

E-CIGARETTES: STILL TOO MANY QUESTION MARKS

1 E-CIGARETTES AREN'T GOOD FOR OUR AIR OR OUR KIDS

- **Instead of comparing the aerosol from e-cigarettes to secondhand smoke, we should be comparing it to clean air.** At least 10 chemicals identified in e-cigarette aerosol are on California's Proposition list of carcinogens and reproductive toxins.¹
- **Those around e-cigarette users breathe in ultra-fine particles and nicotine. Metals such as tin, chromium, and nickel can also be found in e-cigarettes.**¹
- **E-cigarettes could lead our kids to try other tobacco products.** Research shows that youth who use e-cigarettes are more likely to use tobacco products and regular cigarettes than youth who don't use e-cigarettes.²

2 E-CIGARETTES HAVEN'T BEEN PROVEN TO BE SAFE OR EFFECTIVE

- **E-cigarettes haven't been proven to be an effective cessation device.**
- **E-cigarettes haven't been proven to be safe, either for their users or for bystanders.** We shouldn't promote a product that, to date hasn't been proven safe.
- **E-cigarettes aren't regulated by any federal agency, meaning there are not consistent manufacturing standards from brand to brand.** Unlike cessation methods such as nicotine patches, lozenges, and gum, e-cigarettes have not received FDA approval.

3 WE ALREADY KNOW WHAT WORKS

- **The combination of cessation counseling and FDA-approved medications is most effective in helping smokers quit.**
- **Wisconsin's youth tobacco prevention efforts have helped reduce youth smoking rates to all-time lows.** One of the best ways to reduce tobacco use is to keep young people from ever starting in the first place.
- **Tobacco users can access free quitting help by calling the Wisconsin Tobacco Quit Line at 1-800-QUIT NOW.**

¹ Americans For Nonsmokers' Rights, Electronic (e-) Cigarettes and Secondhand Aerosol. Available at http://www.ctri.wisc.edu/HC.Providers/ecigs_aerosol.pdf. Accessed on 3/31/14.

² Electronic Cigarettes and Conventional Cigarette Use Among US Adolescents: A Cross-sectional Study. Published March 6, 2014 in JAMA Pediatrics. First author Lauren M. Dutra, ScD, University of California, San Francisco.