



E-Cigarettes

May 4, 2016

Board of Health Meeting



E-Cigarettes That Don't Look It

Like a cigarette, e-cigarettes, e-hookahs and vape pens can be nicotine delivery devices. Unlike a cigarette, these are unregulated by the F.D.A. They come in a variety of flavors, like Belgian waffle, vanilla cupcake, and peppermint blast.

Cigarette



e-Cigarettes



Njoy

Traditional Flavor



Blu

Regular

Flavors come in a variety of "smoke juices"

e-Hookahs



Imperial Hookah

Strawberry Margarita

Label states nicotine content



King eHookah

Grape Apple

Label says "This product contains nicotine" and later "no nicotine"



Logic Hookah

Blueberry

Label boasts "kissable breath" and "satisfies nicotine cravings"



Excellent E-cig

Melon

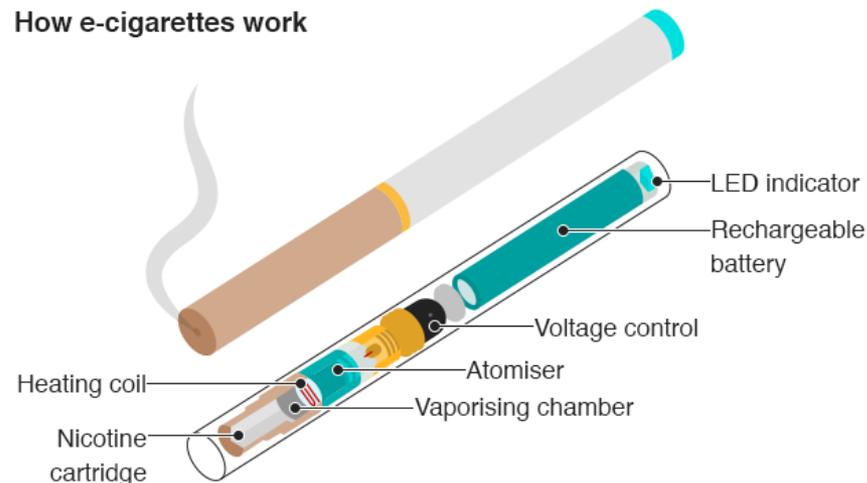
No indication of nicotine contents but warning label states, "Nicotine is highly addictive"

Vape Pens



These come in a variety of shapes and designs and can be interchangeable with e-Hookahs. This particular device is advertised as an "electronic cigarette" and includes a battery and charger.

How e-cigarettes work



BBC

Left: New York Times, in "E-cigarettes, by other names, lure young and worry experts", by Matt Richtel. March 4, 2014.

Available at: http://www.nytimes.com/2014/03/05/business/e-cigarettes-under-aliases-elude-the-authorities.html?_r=0.

Right: BBC Magazine, in "The great e-cigarette war," by Jon Kelly. August 26, 2015. Available at:

<http://www.bbc.com/news/magazine-34051996>.



Terminology

- E-cigarette v. Vaporizer
 - Same technology
 - Cultural difference...
- “Vapor”
 - Actually an aerosol
 - Implies harmlessness
 - It’s only water!



Health Impact

- Long term effects are unknown
 - Emerging product
 - Lack of longitudinal, population-based studies
- Information is available about components
 - Chemical ingredients
 - Devices and batteries
 - Accidents



Ingredients

- Base
 - Propylene glycol (PG)
 - Vegetable glycerin (VG)
- Nicotine
 - 0 mg-24 mg
 - Highly concentrated, very potent
 - Inconsistently labeled and classified
- Flavoring chemicals
 - ???



Flavors

- Unregulated
- No labelling requirements
 - “Natural”, “organic”, “USP grade”, “GRAS”
- Studies have identified:
 - Tobacco-derived chemicals
 - Carcinogens, toxicants, respiratory irritants
 - Heavy metals
 - Drugs



Flavors

Drink Flavors

Sort by: Featured Items ▾

1 2 →



Appletini
\$7.49



Blueberry Lemonade
\$7.49



Buttery Nipple
\$7.49



Coffee
\$7.49



Flavorless
\$7.49



Fuzzy Navel
\$7.49



Accidents

- Explosions and burns
 - 25 between 2009 and 2014
 - At least 21 more through March 2016
 - 9 more through April 2016
- Accidental poisonings



Availability

- Widely available
 - 881 licensed tobacco retailers in Allegheny County
 - Yelp search for “vape shops” returned 77 results in and around Pittsburgh
- As many as **950 locations** selling e-cigarettes in Allegheny County.



Prevalence

- Current use (at least once in past 30 days):
 - 13.4% of high-school students
 - 3.9% of middle-school students
 - Use in both groups **tripled** from 2013 to 2014 (CDC)
 - Use in both groups exceeds traditional cigarettes
- Nearly 30% ever-use by college



Policy elsewhere

- Comprehensive smoke-free laws
 - ND, NJ
 - Philadelphia, Boston
- Minor access
 - 18+ in all states except PA and MI
 - Philadelphia
 - 21+ in at least 140 localities



Policy elsewhere

- Point-of-Sale
 - Licensing and permits
 - Philadelphia, Tacoma WA
 - Raise the price
 - MN, KS
 - Zoning
 - Chicago, San Francisco
 - Other restrictions
 - Advertising/window coverage (La Mesa CA)
 - Flavors (Providence, Chicago)



Current events

- FDA Deeming Rule
 - Final version with White House
- House Agriculture, Rural Development, Food and Drug Administration, and Related Agencies appropriations bill for FY2017
 - Section 749 would block FDA from using funds to “finalize, implement, administer, or enforce” this rule unless excludes “large and premium cigars” from FDA oversight



Options available to ACHD

- Prohibit minor access
- Prohibit use in public places and workplaces
- Ban use by food service workers
- Permitting



Allegheny County Health Department



University of Pittsburgh

