



Electronic Smoking Devices

Vista Community Clinic Tobacco Control Program
Healthy Environments Against Tobacco

January 25th, 2018



County of San Diego HHSA

an initiative of



The background is a solid medium green color. It features several large, overlapping shapes in a slightly darker shade of green. These shapes include a large circle in the upper center, a large wave-like shape on the left side, and another large wave-like shape on the right side. The text "Choose Health" is written in a white, cursive script font, centered horizontally and slightly below the vertical center of the image.

Choose Health

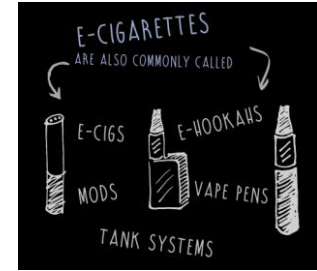
Our Mission

To advance community health and hope by providing access to premier health services and education for those who need it most.

Choose Health

E-cigarettes

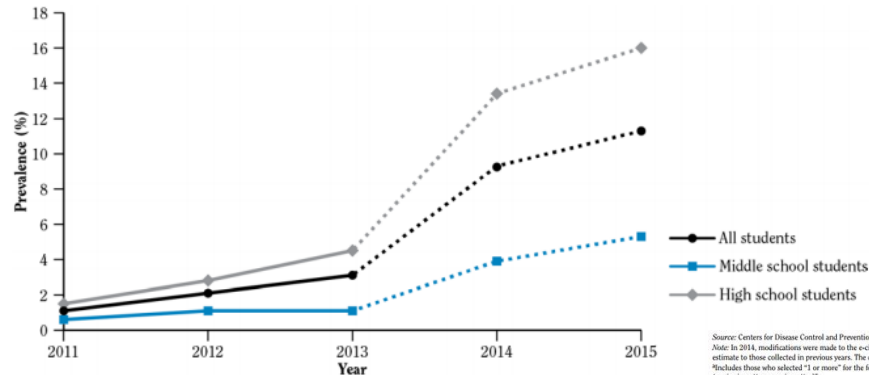
- Electronic Nicotine Delivery Systems (ENDS), including electronic cigarettes (e-cigarettes), are novel tobacco-free nicotine delivery devices.
- Vaping: Inhale and exhale the vapor produced by an electronic cigarette or similar device
- They do not contain tobacco, however the nicotine may be derived from tobacco.
- Solution contains 3 main ingredients:
 - Propylene Glycol or Vegetable Glycerin (Humectant)
 - Nicotine
 - Flavor (fruit, candy, tobacco, coffee, bacon, mix and match)



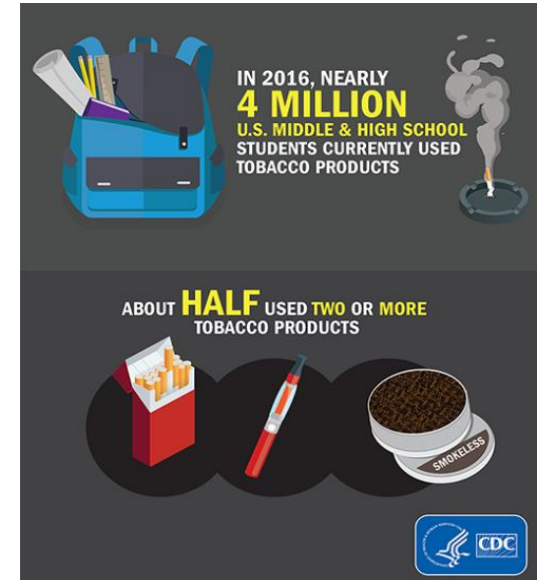
Youth use has more than tripled

- E-cigarettes are now the most commonly used tobacco product among youth.
- In 2016, more than 2 million U.S. middle and high school students used e-cigarettes in the past 30 days, including 4.3% of middle school students and 11.3% of high school students.⁸

Figure 2 Trends in past-30-day e-cigarette use^a among U.S. middle and high school students; National Youth Tobacco Survey (NYTS) 2011–2015



Source: Centers for Disease Control and Prevention 2013, 2014; unpublished data (date: NYTS 2015).
Note: In 2014, modifications were made to the e-cigarette measure to enhance its accuracy, which may limit the comparability of this estimate to those collected in previous years. The dotted lines from 2013 to 2015 represent these differences.
^aIncludes those who selected "1 or more" for the following question: "During the last 30 days, on how many days did you use electronic cigarettes or e-cigarettes?"



New Tobacco Laws in California

- In 2016 the age to purchase tobacco products is now **21**
- New STAKE Act sticker required at registers
- E-cigarettes are now defined as tobacco products and subject to taxation
- Tax on a pack cigarettes raised by \$2.00

The Sale of Tobacco Products to Persons **Under 21** Years of Age Is Prohibited by Law and Subject to Penalties

To Report an Unlawful Tobacco Sale Call
1-800-5 ASK-4-ID

U.S. Armed Forces active duty personnel with military ID must be at least 18 years of age
Valid Identification May Be Required

This sign must be readable by the consumer and must not be altered, covered or obliterated in whole or in part

Business and Professions Code Section 22962

Health Implications

- Nicotine
 - Nicotine is a highly addictive neurotoxin
 - Especially vulnerable to the toxic effect of nicotine
 - 9 out of 10 lifelong smokers start before the age of 18
- Flavoring
 - Certain chemicals present in e-liquids are unsafe for inhalation
 - Diacetyl, when inhaled, is associated with loss of pulmonary function



E-cigarettes

Nicotine Addiction: The Next Generation

- Vaporizes liquid nicotine among other chemicals
- Varying degrees of nicotine potency delivered
- Long term health Impact still to be determined
- Potential Life Saving Cessation Device
- Explosion in popularity; emergence of a subculture; the new “in thing” in Hollywood

The Aerosol: It's not just Water Vapor

- ***E-Cigarette Vapor***
 - Concentrations of pollutants less than in cigarettes
 - Carcinogens, less than in cigarettes
 - Great variation across products; no product standards
 - Intermediate and long term health effects unknown
 - Maybe safer, but this doesn't mean safe

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

* Items in RED: On CA prop 65 list of carcinogens and reproductive toxins

Explosions



E-Cigarette Battery Explosions Are Leaving Users Disfigured

By Mike Papantonio - January 12, 2018



Oregon teen nearly loses eye as e-cigarette explodes in his face

by Bob Heye, KATU News | Friday, October 20th 2017

E-cigarette explosion sets man on fire

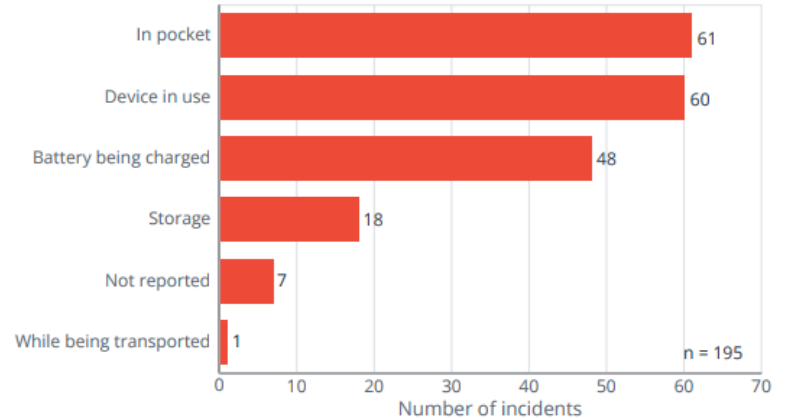
Sykesville victim suffers third-degree burns



BY: Jeff Hager

POSTED: 6:10 PM, Jan 9, 2018

Figure 3. Status of e-cigarette when the incident occurred



U.S. Fire Administration January 2009 to December 2016

Poisonings



Health > Diet + Fitness | Living Well | Parenting + Family

E-cigarette poisonings in kids skyrocket, study finds

By Sandee LaMotte, CNN

Updated 7:54 AM ET, Mon May 9, 2016

"On average, every three hours, a poison center receives a call about a young child exposed to an e-cigarette or liquid nicotine," said the study's senior author, Dr. Gary Smith, director of the [Center for Injury Research and Policy at Nationwide Children's Hospital](#) in Columbus, Ohio. "That's more than seven children each day."



"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."

The background is a solid medium green color. It features several large, overlapping circles and thick, wavy lines in a slightly darker shade of green. These shapes are arranged in a way that creates a sense of depth and movement, with some shapes appearing to be in front of others.

What do they look like?

What do e-cigarettes look like?

- Variety in appearance
- Customizable
- Homemade “mods” with bigger batteries produce more vapor
- Some e-cigarettes are disposable, others are rechargeable/refillable



What do e-cigarettes look like?

Sometimes Conventional

- May look like regular cigarettes, might come in a “pack” that serves as a storage box and battery charger.



What do e-cigarettes look like?

Sometimes Decorative

- May come in many different designs. Modern, sleek, clean, fun, personalized.
- Current trend: devices look more like electronics than cigarettes.



What do e-cigarettes look like?

Sometimes Glamorous

- Some are decorative, feminine, and unique.



What do e-cigarettes look like?

Sometimes Modern

- E-cigarettes often do not look like cigarettes.



What do e-cigarettes look like?

Sometimes “Stealth”

- E-cigarettes have been fashioned to look like other products



The background is a solid green color with several overlapping circles and a large, stylized 'V' shape made of two overlapping circles, all in a slightly darker shade of green. The text is centered in the middle of the image.

The truth about what's
being vaped

E-Liquids/Vape Juice & E-Solids

- Refill cartridges or drop fluid into drip tips.
- Popular Flavors
 - Gummi Bear.
 - Banana Nut Bread.
 - Blue Raz Cotton Candy.
 - Peach Green Tea.
 - Pink Spot.
 - Black Mamba.
 - Frozen Lime Drop.



Marijuana

Dry



Loose-leaf marijuana
and more visually
discrete

Butane Hash Oil



Are concentrated
and extremely potent

Wax



Can contain 82-99%
THC and is the purest
form of cannabis

Multiple use vaporizers

TRI USE VAPORIZER



The background is a solid medium green color. It features several large, overlapping, organic shapes in a darker shade of green. These shapes include a large circle at the top center, a large curved shape on the left side, and a large curved shape on the right side. The word "Marketing" is centered in the middle of the image in a white, sans-serif font.

Marketing

Cigarettes vs. E-Cigarettes



Marlboro

blu ELECTRONIC CIGARETTES

Take back your freedom with blu eCigs[®], the new alternative to traditional cigarettes.

- Smoke Virtually Anywhere
- No Tobacco Smoke, Only Vapor
- Flavors Made in the U.S.A.

Now Available in Retail Stores Nationwide

blucigs.com/store-locator/

SURGEON GENERAL'S WARNING: Quitting Smoking Now Greatly Reduces Serious Risks to Your Health.



WHO SAID MEN SMOKE DRUM'?

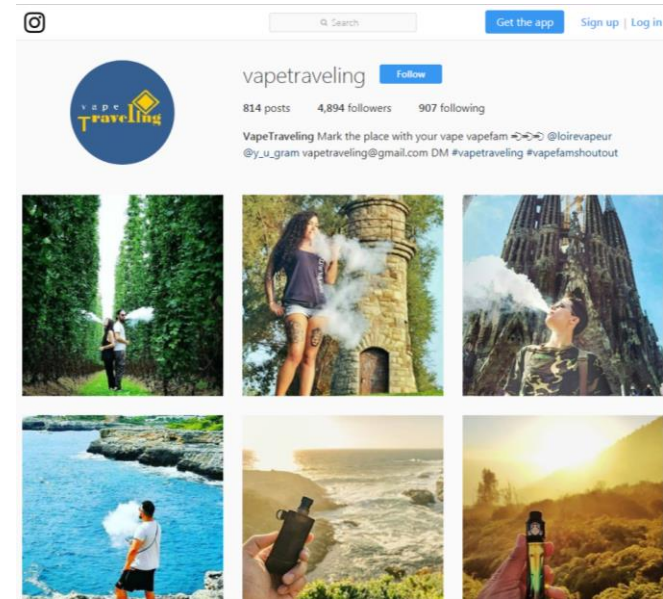
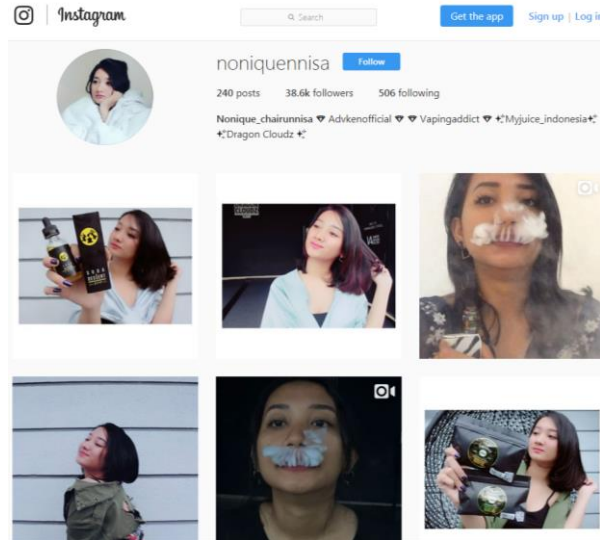
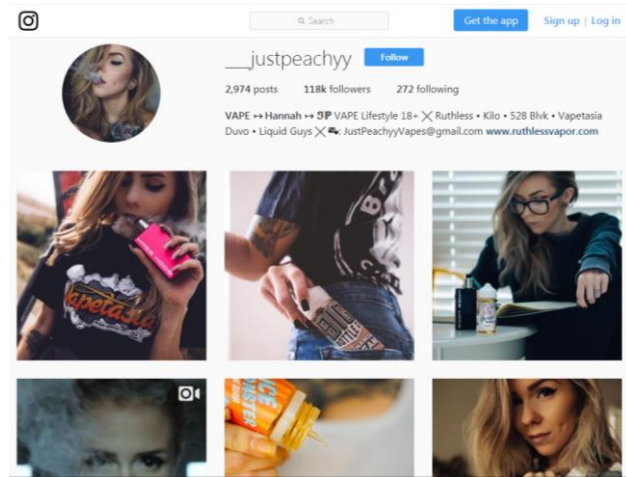
The natural satisfaction of full flavored, menthol, tobacco, and more. It's the most realistic, ready-to-go, nicotine-free cigarette in Australia.

SLIM. CHARGED. READY TO GO.

AVAILABLE NATIONWIDE!

Visit us at blucigs.com/store-locator

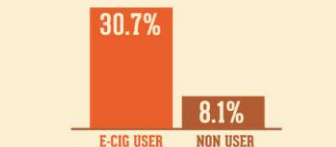
Marketing



Marketing

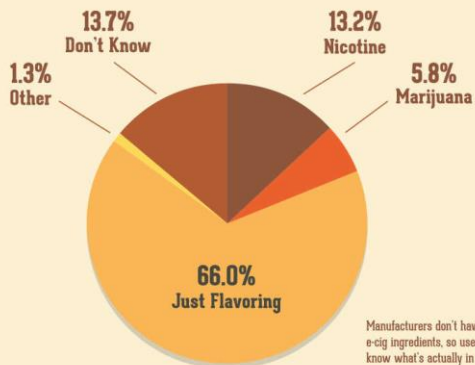
TEEN E-CIG USERS ARE MORE LIKELY TO START SMOKING.*²

Start Smoking Within 6 Months



*Includes combustible tobacco products (cigarettes, cigars, and hookahs)

WHAT DO TEENS SAY IS IN THEIR E-CIG?³

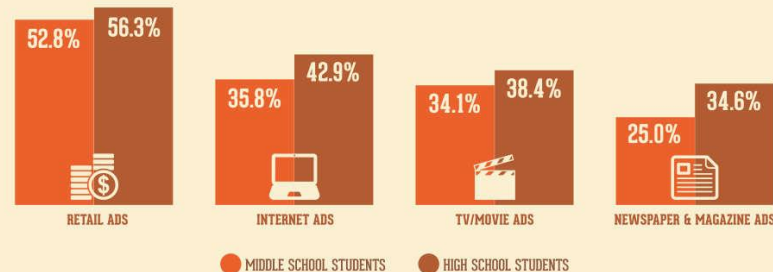


Manufacturers don't have to report e-cig ingredients, so users don't know what's actually in them.

HIGH TEEN EXPOSURE TO E-CIG ADVERTISING¹



7 in 10
exposed to ads



● MIDDLE SCHOOL STUDENTS ● HIGH SCHOOL STUDENTS

Contact

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