

**EXECUTIVE ORDER**  
**19-18**

WHEREAS, the use of vaping devices, also known as electronic cigarettes or e-cigarettes, has proliferated among the youth of the country and in Missouri in particular; and

WHEREAS, the United States Centers for Disease Control and Prevention (CDC) has reported that, as of October 1, 2019, there have been 1,080 lung injury cases and 18 deaths associated with using vaping products across the country this year; and

WHEREAS, as of October 4, 2019, there have been 22 reports of vaping-related illnesses in Missouri, including one death, with a majority of such reports being among individuals aged 15-24; and

WHEREAS, public health professionals from the CDC and the United States Food and Drug Administration (FDA) are actively investigating these vaping-related illnesses but have not yet been able to determine the precise cause; and

WHEREAS, despite laws prohibiting the use of vaping devices by persons under 18 years old, the Missouri Student Survey has reported increased usage of vaping devices by Missouri middle school and high school students every survey year since 2014, rising from 19.1% who say they have used vaping devices at some point in their lives in 2014 to 26.9% in 2018; and

WHEREAS, the 2018 National Youth Tobacco Survey has shown that usage of vaping devices among high school students increased nationally by 78% from 2017 to 2018; and

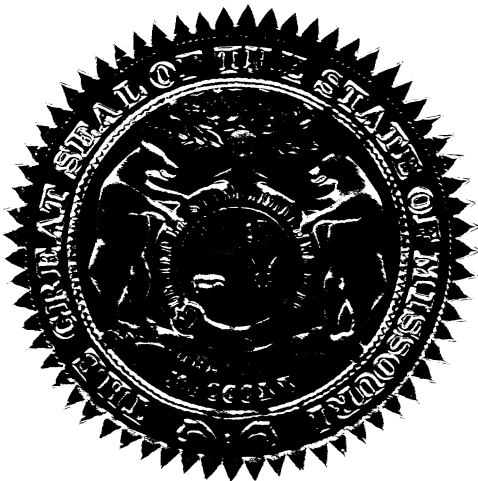
WHEREAS, flavored vaping products containing nicotine and the targeted marketing of said products have contributed to an increase in the use of said products by the youth; and

WHEREAS, data released by the CDC and FDA show a rapid increase in youth vaping and have labeled such use an “epidemic”; and

WHEREAS, school districts around the country have recognized the harm that vaping devices have caused its student population by bringing suit against the vaping device manufacturer Juul; and

WHEREAS, it is crucial the State take actions necessary to protect the health and safety of Missouri’s youth;

NOW, THEREFORE, I MICHAEL L. PARSON, GOVERNOR OF THE STATE OF MISSOURI, by virtue of the authority vested in me by the Constitution and laws of the state of Missouri, do hereby order the Department of Health and Senior Services, the Department of Elementary and Secondary Education, and the Department of Public Safety to, within 30 days of this order, use existing resources and appropriations to collaborate in developing a statewide campaign designed to educate, warn, and deter the use of vaping devices among the youth of the state of Missouri. As part of the aforementioned collaboration, I further direct such agencies to review the evidence regarding the effects of vaping-related injuries specifically amongst youth, and tailor the education campaign to counter the marketing practices of the vaping industry that target youth. In developing said education campaign, the agencies shall further examine similar campaigns used by other states and by the federal government in order to select a campaign that has proven successful in achieving the desired result of reducing use of vaping products by youth.



IN WITNESS WHEREOF, I have hereunto set my hand and caused to be affixed the Great Seal of the State of Missouri, in the City of Jefferson, on this 15th day of October, 2019.

Michael L. Parson  
Governor

ATTEST:

John R. Ashcroft  
Secretary of State