

E-CIGARETTES: STILL TOO MANY QUESTION MARKS

TALKING POINTS

Comprehensive tobacco prevention efforts have helped drastically reduce tobacco use in Wisconsin, but the rising popularity of e-cigarettes threatens to undo that progress.

DON'T BE FOOLED, E-CIGARETTES PRODUCE MORE THAN JUST WATER VAPOR

- E-cigarettes emit an aerosol that may contain nicotine, ultrafine particles, heavy metals, formaldehyde and other cancer-causing chemicals.¹
- Communities have come to expect clean indoor air.
 - E-cigarette use threatens this standard and makes enforcement confusing.
- Instead of comparing aerosol from e-cigarettes to secondhand smoke, we should be comparing it to clean air.

E-CIGARETTES HAVEN'T BEEN PROVEN SAFE

- There is not consistent manufacturing standards from brand to brand.
 - With 90% of these products manufactured in China, there is no way for consumers or bystanders to know what they are being exposed to.
- Studies have shown the use of e-cigarettes can cause short-term lung changes and irritations.²
 - Non-users can be exposed to the same potentially harmful chemicals as users.^{3,4}
- Poison center calls related to e-cigarettes have surged in the past 4 years.
 - More than half of these calls involved children ages 5 and younger.⁵

WHILE THERE ARE METHODS APPROVED BY THE FDA TO HELP SMOKERS QUIT, E-CIGARETTES AREN'T ONE OF THEM

- Unlike nicotine patches, lozenges, and gum, e-cigarettes haven't been approved by the FDA as an effective cessation device.
- The combination of cessation counseling and FDA-approved medications is the most effective way to help smokers quit.
- Tobacco users can access free quitting help by calling the Wisconsin Tobacco Quit Line at 1-800-QUIT NOW.

AGGRESSIVE MARKETING AND CANDY FLAVORING ARE TEMPTING MORE YOUTH TO TRY E-CIGARETTES

- Unlike conventional cigarettes, e-cigarettes are regularly advertised on TV and often come in a variety of candy flavors like cotton candy and gummy bear.
- The 2014 National Youth Tobacco Survey (YTS) reports that the number of youth using e-cigarettes tripled from 2013-2014.
 - For the same survey, more youth reported using e-cigarettes than conventional tobacco products.
- E-cigarette use is associated with increased intentions to smoke conventional cigarettes.⁶
- Nicotine (a primary ingredient in most e-cigarettes) is known to have harmful effects on adolescent brains.⁷

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TALKING POINT REFERENCES

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