



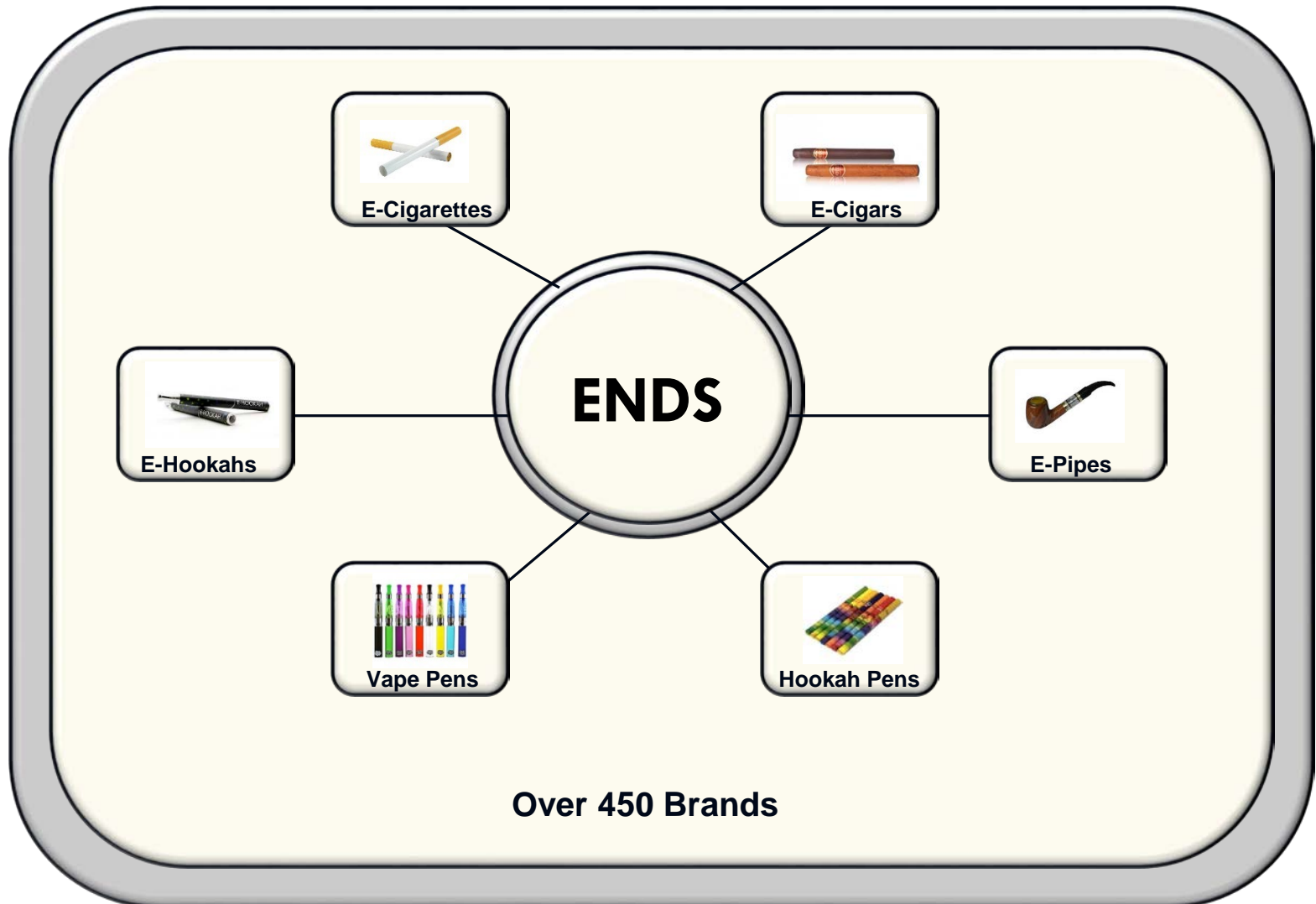
What you need to know about Electronic Cigarettes

Alicia Leizinger, MPH

Ramsey Tobacco Coalition

A program of the Association for Nonsmokers-MN

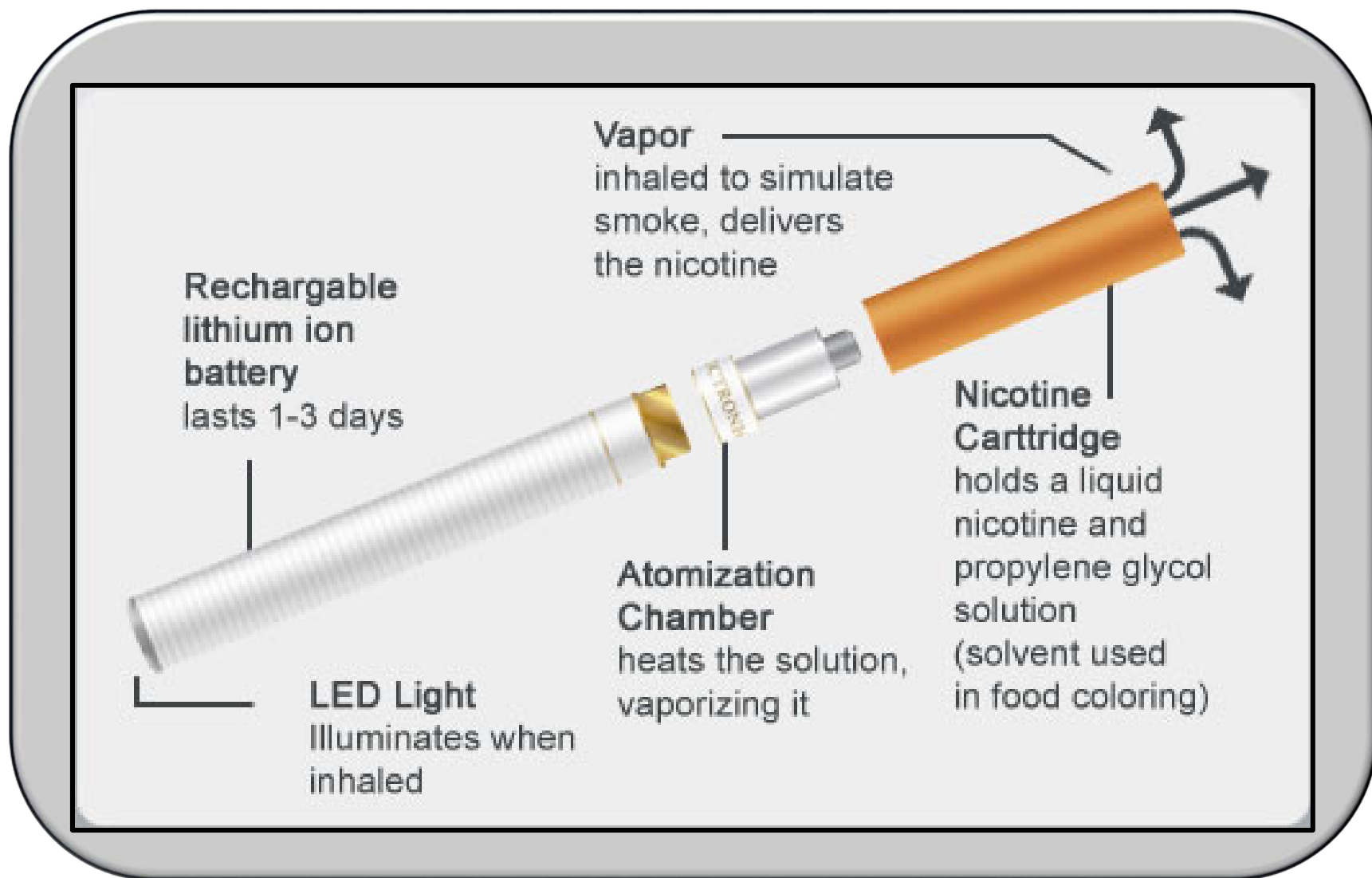
Electronic Nicotine Delivery Systems (ENDS)



Wide Variety



Anatomy of an E-Cigarette



E-Juice

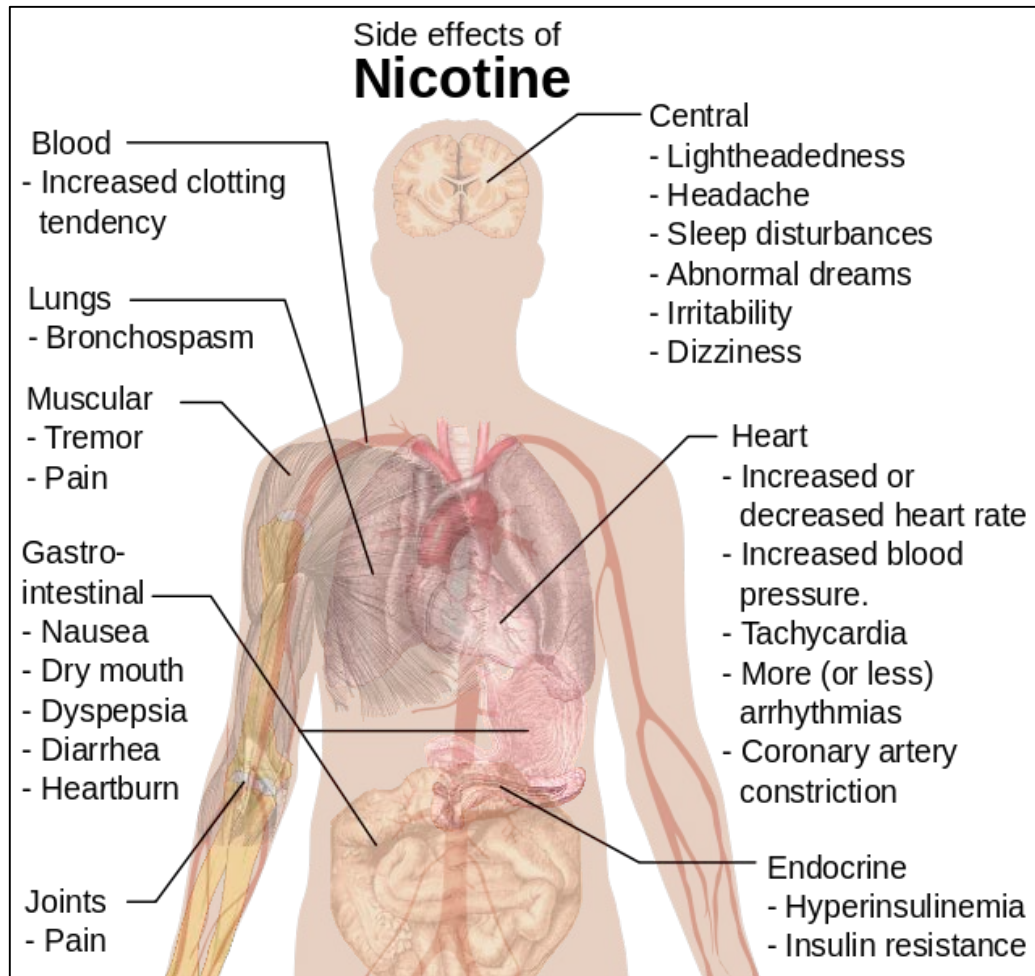
1. Propylene glycol or vegetable glycerin
2. Nicotine
3. Flavoring

Ingredients \neq chemicals

Not water or water vapor



Electronic Cigarettes & Nicotine



- Highly Addictive
- Adverse effects on the adolescent brain
- Fetal toxicity among pregnant women

Harmful and Potentially Harmful Ingredients in E-Cig Aerosol

- ❑ Nicotine
- ❑ Fine Particulates
- ❑ Volatile Organic Compounds
- ❑ Heavy Metals
- ❑ Other Compounds (e.g. Formaldehyde, Acrolein, Tobacco-specific nitrosamines)

- Czogala et al. Secondhand exposure to vapors from electronic cigarettes. *Nicotine & Tobacco Research*. 2014;16(6):655-662.
- Schripp et al. Does e-cigarette consumption cause passive vaping? *Indoor Air*. 2013;23(1):25-31.
- Williams M, et al. (2013) Metal and Silicate Particles Including Nanoparticles Are Present in Electronic Cigarette Cartomizer Fluid and Aerosol. *PLoS ONE* 8(3): e57987.
- McAuley, et al. Comparison of the effects of e-cigarette vapor and cigarette smoke on indoor air quality. *Inhalation Toxicology*. 2012;24(12):850-7.
- Goniewicz et al. Levels of selected carcinogens and toxicants in vapour from electronic cigarettes. *Nicotine & Tobacco Research*. March 2013.

Standard of Clean Air



Psychoactive Substances



E-Cigarettes can be modified to accommodate psychoactive substances, including:

- THC (active ingredient in marijuana)
- Heroin
- Methamphetamines
- Powdered cocaine
- Bath Salts



Youth Use in MN, 2014

E-Cigarettes

- Ever used?
 - ▣ 28.4% of high school students
 - ▣ 7.7% of middle school students

- Use in the past 30 days?
 - ▣ 12.9% of high school students
 - ▣ 3.1% of middle school students

Cigarettes

- Ever used?
 - ▣ 31.5% of high school students
 - ▣ 9.1% of middle school students

- Use in the past 30 days?
 - ▣ 10.6% of high school students
 - ▣ 1.6% of middle school students

Youth Use in MN, 2014

- 60.1% of high school students who used an e-cigarette in the past 30 days also used conventional tobacco products in the past 30 days.
- 22.4% of high school students who have tried an e-cigarettes have never tried conventional tobacco products.

Do e-cigarettes help people quit?

“These devices are unregulated, of unknown safety, and of uncertain benefit in quitting smoking.”

Truman Harrell, et al. (2013). Electronic Nicotine Delivery Systems (“E-cigarettes”): Review of Safety and Smoking Cessation Efficacy. *Otolaryngol Head Neck Surg.*

People who use e-cigarettes to quit smoking may be less likely to be successful than those who don’t.

- Vickerman et al. (2013) Use of electronic cigarettes among state tobacco cessation quitline callers. *Nicotine & Tobacco Research.*
- Popova & Ling (2013). Alternative tobacco product use and smoking cessation: A national study. *American Journal of Public Health.*
- Borderun, et al. (2014). Electronic cigarette use among patients with cancer: Characteristics of electronic cigarette users and their smoking cessation outcomes. *Cancer.*

Stick with those products we know are safe & effective.

The Tobacco Industry and E-Cigs

Lorillard



Photo source: <http://www.pcmag.com/slideshow/story/306456/your-new-year-s-resolution-quit-smoking-with-e-cigarettes/1>

The Tobacco Industry and E-Cigs

RJ Reynolds

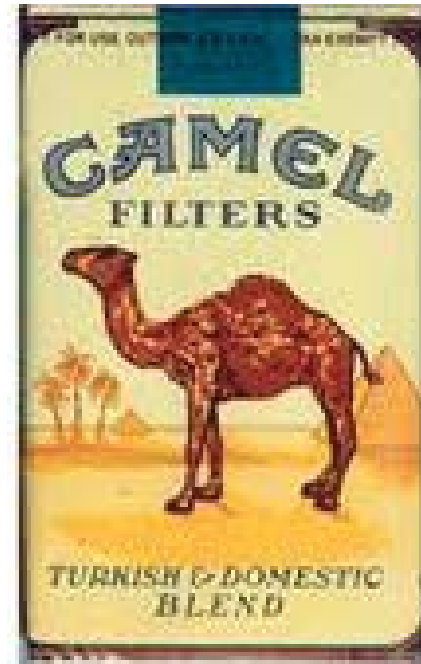


Photo source:

www.vaperanks.com

The Tobacco Industry and E-Cigs

Altria (A.K.A. Philip Morris)



Photo source: http://www.timesdispatch.com/business/agriculture/altria-says-it-will-have-superior-e-cigarette/article_3c40af16-b3a4-51c6-b534-70646d8845aa.html



Super Bowl Commercials 2014 NJOY's Spot Friend's Don't Let Fr...



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DEAR SMOKING BAN,



blu ELECTRONIC CIGARETTE



Take back your freedom to smoke anywhere with blu electronic cigarettes. blu produces no smoke and no ash, only vapor, making it the smarter alternative to regular cigarettes. It's the most satisfying way to tell the smoking bans to kiss off. Okay, maybe the second-most satisfying way.

New blu Smart Pack

blucigs.com

18+ only.

CALIFORNIA PROPOSITION 65 Warning: This product contains nicotine, a chemical known to the state of California to cause birth defects or other reproductive harm.

Source: www.trinketsandtrash.org

Vape Lounges & E-Cig Shops

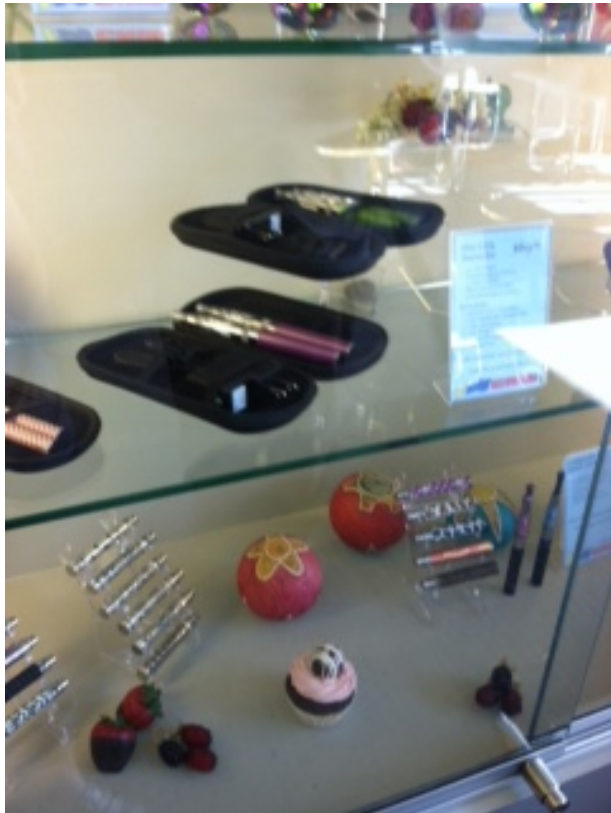


Photo:
Flavor options at a vape
shop

Vape Lounges & E-Cig Shops



Vape Lounges - Products



Flavors



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Flavor Cartridges

SHARE

No matter your style, there's a flavor of blu™ electronic cigarette for you.



Nicotine Liquid or “E-juice”



Flavored Tobacco





What does the tobacco industry
have to say about flavored
tobacco?



Sweetened tobacco products are:

“...for younger people, beginner cigarette smokers, teenagers . . . when you feel like a light smoke, want to be reminded of bubblegum.” ~Lorillard Executive, 1978

“Cherry Skoal is for somebody who likes the taste of candy, if you know what I’m saying.”
~US Tobacco Executive

“Graduation Theory”

- Tobacco industry documents reveal that tobacco companies developed a graduation theory
 - ▣ New users start with milder tasting and flavored products
 - ▣ After some time, they graduate to full-bodied, less flavored items

- One study found that the same flavorings used in Kool-Aid, Jolly Ranchers, Lifesavers, and Zotz candy were also used to flavor tobacco
 - ▣ Flavorings were often present in higher amounts in the tobacco products



Source: Brown JE, et. al. *New England Journal of Medicine*; May 7, 2014.

Flavored Tobacco Use Among Youth

- 44.3% of high school smokers usually smoke menthols.
- Only 22% of MN adult smokers usually smoke menthols.
- 18.4% of high schools have used hookah



Solutions

NEXT EXIT 

Three Levels of Regulation

Federal	State	Local
Production	Sale of Electronic Cigarettes	Sale of Electronic Cigarettes
Content and Labeling		
Advertising	Use in public spaces	Use in public spaces
Tax	Tax	

MN State Law

- Tobacco Modernization and Compliance Act of 2010
 - ▣ Illegal to sell an e-cigarette to a minor
 - ▣ Illegal for minors to possess an e-cigarette

- E-cigarettes containing nicotine are taxed the same as other tobacco products

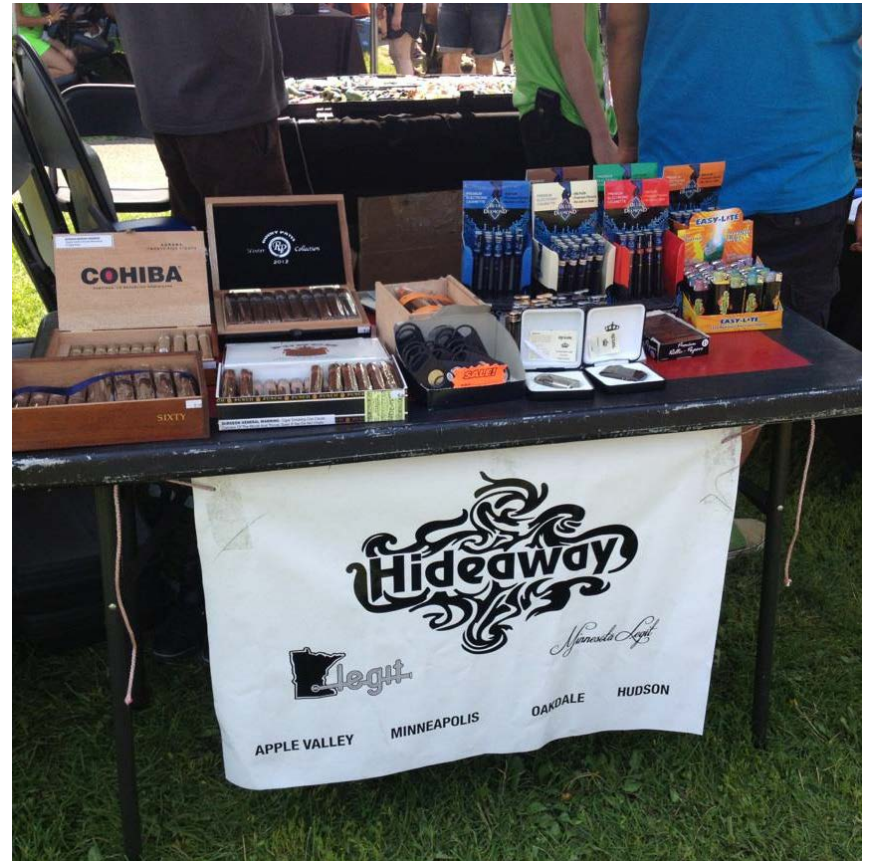
MN State Law (2014)

- Gives clear authority to cities and counties to license and regulate the sale of e-cigarettes
- Requires e-cigarettes be sold behind the counter in stores (except tobacco shops)
- Sets a minimum penalty for stores that sell e-cigarettes to minors

Effective Summer 2014

MN State Law (2014)

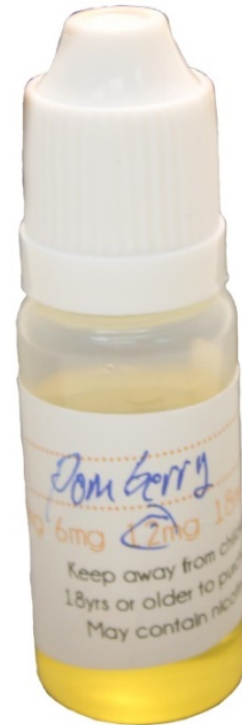
- ❑ Prohibits the sale of e-cigarettes from a moveable place of business such as mall kiosks
(Effective 1/1/2015)



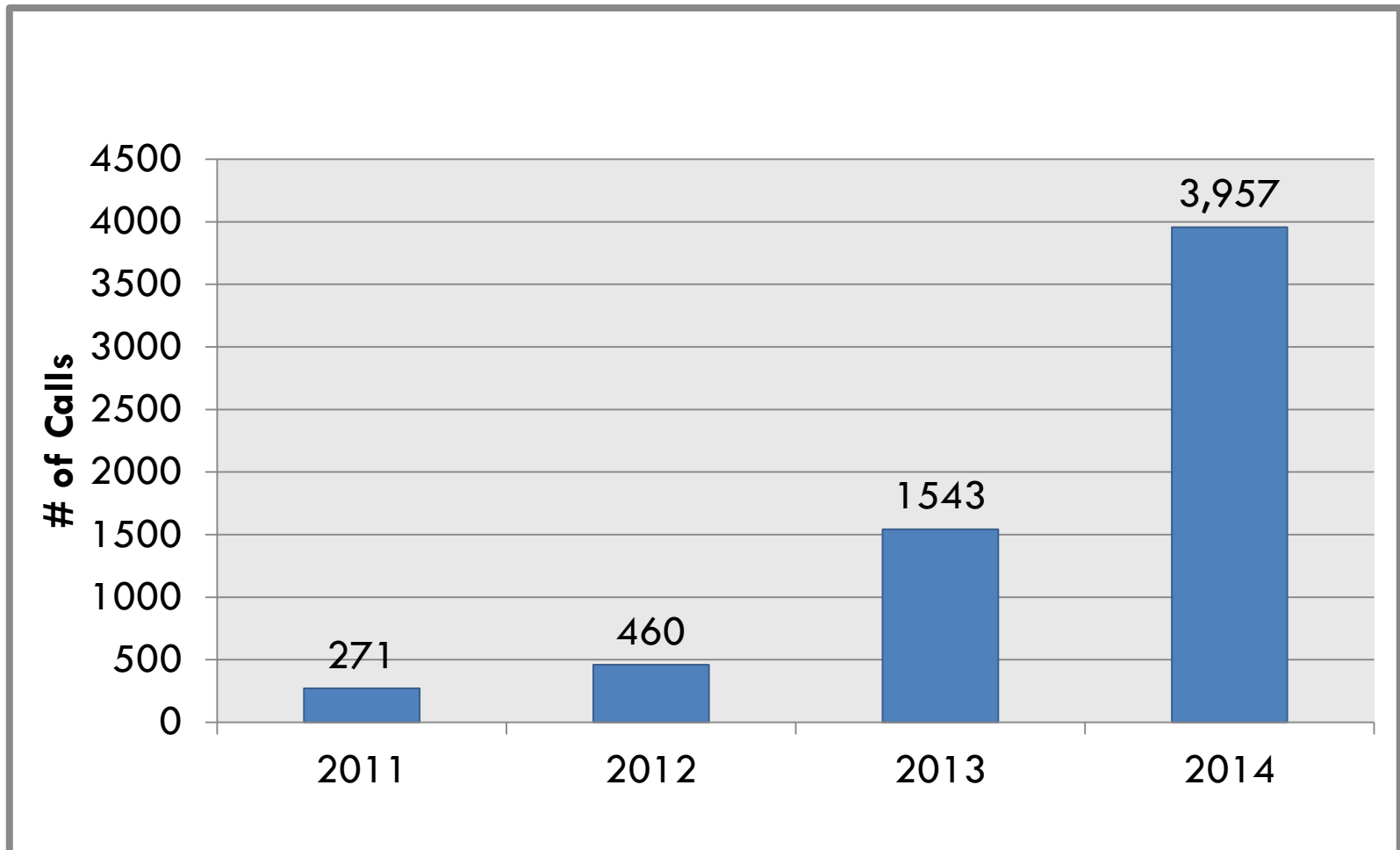
E-cigs for sale at MPLS Pride

MN State Law (2014)

- ❑ E-cig liquid must be sold in child-resistant packaging
- ❑ Effective 1/1/2015
- ❑ Enforced at the local level



E-cigarette Device and Liquid Nicotine Reported Exposures to Poison Centers



Source: American Association of Poison Control Centers

City & County Tobacco Licensing

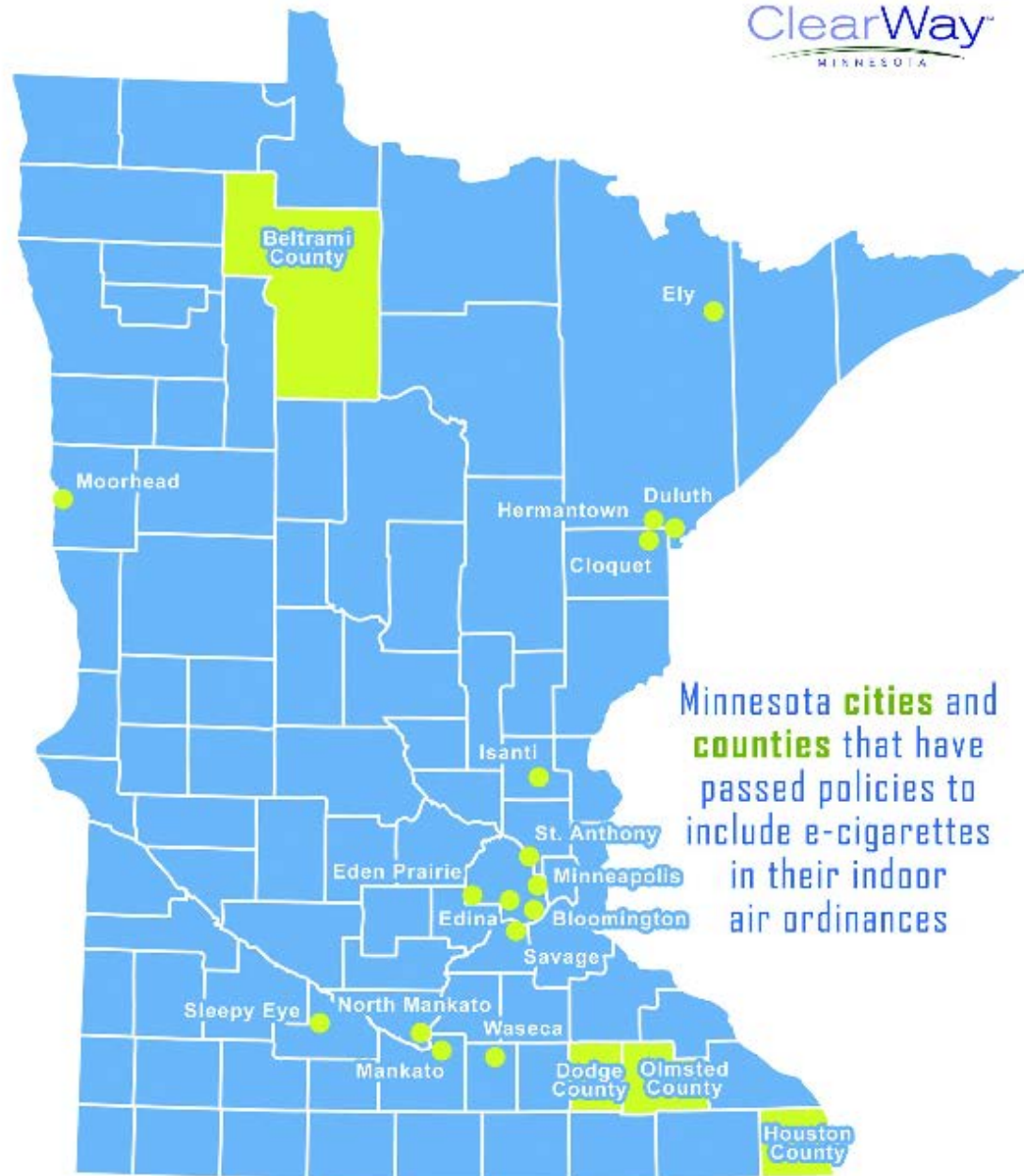
- Add electronic cigarettes to their current tobacco licensing ordinances.
 - ▣ Vendors must be licensed
 - ▣ Subject to compliance checks
 - ▣ No moveable places of business
 - ▣ Require e-cig liquid be sold in child-resistant packages



Standard of Clean Indoor Air

MN State Law (2014)

- ❑ Prohibits the use of e-cigarettes in all government-owned or leased buildings
 - ❑ City halls
 - ❑ Hospitals
 - ❑ Schools
 - ❑ Correctional facilities
 - ❑ State colleges and universities
 - ❑ DHS licensed facilities
- ❑ Not prohibited in other public places and worksites



Enforcement



THIS ENTIRE ESTABLISHMENT IS
SMOKE-FREE
INCLUDING ELECTRONIC CIGARETTES

MINNEAPOLIS ORDINANCE NUMBER 2014-Or-112

Smoking & Vaping Lounges

MN Clean Indoor Air Act allows for “sampling” in tobacco product shops.

Cities and Counties can:

- ❑ Prohibit indoor use of tobacco and/or electronic cigarettes in tobacco product shops.

K-12 Policy

- ❑ State Law: No use or possession of e-cigarettes in a public school facility
- ❑ Over 100 districts have adopted the MSBA model school policy addressing e-cigarettes.
 - ❑ Covers all school property and grounds



Summary



- E-cigarettes are growing in popularity among young people.
- E-cigarettes contain harmful substances.
- Cities and counties are doing more to protect young people and the general public.
 - ▣ Regulate the sale of e-cigarettes
 - ▣ Prohibit use in public places
 - ▣ Update school district policies and signage

Thank you!

Questions?

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Association for Nonsmokers-MN

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