

Objective 3: Broaden the public health framework for tobacco to address the triangulum of tobacco, cannabis, and e-cigarettes

Taking on Tobacco, Vaping, and Cannabis

The tobacco control landscape is changing fast. New products like JUUL and other **e-cigarettes** present new challenges. Legalized cannabis threatens to renormalize smoking, and the **rapidly growing cannabis industry** has adopted tobacco industry tactics including predatory marketing to vulnerable communities. The situation demands a **strong public health response** that takes on the **combined threat of tobacco, vaping, and cannabis**.

Strategies

Increase understanding of the interconnectedness of tobacco and cannabis

Consider e-cigarettes a threat to public health, whether used to vape nicotine, cannabis, or other substances

Make sure vaping and cannabis use are restricted wherever tobacco use is prohibited

Expose and oppose the increasing alliance between the tobacco and cannabis industries

Reject the renormalization of smoking

Key Concepts: The Triangulum

- The “Triangulum” of tobacco, e-cigarettes, and cannabis presents new challenges and threatens to undo progress achieved by the tobacco control movement
- California youth now use e-cigarettes more than cigarettes (10.9% vs. 2.0% in 2017-18), with cannabis use higher than overall tobacco use (14.7% vs. 12.7%).
- E-cigarettes are also used to vape cannabis, a practice linked to thousands of cases of EVALI (e-cigarette, or vaping, product use-associated lung injury), a serious lung disease
- Vaping has led to an increasing overlap of tobacco and cannabis, and the industries that produce them are evolving in ways that bring them more closely in line with each other

Strengthen the public health framework for cannabis

Improve public health protections and school-based prevention programs for cannabis

Create a public health, research funding, and education oversight committee for cannabis policy

Support the use of more Proposition 64 funding for research on public health needs related to cannabis

Fight normalization of cannabis use

Use proven tobacco control strategies to reduce the demand for cannabis among youth and protect non-users from secondhand smoke exposure

Ensure that restrictions on cannabis advertising are consistent with tobacco and applied equally across all communities

Include cannabis in school-based tobacco prevention programs and public education campaigns

Direct cannabis tax revenues to youth prevention programs aligned with tobacco prevention programs

Protect priority populations

Partner with groups to counter predatory cannabis marketing that targets Black, Latino, and other communities that already suffer tobacco-related health disparities

Counter the impact of predatory marketing through school-based tobacco education and media literacy

Reduce exposure to secondhand smoke by restricting cannabis use in multi-unit housing, workplaces, parks, and other public places

Make sure that enforcement of cannabis regulations does not impact individuals and communities in ways that make social inequalities worse

Conduct research on tobacco and cannabis use

Support research into the health effects of using tobacco and cannabis together and track patterns of use among different populations and age groups

Analyze new products, including those that combine tobacco and cannabis, and how devices, delivery methods, flavors, and other features affect uptake and use

Document the increasing potency of tobacco and cannabis products and find out how high levels of nicotine and tetrahydrocannabinol (the active ingredient in cannabis) affect use and dependence