**Pivots**

Smokeless does not mean harmless. E-cigarettes mimic smoking of traditional cigarettes and contain the same addictive ingredient, nicotine. When e-cigarettes are marketed and sold to youth and young adults, it can lead to lifelong nicotine dependence. One in five of youth trying e-cigarettes have never tried conventional cigarettes and are becoming addicted to nicotine through e-cigarettes.

E-cigarettes come in fruit and candy flavors and are available on-line and in shopping malls where youth and young adults frequent. The number of youth using e-cigarettes is on the rise-- CDC data shows that e-cigarette use doubled among U.S. middle and high school students during 2011-2012.

Many public health professionals are concerned that e-cigarettes may have an adverse impact on users' health, becoming a bridge product to encourage smoking initiation, perpetuate the use of nicotine and tobacco products among smokers who might otherwise quit, and counter the effectiveness of smoke-free policies.

Effective FDA regulation of all tobacco products, including e-cigarettes, is critical to reducing the terrible toll of tobacco, which kills more than 400,000 Americans annually and is the number one cause of preventable death in the U.S.

**Q&A**

**Are e-cigarettes safer than normal cigarettes?**

The risks posed by e-cigarettes are not fully understood, but we do know that smokeless does not mean harmless.

Different brands of e-cigarettes contain varying amounts of nicotine which impacts the cardiovascular system and is the primary addictive drug in all tobacco products.

When e-cigarettes are marketed and sold to youth and young adults, it can lead to lifelong nicotine dependence.

E-cigarette proponents argue that the vapor produced by e cigarettes is nothing more than water vapor. There is a lack of scientific data to support this argument while there is evidence that the vapor contains carcinogens and other toxic chemicals.

The FDA analysis of the two leading brands of e-cigarettes found nitrosamines and the antifreeze ingredient diethylene glycol.[[1]](#footnote-1)

**What are the legal places you can use them? Are Oregon laws different than Federal Laws?**

The Food and Drug Administration (FDA) has the authority to regulate e-cigarettes as tobacco products, but has yet to do so. In the absence of Federal regulation, local health boards, universities, businesses, and state government have taken steps to protect the health of Oregonians.

* In 2012, Governor Kitzhaber signed the Tobacco-Free Campus Executive Order prohibiting the use of tobacco products, including e-cigarettes, in state agency buildings and on state agency grounds.
* The University of Oregon included e-cigarettes as part of their recent tobacco-free campus policy.
* Lane Transit Authority does not allow riders to use e-cigarettes on buses.
* Fred Meyer has included electronic cigarettes as part of their no smoking policy. They don’t allow electronic cigarette use in their stores or where smoking is prohibited by state law.
* Starbucks included e-cigarettes as part of their tobacco free worksite policy.

While regulation by the Federal or the State government may come over time, *businesses, restaurants and bars, schools, park boards, health boards - any group that wants to - are free to restrict the use of e-cigarettes.*

**E-cigarettes are being marketed as a cessation tool. How much of that holds true?**E-cigarette proponents promote these products as smoking cessation tools, although little evidence exists that they are effective cessation aids. In contrast, there are 7 FDA-approved medications that are tested and regulated, and a toll-free quitline (800-QUIT NOW) that tobacco users can use to improve their chance of successfully quitting.

**Are the advertising methods currently being used reinforcing the positive image of a smoker?**

The greatest danger of the harm reduction/nicotine maintenance strategy lies in the marketing of these products. The unregulated promotion of nicotine maintenance products has the potential to foster the norm that addiction to nicotine is acceptable, and is of little health consequence to the user or the population as a whole.

The growing and unregulated e-cigarette market has attracted the attention of The Big Three (Reynolds American, Lorillard, Phillip Morris/Altria), who have recently invested in e-cigarette products and put significant dollars into marketing them. Through e-cigarettes, Big Tobacco is again marketing on TV after more than 40 years.

Celebrity endorsements and portrayals of e-cigarette use as rebellious, fashionable and fun undermine decades of efforts to deglamorize smoking.

E-cigarettes may be particularly appealing to young adults due to:

* high-tech design
* wide array of available flavors, including candy-and fruit-flavored cartridges
* easy availability online and in shopping malls.[[2]](#footnote-2)

1. In 2009, the FDA released an analysis of 18 electronic cigarettes and found that half of the vapor samples “contained carcinogens, and that [one contained diethylene glycol](http://www.fda.gov/NewsEvents/PublicHealthFocus/ucm173146.htm), a toxic chemical used in antifreeze.” [↑](#footnote-ref-1)
2. American Legacy Foundation. (2009). *Electronic Cigarettes (“E-cigarettes”).* [*http://www.legacyforhealth.org/PDFPublications/ECIGARETTE\_0909\_temp.pdf*](http://www.legacyforhealth.org/PDFPublications/ECIGARETTE_0909_temp.pdf) [↑](#footnote-ref-2)