

## E-cigarette Factsheet

### What are e-cigarettes?

E-cigarettes, or electronic cigarettes, are inhalant delivery systems that allow users to mimic the act of smoking conventional cigarettes. They contain the same addictive ingredient, nicotine, as conventional cigarettes. But instead of smoke from burning tobacco, users inhale aerosol consisting of nicotine, flavor additives and other chemicals. Marijuana and other substances can also be used in e-cigarettes.

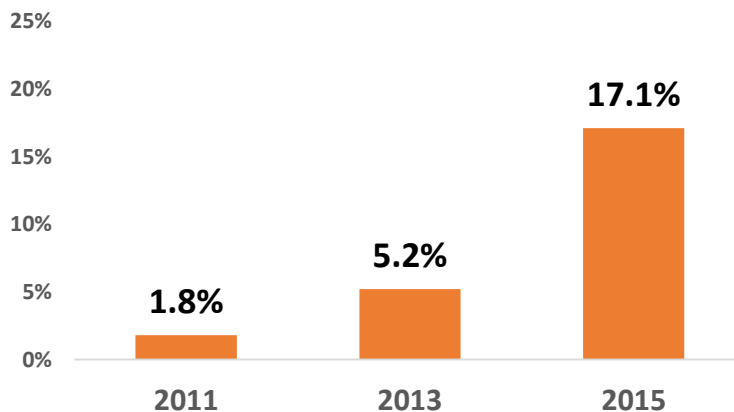
### E-cigarette use is on the rise

An increase in e-cigarette use is potentially creating new addictions to nicotine among Oregon youth.

- In Oregon, e-cigarette use among 11th grade kids increased three-fold from 2013 to 2015 from 5% to 17%.<sup>1</sup>
- E-cigarette use among Oregon youth has outpaced use of conventional cigarettes: 11<sup>th</sup> grade e-cigarette use is 17%, conventional cigarette use is 9%.
- Approximately 6 in 10 Oregon high school students who are current e-cigarette users are not conventional cigarette smokers and therefore are being introduced to nicotine through e-cigarettes.<sup>2</sup>
- A survey released by CDC found that youth who had tried e-cigarettes were nearly **twice as likely** to say they would try a conventional cigarette.<sup>3</sup>

### E-cigarette use has tripled among youth

#### Past 30 day use of electronic cigarettes among 11<sup>th</sup> graders in Oregon, 2011-2015



<sup>1</sup> Oregon Healthy Teens (OHT) Survey, 2015. Oregon Health Authority. Chronic Disease Data. Youth Data. Tobacco use and related topics. Oregon Health Authority Webpage.

[https://public.health.oregon.gov/DiseasesConditions/ChronicDisease/DataReports/Documents/datatables/ORAnnualOHT\\_Tobacco.pdf](https://public.health.oregon.gov/DiseasesConditions/ChronicDisease/DataReports/Documents/datatables/ORAnnualOHT_Tobacco.pdf).

Accessed April 3, 2015.

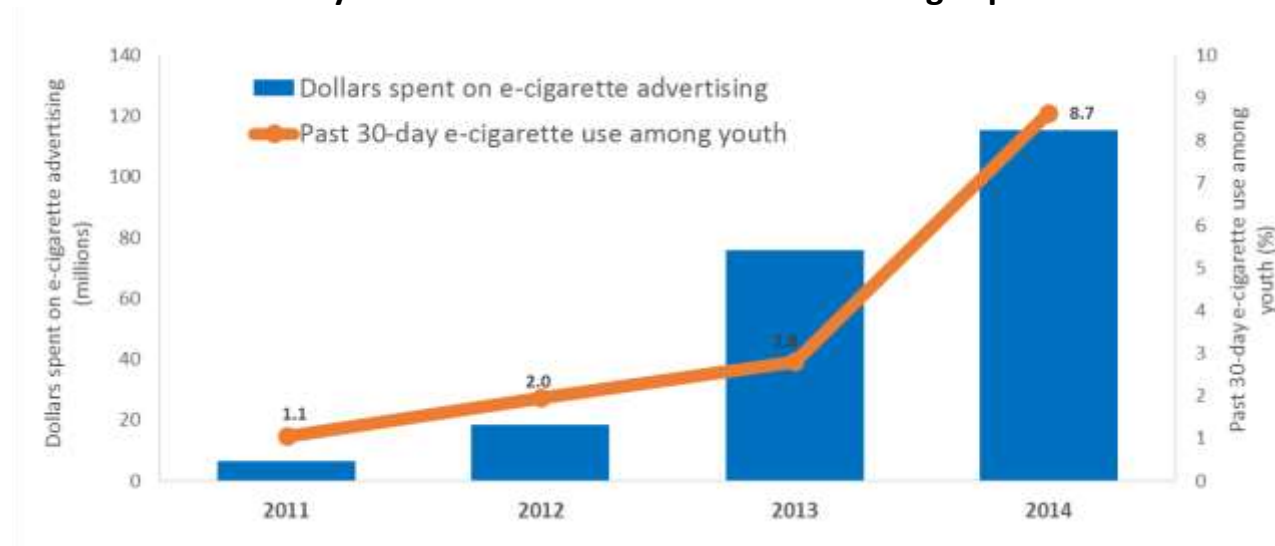
<sup>2</sup> Ibid.

<sup>3</sup> Bunnell RE, Agaku IT, Arrazola R, Apelberg BJ, Caraballo RS, Corey CG, Coleman B, Dube SR, King BA. "Intentions to smoke cigarettes among never-smoking U.S. middle and high school electronic cigarette users." National Youth Tobacco Survey, 2011-2013. Nicotine and Tobacco Research. 2014 Aug 20.

## Marketing

- The marketing of e-cigarettes in magazines and on television—where cigarette ads have been banned since 1971—could undermine decades of efforts to deglamorize smoking.
- Spending on e-cigarette advertising jumped from \$6.4 million in 2011 to about \$115 million in 2014.<sup>4</sup>
- Seven out of ten middle and high school students see e-cigarettes ads in stores, online or in other media.<sup>5</sup>

### Increase in youth use mirrors increase in marketing expenditures



## Smokeless does not mean harmless

- Testing of e-cigarettes has identified chemicals known to cause cancer and birth defects in first and secondhand e-cigarette vapor.<sup>6 7 8</sup>
- Harvard researchers tested and found more than 75 percent of flavored liquids contain Diacetyl, a flavoring chemical linked to cases of severe respiratory disease.<sup>9</sup>
- From Jan to March 2015, there were 25 e-cigarette poisonings in Oregon; 14 involved kids younger than six.

## Smokers using electronic cigarettes may be less likely to quit

- A systematic review and meta-analysis of 38 studies showed that e-cigarettes are associated with significantly less quitting among smokers.<sup>10</sup>
- There are seven FDA-approved cessation medications that are tested and regulated, and a toll-free [Quit Line](http://www.quitline.org) (800-QUIT-NOW) that tobacco users can access.

<sup>4</sup> Reinberg, Steve. "Millions of Teens Exposed to E-Cigarette Ads: CDC Unrestricted marketing could upend decades of progress against youth smoking." *HealthDay Reporter*. Copyright ©2016 HealthDay. All rights reserved. Retrieved from <http://consumer.healthday.com/cancer-information-5/misc-tobacco-health-news-666/millions-of-u-s-teens-exposed-to-e-cigarette-ads-cdc-706734.html>

<sup>5</sup> Tom Frieden, M.D., M.P.H., director, U.S. Centers for Disease Control and Prevention; Matthew Myers, president, Campaign for Tobacco-Free Kids; Jan. 5, 2016, *Morbidity and Mortality Weekly Report*, "Vital Signs: Exposure to Electronic Cigarette Advertising Among Middle School and High School Students -- United States, 2014"

<sup>6</sup> Center for Tobacco Control Research & Education. "9 chemicals identified so far in e-cig vapor that are on the California Prop 65 list of carcinogens and reproductive toxins." Retrieved from <http://www.tobacco.ucsf.edu/9-chemicals-identified-so-far-e-cig-vapor-are-california-prop-65-list-carcinogens-and-reproductive-t>. Created July 20, 2013. Accessed May 27, 2015.

<sup>7</sup> Ibid.

<sup>8</sup> U.S. Food and Drug Administration (FDA). Summary of results: laboratory analysis of electronic cigarettes conducted by FDA. Retrieved from <http://www.fda.gov/NewsEvents/PublicHealthFocus/ucm173146.htm>. Updated April 22, 2014. Accessed May 27, 2015.

<sup>9</sup> Roeder, Amy. "Chemical flavorings found in e-cigarettes linked to lung disease." *Harvardgazett*. December 8, 2015. Retrieved <http://news.harvard.edu/gazette/story/2015/12/chemical-flavorings-found-in-e-cigarettes-linked-to-lung-disease/>

<sup>10</sup> Kalkhoran, Sara et al. "E-cigarettes and smoking cessation in real-world and clinical settings: a systematic review and meta-analysis." *The Lancet Respiratory Medicine*, Volume 4, Issue 2, 116 - 128. Published Online: 14 January 2016