





Electronic Cigarettes

**Tobacco Free Rhode Island
Annual Meeting - October 30, 2015**

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Overview



Electronic Cigarettes (ecigs)

- Who is using them?
- 2009 Tobacco Control Act
- What is the science?
- CDC - potential harms and benefits
- Federal, state and local initiatives
- Next steps

New this week

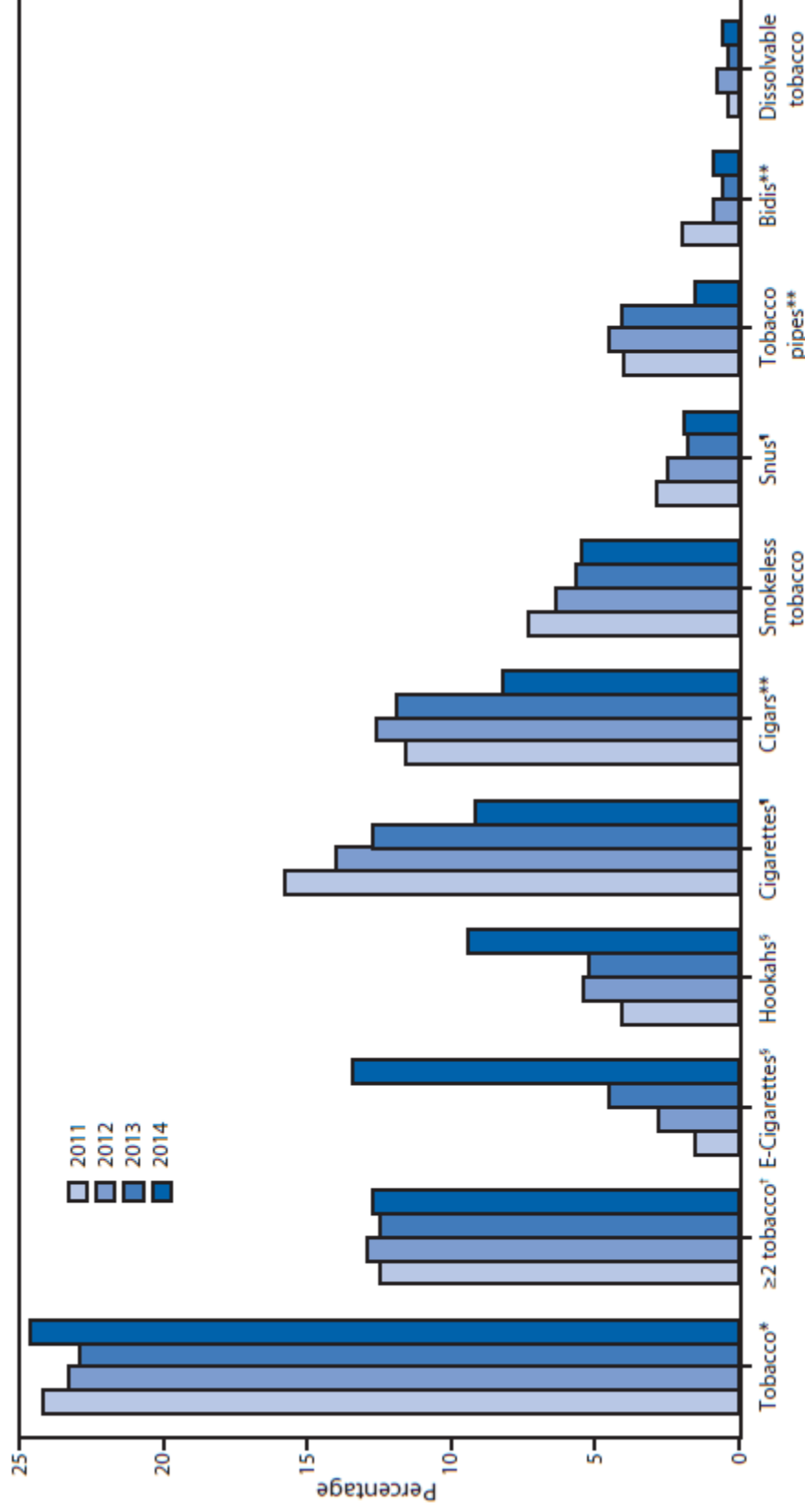


- American Academy of Pediatrics position statement – age 21, taxes, ban on flavors and advertising
- Federal Office of Management & Budget – Review of FDA proposed regulations to include electronic cigarettes
- HHS Nat’l Health Interview Survey released
- FAA – No electronic cigarette transport in luggage
- 2 news reports of ecigs blowing up

Electronic Cigarettes



2014: YOUTH electronic cigarette use surpasses cigarettes



The figure above is a bar chart showing the estimated percentage of high school students who used tobacco in the preceding 30 days, by tobacco product, in the United States during 2011-2014.

Rhode Island Youth – Tobacco Use



RI high school cigarette smoking prevalence rate is 8.0%

RI is one of six states whereby the prevalence rate for high school cigar 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.

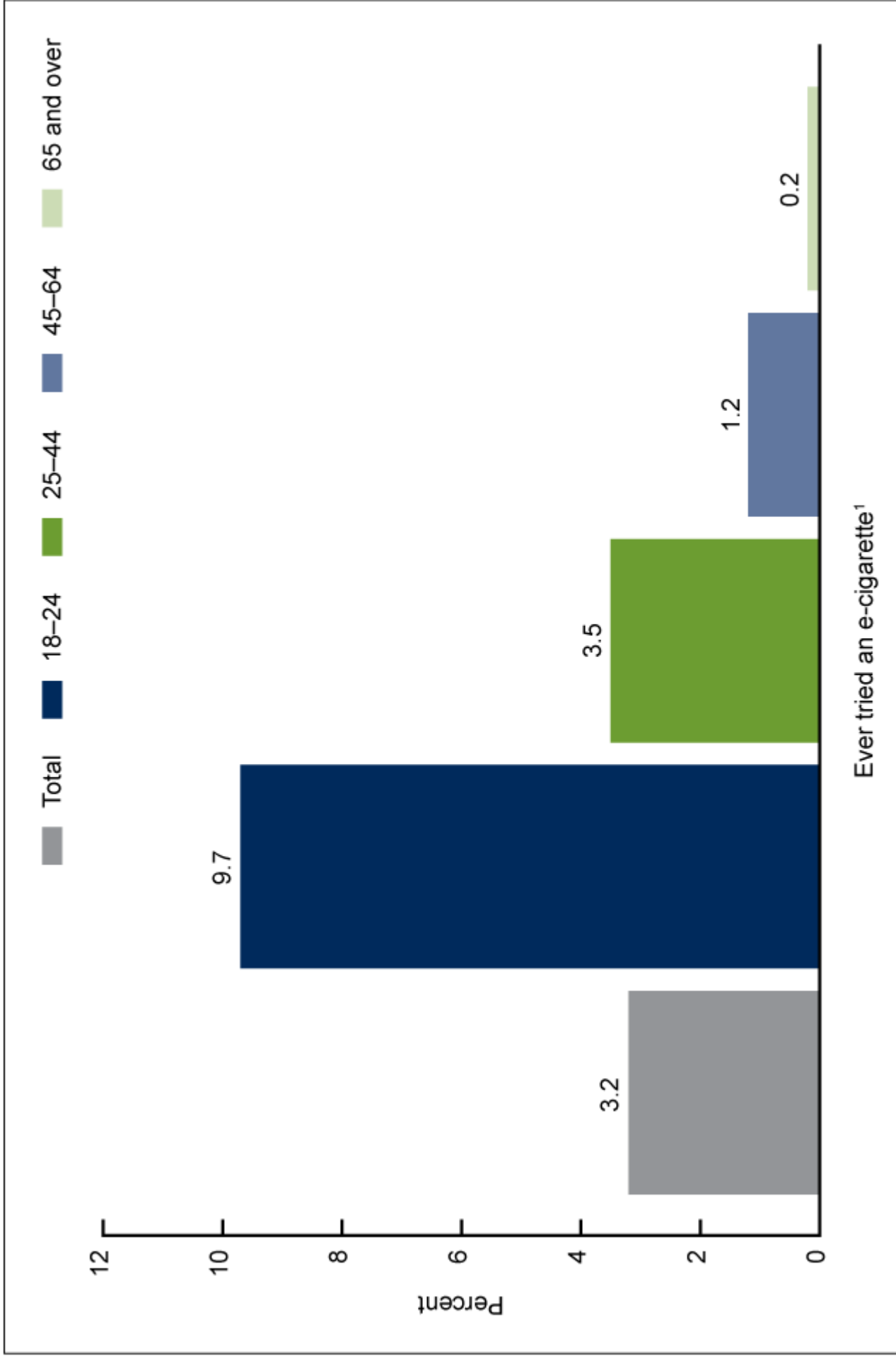
Current cigarette smokers who have ever used an e-cigarette increased from 9.8% in 2010 to 36.5% in 2013.

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

United States, 2014



¹Significant linear trend for age.

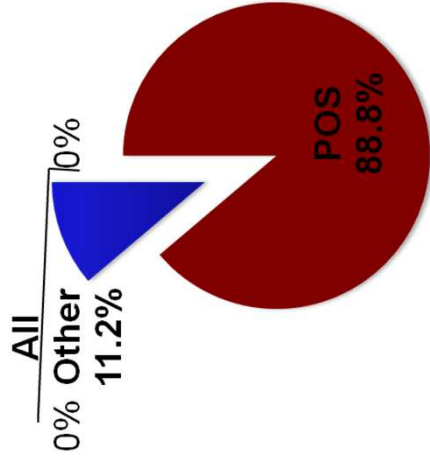
NOTES: Adults who had never smoked cigarettes includes those who had smoked fewer than 100 cigarettes in their lifetime. Based on household interviews with adults aged 18 and over.



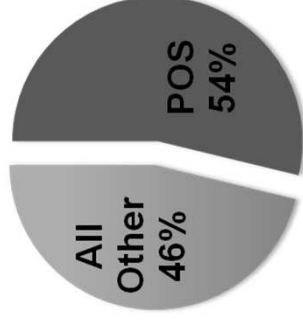
Tobacco Industry spends \$1M/hour at retail

\$7,673,534,192

2011 spent on cigarette and smokeless marketing, advertising and promotion at the point of sale



Cigarettes



Smokeless



Federal Trade Commission Cigarette and Smokeless Reports

Federal Law



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”

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)

Nicotine



- Is highly addictive
- Toxic to developing fetuses
- Can disrupt formation of brain circuits in youth
- In liquid form is dangerous (poisonings)

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.

Federal Legislation



2015

- H.R.478 & S. 430 – Would ban advertising that appeals to children younger than 18 years of age in states with restriction on under 18 sales. Would regulate as a tobacco product

- H.R.1517— require warning labels, child proof packaging, ban on advertising

2014

- S. 194 - tax cigars, pipe tobacco, smokeless & ecig products

State Legislation



2015

- H5690 (Rep. Tanzi) – ban indoor use of ecigs in workplaces.
Also, S0489 – (Sen. Miller)
- H5493 – (Rep. Melo) require child resistant packaging of ecig liquids
- S463 (Sen. Miller) – tax ecigs
- S482 (Sen. Ruggiero) require ecig signage

2014

- PL 2014-182 – requires ecig sellers to be licensed. Places ban on ecig sales to youth

Rhode Island Municipal Ordinances



Providence, Cranston & Central Falls

- electronic cigarette sellers must obtain a local tobacco retailer license

Providence and Central Falls

- There is a ban on the sales of flavored tobacco products including electronic cigarettes

Moving Forward -



Define as a “tobacco” product

Tax as a tobacco product

No indoor smoking (and outdoors where currently prohibited)

Require content labeling & safe packaging

Ban ecig discounts & price promotions

Ban ecig flavors & free samples

No self service displays at retail stores

Require local retailer license

Incorporate into work & HS policies

Conduct STARS Survey



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
- Federal, State & Local action is needed



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