**Letters to the Editor**

1. **General guidelines** for Letters to the Editor:

* Limit to approximately 150 words
* Include your full name (sign your letter if you are mailing it)
* Include your full street address—indicate whether you want the paper to omit the street address from your address in the paper, but at a minimum they will list the town you are from
* Include a daytime telephone number

1. **At the beginning of your letter**, refer to the article title
2. **Personalize and change around the copy** from one of the following. They follow three general topics: A) untested; B) nicotine and carcinogens; and C) marketing to youth. If more than one of you is going to respond with a Letter to the Editor, you’ll need to personalize and adapt these so the Editor doesn’t get multiple letters that are all too similar to print.
3. (Word count: 151) The risks posed by e-cigarettes are not fully understood, but we do know that smokeless does not mean harmless. Preliminary testing of e-cigarettes has identified chemicals known to cause cancer and birth defects in primary and secondhand e-cigarette vapor. However, e-cigarettes remain under-studied and un-regulated. Because e-cigarettes are unregulated, two e-cigarettes from the same company can be dramatically different. Manufacturers can make, market and sell their e-cigarettes without transparency or consistency. The lack of clinical studies on the potential health risks and the way these products are marketed without appropriate health warnings or legal age restrictions is cause for serious concern.

Many public health professionals are concerned that e-cigarettes may:

* Have an adverse impact on users' health
* Encourage smoking initiation
* Perpetuate the use of nicotine and tobacco products among smokers who might otherwise quit, and even those who have quit
* Counter the effectiveness of smoke-free policies

1. (Word count: 148) Nicotine is still nicotine. We do know that 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. E-cigarettes enable consumers to continue their tobacco addiction by delivering the drug through a different device. E-cigarette advocates promote these products as smoking cessation tools, although little evidence exists that they are effective cessation aids. In fact, the unregulated amounts of nicotine in e-cigarettes could further nicotine addiction.

The FDA has analyzed samples of e-cigarettes and found known carcinogens and detectable levels of other toxic chemicals. Another study tested 12 e-cigarette brands and found formaldehyde, acetaldehyde, acroleine, toluene, and nitrosamines (NNN and NNK) in the vapor. Smokeless does not mean harmless.

1. (Word count: 166) E-cigarettes are advertised in kid-friendly candy and fruit flavors, such as bubblegum, strawberry and chocolate, and in packaging that appeals to young people. Since 2011, the Oregon Poison Control Center has responded to 13 calls regarding unintentional nicotine poisoning in children that consumed e-cigarette solutions. The use of e-cigarettes by teens and adults is on the rise, creating new addictions to nicotine among Oregon’s youth, deepening the addiction for current smokers, and renewing addiction for former smokers. In fact, 1 in 5 youth trying e-cigarettes are not conventional cigarette smokers and are becoming addicted to nicotine through e-cigarettes.

The growing and unregulated e-cigarette market has attracted the predatory marketing tactics of The Big Three tobacco companies, 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. Youth and young adults who see e-cigarettes being used on TV may associate it as the “glamorous” olden days of smoking.