E-CIGARETTES

A Public Health STRATEGY

Or TRAGEDY
Foreword

This presentation intends to show the different strategies & tragedies employed concerning e-cigarettes as a tobacco harm reduction tool in the United States.

Definition of strategy
plural strategies
1.1a (1) : the science and art of employing the political, economic, psychological, and military forces of a nation or group of nations to afford the maximum support to adopted policies in peace or war (2) : the science and art of military command exercised to meet the enemy in combat under advantageous conditions b : a variety of or instance of the use of strategy

2.2a : a careful plan or method : a clever stratagem b : the art of devising or employing plans or stratagems toward a goal

3.3 : an adaptation or complex of adaptations (as of behavior, metabolism, or structure) that serves or appears to serve an important function in achieving evolutionary success <foraging strategies of insects>

Definition of tragedy
plural tragedies
1a : a medieval narrative poem or tale typically describing the downfall of a great man b : a serious drama typically describing a conflict between the protagonist and a superior force (such as destiny) and having a sorrowful or disastrous conclusion that elicits pity or terror c : the literary genre of tragic dramas

2a : a disastrous event calamity b : misfortune

3 : tragic quality or element

- and the tragedy of not doing so.

Below are comparisons of the strategies and tragedies for harm reduction. Each is a clickable link.
When tobacco use decreases, less smoking occurs.

**Strategy**

- Switching from conventional to electronic cigarettes reduced toxicant exposure, even for dual users

- New research shows electronic cigarettes better for quitting, than no aid; over the counter NRT worse than no aid

- Important New Study Documents that Dual Use is Not a Negative Consequence of E-Cigarette Use, But a Positive One


**Tragedy**

- The evidence that e-cigarettes inhibit quitting smoking cigarettes just keeps piling up; strong longitudinal study from Canada

- What We Know About E-Cigarettes

- National Institute On Drug Abuse: Electronic Cigarettes (e-Cigarettes)

- American Lung Association Statement on E-cigarettes

- American Heart Association: AHA e-cigarette policy misunderstood
Concern For Youth

Strategy

- US Surgeon General declares e-cigarettes are a public health concern. But where is the evidence of harm?

- Electronic Cigarette Age Restrictions May Drive Teens to Traditional Cigarettes

- New Study in Pediatrics Shows How Anti-Vaping Researchers are Trying to Fool the Public

- Gateway Effects: Why the Cited Evidence Does Not Support Their Existence for Low-Risk Tobacco Products (and What Evidence Would)

- Teen substance use shows promising decline

- How not to be duped by gateway effect claims

Tragedy

- Kids are not just substituting e-cigs for cigs; e-cigs are expanding the tobacco epidemic

- KQED Forum discussion on California Raises Smoking Age to 21, as FDA Tightens Regulations on E-Cigarettes

- E-cigarette Use Among Youth And Young Adults: A Report Of The Surgeon General

- E-Cigarettes: Youth and Trends in Vaping

- Electronic Cigarettes Are Another Route to Nicotine Addiction for Youth

- FDA deeming rule: A step forward, especially if the FDA acts quickly on the advertising rules and educational campaign
Nicotine

Strategy

- Nicotine Without Smoke
- Is Nicotine 'Addictive'? 
- If the data contradict the theory, throw out the data: Nicotine addiction in the 2010 report of the Surgeon General
- Could Nicotine cause Vasoconstriction - from FDA reports

Tragedy

- National Institute on Drug Abuse Tobacco/Nicotine
- Nicotine Addiction and Your Health
- E-Cigarette or Drug-Delivery Device? Regulating Novel Nicotine Products
- Nicotine Addiction
Chemicals

Strategy

▪ New study proves there is no second-hand vaping: e-cigarette aerosol contains less volatile compounds than normal exhaled breath

▪ New Roswell Park/UCSF Study: Smokers Who Switch to E-Cigarettes Exposed to Same Levels of Nicotine, Lower Carcinogen Levels

▪ A new study finds diacetyl in e-cigarettes but exaggerates risks and fails to discuss about smoking

▪ Formaldehyde in e-cigarette aerosol: a public call for the NEJM paper to be retracted

▪ How much do flavors contribute to aldehyde emissions from e-cigarettes?

▪ How hearing about harmful chemicals affects smokers' interest in dual use of cigarettes and e-cigarettes.

Tragedy

▪ UCSF public comment on FDA Listing of Ingredients in Tobacco Products – Revised Draft Guidance for Industry

▪ WHO issues new report on e-cigs: contains cautious read of science and sensible policy recommendations

▪ More evidence that e-cigs have rapid and substantial adverse effects on the cardiovascular system

▪ High Levels of Formaldehyde in E-Cig Vapor

▪ Accumulating evidence suggests e-cigs 1/3 to 1/2 as bad as cigs (maybe higher)
Battery Safety

- **E-Cigarettes Fact Sheet**
- **Battery Safety – Making Peace With Power**
- **E-cigarette Batteries: Vaping for journalists, Part 1**

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### Strategy

**Never!**
- Never leave a battery unattended while charging, and never leave it on charge overnight.
- Never leave a battery or charger on soft furnishings or carpets while charging.
- Never allow the contacts of batteries to come in contact with metal keys or coins etc. This can lead to a short circuit and cause the battery gases to vent.
- Never use a battery when the plastic covering is torn or damaged. Replace it instead.
- Never allow batteries to be discharged below 3.2 Volts or overcharged above 4.25 Volts.
- Never use a battery with a charger that wasn’t designed specifically for it.
- Never overtighten your tank or atomiser onto your device, screw until it’s in place, then stop.

**Always!**
- Always store batteries safely in plastic battery containers where the contacts cannot touch each other.
- Always use a high quality charger with an automatic cut off function.
- Always unplug the charger and remove the battery immediately after the battery has reached full charge.
- Always make sure that if the battery is being used in a ‘mechanical’ device, the correct atomiser resistance should be used for the amp rating of the particular battery.
- Always make sure you understand how to use Ohm’s law to safely set up a ‘rebuildable’ atomiser.
- Always make sure if you use a USB charger, the amp rating matches that of the battery.

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### Tragedy

- **Electronic nicotine delivery systems: overheating, fires and explosions**
- **Explosion Injuries from E-Cigarettes**
- **U.S. Fire Administration Electronic Cigarette Fires and Explosions**
Switching

**Strategy**

- New study: 6.1 million Europeans have quit smoking with the use of electronic cigarettes
- DHHS funded Moffitt Cancer Center survey found 79% of vapers quit smoking, BUT
- Biochemically verified smoking cessation and vaping beliefs among vape store customers
- Consumer Advocates for Smoke Free Alternatives Association Testimonials
- Vaping testimonies
- The “Vaping Truth Survey” Final Analysis.

**Strategy**

- E-cigarettes don’t help smokers quit, study finds
- E-cigarettes and Lung Health
- Myths and Facts About E-cigarettes
- Official: e-cigarettes don’t help
- Heart group calls on FDA to quickly regulate e-cigs
- E-cigarettes Don't Help Smokers Quit Tobacco: Study
**Strategy**

- Withholding differential risk information on legal consumer nicotine/tobacco products: The public health ethics of health information quarantines


- Nicotine without smoke: Tobacco harm reduction

- How and why I changed my mind on e-cigarettes

- Physician Advice for e-Cigarette Use

**Tragedy**

- Doctor Explains Why E-Cigarettes Are Just As Dangerous As Tobacco Cigarettes

- E-cigarettes: Not Safe, Not Harmless

- E-cigarettes are not safe, and here’s why

- Electronic Cigarettes

- Health Risks of E-cigarettes, Smokeless Tobacco, and Waterpipes
Resources

Strategy

- American E-Liquid Manufacturing Standards
- American Vaping Association
- CASAA – The Consumer Advocates for Smoke-free Alternatives Association
- E-Research Foundation
- GFN: Global Forum on Nicotine
- International Network of Nicotine Consumer Organizations
- M.O.V.E. Medical Organizations in favour of Vaping and Electronic cigarettes
- Nicotine Science & Policy
- NNA: New Nicotine Alliance
- NOT BLOWING SMOKE
- Right to be Smoke-Free Coalition
- Smoke Free Alternatives Trade Association SFATA
- The Shenzhen E-Vapor Industry Association USA
- The Vaping Militia
- Vape-A-Vet
- Vapor Technology Association

Tragedy

- Vaporizers, E-Cigarettes, and other Electronic Nicotine Delivery Systems (ENDS)
- Electronic Cigarettes (e-Cigarettes)
- What We Know About E-Cigarettes
- Government Ad Campaign Questions Role of E-Cigarettes in Smoking Cessation
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<tr>
<th>Strategy</th>
<th>Tragedy</th>
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<td>There are organizations and individuals practicing tobacco harm reduction with common sense without fail.</td>
<td>Government, health organizations and media refuse to pursue tobacco harm reduction responsibly or intelligently.</td>
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You can find me here being **a bit more evil on Twitter**  
You can find me [here on my blog](#)