

Understanding E-cigarettes and Other Emerging Tobacco Products

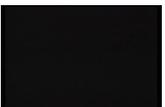
Maria Azzarelli
Office of Chronic Disease
Prevention and Health Promotion
Southern Nevada Health District
Tobacco Control Program



Topics to be Covered

- The toll of tobacco in the U.S.
- Emerging tobacco products
 - ❖ Cigars, Little Cigars, Cigarillos
 - ❖ Snus
 - ❖ Dissolvable Tobacco Products (Orbs, Strips, Sticks, Lozenges)
 - ❖ Chewing Tobacco, Snuff
 - ❖ Hookah
 - ❖ **Electronic Cigarettes/ E-cigarettes**
 - ❖ Oral Health Implications of Use
- How you can help
- Brief Tobacco Use Intervention

TV AD “I smoke when I’m Coloring”



The Toll of Tobacco

- Smoking is the leading cause of preventable death and kills 480,000 people each year in the U.S. than alcohol, AIDS, motor vehicle crashes, illegal drugs, murders, and suicides **combined**.*
- Tobacco use kills 1,200 people every day in the U.S.**
- Secondhand smoke is the third leading cause of preventable death in the U.S., killing an estimated 53,000 nonsmokers each year.**

**Campaign for Tobacco-free Kids*

***U.S. Centers for Disease Control and Prevention*

The Toll of Tobacco in the U.S.

- The tobacco industry spends over \$8.8 billion each year/\$24 million per day to market their products in the U.S.
- In the U.S., \$170 billion is spent in annual public and private health care costs directly caused by smoking.
- Tobacco use costs the U.S. \$151 billion in lost productivity each year.

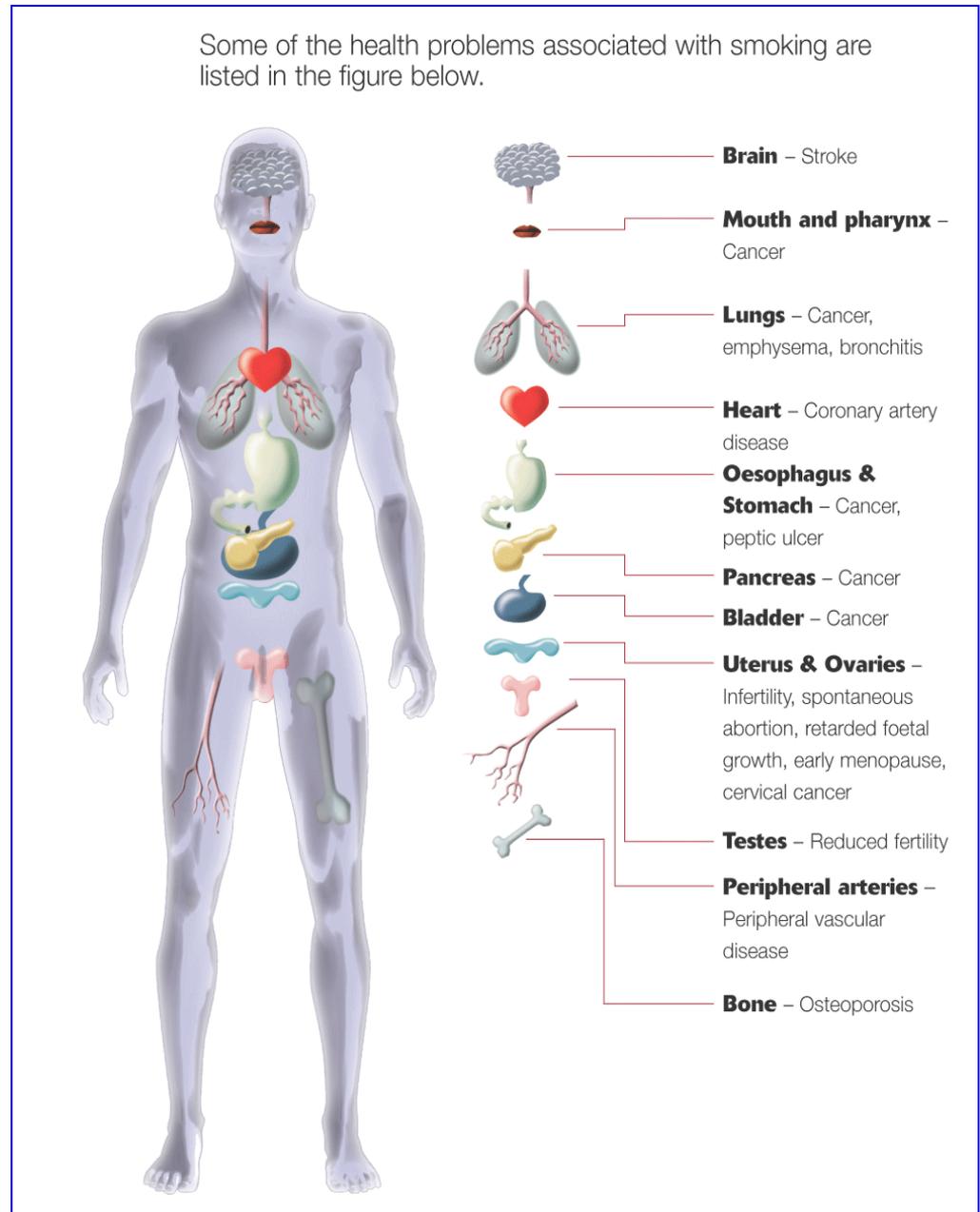


The Cost of Smoking: Encouraging People to Quit Smoking During Difficult Economic Times...

- If a person smokes 2 packs a day, that's \$4,701.20 a year in Nevada.
- In 20 years that's enough money for a down payment on a house, to buy a car, or to help pay for a child's college education.
- Use the "teachable moment" to help people realize the costs of smoking.



Smoking
damages
ALL
OF
THE BODY:
healthcare
providers
know this,
the general
public is not
completely
aware.



Oral Cancer

- According to the Oral Cancer Foundation, approximately **43,250** Americans will be diagnosed with **oral cancer or pharyngeal cancer this year.**
- Oral cancer will cause over **8,000 deaths each year.**
- Of the 43,250 people diagnosed with oral cancer this year, only 43% will still be alive in 5 years.
- 2:1 male to female ratio (this ratio is changing with the increased incidence of tobacco and alcohol use in women).
- Usually occurs after the age of 40 (this ratio is changing with increased incidence of HPV-16 (affects the skin that lines all moist areas of the body including mouth) related to oral cancer in young adult and teen population).



Risk Factors Associated with Oral and Oropharyngeal Cancer

- Tobacco
- Alcohol
- Prolonged sun exposure
- HPV
- Poor diet/nutrition (low fruit/vegetable intake, Vitamin A deficiency, chewing betel nuts)
- Weakened immune system
- Marijuana use

Tobacco Use and Oral Cancer and Other Conditions

- Any area in the mouth/oropharynx can potentially be susceptible to oral cancer, but research has shown that when people use a smoked tobacco product, **the lateral border (side) of the tongue and floor of the mouth have a higher risk of developing oral cancer.**
- Areas of the mouth more exposed to the heat will exhibit more breakdown of mucosa tissue.
 - For smokeless tobacco users, it is the gums, inside lips (top/bottom) or cheeks (front/back).
 - For pipe smokers, it tends to be the lips because of the direct contact with the pipe smoke and the lip.
 - Oral cancer develops earlier in people that use smokeless tobacco and keep it in the same place over time.
 - **Teens and 20 year olds can develop oral cancer with smokeless tobacco** use whereas it may take a few more years to develop oral cancer if they use cigarettes.



Oral cancer



Leukoplakia caused by use of spit tobacco



Hairy Tongue (not cancerous)

Tobacco Use and Oral Health

- U.S. estimates of the percentage of oral cancers attributable to cigarette smoking have been quite consistent, generally ranging from 75% to 90%.
- Bad breath
- Staining of teeth
- Increased build up of plaque and calculus on the teeth
- Increased loss of bone within the jaw
- Increased risk of developing tissue abnormalities
- Delayed healing process following tooth extraction, periodontal treatment, or oral surgery
- Lower success rate of dental implant procedures

Secondhand Smoke

Contains over 4,000 chemicals, 60 of which are known to cause cancer.

Nicotine	One of the most addictive substances known to man	As addictive as heroine
Arsenic	Rat poison	Insecticide and weed killer
Benzene	Formed from coal and petroleum- Known carcinogen	Used as a solvent in fuel Associated with Leukemia
Formaldehyde	Highly poisonous liquid used to preserve bodies	Also found in cigarette smoke
Hydrogen Cyanide	Gas chamber poison	Metal cleaner and insecticide
Carbon Monoxide	Car exhaust fumes. Forms when cigarette is lit.	Rapidly fatal in large amounts
Ammonia	Found in dry cleaning fluids	Toilet cleaner

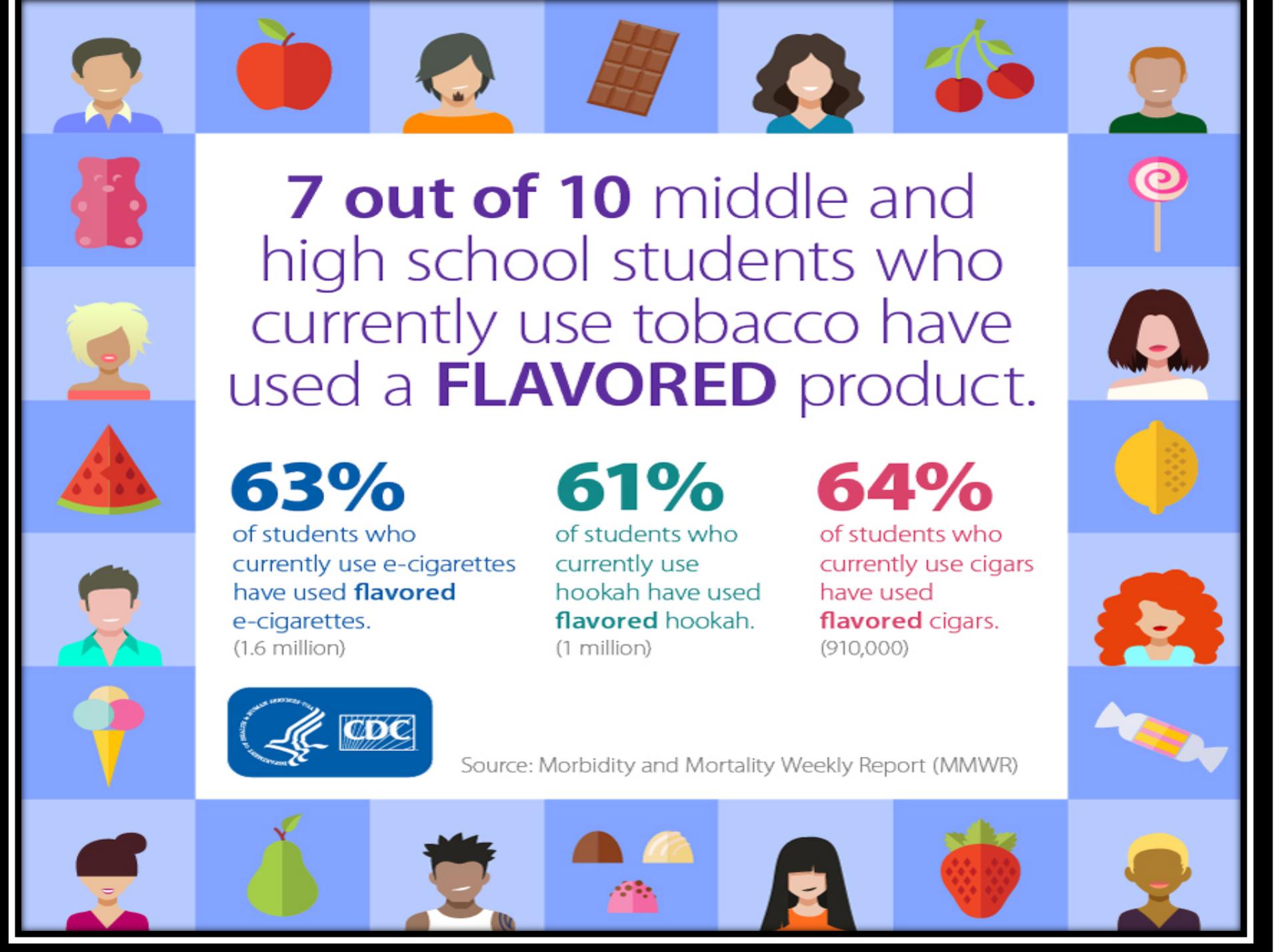
Health Impact of Secondhand Smoke Exposure

- There is no risk free level of exposure to secondhand smoke
- Secondhand smoke causes heart disease
 - Breathing SHS has immediate adverse effects on your blood and blood vessels;
 - **Nonsmokers who are exposed at home or at work increase their risk of developing heart disease by 25–30%;**
 - People who already have heart disease are at especially high risk of suffering adverse effects from breathing secondhand smoke and should take special precautions to avoid even brief exposures.
- Secondhand smoke causes lung cancer
 - SHS causes lung cancer in adults who themselves have never smoked;
 - **Nonsmokers who are exposed at home or at work increase their risk of developing lung cancer by 20–30%; and**
 - Even brief secondhand smoke exposure can damage cells in ways that set the cancer process in motion.

Thirdhand Smoke Exposure

- May remain inside even when smoking took place earlier
- Residue includes heavy metals, carcinogens and even radioactive materials that young children can get on their hands and ingest, especially if they're crawling or playing on the floor.
- Substances in thirdhand smoke include
 - hydrogen cyanide, used in chemical weapons;
 - butane, used in lighter fluid;
 - toluene, found in paint thinners;
 - arsenic;
 - lead;
 - carbon monoxide; and even
 - polonium-210,
- Eleven of the substances are highly cancer-causing.

<http://www.nytimes.com/2009/01/03/health/research/03smoke.html>



7 out of 10 middle and high school students who currently use tobacco have used a **FLAVORED** product.

63%

of students who currently use e-cigarettes have used **flavored** e-cigarettes.

(1.6 million)

61%

of students who currently use hookah have used **flavored** hookah.

(1 million)

64%

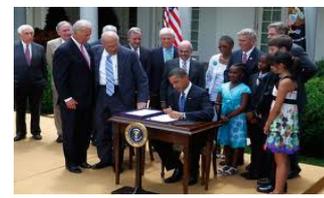
of students who currently use cigars have used **flavored** cigars.

(910,000)



Source: Morbidity and Mortality Weekly Report (MMWR)

Family Smoking Prevention and Tobacco Control Act: Gives the Food and Drug Administration (FDA) the authority to regulate the manufacture, distribution, and marketing of tobacco products to protect public health.



Restricts **tobacco product** advertising and marketing to youth by directing FDA to issue regulations which, among other things:

- Require proof of age to purchase these tobacco products – the federal minimum age to purchase is 18.
- **Bans cigarettes with characterizing flavors** (except menthol and tobacco).
- Require face-to-face sales, with certain exemptions for vending machines and self-service displays in adult-only facilities.
- **Ban the sale of packages of fewer than 20 cigarettes.**
- **Limit color and design of packaging and advertisements**, including audio-visual advertisements (However, implementation of this provision is uncertain due to pending litigation. See *Discount Tobacco City & Lottery v. USA*, formerly *Commonwealth Brands v. FDA.*).
- Ban tobacco product sponsorship of sporting or entertainment events under the brand name of cigarettes or smokeless tobacco.
- Ban free samples of cigarettes and brand-name non-tobacco promotional items.
- **Prohibits “reduced harm” claims including “light,” “low,” or “mild,” without an FDA order to allow.**
- Requires industry to submit marketing research documents.

Final Deeming Regulation Provisions

	 CIGARETTES	 SMOKELESS TOBACCO	 CIGARS	 E-CIGARETTES & OTHERS
Minimum sales age of 18 and age verification under 27	✓	✓	✓	✓
Prohibition on vending machine sales	Allowed in adults-only facilities	Allowed in adults-only facilities	Allowed in adults-only facilities	Allowed in adults-only facilities
Prohibition on self-service displays	Allowed in adults-only facilities	Allowed in adults-only facilities		
Minimum package size requirements	✓			
Prohibition on breaking packages by retailers (e.g., sales of loosies)	✓	✓		
Prohibition on free samples	✓	Allowed in qualified adults-only facilities	✓	✓
Prohibition on characterizing flavors	Menthol and tobacco allowed			
Mandatory warning labels on packages and advertisements	9 Rotating warnings	4 Rotating warnings	6 Rotating warnings ¹	1 Static warning
Prohibition on brand names on non-tobacco products and brand name sponsorship of sporting and cultural events	✓	✓		
Required notice of advertising in any non-traditional medium	✓	✓		

Other Tobacco Products

- ❖ Cigars, Little Cigars, Cigarillos
- ❖ Snus
- ❖ Dissolvable Tobacco Products (Orbs, Strips, Sticks, Lozenges)
- ❖ Chewing Tobacco, Snuff
- ❖ Hookah
- ❖ Electronic Cigarettes/ E-cigarettes

Other Tobacco Products (OTP's)/Emerging Tobacco Products

Other Tobacco Products, or OTPs, commonly refer to any tobacco product that is not a cigarette.



Other Tobacco Products California Ad



Cigars, Little Cigars, Cigarillos



CIGARETTE



LITTLE CIGAR



CIGAR



CIGARILLO (TIPPED)



CIGARILLO

- Little cigars or cigarillos resemble cigarettes.
- Little cigars and cigarillos were intended to replace cigarettes as cigarette advertising became increasingly restricted, and taxes on cigarettes, but not cigars, continued to increase, according to tobacco industry documents.
- Come in flavored varieties, including cherry, chocolate, vanilla, peach rum, raspberry, **Menthol** and sour apple.
- Flavorings may appeal to youth and young people.
- Flavorings in cigars are not regulated by the federal government (FDA).
- Preferred by African American and Hispanic youth.



Not Your Grandfather's Cigar

*A New Generation of Cheap and Sweet Cigars
Threatens a New Generation of Kids*

Slideshow

40 percent of
middle and high school
students who smoke use



flavored little cigars or



flavored cigarettes



Snus



- A moist powder smokeless tobacco product.
- Placed between the cheek and gum.
- Used like smokeless tobacco, but more desirable because it doesn't require the user to spit.
- Also different because it is heated using steam and not fire, which means it contains a lower amount of nitrosamines, a known cancer-causing agent.
- Contains more nicotine than cigarettes.
- Negative health effects are similar to smokeless tobacco use and include developing lesions in the mouth, gum recession and cancer of the mouth or tongue.



Dissolvable Tobacco Products



- Camel Orbs: mint-sized; dissolve in about 10- 15 minutes; contains about 1 milligram of nicotine, almost as much as one cigarette.
- Camel Strips: resemble Listerine breath strips; dissolve in about 2-3 minutes; contains about 0.6 mg of nicotine.
- Camel Sticks: resemble toothpicks; dissolves in about 20-30 minutes; contains about 3.1 mg per stick, similar to the nicotine content in about two cigarettes.

Chewing Tobacco and Snuff

- Snuff is moist, finely chopped tobacco that is placed between the cheek and gum and doesn't require chewing. Some snuff is packaged in individual serving bags, so people can use it without spitting.
- Chewing tobacco, another form of spit tobacco, comes in three types: loose leaf, plugs, and twists. Loose leaf is shredded tobacco leaves made into strips; plugs are pressed into small, soft blocks flavored with licorice and sugar and then dried; and twists are dried and twisted into hard spirals.



Hookah



- Hookahs are also known as water pipes.
- Commonly used by youth and young adults and believed to be safe.
- Using water as a filter does not change the level of nicotine in the smoke compared to pipes without a water filtration process.
- Lounges popping up near schools and universities.
- Hookah smoke contains 36 times more tar than cigarette smoke.
- Smoking hookah fills your body with 8 times more Carbon Monoxide.

Hookah Continued



- During an average hookah session you take 5 times the number of puffs.
- Each hookah session equals 100 more times the smoke volume compared to a single cigarette.
- A typical hookah session involves more frequent puffs, deeper inhalation, over a longer period of time than cigarettes.
- CDC estimates 1.6 million young people used hookahs in 2014, the large pipes used to smoke flavored tobacco. The agency said those numbers have tripled since 2011.

Hookah Steam Stones

- A new product, called steam stones is being introduced as a tobacco alternative for use in hookahs.

- These heat-treated porous materials are soaked in fluid— usually glycerin— and heated in hookahs, where the tobacco would normally be placed, to create a smoke-like vapor.

- Steam stones are marketed as a replacement of the tobacco leaf medium with a 100% natural, extremely pure, raw mineral with no solids and no fine dust are generated but only fine liquid particles as steam, and claim to contain no nicotine.

- Virtually nothing is known about potential health risks of inhaling vapor from use of steam stones in a hookah.

- Vendors appear to be aligning their marketing strategies with those of electronic cigarette vendors. One company explicitly markets their steam stones as being based on the same concept as electronic cigarettes.



Electronic Cigarettes Background



- Nicotine delivery device first developed in China in 2004.
- When the user puffs on the inhaler, the battery causes the tip of the e-cigarette to glow and the heat created by the battery turns the liquid nicotine into an aerosol of liquid, flavorings and nicotine.
- Include a battery component, a vaporizer, a cartridge filled with liquid nicotine and an inhaler.
- Commonly known as e-cigarette, e-cig, vape pen, or vapor.
- Available in numerous flavors.
- Using an e-cigarette is commonly referred to as vaping.

E-Cigs Refillable and Disposable

- The e-cigarette can be sold as a metal tube that requires **refillable** containers or tanks of nicotine and flavorings, often called **juice**, and the cartridge can contain up to 20mg of nicotine or more. These devices can be **plugged into a computer to be recharged**.
- Hundreds of e-juice flavors such as coffee, tobacco, apple, strawberry, banana and bubble gum.
- Numerous inexpensive e-cigarettes available that are **disposable** and don't require refilling the cartridge. These products can be discarded once the user depletes the liquid nicotine. These products can look like a marker or pen.



E-juice

A traditional single cigarette yields about 1mg of absorbed nicotine. **A 15 ml bottle of e-juice can be the equivalent of 4 packs of cigarettes**, but this varies since some e-cigarettes can be shut on and off.



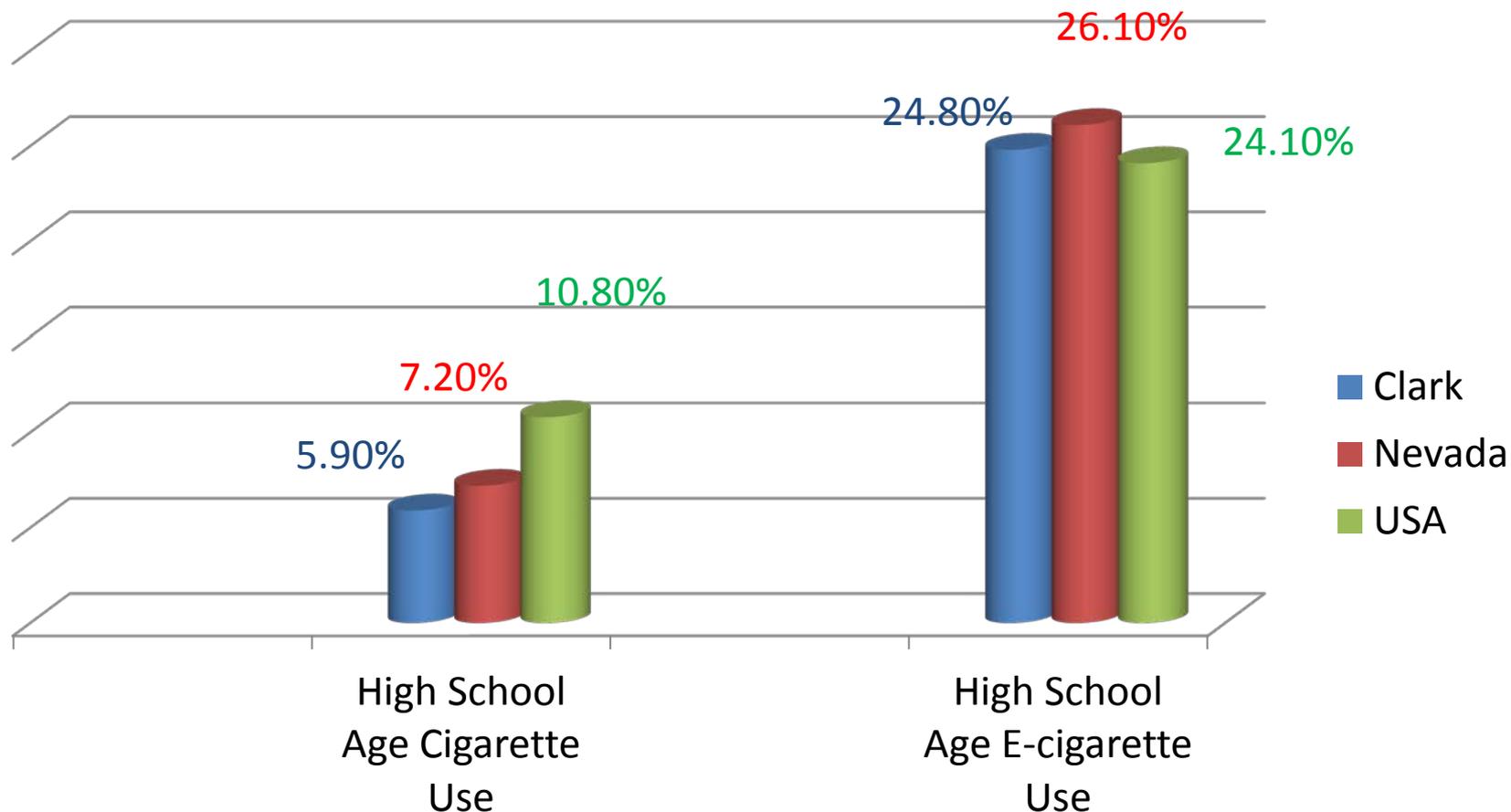
E-cigarette Prevalence

- In 2014, **12.6%** of adults had ever tried an e-cigarette even one time,
- More than **70.0%** of smokers believe that e-cigarettes are less harmful than regular cigarettes.
- The most commonly cited reasons for use by e-cigarette users include: **the perception that they are healthier/less toxic than traditional cigarettes, aid in tobacco craving/withdrawal symptoms, smoking cessation facilitator, and relapse avoidance.**
- In 2014, an estimated **4.6 million youth**, including **3.7 million high school** and **900,000 middle school** students, reported current use (use on one or more days in the past 30 days) of **any tobacco product.**
- The 2012 NYTS found that **76.3%** of middle and high school students who used e-cigarettes within the past 30 days **also smoked conventional cigarettes.** This raises concerns that e-cigarettes may be an entry point to conventional tobacco products.

11 yr olds Instagram Vape post



Clark County, Nevada, U.S. High School E-cigarette Prevalence



Youth Risk Behavior Factor Survey, 2015

Visit: CDC.gov and go to YRBS 2015 Youth Online Results to find use in your region.

Tobacco product use among youth

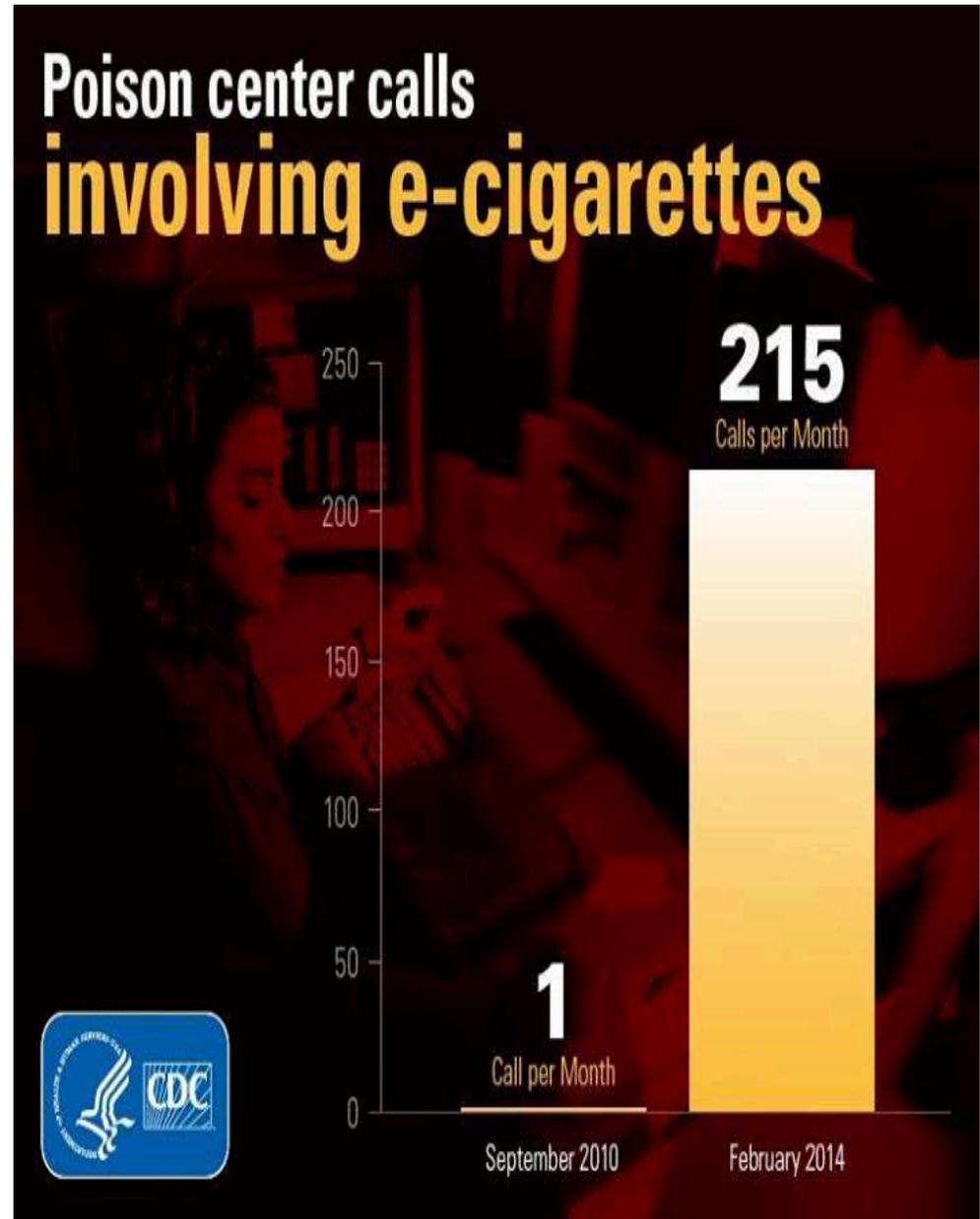
- Use of e-cigarettes among middle- and high school students **tripled from 2013 to 2014**, according to federal data bringing the share of high school students who use them to **13 percent** .
- From 2011 to 2014, increases were observed in **e-cigarette and hookah use** among high school and middle school students, while decreases were observed in the use of cigarettes, cigars, tobacco pipes, bidis, and snus.
- **The increases in current use of e-cigarettes and hookahs** offset the decreases in other tobacco products, resulting in no change in overall current tobacco use among youths.

E-cigarette Safety and Quality

- 2009 FDA studied 2 brands of e-cig and found:
 - Carcinogens and heavy metals found in juice and aerosol
 - Quality control was inconsistent or non-existent
 - Nicotine free e-cigs contained nicotine
 - Nicotine levels varied, sometimes twice as high as FDA approved devices
 - Not recognized as quit smoking devices
- **Nicotine** is highly addictive and is a vasoconstrictor meaning it instantly **narrows** blood vessels:
 - Increases heart rate by 10-20 beats per minute.
 - Considered a neurological-toxin and is used as an insecticide.
- The liquid used in e-cigarettes, when ingested or absorbed through the skin, can cause vomiting, seizures or death.

E-cigarette Safety and Quality

- Poison centers reported **2,405** e-cigarette calls from Sept. 2010 to Feb. 2014. The total number of poisoning cases is likely higher than reflected in this study, because not all exposures might have been reported to poison centers.
- Calls to poison centers involving e-cigarette liquids containing nicotine rose from **one** per month in Sept. 2010 to **215** per month in Feb. 2014.
- According to the CDC, more than half (**51.1 percent**) of the calls to poison centers due to e-cigarettes involved **young children 5 years and under**, and about 42 percent of the poison calls involved people age 20 and older.



Secondhand Aerosol

- E-cigarettes do not just emit “harmless water vapor.” **Secondhand e-cigarette aerosol (incorrectly called vapor by the industry) contains nicotine, ultrafine particles and low levels of toxins that are known to cause cancer.**
- Exposure to fine and ultrafine particles may exacerbate respiratory ailments like asthma, and constrict arteries which could trigger a heart attack.
- At least 10 chemicals identified in e-cigarette aerosol are classified as carcinogens and reproductive toxins. The compounds that have already been identified in mainstream (MS) or secondhand (SS) e-cigarette aerosol include: **Acetaldehyde (MS), Benzene (SS), Cadmium (MS), Formaldehyde (MS,SS), Isoprene (SS), Lead (MS), Nickel (MS), Nicotine (MS, SS), N-Nitrosornicotine (MS, SS), Toluene (MS, SS).**
- **E-cigarettes contain and emit propylene glycol (PG), a chemical that is used as a base in e-cigarette solution and is one of the primary components in the aerosol emitted by e-cigarettes.**
 - Short term exposure causes eye, throat, and airway irritation.
 - Little known about long-term exposure PG.
 - Material Safety Data Sheet from Dow Chemical states “inhalation exposure to PG mist should be avoided.”
- **Even though propylene glycol is FDA approved for use in some products, the inhalation of propylene glycol is not.** Some studies show that heating propylene glycol changes its chemical composition, producing small amounts of propylene oxide, a known carcinogen.



E-cigarette Marketing and Commercial Appeal

- The e-cigarette companies advertise their products as a better-smelling, cheaper, and guilt-free alternative to smoking. They are also marketed as a way to circumvent some smoking bans. **Now, there are an estimated 8,500 vape shops in the U.S., doing \$1.2 billion in sales.**
- E-cigarettes are promoted heavily online and are more widely searched than NRTs (nicotine replacement therapy).
- There is concern that e-cigarettes may appeal to youth because of **their high-tech design, easy availability online or via mall kiosks**, and the wide array of flavors of cartridges.
- Youth exposure to TV ads for e-cigarettes increased by **256 percent** from 2011 to 2013, **exposing 24 million U.S. kids to these ads**, according to a study published in the journal Pediatrics.



E-cig Industry Using Big Tobacco's Playbook

- Celebrity spokespeople
- Print ads feature rugged men and glamorous women
- Sex sells
- Sponsor sports and music festivals
- Products available in sweet flavors
- Use cartoons
- Their ads say "Switch, Don't quit"

Celebrity Use/Endorsements of E-cigs/Glamorization

- Other celebrities that have been known to smoke electronic cigarettes, but haven't been caught on a camera yet include Mel Gibson, Miley Cyrus, Kate Moss, Ryan Seacrest, Ashley Greene, Nikki Reed, Harrison Ford, Jeremy Piven, and Kate Middleton

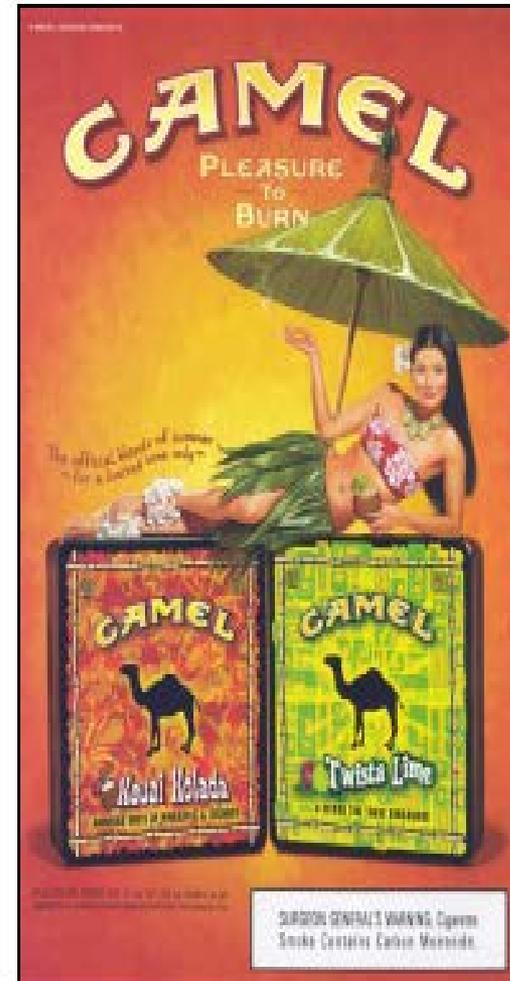
Leonardo DiCaprio
Robert Pattinson
Katherine Heigl
Lindsay Lohan
Johnny Depp
Jenny McCarthy
Dennis Quaid
Charlie Sheen
Courtney Love
Stephen Dorff
Brittany Spears
Paris Hilton
Catherine Zeta Jones
Zayn Malik
Michelle Rodriguez
Carrie Fisher
Tom Petty



Print Ads Feature Rugged Men and Glamorous Women



Products Available in Sweet Flavors



Switch, Don't Quit

WHY QUIT? SWITCH TO BLU

blu is the smart choice for smokers wanting a change. Take back your freedom to smoke when and where you want without ash or smell. blu is everything you enjoy about smoking and nothing else. Nobody likes a quitter, so make the switch today.

Visit blucigs.com



* New blu Smart Pack



PREMIUM ELECTRONIC CIGARETTE

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.

Considering all I'd heard, I decided to either quit or smoke True.

I smoke True.

The low tar, low nicotine cigarette. Think about it.

Warning: To Reduce Serious Risks from Smoking, Quitting Now Greatly Reduces Serious Risks to Your Health. © 2014 True. All rights reserved. True is a registered trademark of True Cigarettes.

E-hookah = E-cigarettes



Mods: refers to Modification: Mods can refer to both the actual e-cigarette, also known as a personal vaporizer, or PV. There can also be mods for other parts of e-cigarette hardware, such as an atomizer tank mod.



E-cigs for Marijuana Smoking

- Orange County, California reporting increasing number of teens filling e-cigs with THC (psychoactive substance in marijuana) oil, Hemp oil, hash wax (dabs, honey) which can deliver a more potent high than using marijuana via traditional smoking methods.
- Dabs 70-90% of THC
- Numerous videos on YouTube demonstrating how to use e-cigarettes to smoke marijuana derivatives.
- Some web forum discussions around smoking meth using e-cigs.



E-cigs for Marijuana Smoking

- The mCig is a hybrid between an e-cig and a joint, in that you can put "dry herb" in it and heat it to the edge of combustion.
- When you burn something, you burn about 50 percent of the material, whereas with this, you can turn off the power and nothing continues to burn.
- Can make the same amount of marijuana last twice as long. Since marijuana is heated and not burned the odor is not as obvious as smoking marijuana.
- The mCig is made in China rechargeable and sells for \$10.
- The company who makes this product is looking to make an alcohol e-cig.



Spice /Synthetic Marijuana

- "Spice"** refers to a wide variety of herbal mixtures that produce experiences similar to marijuana (cannabis) and that are marketed as "safe," legal alternatives to that drug. Sold under many names, including K2, fake weed, Yucatan Fire, Skunk, Moon Rocks, and others — and labeled "not for human consumption" — **these products contain dried, shredded plant material and chemical additives that are responsible for their psychoactive (mind-altering) effects.**
- Spice e-liquid has been developed and can be used in a standard e-cigarette. E-cigarettes can be used for dry spice as well.



E-cigarette Legal Status and Regulation

- FDA **does** have authority over e-cigs as tobacco products
 - **Marketing restrictions- not part of new rule**
 - Mandated ingredient listing
 - Pre-market review
 - Ban under age 18 sales over the counter
- **FDA rules go into effect Aug. 2016**
- As of 7/1/2016, **516** municipalities (100% SF venues), **14** State (partial venue restrictions) and **12** states prohibit (100% of SF environments: CA, CT, DE, HI, ME, ND, NJ, No. Marian Islands, OR, UT, VT) New Orleans - most recent.
 - Others are banning or limiting the sale of e-cigarettes to minors.
 - Another approach is to regulate who can sell e-cigarettes, by requiring tobacco retailer licensure in order to sell.
 - Taxing e-cigarettes and liquid nicotine (juice) as tobacco products.
 - Limiting flavors



E-cigarette Policy Recommendations

- The National Institute of Dental and Craniofacial Research proposes filling the research gap to better inform regulators, health care professionals and consumers about the effects of e-cigarette aerosol mixtures on the mouth, gums and tissue that constitutes periodontal epithelia.

Policy Makers:

- Include e-cigarettes in clean indoor air laws and tobacco-free campus policies.
- Implement marketing, age, and flavor restrictions.
- Tax e-cigarette and components as tobacco products.
- Require tobacco retail licensure to sell these products, and restriction of sales to minors.

Health Care Providers:

- Ask each patient about their tobacco and nicotine use at each visit.
- Encourage patients to quit all use of tobacco products including e-cigarettes through evidence-based methods such as 1-800-QUIT NOW.
- Restrict the use of e-cigarettes indoors and near entrances and exits to medical facilities.
- Provide scientific information about e-cigarettes and other tobacco products to patients.
- Educate parents and the public to take steps to protect children and themselves from exposure to e-cigarette emissions.

Public:

- Utilize evidence-based methods to quit the use of e-cigarettes and other tobacco products.
- Limit using e-cigarettes and other tobacco products around others.
- Declare your home and car e-cigarette and tobacco-free zones.

E-cigarette Public Health Concerns

- Re-normalizes the image of smoking
 - Allowed in places where smoking is not allowed
 - Unrestricted advertising
 - Mimics the smoking behavior
- May increase “dual” use
- May be a gateway to cigarettes and other tobacco products.
- Long term health effects are unknown



1-800-QUIT-NOW



Centers for Disease Control and Prevention
CDC 24/7: Saving Lives, Protecting People™

- Recommend medicinal Nicotine Replacement Therapy (NRT), quit lines and support while people are becoming non-tobacco users.
- Fast, Free telephonic and online access to trained tobacco cessation experts that can assist with quitting the use of all tobacco products including e-cigarettes.
- 1-800-QUIT-NOW (1-800-784-8669)
- Services available in Spanish and other languages
- 1-855-DEJALO-YA (1-855-335-3569)

How Can You help?

- Encourage that all tobacco products, including e-cigarettes, are in tobacco-free policies.
 - **Ask**
 - **Advise**
 - **Assist 1-800-QUIT-NOW (1-800-784-8669)**
- Share scientific evidence with colleagues.
- Incorporate strategies in your area of influence.

JOB CORPS Tobacco Policy as of 11/14/14

R3. Tobacco Use Prevention Program (TUPP)

Implement a program to prevent the onset of tobacco use and to promote tobacco-free environments and individuals. To support this program, a TUPP Coordinator shall be appointed (he or she need not be a health services staff member). At a minimum this program shall include:

- a. Educational materials and activities that support delay and/or cessation of tobacco use.
- b. A smoke-free, tobacco-free environment that prohibits the use of all tobacco products in center buildings and center-operated vehicles.
- c. Designated outdoor smoking areas located a minimum of 25 feet, or as required by state law, away from the building entrance.
- d. Prohibition of the sale of tobacco products on center.
- e. Adherence to federal and state laws regarding the use of tobacco products by minors.
- f. Minors who use tobacco products shall be referred to the TUPP.
- g. All services provided should be documented in the student health record.

Recommendation: Develop a tobacco-free campus policy (indoor/outdoor) that restricts use of any tobacco products including e-cigarettes anywhere on the property. If you do designate tobacco use areas, it should not be placed in a prominent location.

Understanding E-cigarettes and Other Emerging Tobacco Products

Special thanks to Keri Cassinelli from the Sierra Nevada Job Corps-Dental for the opportunity to present today.

For more information on SNHD's Tobacco Control Program visit www.gethealthyclarkcounty.org



Acknowledgments and Resources

• Many of the slides in this presentation were developed from content contained in fact sheets, websites, and other materials developed by the American Legacy Foundation, American Academy of Pediatrics, Campaign for Tobacco Free Kids, Americans for Non Smoker’s Rights, Centers for Disease Control and Prevention and Public Health Law Policy Center.

Resources:

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