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# Electronic Cigarette Use in Oregon

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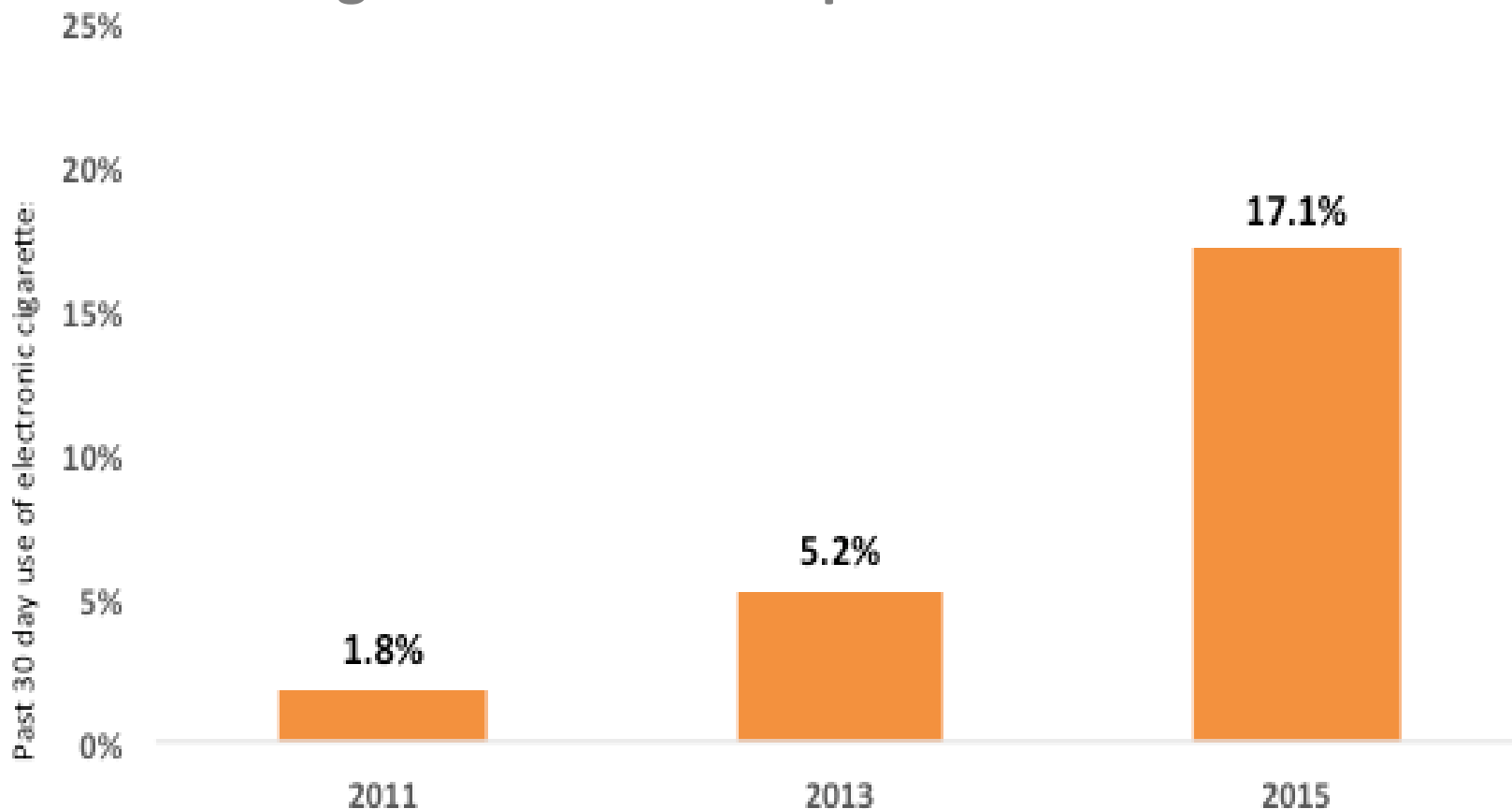


# Overview

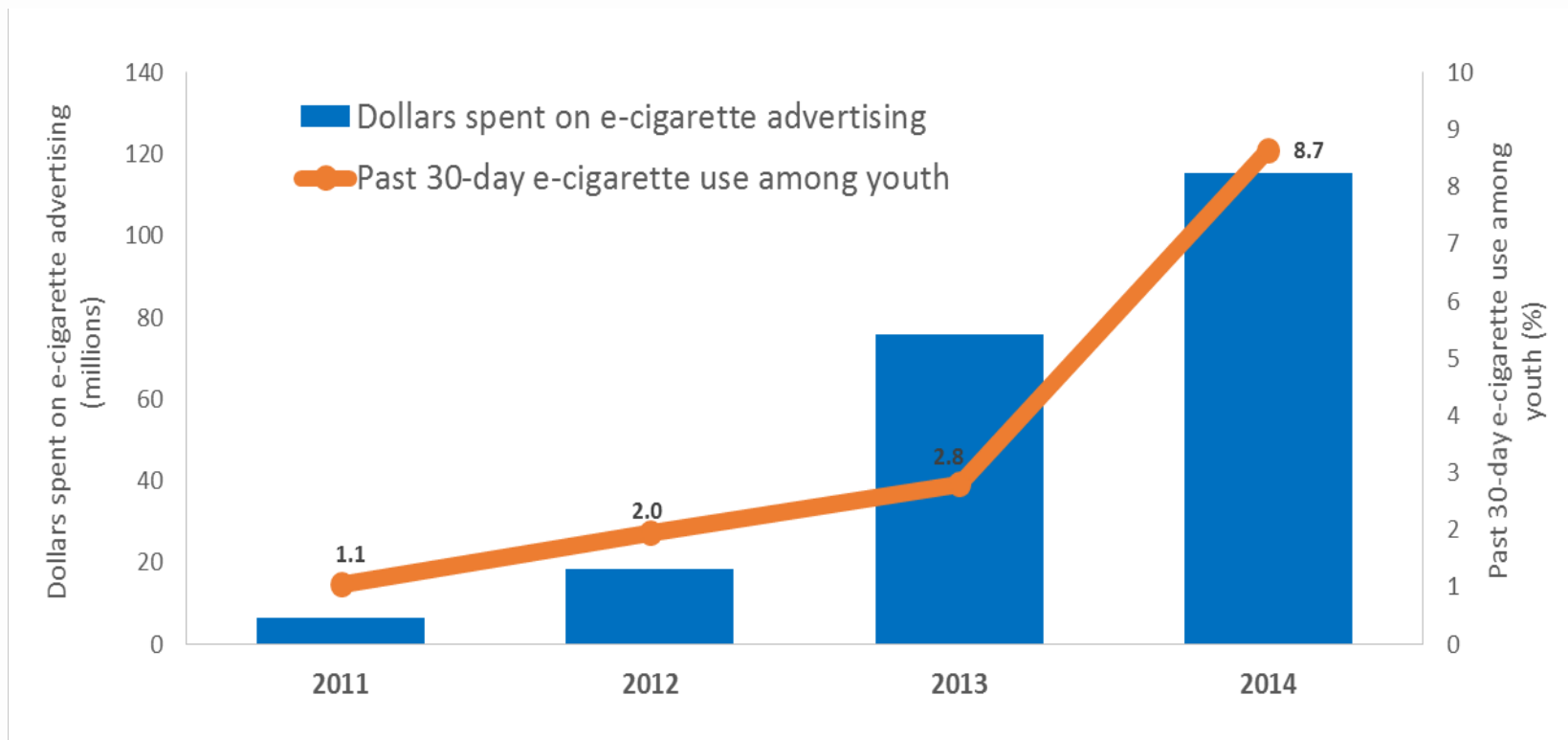
- **Use of e-cigarettes**
- **Marketing trends for e-cigarettes**
- **Nicotine addiction**
- **Price and use of tobacco products**

# Past 30 day use of electronic cigarettes among high school students in Oregon, 2011-2015

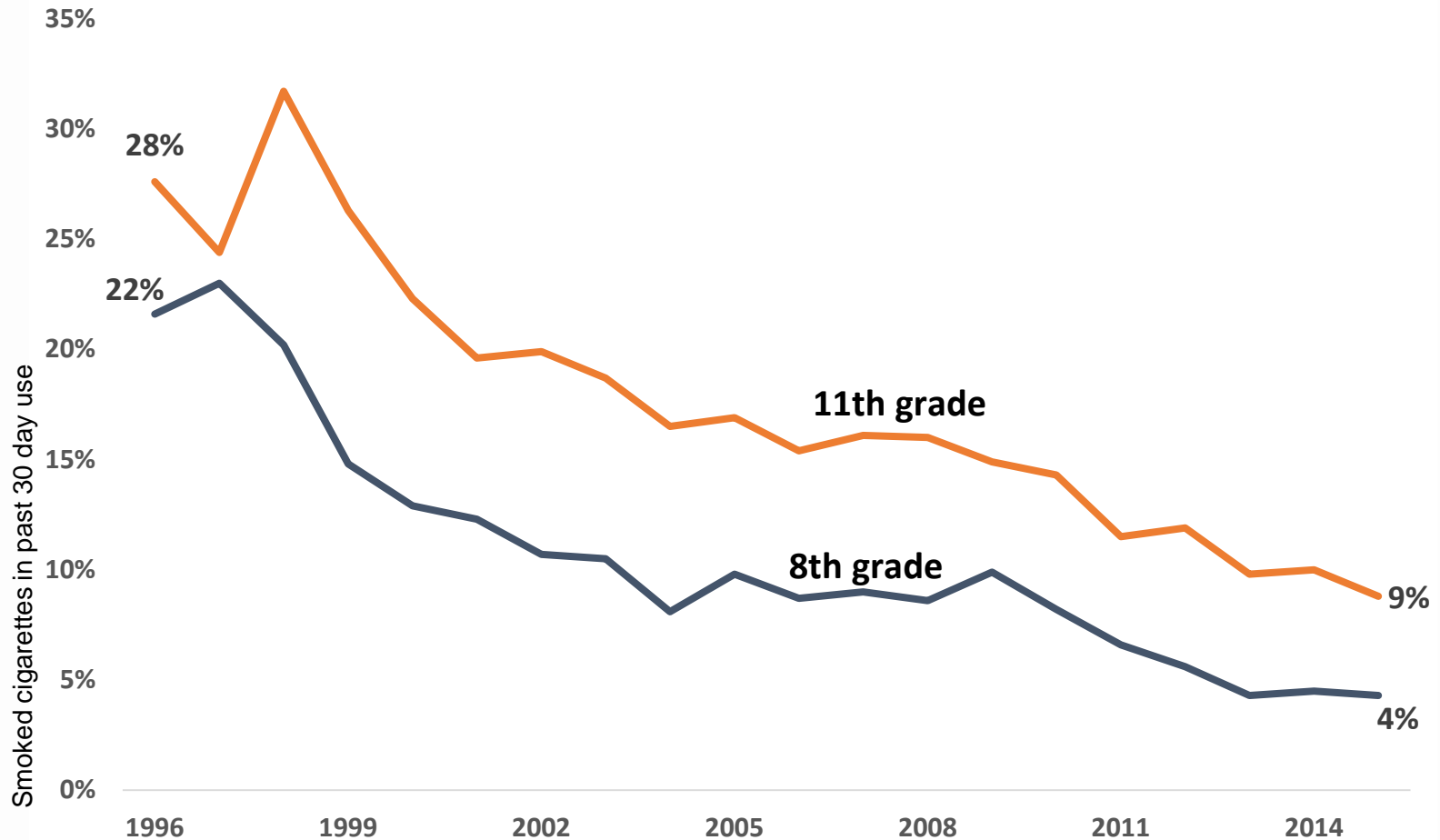
E-cigarette use has tripled since 2013



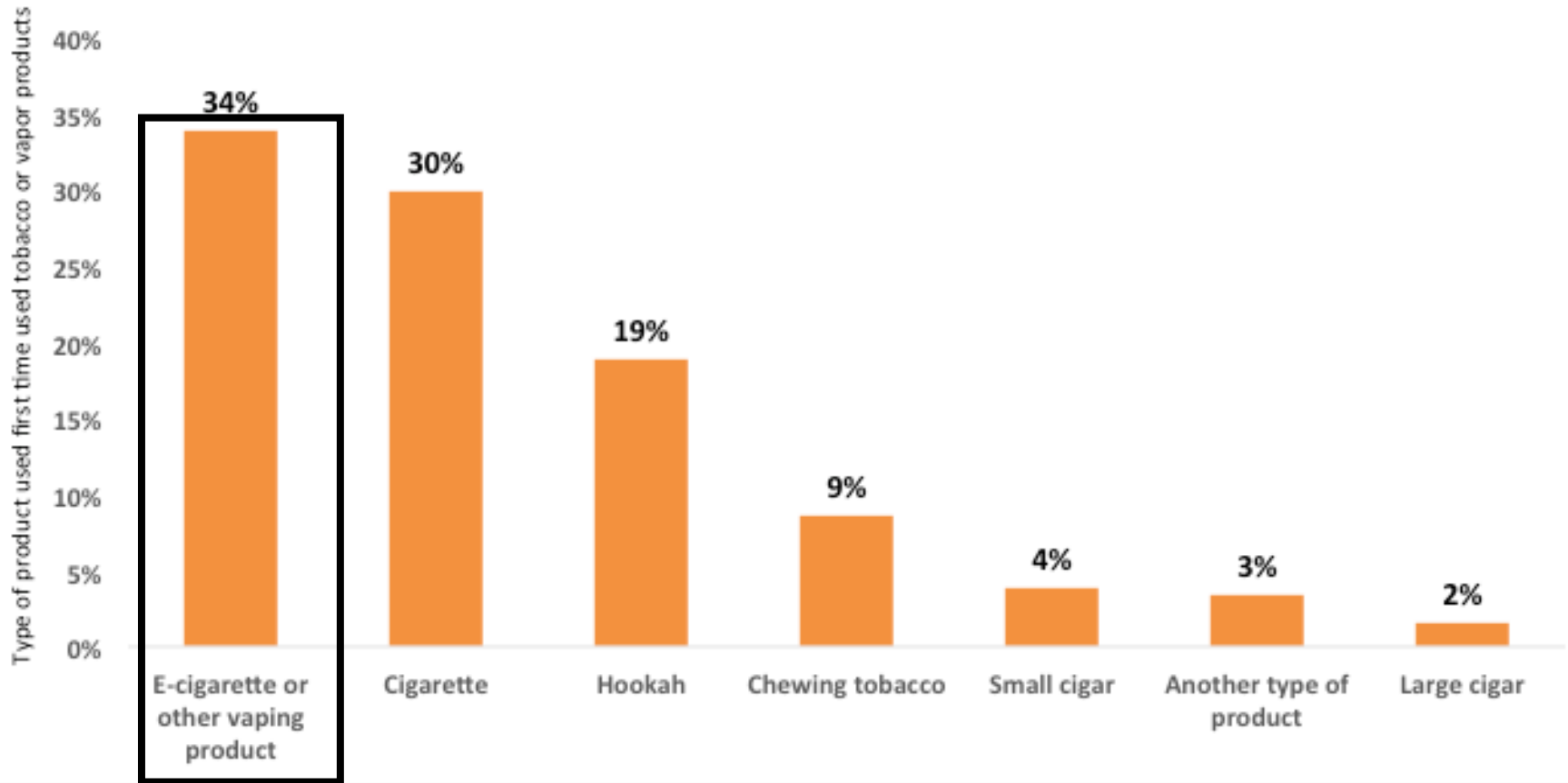
# Increase in Use Mirrors Increase in Marketing Expenditures



# Cigarette smoking prevalence among Oregon 8<sup>th</sup> and 11<sup>th</sup> graders, 1996-2015



# E-cigarettes were the first tobacco product used for about 1 in 3 high school students

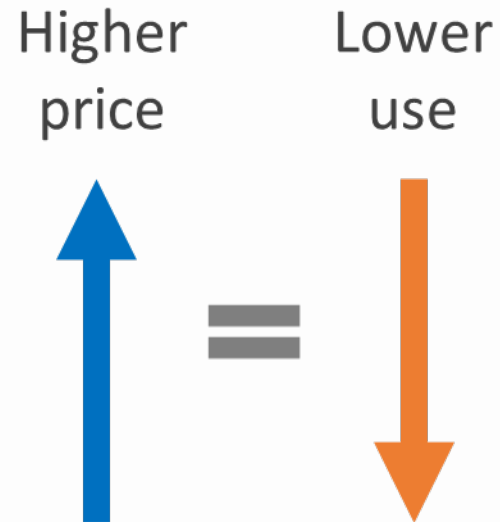


# Addiction and Smoking Cessation

- **Emerging evidence**
  - **Adults who use e-cigarettes may be less likely to quit smoking cigarettes**
- **Established evidence**
  - **7 FDA-approved smoking cessation medications are safe and effective in helping people quit smoking**

# Price and Tobacco Use

**Increased prices** of tobacco products result in **decreased use**

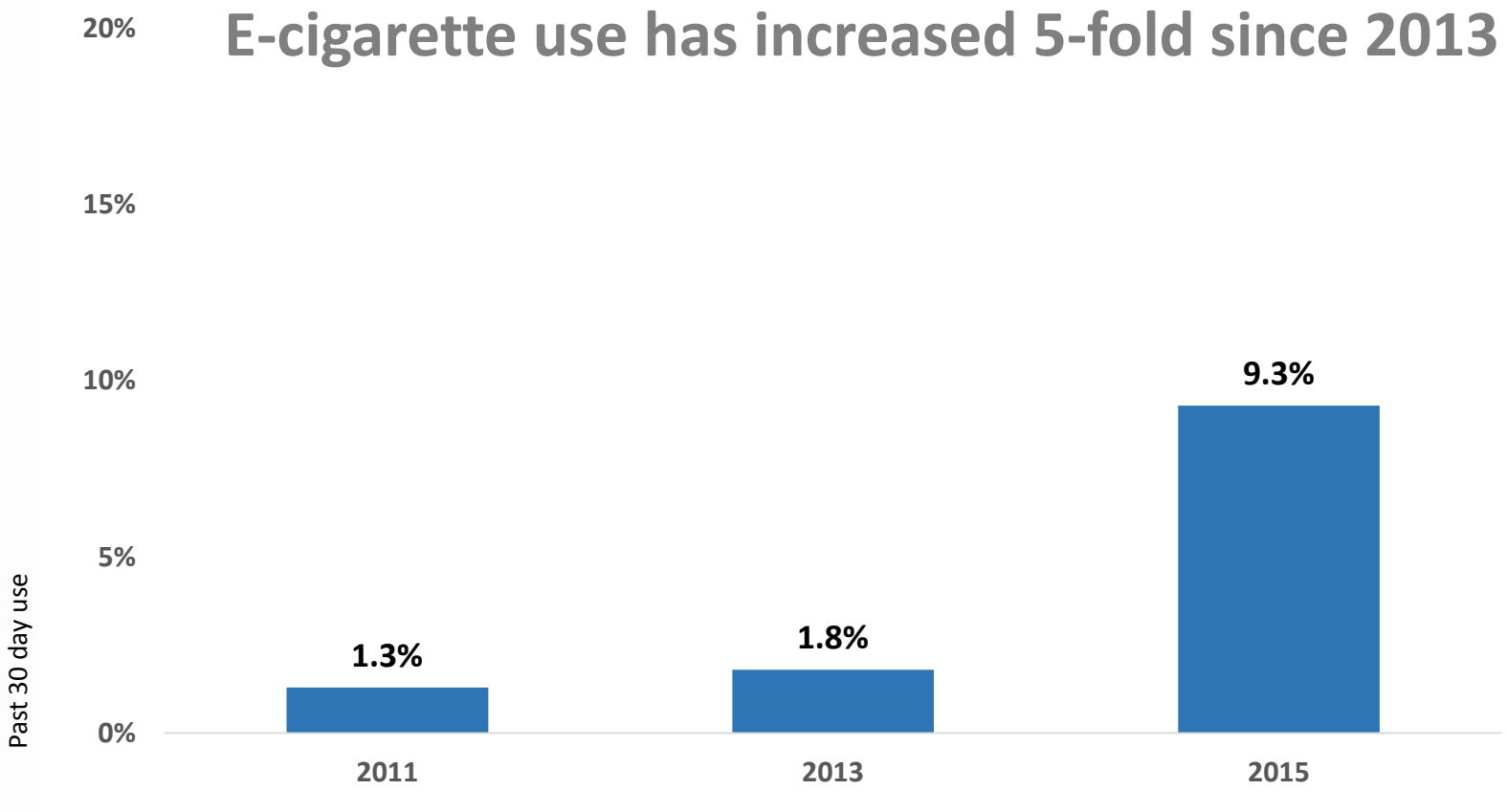




# Questions?

## Thank you

# Past 30 day use of electronic cigarettes among middle school students in Oregon, 2011-2015



# Electronic cigarettes are advertised



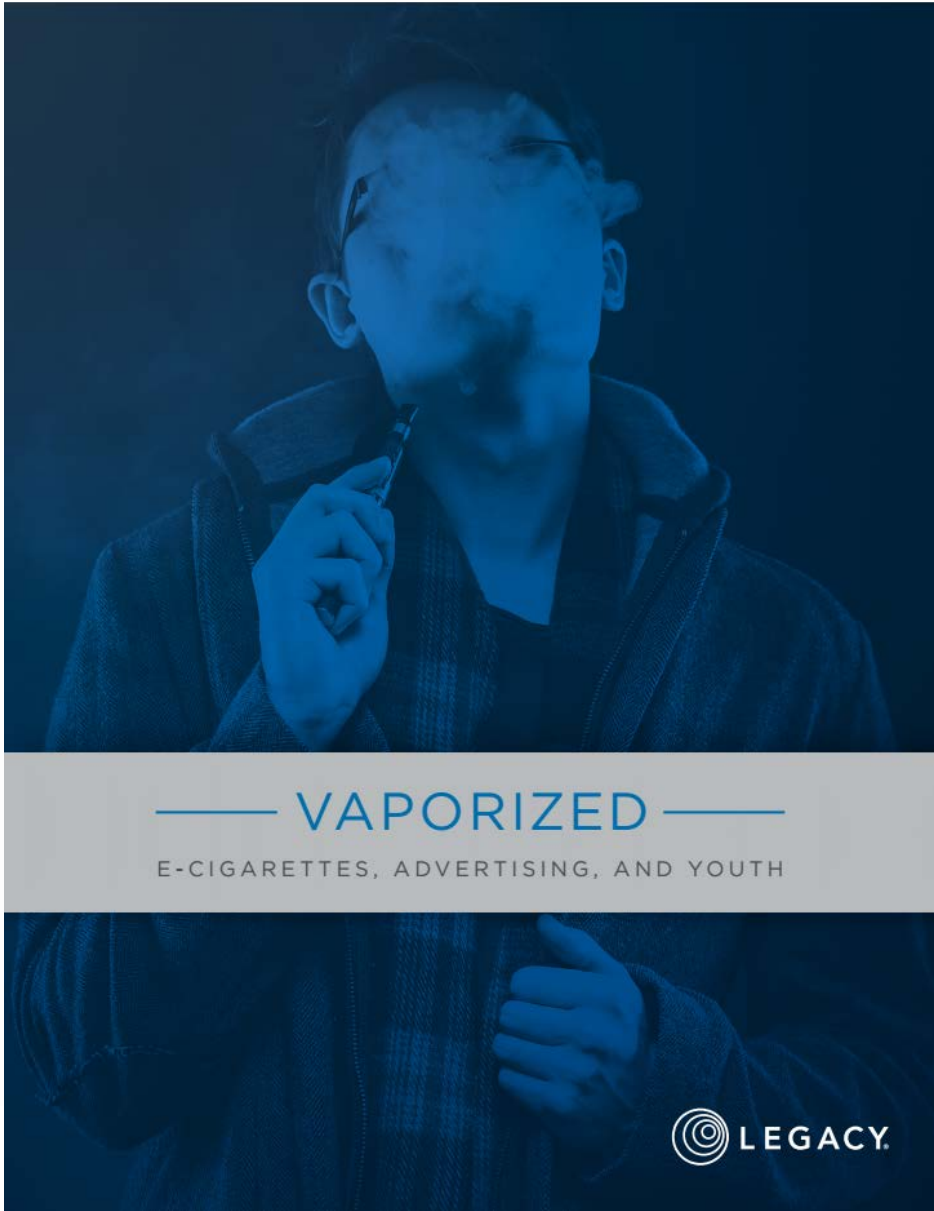
# E-cigarette advertising that may appeal to minors



VaporNation.com, an online e-cigarette store, ran an ad in the June 4 issue of *Rolling Stone* magazine for an e-cigarette brand called KandyPens.



Magazine ads for blu continue to feature actor Stephen Dorff and appear in magazines with high teen readership, including *Cosmopolitan* and *Sports Illustrated*.



— VAPORIZED —

E-CIGARETTES, ADVERTISING, AND YOUTH



# Appealing packaging

