

E-Cigs & Hookah Pens: Community concerns & policy solutions



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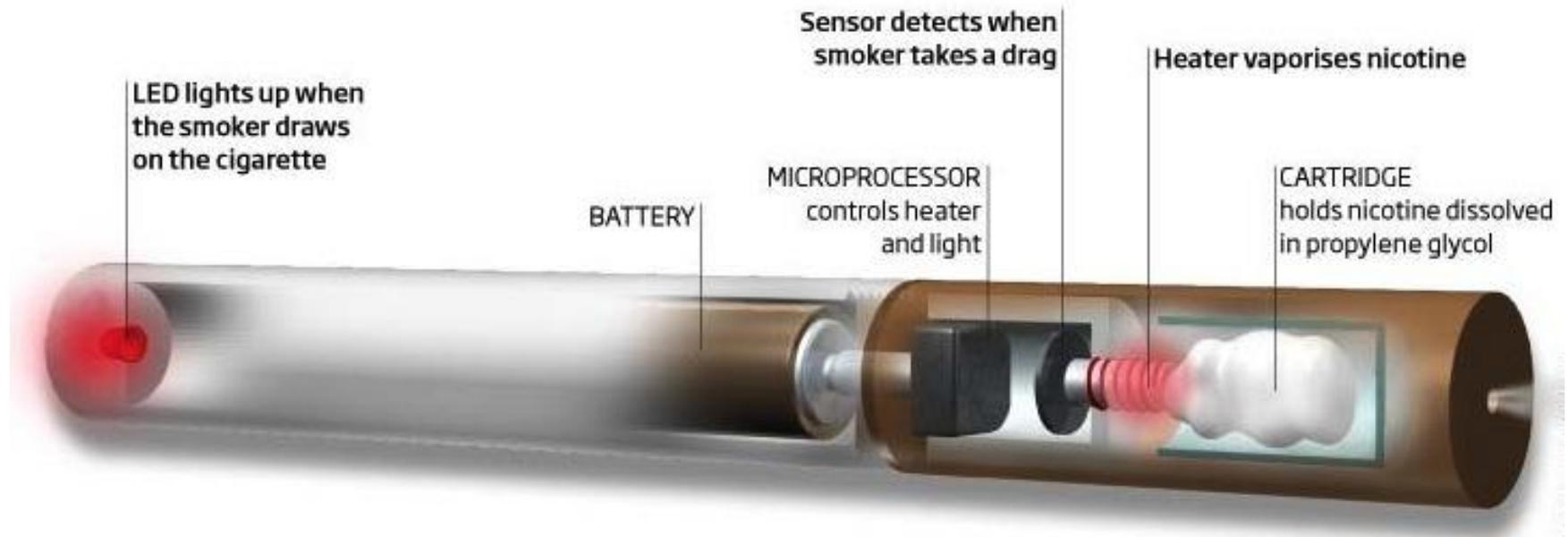
Agenda

- ▶ Overview of e–cigarettes / e–hookah
- ▶ Summary of science on e–cigarettes
- ▶ Concerns about e–cigarettes
- ▶ Recommendations: Inclusion of e–smoking / vapor delivery products in tobacco–free policies

What are e-cigarettes?

- ▶ Electronic cigarettes / e-hookah
 - ▶ E-cigarettes & e-hookah or hookah pens are electronic nicotine delivery devices. Some advertised as nicotine-free....but not
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How Do E-Cigarettes / E-Hookah Work?



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What Do E-Cigarettes Look Like?

- ▶ Variety in appearance
- ▶ Some e-cigarettes are disposable, others are rechargeable/refillable

Sometimes Conventional



Sometimes Decorative



May come in many different designs.

Sometimes Glamorous



Some are decorative, feminine, and unique.

Sometimes Modern



E-cigarettes often do not look like cigarettes.

Sometimes “Stealth”



E-LIQUID

GREAT TASTE, WITHOUT THE FANCY NAMES.



E-Liquids/ E-Solids



Hookah Pen



- ▶ Also called a “Shisha Stick” or “Shisha Vape”

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Tobacco Companies and E-Cigarette Companies



In 2013:

- ▶ **Altria** developed and began selling MarkTen (limited market)
- ▶ **British American Tobacco** developed and began selling Vype
- ▶ **Imperial Tobacco** acquired Dragonite International

In 2012:

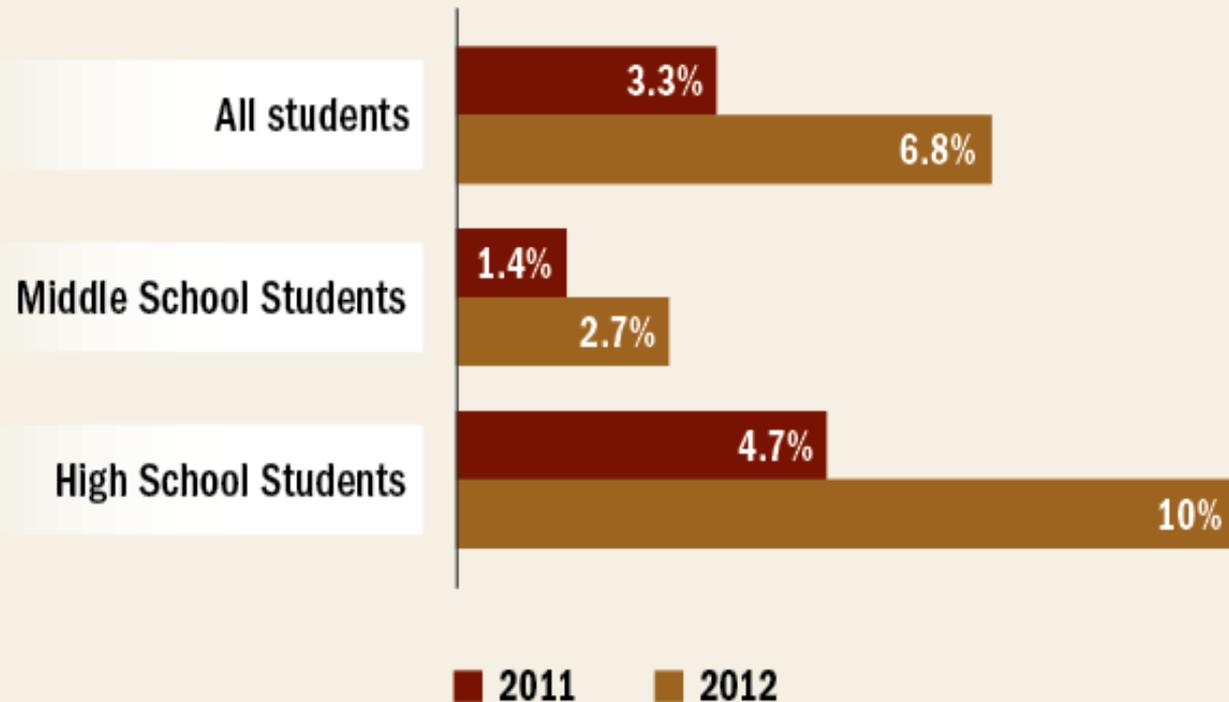
- ▶ **Lorillard** bought Blu
- ▶ **RJ Reynolds** created Vuse (limited market)

Youth E-Cigarette Use Doubled

- **Ever e-cigarette use** increased from 3.3% to 6.8% (estimated 1.78 million students)
 - **Current e-cigarette use** increased from 1.1% to 2.1%
 - **Dual use** of e-cigarettes and conventional cigarettes increased from 0.3% to 0.7%
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Youth E-Cigarette Use

E-CIGARETTE USE AMONG STUDENTS 2011-2012



Source: CDC, National Youth Tobacco Survey

Toxicity

- ▶ E-cigarette refill fluids vary greatly in toxicity.



Commonly Reported Health Effects

- ▶ Throat Irritation/ Sore Throat
- ▶ Mouth Irritation/ Dry Mouth/ Mouth Ulcers
- ▶ Dry Cough
- ▶ Dizziness
- ▶ Headache
- ▶ Nausea
- ▶ Allergic Reactions



Report on the presence of nicotine in 13 electronic cigarette brands

*Lab tests carried out by the Université de Montréal's Regional Centre for Spectrometry. Report dated January 15, 2013.

** traces of nicotine

Type	Brand	Tested positive for nicotine	Misleading label
Labelled as nicotine-free	EVO		
	Smoke NV menthol	x	x
	Esha	x	x
	Vapur	(x)**	x
	Ezee cig		
	Smoke NV disposable		
	Vapo-T	x	x
	Mini cigarette-café	x	x
	Mini cigarette-Marlbo	x	x
Labelled as containing nicotine	SlimLady	x	x
	CigBull soft- 300 puffs	x	x
	CigBull soft - 800 puffs	x	
	Kit decouverte (EC508)	x	x

May Contain Toxic Contaminants in Fluid and/or Vapor

- ▶ Formaldehyde
- ▶ Diethylene Glycol
- ▶ Nickel
- ▶ Chromium
- ▶ Cadmium
- ▶ Lead
- ▶ Fine and Ultrafine Particles
- ▶ TSNAs
- ▶ VOCs
- ▶ Heavy Metals
- ▶ Silicate Particles
- ▶ Acetaldehyde
- ▶ Acrolein
- ▶ Benzene
- ▶ Isoprene
- ▶ Nicotine
- ▶ Toulene*

Health Effects – Secondhand Vaping

“Overall, the e-cigarette is a new source of VOCs and ultrafine/fine particles in the indoor environment. Therefore, the question of “passive vaping” can be answered in the affirmative.

Explosions

Exploding e-cigarette could have killed my dogs and cats, terrified Atlanta woman says



Dylan Stableford, Yahoo! News September 4, 2013 12:19 PM
The Sideshow



LATEST NEWS

Man Loses Teeth and Part of Tongue in Electric Cigarette Explosion

MELISSA NELSON, Associated Press
February 15, 2012 4:07 PM

3-Year-Old Boy Catches Fire When Mom's E-Cigarette Explodes

Sep 24, 2013 | By Ruth Manuel-Logan

Share 150 Recommend 59 Tweet 44 Email Share 75

Poisonings

Liquid nicotine can poison kids

8:46 AM, Nov 12, 2012 |  29 comments

Electronic Cigarette Kills Toddler in Israel

Posted on May 29, 2013 by Karin Kloosterman in Cities with 24 Comments

"If you look at the container that the liquid is for the electronic cigarettes, it's in a small, almost looks like an eyedropper container or even some of those candies, have you seen, that you drip into your mouth," said Julie Weber, the Missouri Poison Center Director. "And just 1 milliliter is enough to cause a problem in a young child."

Impact on Schools / Healthcare Campuses / Public spaces

Use of e-cigarettes on campus/public spaces

- E-cigarettes can be used indoors and outdoors if existing policy does not include language on e-cigarettes/e-hookah

Concerns

- ▶ High-tech image and variety of flavorings attractive to youth and young adults.
- ▶ E-cig/e-hookah = nicotine delivery/addiction
- ▶ Enforcement confusion: Is it real or e-?

Concerns

- ▶ May enable individuals to e-smoke in smoke-free areas
- ▶ False advertising does not accurately inform consumers.
- ▶ Reports of people using these devices to vaporize other drugs such as marijuana, cocaine, and heroin, or alcohol.

Regulation

- ▶ Neither a drug delivery device nor a traditional tobacco product.
- ▶ Regulate use by students & adults on campus
- ▶ Eliminate youth access

Recommendations

- ▶ School districts can update their existing “tobacco-free” policies to include

....and electronic nicotine delivery systems, such as electronic cigarettes, electronic hookahs, and other vapor emitting devices, with or without nicotine content, that mimic the use of tobacco products any time...

- ▶ Municipalities can include similar language in their tobacco retailer licensing &/or smoke-free ordinances

Questions? Comments?

with thanks to the California Youth Advocacy
Network for use of their materials

www.cyanonline.org

And...thank you for your time!

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