



[www.octec.org](http://www.octec.org)

# Orange County Tobacco Education Coalition

The mission of the OCTEC is to reduce the use of tobacco and non-cessation nicotine (including electronic delivery systems) and to reduce exposure to secondhand smoke and vapor in Orange County.

## Public Health Position Statement on Electronic Cigarettes

The primary source of this information is the California Department of Public Health, California Tobacco Control Program, State Health Officer's Report on E-Cigarettes: A Community Health Threat, Sacramento, CA 2015. <http://www.cdph.ca.gov/programs/tobacco/Documents/Media/State%20Health-e-cig%20report.pdf>

March 2015

The Orange County Tobacco Education Coalition is concerned about the public health impact of electronic cigarette (e-cigarette) use. E-cigarettes are battery operated devices, often designed to resemble cigarettes that deliver a nicotine-containing aerosol. Among youth and young adults, e-cigarettes have many names such as e-cigs, e-hookahs, vape pens, vape pipes or mods. The liquid solution (e-liquid) used in e-cigarettes typically contains nicotine and is commonly referred to as "e-juice." It is sold in a variety of candy, fruit and alcohol flavors. OCTEC recognizes the following:

### E-Cigarette Use and Sales

- In 2014, teen use of e-cigarettes surpassed the use of traditional cigarettes for the first time, with more than twice as many 8th and 10th graders reporting using e-cigarettes than traditional cigarettes. Among 12th graders, 17 percent reported currently using e-cigarettes vs. 14 percent using traditional cigarettes.
- California young adults (18 to 29 years old) are three times more likely to use e-cigarettes than those 30 and older.
- Nearly 20 percent of young adult e-cigarette users in California have never smoked traditional cigarettes.
- In California, e-cigarette use among young adults (18 to 29 years old) tripled from 2.3 percent to 7.6 percent in only one year. Adults using e-cigarettes in the past 30 days doubled from 1.8 percent in 2012 to 3.5 percent in 2013.
- The availability of e-cigarettes is growing rapidly in our community and urgent action is needed. In 2013, e-cigarettes were available in 57.2% of stores that sold tobacco in Orange County, compared to 46% of stores statewide.<sup>1</sup>

### Health Effects of E-Cigarettes

- E-cigarettes contain nicotine, a highly addictive neurotoxin.
- Exposure to nicotine during adolescence can harm brain development and predispose youth to future tobacco use.
- E-cigarettes do not emit water vapor, but an aerosol that contains ultrafine particles and chemicals toxic to human cells. These chemicals in the aerosol travel through the circulatory system to the brain and all organs.
- Mainstream and secondhand e-cigarette aerosol has been found to contain at least ten chemicals that are on California's Proposition 65 list of chemicals known to cause cancer, birth defects, or other reproductive harm. These chemicals include acetaldehyde, benzene, cadmium, formaldehyde, isoprene, lead, nickel, nicotine, N nitrosornicotine, and toluene.

### Safety Risks

- The variety of fruit and candy flavored e-cigarettes entice children who may accidentally ingest them. Even a fraction of e-liquid may be lethal to a child.
- Calls to poison control centers in California and the rest of the U.S. have risen significantly for both adults and children accidentally exposed to e-liquids.
- E-cigarette cartridges may leak and are not equipped with child-resistant caps, creating a potential source of poisoning through ingestion and skin or eye contact.
- In California, the number of calls to the poison control center involving e-cigarette exposures in children five and under tripled in one year.
- Electronic delivery devices can malfunction, which may lead to burns, fires, and explosions.

## Myths about Cessation and Harm Reduction Claims

- There is no scientific evidence that e-cigarettes help smokers successfully quit traditional cigarettes.
- People who use e-cigarettes are no more likely to quit than people who smoke traditional cigarettes. One study found 89 percent of people using e-cigarettes still using them one year later and another study found that those people are also a third less likely to quit traditional cigarettes.
- People who use tobacco should consult with a healthcare professional to identify a clinically and scientifically FDA-approved cessation medication and/or contact the NEW LUNG line at 1-866-NEW-LUNG (1-866-639-5864), a free service for all Orange County residents, for help with quitting tobacco products.

## Unrestricted Marketing and Lack of Regulation

- E-cigarettes are being marketed to youth using appealing cartoon characters, celebrities, and flavors like cotton candy, gummy bear, and watermelon.<sup>2</sup>
- In three years, the amount of money spent on advertising e-cigarettes increased more than 1,200 percent.
- E-cigarette advertisements (ads) are on television (TV) and radio where tobacco ads were banned more than 40 years ago. Most of the methods being used today by e-cigarette companies were used long ago by tobacco companies to market traditional cigarettes to kids.
- Many ads state that e-cigarettes are a way to get around smoking bans, which undermines smoke free social norms. Various tactics and claims are also used to imply that these products are safe.
- The fact that e-cigarettes contain nicotine, which is highly addictive, is not typically included in e-cigarette advertising.
- E-cigarettes are currently not regulated by the Food and Drug Administration (FDA). Even with FDA regulation, the FDA does not have authority over clean indoor air laws, which determine "where" e-cigarettes may be used. Therefore, it is incumbent upon local jurisdictions to act and implement restrictions that protect the public from exposure to e-cigarettes and their emissions.

## OCTEC Recommendations

The Orange County Tobacco Education Coalition therefore, urges action by the County and the 34 incorporated jurisdictions within Orange County to establish policies that treat e-cigarettes in a manner consistent with that of traditional cigarettes in order to discourage use among youth, protect the public's health, and prevent future health disparities.

OCTEC recommends adopting policies that:

- restrict using e-cigarettes in indoor and outdoor environments
- regulate the marketing, sale, distribution and labeling of e-cigarettes, consistent with those regulating combustible tobacco products
- ban all advertising, promotion and sponsorship of e-cigarettes
- prohibit the promotion of e-cigarettes for tobacco cessation
- prohibit the display of e-cigarettes in retail stores
- prohibit the sale of e-cigarettes to minors (persons under the age of full legal responsibility)
- prohibit the sale of e-cigarettes and their refills in flavors that are appealing to children
- require packaging and labelling of e-cigarettes to include a list of all ingredients, the quantity of nicotine, and include appropriate warning labels
- prohibit the use of e-cigarettes in public places, workplaces or on public transportation
- establish consumer safety standards for e-cigarette cartridges, including ensuring manufacturing consistency and regulating the maximum quantity/dosage of nicotine they may contain<sup>3</sup>

<sup>1</sup> California Tobacco Control Program. California Department of Public Health. Healthy Stores for a Healthy Community. 2013; Available from: <http://www.healthystoreshealthycommunity.com/>.

<sup>2</sup> Campaign for Tobacco Free Kids, Fact Sheet: "7 Ways E-Cigarette Companies Are Copying Big Tobacco's Playbook". 2013.

<sup>3</sup> The International Union Against Tuberculosis and Lung Disease