



Jefferson County Health Department

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www.jeffersoncountywi.gov

October 1, 2018

Dear Committee Members:

The Jefferson County Board of Health instructed me to write a letter to the Jefferson County Fair Park and Building and Grounds Committees to ask that they consider making the Jefferson County Fair Park Smoke-free, including all combustible products such as cigarettes and cigars and electronic delivery devices such as the Juul vaping device.

The following motion was made at the August 29, 2018 Board of Health meeting:

A motion was made by Wiesmann/Schultz to have Gail Scott send a letter to the Fair Park and Building/Grounds committees to consider going smoke-free for all events held at the Jefferson County Fair Park including the annual County Fair. The letter should reflect smoking health hazards posed to humans and animals plus the threat of flammable products posing safety risks. The decision to have a smoke-free County Fair Park would be a move in the right direction for increasing better health for citizens. The motion passed 4-0.

Reducing tobacco use is a high priority for the health of the residents of Jefferson County as tobacco use is the leading cause of preventable death locally, as well as across the U.S. In Jefferson County, 15% of adults smoke compared to 17% in Wisconsin. Cancer, heart disease and chronic lower respiratory disease, such as Chronic Obstructive Pulmonary Disease (COPD), all of which are attributed to smoking, remain in the top leading causes of death in our county.

For non-smokers, secondhand smoke exposes them to numerous chemicals, many of which are known to cause cancer. These chemicals can cause lung cancer, heart disease and exacerbate asthma or other respiratory illness.

The use of electronic delivery devices among youth is rising at an alarming rate due to the heavy marketing of these products towards youth. Preliminary data suggests that almost 20% of high school students in Jefferson County report current use of electronic delivery devices, which include e-cigarettes, e-cigars, vape pipes, vape pens, Juul devices and hookah pens. This is higher than Wisconsin where 12% of high school students report current use of electronic delivery devices.

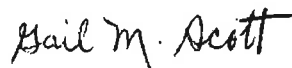
Currently, Jefferson County has a smoke-free ordinance that prohibits smoking and the use of electronic delivery devices in county-owned vehicles, buildings, the Fair Park grandstand, the Dog Park, and areas outside of designated smoking areas.

The Jefferson County Drug Free Coalition explored the idea of expanding the current ordinance to include the entire Fair Park. A survey conducted over the course of 4 days of the Jefferson County Fair and included 318 respondents showed that 85% were in favor of a tobacco-free Fair Park. Among those surveyed, 9% used a tobacco product or e-cigarette device, 92% of the respondents believed that second hand smoke is harmful.

The coalition also collected a large number of cigarette butts left on the Fair grounds. Cigarette butt litter is a known hazard to the environment and can take up to 10 years to decompose. They also pose a safety concern as many cigarette butts were found near animals and materials that could easily burn, such as hay and barns. Littered cigarette butts leach toxic chemicals—such as arsenic (used to kill rats) and can contaminate water. The toxic exposure can poison fish, as well as animals that eat cigarette butts.

Therefore, the Board of Health unanimously approves a resolution to support a policy which prohibits smoking and the use of electronic delivery devices on the grounds of the Jefferson County Fair Park. Implementing this policy is the best way to reduce smoking, especially among youth, reduce litter and clean up costs, reduce safety hazards to humans and animals, and prevent secondhand smoke exposure. This will aid in improving the health of Jefferson County residents.

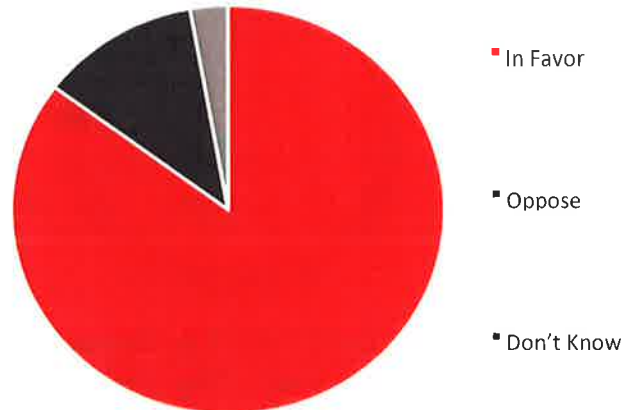
Sincerely,

A handwritten signature in black ink that reads "Gail M. Scott". The signature is written in a cursive style with a large, stylized "G" and "S".

Gail M. Scott, BSN, RN
Director/Health Officer

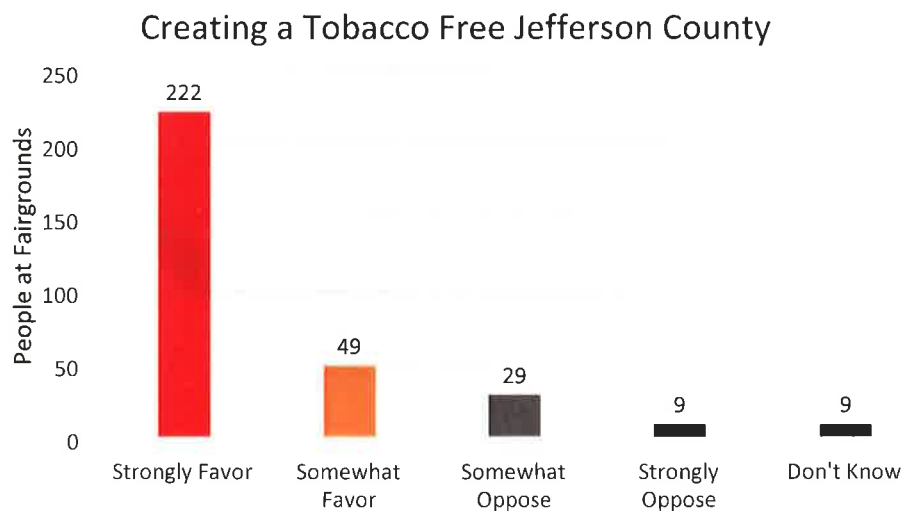
2018 JEFFERSON COUNTY FAIR

Q1 Tell me to what extent you favor or oppose the following proposal: Creating a tobacco-free Jefferson County Fair Park?

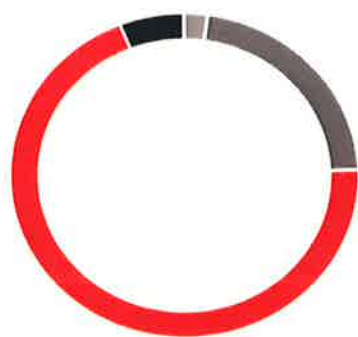


Strongly Favor	222	Somewhat Favor	49
Somewhat Oppose	29	Strongly Oppose	9
Don't Know	9	Total	318

**Almost 1 in 3 of the tobacco users surveyed –
Strongly or Somewhat Favor**



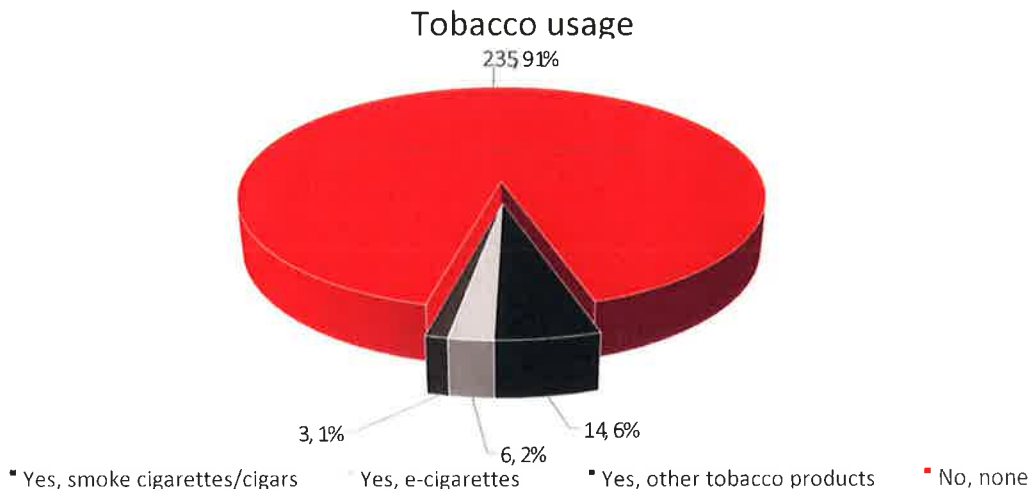
Q2 Do you think that breathing smoke from other people’s cigarettes or from other tobacco products, such as a vape pen is:



■ Not at all harmful to one's health ■ Somewhat harmful to one's health
■ Very harmful to one's health ■ Don't know/Not sure

Not at all harmful to one's health	7	Somewhat harmful to one’s health	71
Very harmful to one’s health	222	Don’t know/Not sure	18
Total	318		

19 of the 23 tobacco users surveyed believed breathing smoke from other people’s tobacco products was Somewhat or Very Harmful



November 6, 2018

To: Members of the Building and Grounds Committee
From: Gail Scott, BSN, RN, Director/Health Officer
Regarding: Smoke-Free Fair Park

I was unable to attend today's meeting due to a scheduling conflict with a Wisconsin Association of Local Health Departments and Board (WALHDAB) monthly meeting in Madison. I met with Troy and Emi in advance to prepare them for the Building and Grounds Committee. Troy and Emi asked me to share a personal story with you about how smoking has affected me personally. Here is my story.



My brothers Brent and Kerry,
Andy is holding me

I am the youngest of seven children that includes my four older brothers and two older sisters. We grew up in a happy, active and loving home. My mom was a teacher and my dad was a stock and bond broker. Neither of my parents smoked or drank and made it clear to us they hoped we would take the same path in life.

My 2nd oldest brother Andy was a strong and handsome athlete growing up. He was on the track team, breaking many high school records including in pole vaulting. He played football and won most of his swimming meets – eventually becoming the assistant manager at the outdoor pool. He did many shows at the outdoor pool – jumping off a ladder attached to the high dive through a ring of fire into 12 feet of water. He was fearless!

After high school he moved to Marquette, Michigan where he attended Northern Michigan University. He was on their ski jumping team and won the college championship.

After graduating from college he started Andy Griffin construction up in Marquette and lived there with his wife Vikki. Together they raised 3 children.



Andy and Vikki at his favorite place – Presque Isle Park in Marquette, Michigan with Lake Superior in the background.

Andy told me he started smoking at age 12. He said he was hooked after the first cigarette. He would sneak out at night to go smoke. I'm not sure why, but at age 42 he decided to quit smoking. I think he was already feeling the effects of it and his job was very physically demanding. He ran a very successful business and, at one time, had a large crew working for him. He eventually specialized in masonry work and pretty much poured everyone's driveway in Marquette, or so I was told!

Shortly after he quit smoking he noticed he was more short of breath, wheezing, coughing and very tired. He was eventually diagnosed with chronic obstructive pulmonary disease (COPD) and severe asthma. He went on multiple drugs, inhalers and used a nebulizer. There were times when only high doses of steroids kept him breathing. Later he was given oxygen and he could never be without it.

There were many times where I would watch him walk just a few feet and start wheezing and gasping for air, turn purple, then blue. I would say, "Andy do you need 911? I'm ready to call them." He would say no, grab his inhaler or nebulizer and eventually get air into his lungs. Sometimes at home that didn't work and his wife would do everything she could to keep him alive until the paramedics arrived. They told Andy that, when they heard his address on the page, they would drive as fast as they safely could to get to him. They saved him many times. Bouts of pneumonia put him in the hospital multiple times. We received many calls that this might be the last days for him. But being that he was always physically strong and active he pulled through.



My sister Maureen, Andy's wife Vikki and Andy. Note the every-present oxygen tube.

In 2012, my sister Maureen came up from Atlanta and we drove up to Marquette to see Andy and his family. A plot was hatched to meet him at his favorite restaurant and surprise him. I was seated with my back to the door, my sister further down at the table. He walked in and then realized he recognized me. "Gittle, is that you?" We collapsed into each other's arms. Then Maureen joined in. "I never thought I'd see you guys while I was still alive!" We were all sobbing.

That was the last year he had any quality of life. Eventually he was diagnosed with lung cancer. His days were filled with wheezing, gasping for air, oxygen, pills, breathing treatments and sleep. His daughter took on the management of the business.

Sadly, on April 30, 2018, Andy died in his beautiful home in Marquette on Lake Superior. He was 73. It was not an easy death. It was agonizing.

My sister Maureen and I drove up for his funeral. Everywhere we went people would mention how much they loved my brother and how he contributed to the community – driveways, foundations, fireplaces and more. Andy loved living and loved his beloved Upper Michigan home and family. He was taken to his final resting place in his company dump truck. I will miss him, his hugs, his wonderful sense of humor and his love for his family.



Andy's last ride in his beloved dump truck with his former employees carefully taking him to his final resting place.

His twin granddaughters are lovingly watching their "poppa."

I asked Andy if he had any regrets throughout his life. He said only one. His wished he had never picked up that first cigarette.

On November 2, 2018 Emi Reiner and I (Melissa Koenigs) met with a focus group at Lake Mills High School. 4 Sophomores, 1 senior. We discussed alcohol, tobacco and drug use.



When speaking about alcohol they did mention that it is more prevalent in the upper classmen. The alcohol that is very common right now to drink is called Four Lokos which is an energy beer and it comes in different flavors and 23 .5 oz cans which is equivalent to 4 cans of beer and is about \$3 to purchase. Students will also drink beer depending on how much they want to spend on alcohol and what is available to them. The students use alcohol because it is associated with a fun time. Students receive their alcohol from parents, older friends/siblings that are of age to purchase. The parties are usually held at their houses/property or bonfires and for the most part parents are present. Parents are usually ok with this because the parents would rather have their children drinking at home then elsewhere. When it comes to social media they use Finsta which is an Instagram app that is private or they use private snapchat groups. There is drinking and driving going on the upper classmen go on a "booze-cruise" where they drive around with their alcoholic beverages. When students get caught they get A-coded if they are in sports and they are suspended for a certain amount of games. If police are involved then they get underage tickets. There is no reason to not use the alcohol the students just do everything they can to not get caught.

High school students are not using opioids and the only prescription meds that are used is Adderall for stress and studying purposes. Marijuana is used by over 50% of the student body if not more. Weed is easier to get than alcohol. Students are under the impression that weed is not bad and can be very helpful and a stress reducer. Kids do come to school high but it is not brought into the school. Most parents don't mind and they accept it more than alcohol. There are parents that use it and the students along with the parents believe that there are no side effects of marijuana.

According to the students everyone uses tobacco through Juuls or vape. There are no devices called badges or sourin vapes. They will have it on them and will use it in the bathroom. These are very accessible older kids at age 18 will supply them. Students believe that these are safer than cigarettes. When getting caught in school they will get confiscated and you will get suspended. Students like to vape when they are high because its fun and can intensify your high.

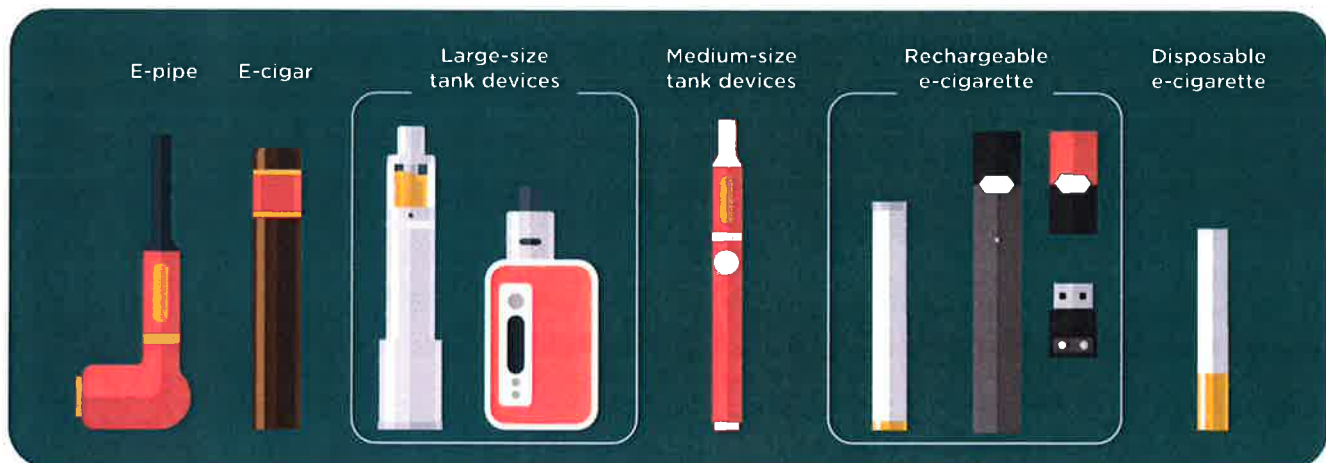
In grade school students remember D.A.R.E. in 4th grade. Students also stated that they know what adults within the school they can go to without being judged and feel comfortable talking to if themselves or friends have problems with drugs or alcohol.

ELECTRONIC CIGARETTES WHAT'S THE BOTTOM LINE?

- 
- 
- » E-cigarettes have the potential to benefit adult smokers who are not pregnant if used as a complete substitute for regular cigarettes and other smoked tobacco products.
 - » E-cigarettes are not safe for youth, young adults, pregnant women, or adults who do not currently use tobacco products.
 - » While e-cigarettes have the potential to benefit some people and harm others, scientists still have a lot to learn about whether e-cigarettes are effective for quitting smoking.
 - » If you've never smoked or used other tobacco products or e-cigarettes, don't start.

WHAT ARE E-CIGARETTES?

- » E-cigarettes are known by many different names. They are sometimes called “e-cigs,” “e-hookahs,” “mods,” “vape pens,” “vapes,” “tank systems,” and “electronic nicotine delivery systems.”
- » Some e-cigarettes are made to look like regular cigarettes, cigars, or pipes. Some resemble pens, USB sticks, and other everyday items.
- » E-cigarettes produce an aerosol by heating a liquid that usually contains nicotine—the addictive drug in regular cigarettes, cigars, and other tobacco products—flavorings, and other chemicals that help to make the aerosol. Users inhale this aerosol into their lungs. Bystanders can also breathe in this aerosol when the user exhales into the air.
- » E-cigarettes can be used to deliver marijuana and other drugs.



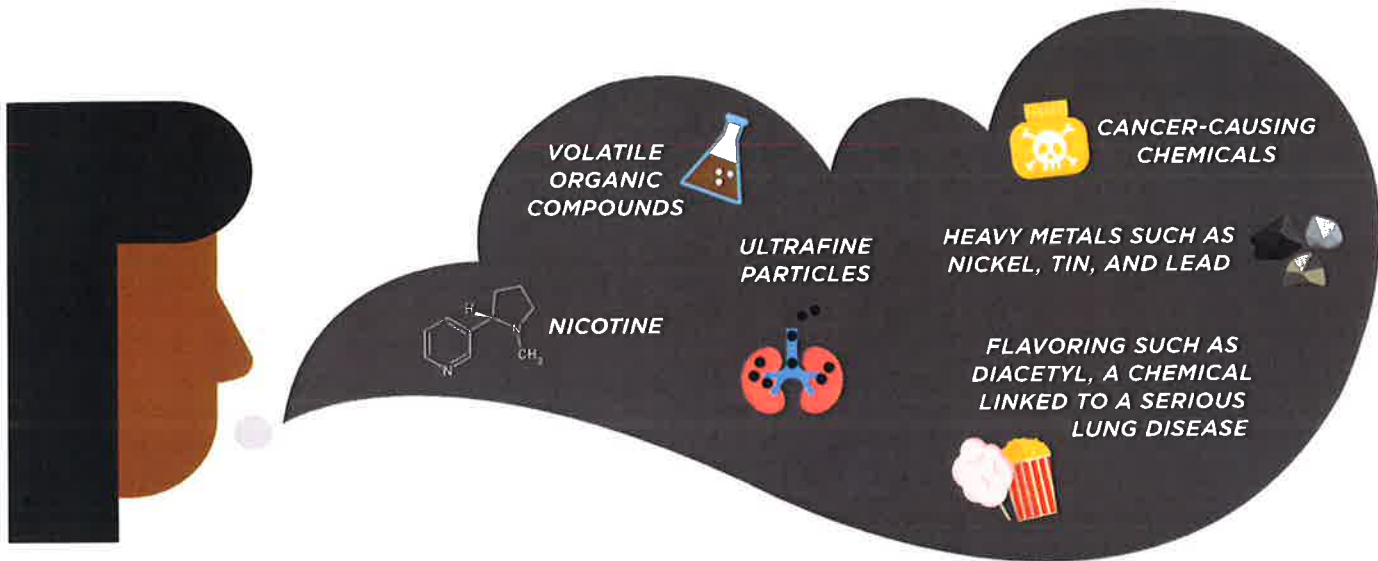
CS284159-B



U.S. Department of
Health and Human Services
Centers for Disease
Control and Prevention

WHAT IS IN E-CIGARETTE AEROSOL?

THE E-CIGARETTE AEROSOL THAT USERS BREATHE FROM THE DEVICE AND EXHALE CAN CONTAIN HARMFUL AND POTENTIALLY HARMFUL SUBSTANCES:



It is difficult for consumers to know what e-cigarette products contain. For example, some e-cigarettes marketed as containing zero percent nicotine have been found to contain nicotine.

ARE E-CIGARETTES LESS HARMFUL THAN REGULAR CIGARETTES?



VS



YES, but that doesn't mean e-cigarettes are safe.

E-cigarette aerosol generally contains fewer toxic chemicals than the deadly mix of 7,000 chemicals in smoke from regular cigarettes. However, e-cigarette aerosol is not harmless. It can contain harmful and potentially harmful substances, including nicotine, heavy metals like lead, volatile organic compounds, and cancer-causing agents.

WHAT ARE THE HEALTH EFFECTS OF USING E-CIGARETTES?

SCIENTISTS ARE STILL LEARNING ABOUT THE LONG-TERM HEALTH EFFECTS OF E-CIGARETTES. HERE IS WHAT WE KNOW NOW.

1 Most e-cigarettes contain nicotine, which has known health effects

- » Nicotine is highly addictive.
- » Nicotine is toxic to developing fetuses.
- » Nicotine can harm adolescent brain development, which continues into the early to mid-20s.
- » Nicotine is a health danger for pregnant women and their developing babies.



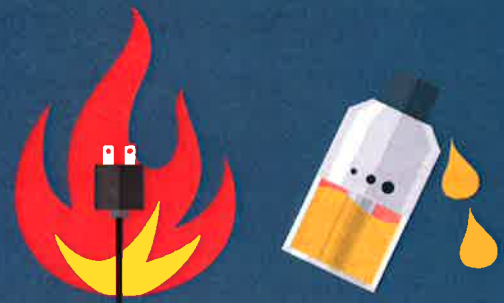
2 Besides nicotine, e-cigarette aerosol can contain substances that harm the body.

- » This includes cancer-causing chemicals and tiny particles that reach deep into lungs. However, e-cigarette aerosol generally contains fewer harmful chemicals than smoke from burned tobacco products.



3 E-cigarettes can cause unintended injuries.

- » Defective e-cigarette batteries have caused fires and explosions, some of which have resulted in serious injuries.
- » In addition, acute nicotine exposure can be toxic. Children and adults have been poisoned by swallowing, breathing, or absorbing e-cigarette liquid.



CAN E-CIGARETTES HELP ADULTS QUIT SMOKING CIGARETTES?



E-CIGARETTES ARE NOT CURRENTLY APPROVED BY THE FDA AS A QUIT SMOKING AID.

The U.S. Preventive Services Task Force, a group of health experts that makes recommendations about preventive health care, concluded that the evidence is insufficient to recommend e-cigarettes for smoking cessation in adults, including pregnant women.



HOWEVER, e-cigarettes may help non-pregnant adult smokers if used as a complete substitute for all cigarettes and other smoked tobacco products.

TO DATE, THE FEW STUDIES ON THE ISSUE ARE MIXED.

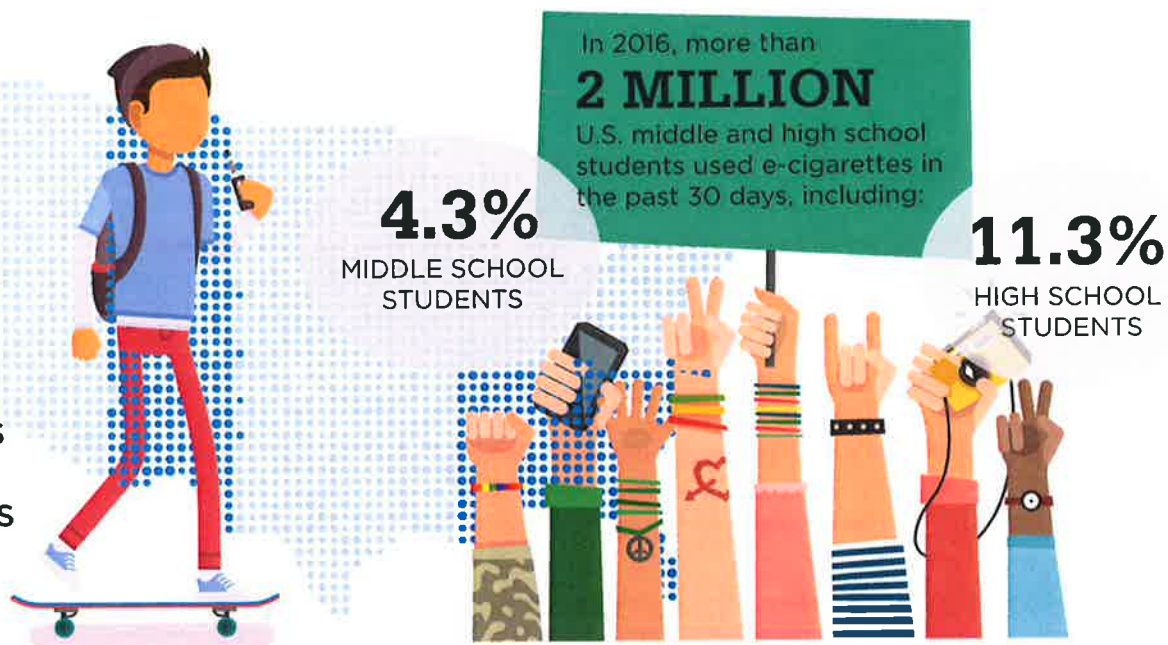
Evidence from two randomized controlled trials found that e-cigarettes with nicotine can help smokers stop smoking in the long term compared with placebo (non-nicotine) e-cigarettes.

A recent CDC study found that many adults are using e-cigarettes in an attempt to quit smoking. However, most adult e-cigarette users do not stop smoking cigarettes and are instead continuing to use both products (“dual use”). Because smoking even a few cigarettes a day can be dangerous, quitting smoking completely is very important to protect your health.

WHO IS USING E-CIGARETTES?

E-CIGARETTES ARE NOW THE MOST COMMONLY USED TOBACCO PRODUCT AMONG U.S. YOUTH.

IN THE U.S.,
YOUTH ARE
MORE LIKELY
THAN ADULTS
TO USE
E-CIGARETTES



AMONG CURRENT E-CIGARETTE USERS AGED 18-24 YEARS,
40.0% had **NEVER BEEN** cigarette smokers

ADULTS

IN 2015, AMONG ADULT E-CIGARETTE
USERS OVERALL:

29.8%
were former
regular smokers

11.4%
had never been
regular cigarette
smokers



58.8%
were current regular
cigarette smokers

In 2016, **3.2%**
of U.S. adults were current
e-cigarette users



News

Sheriff: 14-year-old airlifted to hospital after vaping alcohol

Boy in serious condition

Posted: Oct 23, 2018 02:31 PM CDT

Updated: Oct 23, 2018 02:32 PM CDT

PATCH GROVE, Wis. - A 14-year-old student is in the hospital after inhaling alcohol with a vape smoking device, according to a news release from the Grant County Sheriff's Office.

Emergency medical services responded to River Ridge High School around 8:45 a.m. Tuesday after receiving reports of a teen with an unknown medical conditions. The boy was transported to Crossing Rivers Medical Center and then airlifted to the University Hospital.

Officers learned that the student had inhaled alcohol through an electronic cigarette. He is suffering symptoms associated with alcohol poisoning

According to the news release, the boy is in serious condition.

The Grant County Sheriff's Office is investigating the incident.

Vaping epidemic hits SHS

By Maria Lockwood on Oct 26, 2018 at 10:38 p.m.

Superior High School is struggling with a nicotine epidemic. Disguised as everyday items, vaping paraphernalia has infiltrated the school.

"We had a few last year, but this year it's becoming a very serious issue for us," Superior High School Principal Greg Posewitz said.

Since school started Sept. 10, Superior High School has handed out 26 one-day suspensions to students possessing tobacco — 23 of those for vaping devices including JUULs and Suorins, according to Posewitz.

During the 2017-18 school year, there were a total of 30 tobacco violations, most for combustible cigarettes and e-cigarettes.

Students from every grade level have been suspended. Half of them, 13, were sophomores.

Some of the devices found this year were displayed at presentations given during the school's parent-teacher conferences Tuesday, Oct. 23 by Jill Doberstein, supervisor of the tobacco cessation program at Essentia Health.

"I think it was an eye-opener for a lot of them to see exactly what these devices look like and just to see the data nationally of how many students are using these devices," Posewitz said. "And what exactly is contained in these."

In addition to shock, some parents expressed fear over how popular the JUUL device is.

"Specifically after we discussed that not only do they contain super high concentrations of nicotine, but they also utilize nicotine salts — which mimic the super fast hit to your brain like you get with a combustible cigarette," Doberstein said.

Last month, the Food and Drug Administration labeled the use of vaping devices among teens an epidemic. According to the 2017 National Youth Tobacco Survey, one-in-five high school students (2.95 million) and one-in-18 middle school students (670,000) used a tobacco product in 2017. The most common tobacco product, used by 2.1 million young people, was e-cigarettes.

"E-cigs have become an almost ubiquitous — and dangerous — trend among teens," FDA Commissioner Scott Gottlieb said.

Vaping devices can hide in plain sight, mimicking cell phones, flash drives, iPods and more.

A JUUL looks like a flash drive and uses cartridges shaped like USB connectors. Each cartridge contains the same nicotine strength found in a pack of cigarettes, according to Pat McKone, senior director of the American Lung Association.

"I'm particularly focused on JUUL because it now has over 70 percent of the youth market and that happened in a very short time," McKone said. "There's nothing new about what gets a market share very quickly; it's a product that addicts very quickly."

The Suorin is shaped like a cellphone. Like traditional e-cigarettes, users buy juice to put into the device. None of the juice products are approved by the FDA, McKone said, and trace amounts of nicotine have been found in some juices labeled "no nicotine."

No matter what shape they take, these devices are a health concern.

"No amount of nicotine is safe for kids," Doberstein said.

Vaping products prime an adolescent brain for addiction, according to the a 2016 U.S. surgeon general's report, and youth who are exposed to nicotine are more likely to abuse other substances.

"We have spent a lot of time as a school chasing these around and trying to get these out of our school and it has consumed us in a lot of ways," Posewitz said. "I can't emphasize enough how concerned we are for our students and we just really want to get this out of our students' hands and out of the school to make sure they are all safe and healthy."

By law, only adults age 18 and older can buy tobacco products. Posewitz said they've heard of students purchasing vaping devices off the internet or from older students.

"We even had some parents, before they realized what they were, that admitted that they've bought them for their children," he said.

Seeing the display of items pulled from SHS didn't surprise McKone, who lives in Superior. It made her sad. Vaping is an epidemic that's affecting schools throughout the area, she said.

"It's just a different level of acceptance of a tobacco product that we haven't ever seen in the past," McKone said. "I think there's some attitude of 'they're not as bad as cigarettes.'"

"Really, it isn't 'Sophie's Choice.' You breathe clean air or you don't."

FDA declares youth vaping an epidemic, announces investigation, new enforcement

Jayne O'Donnell, USA TODAY Published 9:44 a.m. ET Sept. 12, 2018 | Updated 8:11 p.m. ET Sept. 23, 2018

Food and Drug Administration Commissioner Scott Gottlieb on Wednesday declared youth vaping an "epidemic," and said the agency will halt sales of flavored electronic cigarettes if the major manufacturers can't prove they are doing enough to keep them out of the hands of children and teens.

The FDA says it's giving manufacturers of Juul, Vuse, MarkTen XL, Blu and Logic 60 days to submit "robust" plans to prevent youth vaping. If the agency doesn't think their plans go far enough, it could order their products off the market. Those five brands make up more than 97 percent of the U.S. market for e-cigarettes, FDA says.

The FDA is "reconsidering our overall approach" after a review of preliminary data on youth vaping, Gottlieb told USA TODAY.

"Teenagers are becoming regular users, and the proportion of regular users is increasing," says Gottlieb, a physician. "We're going to have to take action."

"No one can look at the data and say there's no problem," he says.

More than 2 million middle school, high school and college students use the battery-powered devices to heat liquid-based nicotine into an inhalable vapor. E-cigarettes are by far the most popular tobacco product among teens: Nearly 12 percent of high school students and 3 percent of middle school students used the device in the past 30 days, according to the 2017 National Youth Tobacco Survey.

Some parents want the FDA to go farther.

Kelli Cogan says her 15-year-old son was able to get free Juul cartridges online last year by using his father's name and birth name and having them shipped to a different address. The Ohio woman says the company offered to block her husband's name from ordering, but she didn't think that was sufficient.

Juul spokeswoman Victoria Davis says the company now requires an age-verified signature on delivery and has made other changes to protect against distributing e-cigarettes to children under the legal vaping age in their states.

That's not enough for Jon Ahles of St. Paul, Minnesota.

"I have two teenagers that are now vape addicts," he says. "The first thing that the FDA needs to do is ban nicotine. These kids do not have a chance."

The FDA's new approach is much faster than the rule-making process the agency announced in March. That was quickly criticized as too little, too late by public health advocates.

The brands will no longer be largely immune from regulations simply because they were already on the market in August 2016 when the FDA announced e-cigarettes would be regulated like other tobacco products.

Companies whose products were ordered off the shelves would have to show they have a net positive public health benefit before resuming sales.

The FDA also announced the results of its largest enforcement effort yet against e-cigarettes. The agency targeted more than 1,300 online and brick-and-mortar retailers with warning letters or civil penalties for selling to minors. Officials said 131 of the retailers will have to pay penalties.

Gottlieb told USA TODAY last month that the FDA was weighing the benefits of e-cigarettes in helping adults quit smoking against the risk to young people who become addicted to tobacco through vaping.

Many adults prefer flavored e-liquid when they are trying to quit. But Gottlieb now says he's prepared to make vaping less attractive to adults if it reduces the harm to teens.

Gottlieb said the agency could also target "cartridge-based products," such as the USB-sized Juul, which is favored by teens and sold in convenience stores. Adults tend to use bulkier "open tank" vaping products, he said.

A spokeswoman for Vapers United, a group that promotes vaping as a way to quit smoking, said the FDA's moves could send people back to cigarettes.

"The FDA needs to be very cautious about the adverse effects that flavoring bans or excess regulation could have on this trend – smokers using vapor as a way to stop consuming cigarettes and move towards a healthier lifestyle," spokeswoman Liz Mair said.

The companies targeted by FDA struck a conciliatory tone.

JUUL Labs CEO Kevin Burns said the company "will work proactively with FDA in response to its request."

"We are committed to preventing underage use of our product, and we want to be part of the solution in keeping e-cigarettes out of the hands of young people," he said in a statement.

A spokesman for Phillip Morris parent Altria, maker of the MarkTen XL, said the company welcomed the FDA action.

We "look forward to sharing our thoughts about how to prevent and reduce youth use, an issue we have focused on for decades," spokesman David Sutton said.

"We strongly believe kids shouldn't use any tobacco products and take a number of steps to prevent kids from getting access to all tobacco products," he said.

Anthony Hemsley, Logic's head of corporate affairs, said the company will work with the FDA "to demonstrate that Logic markets its product only to adults."

R.J. Reynolds Vapor, maker of Vuse, said it supports "eliminating youth usage of all tobacco products."

Fontem Ventures, owner of the Blu brand, said it welcomes "the opportunity to demonstrate, and work with the FDA to further strengthen, our youth access prevention policies and procedures. We will continue to work with regulators in the US and elsewhere to implement best practices in all our commercial activities."

In the past, Burns has warned that restricting flavors "will negatively impact current adult smokers" who want to switch from smoking to vaping.

He said the company would support "reasonable regulation" to restrict advertising and the naming of flavors such as cotton candy and gummy bear that target children.

Vaping can also help younger smokers quit.

Spencer Re of Napa Valley, Calif., says he started vaping five years ago as a senior in high school. That led him to start smoking in college. Cigarettes eventually "completely replaced vaping," he said. When he wanted to quit, he says, he turned back to e-cigarettes.

Juul has mounted an aggressive advertising campaign, including full-page ads in newspapers, targeting parents with messages about teen vaping.

The FDA said Wednesday for the first time that some e-cigarettes might be on the market illegally. Officials said they're investigating some manufacturers for violating rules that require regulators' approval to introduce new products after August 2016. They would not say which companies they are investigating.

The American Lung Association, the American Academy of Pediatrics and other health groups sued the FDA in March over a delay announced last year in the deeming regulations from August 2018 to 2022.

Gottlieb said last month that even the 2022 deadline would be a challenge for some manufacturers to meet, so they had "better start now."

"What we're living through now are the unintended consequences" of Gottlieb's decision to move the compliance date, says Robin Koval, CEO of the Truth Institute. "Congress gave FDA all the authority and FDA has all the tools they need to regulate this market and they need to do this quickly."

She's heartened by Gottlieb's new stance on vaping, but worries that giving companies the chance to tell regulators how they plan to prevent teen vaping is like "asking the proverbial fox to guard the henhouse."

Re says he can't stand the taste of tobacco and cream flavors, so he vaped only fruity flavors.

He thinks the idea that vaping is a "forbidden substance," more than the flavors, is what makes it more attractive to teens.

Psychologists worry that vaping in youth signals mental health problems.

Melissa Sporn, a Fairfax County, Virginia, child psychologist, said teen patients are "self medicating" with e-cigarettes. Usually, she said, it's because they are anxious or depressed.

"it's a numbing of those feelings," she said.

Jack Cao, who co-owns a chain of vape shops in California, Texas and Virginia, questions whether a ban on the sale of flavored e-liquid would have much impact.

If stores such as his could not sell flavored e-liquid, he said, it would only encourage a new industry of flavors that users themselves would mix with unflavored liquid.

Still, he's been bracing for tougher FDA regulations that could dramatically reduce if not eliminate his vaping business.

He has started a tee shirt business in the back of his Falls Church, Virginia, shop.