

E-CIGARETTES A GROWING CONCERN

WHAT ARE E-CIGARETTES?

An electronic cigarette is an oral device that can be used to simulate smoking and that produces an aerosol of nicotine and/or other substances.

THEY TAKE MANY FORMS

E-cigarettes are also known as e-hookahs, hookah pens, vape pens, vaporizers, e-cigars, and e-pipes.



4 REASONS TO BE CONCERNED ABOUT E-CIGARETTES

They produce more than just water vapor

- Secondhand aerosol can contain nicotine, ultrafine particles, heavy metals, and cancer-causing chemicals.¹
- Communities have come to expect clean indoor air; e-cigarette use threatens this standard and makes enforcement confusing.

They aren't regulated and haven't been proven safe

- Studies have found some e-cigarettes contain high levels of formaldehyde and diacetyl, chemicals harmful to the human body.²
- There are no regulations on the manufacture or sale of the 450+ brands of e-cigarettes and e-juice to protect consumers or bystanders.³
- Contents vary widely and don't always match the ingredients or amounts listed on labels. In fact, there is no requirement to list ingredients.⁴

They aren't approved to help smokers quit

- No e-cigarette has been approved by the FDA as a cessation device.
- E-cigarette users often continue to smoke regular cigarettes as well as use e-cigarettes.⁵

They appeal to youth

- In Wisconsin 8% of high school students currently use e-cigarettes.⁶
- Nationally, the use of e-cigarettes among youth has more than doubled in the last year.⁷
- The number of youth who used e-cigarettes but never used conventional cigarettes tripled from 2011-2013. Alarmingly, almost half of these youth say they intend to start smoking conventional cigarettes.⁷



5 Counties for Tobacco-Free Living

Fond du Lac
Green Lake
Marquette
Washington
& Waushara

1 E-cigarettes: A scientific review. Contemporary Reviews in Cardiovascular Medicine. Circulation, 2014
2 Evaluation of Electronic Cigarette Liquids and Aerosol for the Presence of Selected Inhalation Toxins. Nicotine & Tobacco Research, September 1, 2014.
3 Four hundred and sixty brands of e-cigarettes and counting: implications for product regulation. Tobacco Control, May 12, 2014
4 E-Cigarettes: Questions and Answers, U.S. Food and Drug Administration, September 2010.
<http://www.fda.gov/ForConsumers/ConsumerUpdates/ucm225210.htm>
5 Electronic Cigarettes and Conventional Cigarette Use Among US Adolescents: A Cross-sectional Study. JAMA Pediatr. March 6, 2014.
6 2014 Wisconsin Youth Tobacco Survey
7 2011-2013 National Youth Tobacco Survey