



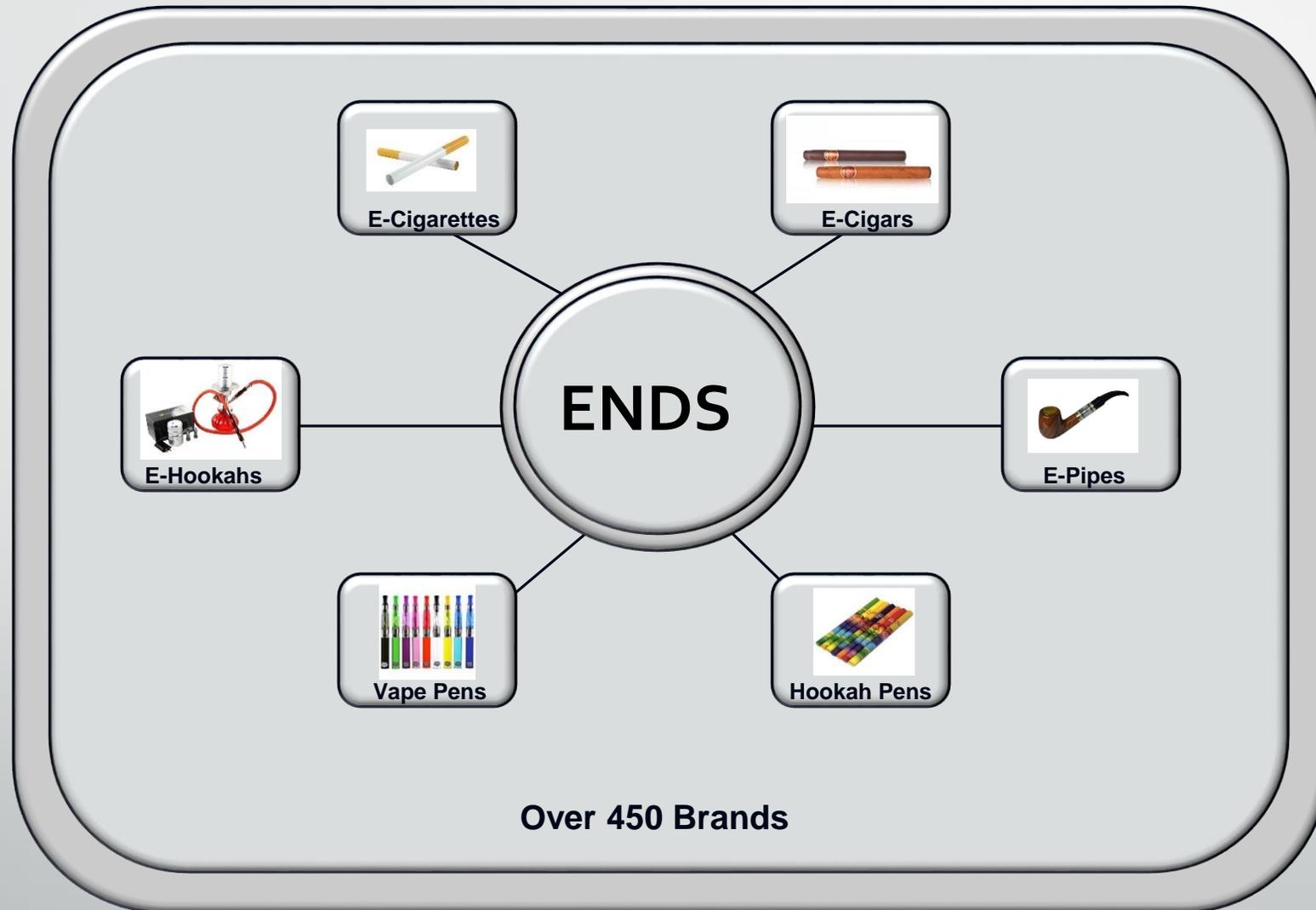
PUBLIC Every One.
HEALTH Every Day.
Every Where.

Electronic Nicotine Delivery Systems (ENDS)

- What they are
- Who is using them
- Health impact
- Marketing and regulation

Brian Baker, Health Educator, Tobacco Prevention Program
Board of Health 3/8/16

Electronic Nicotine Delivery Systems (ENDS)



ENDS are a nicotine delivery system, but they do not meet the definition of a smoking material (they are not lit) therefore, under the LSRA or the NCIAA are not currently regulated.



Currently there is not enough scientific evidence:

- Surrounding ENDS use or vapor exposure to predict the health impact.
- To be approved as a cessation tool.
- The FDA is reviewing the final rule which would give the agency the regulatory oversight on ENDS.

Unforeseen Dangers of ENDS

- Nicotine poisoning to toddlers ingesting e-juice. Calls to the Nebraska Poison Control Center have tripled since 2011. (11 calls in 2013 to 37 in 2015) The President signed a law requiring ENDS manufacturers to use child safety packaging by Jan. of 2017.
- Increasing instances in which ENDS batteries explode, injuring people and damaging property.
- ENDS can be modified to accommodate psychoactive substances, including THC.

2014 Surgeon General's Report: ENDS

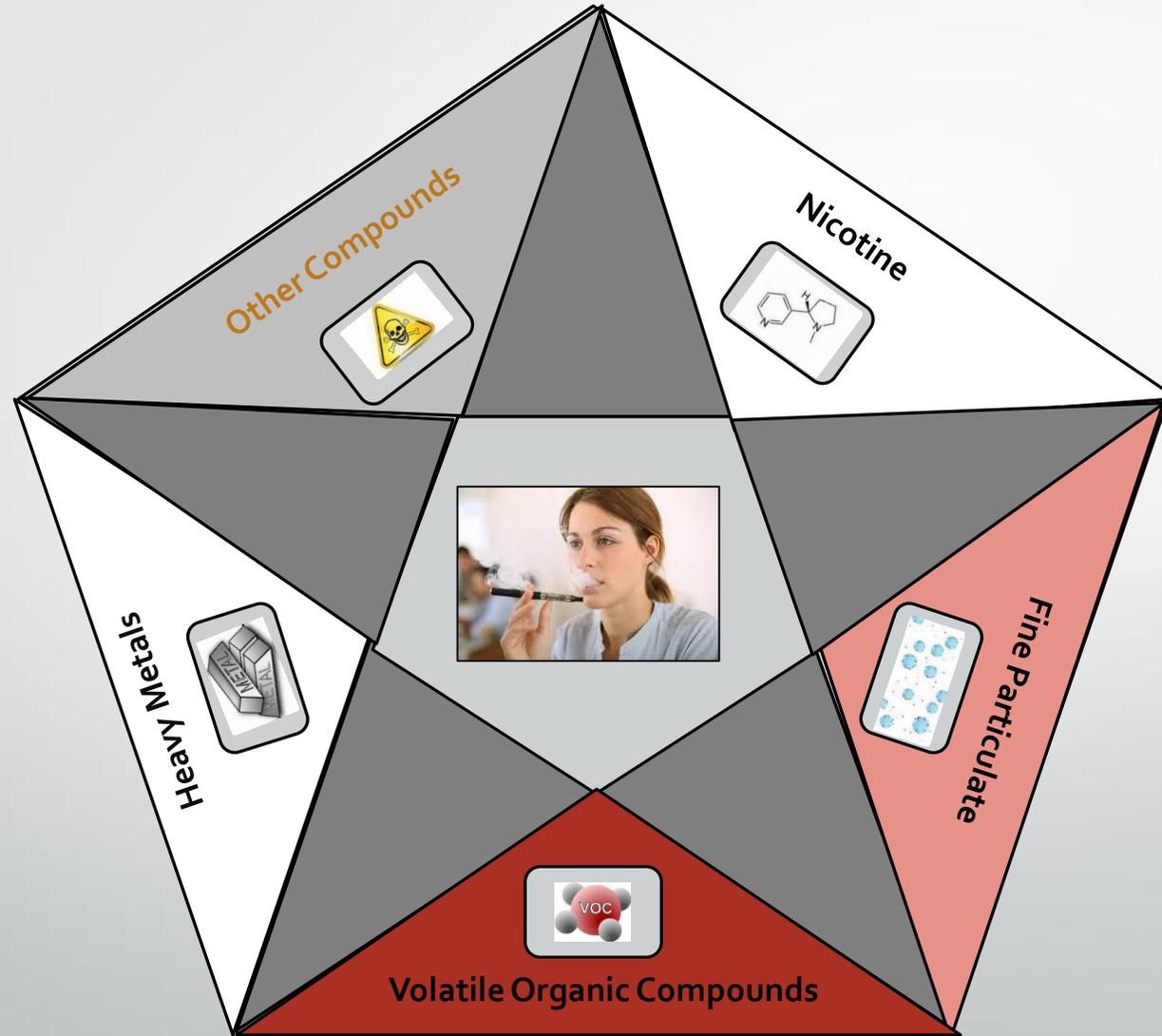
□ Nicotine Toxicity and Health Effects

“The evidence is already sufficient to provide appropriately cautious messages to pregnant women and women of reproductive age as well as adolescents about the use of nicotine-containing products such as smokeless tobacco and electronic cigarettes, and newer forms of nicotine-containing tobacco products, as alternatives to smoking ”

Chapter 5, page 126

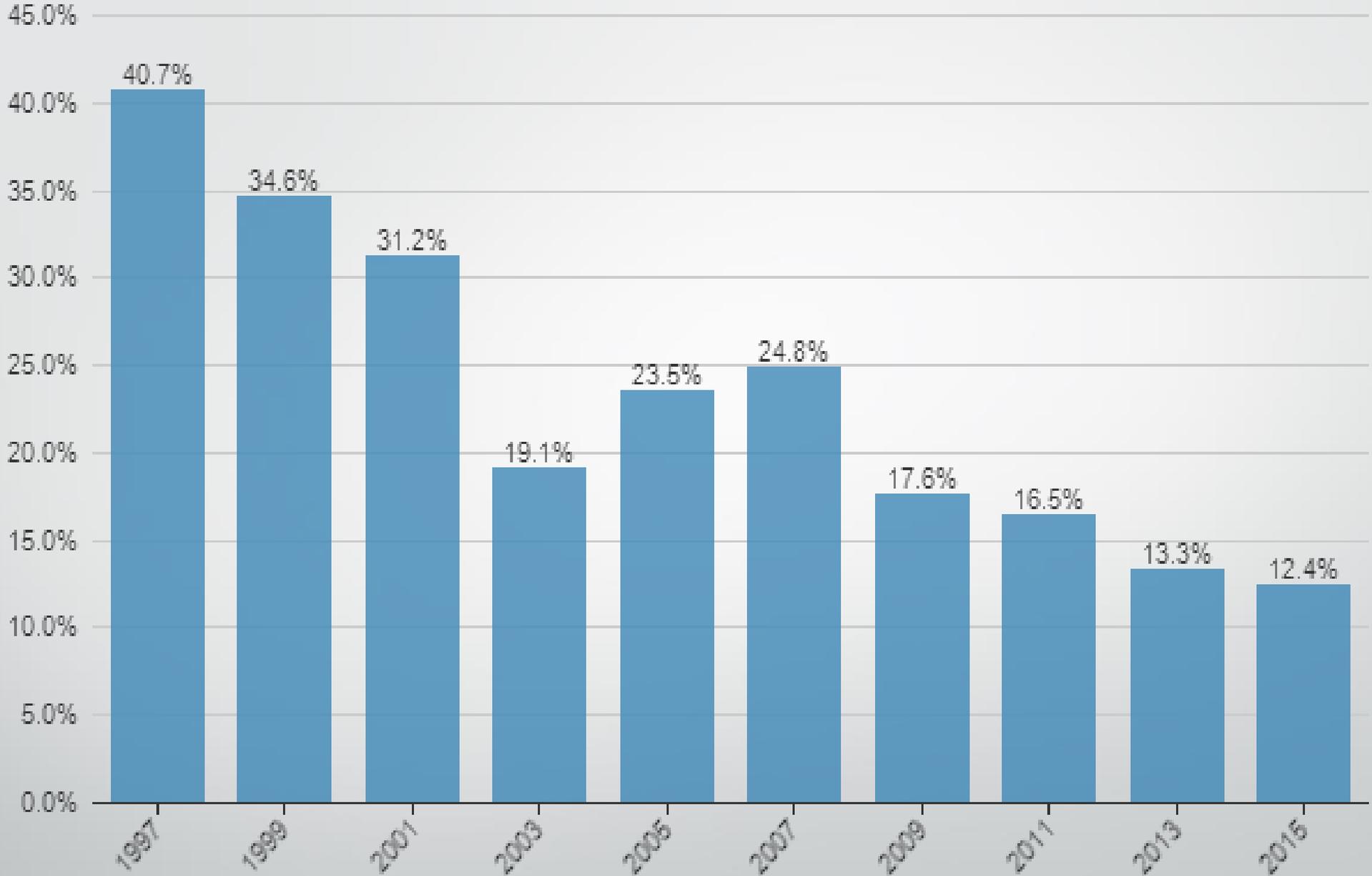


Harmful and Potentially Harmful Ingredients in ENDS Vapor



Dual Use?

A 2013 CDC survey found that the vast majority of current e-cigarette users (77 percent) were also current smokers.



Lancaster County YRBS "Smoking in the past 30 days"

Lancaster County Youth e-cig use

- ❑ 23.8% of respondents reported using an electronic vapor product in the past 30 days.
- ❑ 38.9% of respondents reported they have “ever used” an electronic vapor product

2015 YRBS



Even though this is the first year ENDS numbers are available, they are troubling.

Marketing of e-cigs is eerily reminiscent of cigarette advertisements from the last 60 years. The same tactics that worked on our young people then could be working now.

ENDS Marketing Uses Traditional Tactics

1940's / 1950's



2010's



**Estimated Nebraska Tobacco
Marketing each year:
\$64.8 Million**

Campaign for Tobacco Free Kids



What is happening with ENDS in Nebraska, Lincoln and Lancaster County?

- 2014 state law prohibits selling ENDS to those under 18.
- ENDS business continues to expand, well over 100 retailers in Lincoln/Lancaster County sell e-cig products.

ENDS Laws in Effect Nationally as of Jan. 1, 2016

- **State Laws Restricting E-cigarette Use in 100% Smokefree Venues: 8**
- **Local Laws Restricting E-cigarette Use in 100% Smokefree Venues: 475**

--Americans for Nonsmokers' Rights Foundation

Primary Reasons for laws prohibiting ENDS

- Reduce exposure to nicotine
- Reduce youth initiation
- Precautionary-Health consequences still unknown
- Lessens confusion over enforcement between e-cigs and conventional cigarettes

Reasoning for ENDS Policies

“Clean air... is clean air,” Delaware

“Youth e-cig experimentation quadrupled since 2011,” Hawaii

“We incorporated e-cig restrictions with our 2012 clean indoor air act,” North Dakota

ENDS Policy Outcomes:

“E-cig restrictions are so new outcomes of the policy change are not yet available.” *Mark Meaney, Tobacco Control Legal Consortium, Public Health Law Center, St. Paul, MN*

Challenges

Hawaii- Pushback was from e-cig industry

Delaware- Lobbyists from the tobacco/vape industry came to public hearings

Iowa City, IA- Pushback from e-cig industry and claims of government overreach



The Health Department
provides information to local
businesses with questions
about laws pertaining to
ENDS.

List of local entities which have added a no e-cig policy:

Mellow Mushroom

Longwell's

Mulligan's Golf Grill and Pub

The Press Box Bar & Grill

Chilli's

El Potrero

Hacienda Real

Mazatlan

Riccoco Theatre

St. Monica's

CenterPoint

The Bridge

Lincoln Electric System

NelNet

Hexagon

Sensory Effect Cereal Systems

City of Lincoln

Lancaster County

Lincoln/Lancaster County Public Building Commission

Lincoln Parks and Rec

City of Lincoln Libraries

Lincoln Public Schools

Southeast Community College

University of Nebraska Lincoln

Wesleyan University

Pinnacle Bank Arena

Lincoln Stars Ice Box

Community Action Partnership

Malone Center

Boys and Girls Club

Salvation Army

Good Will

Bryan Health

CHI Health St. Elizabeth

Madonna Rehabilitation Hospital



PUBLIC Every One.
HEALTH Every Day.
Every Where.

QUESTIONS?

Contact Information:

Brian Baker

Lincoln-Lancaster County Health
Department

402-441-8046

bbaker@lincoln.ne.gov