819**



Mobile Apps **NoButts | NoVape**



# Resources for Cessation

## Youth Cessation



## Adult Cessation



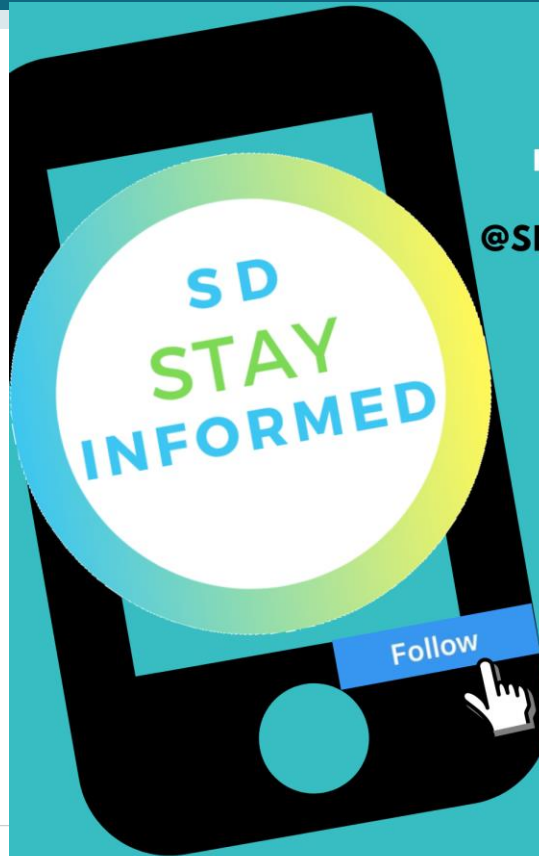
# What can you do to help?

- Young adult volunteers for decoy compliance checks 18-20 years old (Vista/San Marcos)
- Advocate recruitment for efforts in Vista, San Marcos or Carlsbad
- Letters of Support or Endorsements from community organizations (such as NCPC 😊)



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STAY  
INFORMED!



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@SDSTAYINFORMED & @VCCTOBACCO



Stay **IN**formed to get  
**IN**volved with your community.

Are you **IN**?

Thank you

Choose Health