





Electronic Cigarettes

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Overview



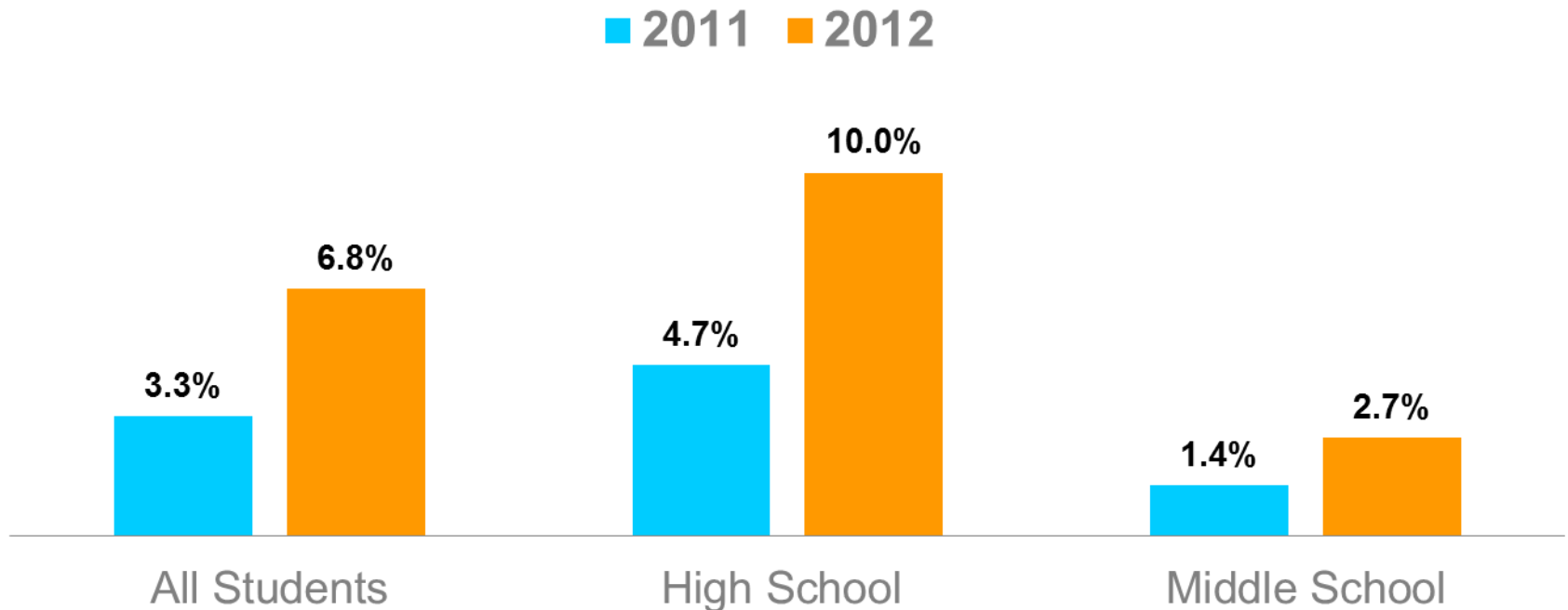
Electronic Cigarettes (ecigs)

- Who is using them?
- What is the science?
- CDC statements
- Organizations on the record
- Potential harms and benefits
- Federal law

2011 to 2012 - E-cigarette ever use more than doubled among students



Youth E-cigarette Ever Use, National Youth Tobacco Survey, United States



Centers for Disease Control and Prevention (2013). "Notes from the Field: Electronic Cigarette Use Among Middle and High School Students — United States, 2011–2012." Morbidity and Mortality Weekly Report 62(35): 729-730.

2014 - YOUTH electronic cigarette use surpasses cigarettes



“In 2014, e-cigarettes were the most commonly used tobacco product among middle (3.9%) and high (13.4%) school students. Between 2011 and 2014, statistically significant increases were observed among these students for current use of both e-cigarettes and hookahs.”

Centers for Disease Control and Prevention (2015). "Tobacco Use Among Middle and High School Students — United States, 2011–2014" *Morbidity and Mortality Weekly Report* 64 (14): 381-385.



Rhode Island Youth – Tobacco Use

RI high school cigarette smoking prevalence rate is 8.0%

RI is one of four states whereby the prevalence rate for high school cigar, smokeless or spit tobacco use surpasses cigarettes

Over 13.0% of RI youth reported past 30 day usage of Hookah

RI has the highest self-reported retail youth buy rate in the country of over 28 percent

ADULT electronic cigarette use



The percentage of adults who have used an e-cigarette at least once rose from 3.3% in 2010 to 8.5% in 2013.

Current cigarette smokers who have ever used an e-cigarette increased from 9.8% in 2010 to 36.5% in 2013.

Former cigarette smokers who have ever used an e-cigarette increased from 2.5% in 2010 to 9.6% in 2013.

The percentage of adults who are aware of e-cigarettes nearly doubled, from 40.9% in 2010 to 79.7% in 2013.

Brian A. King, Roshni Patel, Kimberly Nguyen, and Shanta R. Dube. "Trends in Awareness and Use of Electronic Cigarettes among U.S. Adults, 2010-2013." *Nicotine & Tobacco Research*. First published online September 19, 2014, doi:10.1093/ntr/ntu191



Electronic Cigarettes - The Science

In the United States electronic cigarettes are completely unregulated

Most electronic nicotine devices (END) have not been tested by independent scientists

Limited testing has revealed a wide variation in regard to toxicity of contents and emissions

There has been enough testing to know that the aerosol is not just “water vapor”



Ecig Use - The Science (continued)

There is no evidence/data establishing the safety of ecigs

Claims that ecigs can serve as an effective cessation device is unfounded. Efficacy has yet to be evaluated. They are not recognized by FDA as a cessation tool.

(Current FDA ban on sales, marketing and advertising of tobacco products does not apply to ecigs)



CDC on electronic cigarette use

Potential Harm – Health Risks

- May lead to regular use of nicotine and/or use of cigarettes in youth or adult non-smokers
- May delay quitting and/or diminish the chances a smoker will quit by leading to long-term END use
- May discourage smokers from using proven quit methods
- May increase former smoker relapse

Potential Harm – Health Risks (continued)



Electronic cigarette use may –

- Expose children and adolescents, pregnant women, and non-smokers to 2nd hand aerosol or psychoactive substances
- Glamorize or renormalize tobacco use
- Result in poisonings among users or non-users

CDC on electronic cigarette use



Potential Benefit

- Could lead to complete long-term substitution by established smokers
- Short term use may aid in quitting
- Use could assist in transfer to a society with little or no use of burned (combusted) products



CDC supports an indoor ban

An electronic cigarette ban in public places might be beneficial in that it would:

- Assure clean indoor air
- Support tobacco free norms
- Support smoke-free enforcement given ecigs can be used outside of conventional smoking

State Laws Prohibiting Sales to Minors and Indoor Use of Electronic Nicotine Delivery Systems —United States, November 2014. December 12, 2014 / 63(49);1145-1150.

Organizations on the Record



May 4, 2015

USPSTF found the evidence on
ENDS use as a smoking cessation
tool in adults or adolescents to be
insufficient



World Health Organization (WHO)

On July 21, 2014, WHO released recommendations regarding ecigs –

- Prohibit use indoors
- Products should be regulated by government
- Products should be labeled for nicotine content
- Product advertising should be limited so as not to promote use
- Prohibit product health claims until there is scientific evidence and regulatory approval
- No sales to minors

Ecig Policy Guidance Published August 24, 2014

- Electronic cigarettes should be included in smoke-free air laws
- AHA supports inclusion in laws that limit marketing and advertising
- Electronic cigarettes should be taxed
- Electronic cigarettes should be part of tobacco screening, but there is not enough evidence for ENDS to be used as a primary cessation aid

American Lung Association



- Include electronic cigarettes in smoke free laws and ordinances
- Tax e-cigarettes at a rate equivalent with all tobacco products, including cigarettes
- Ban flavored e-cigarette products
- E-cigarettes should be defined as tobacco products

ASHRAE & AIHA



American Society of Heating, Refrigerating & Air-Conditioning Engineers

Requirements for ventilation of spaces which are free of environmental tobacco smoke. This definition now includes emission from ecigs and cannabis

American Industrial Hygiene Association

Ban ecigs use from indoor environment so as to be consist with current smoking bans

Rhode Island Organizations - Letter to the Senate 4/16/2015



“The undersigned public health organizations and public health professionals are in strong support of the intent of S489 that would add electronic nicotine delivery system to Rhode Island’s smoke free workplaces and public places law”

- ❖ American Lung Association in Rhode Island
- ❖ Campaign for Tobacco-Free Kids
- ❖ RI Medical Society
- ❖ RI Academy of Family Physicians
- ❖ Thundermist Health Center

Tobacco Control Act of 2009

Applies to: “cigarettes, cigarette tobacco, roll-your own tobacco, and smokeless tobacco and to *any other tobacco products* that the Secretary *by regulation deems to be subject to this chapter.*”

With “deeming”, FDA is looking to regulate electronic cigarettes as a “tobacco” product.



Proposed FDA “Deeming” Regulation

- Prohibit electronic cigarette sales to anyone under 18
- Require ingredient disclosure
- Require FDA approval before marketing any new electronic cigarette products
- Require a warning label for ecigs -
 “*WARNING*: This product contains nicotine derived from tobacco. Nicotine is an addictive chemical”

Summary



- Electronic cigarette use is increasing substantially every year for both adults and youth
- Electronic cigarettes are not “safe” – *they are completely unregulated!!*
- Electronic cigarette product claims regarding cessation are unproven
- Potential for electronic cigarette harms and benefits depends on the context
- Further research is needed



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