



# ELECTRONIC SMOKING DEVICES

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*Critical Issues in Tobacco Control*

*Irene Linayao-Putman, MPH*

*Carmel Valley Middle School*

*10/20/15*





# LIVE WELL SAN DIEGO

Building  
Better  
Health

Living  
Safely

Thriving

# AGENDA

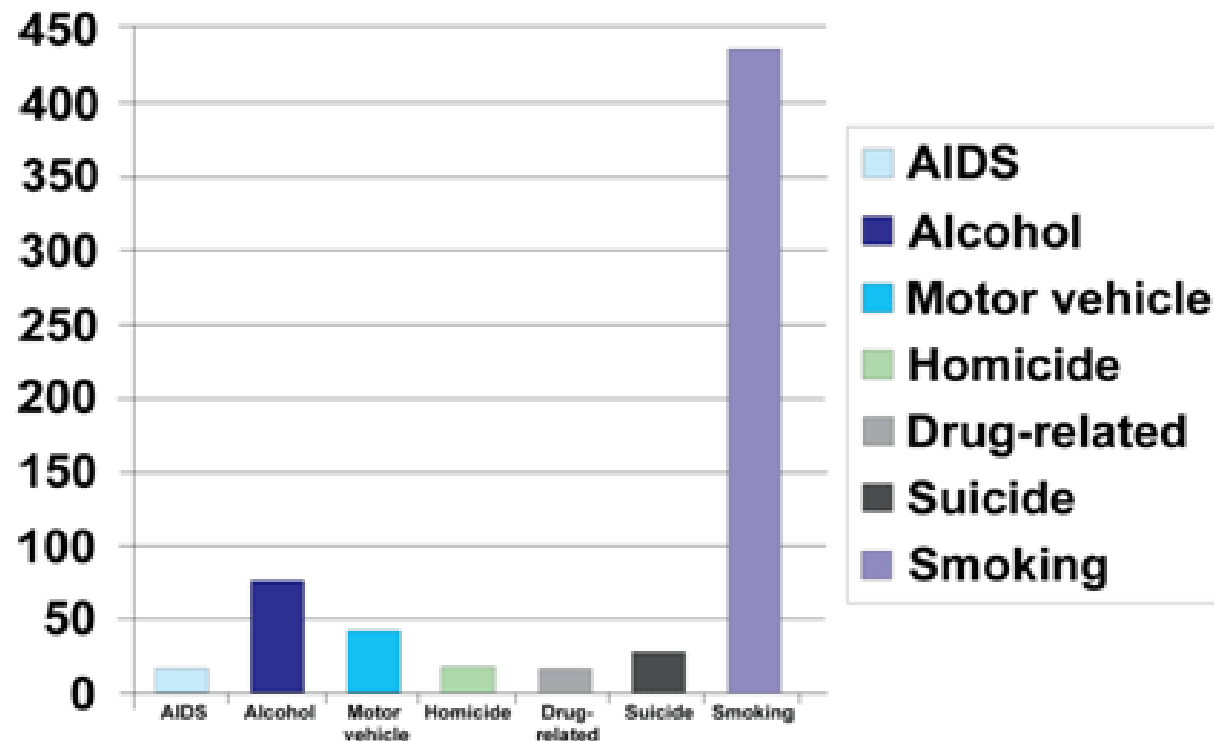


- *Acknowledge CA Youth Advocacy Network, Prevention Partners, Campaign for Tobacco Free Kids, CDPH-CA Tobacco Control Program*
- What's the Problem with Electronic Smoking Devices?
- Overview and Use of ESDs
- Summary of science on ESDs
- Policy Recommendations & Solutions





# Comparative Causes of Annual Deaths in the United States



Sources: (AIDS) *HIV/AIDS Surveillance Report, 2004*; (Alcohol) CDC. (2004). *MMWR*, 53(37), 866-870; (Motor vehicle) National Highway Transportation Safety Administration. (2005); (Homicide) NCHS. *Vital statistics, 2002*; (Drug-related) Mokdad, A.H., Marks, J. et al. (2004). Actual causes of death in the U.S., 2000. *JAMA*, 29(10), 1242; (Suicide) NIMH. (2003 [updated 2006]). *In harm's way—Suicide in America*;

# TOBACCO – 480,000 DEATHS/YR



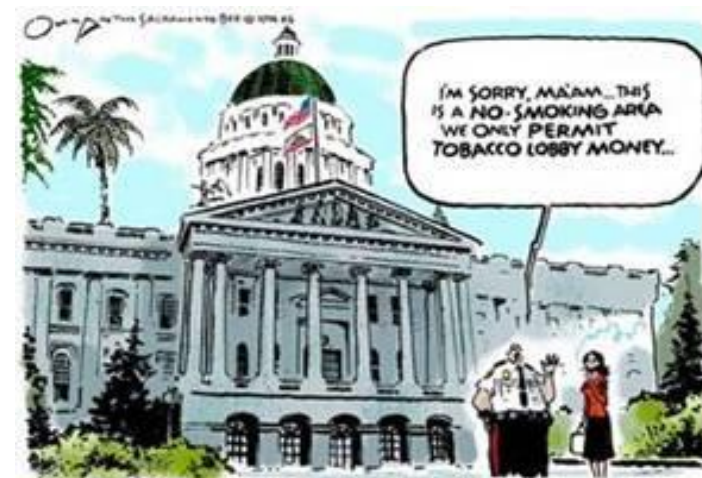
## THE PROBLEM IS...

- Leading cause of **preventable** death in the U.S. - still
- **Kills more** than have died in all US wars combined – every year
- **Cost US \$133 billion/yr** in direct medical cost. (CDC Sep 2014)
- **“Pediatric Disease”** – over 90% of smokers started before the age of 18



Rich, powerful, well-connected, influential lobbyist

- Lawyers – fight policies, protections, and progress
- Media – Advertising, promotions, sponsorships, defeat tax increases
- ‘Researchers’ – “Tobacco Institute”



# BIG 3 TOBACCO COMPANIES NOW IN E-CIGARETTE BUSINESS



In 2013:

- **Altria** developed and began selling MarkTen (limited market)
- **British American Tobacco** developed and began selling Vype
- **Imperial Tobacco** acquired Dragonite International



In 2012:

- **Lorillard** bought Blu
- **RJ Reynolds** created Vuse (limited market)
- **Swisher Sweets** developed e-cigarillos (e-swisher)



The National Youth Tobacco Survey is the only nationally representative survey of **middle** and **high school students** focusing exclusively on patterns of tobacco use.

More than  
**4.6 million**  
students reported being  
current tobacco users.

(use of tobacco product(s)  
within the past 30 days.)

1 in 4 high school students



1 in 13 middle school students



Of the current tobacco users,

**2.2 million**  
students





reported being current users of **two or more types** of tobacco products.

Of the current tobacco users,

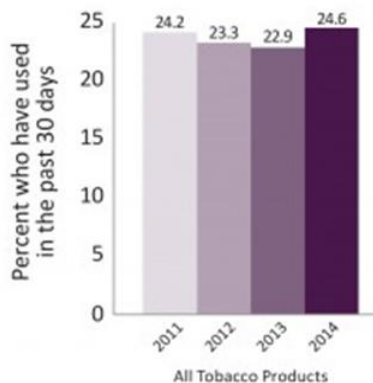
**2.4 million**  
students reported  
using e-cigarettes.



For the first time in NYTS, **e-cigarettes** were the most commonly used tobacco product among students, followed by hookah (1.6 million), cigarettes (1.6 million), and cigars (1.4 million).

From 2011 to 2014, **e-cigarette** use   
 among high school students **increased** nearly **800%** and  
 **hookah** use more than **doubled**.

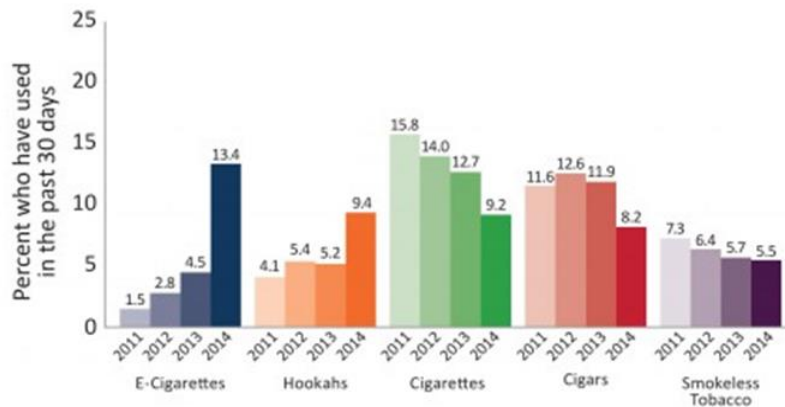
Between **2011** and **2014**,  
 there was **no decline**  
 in overall tobacco use  
 by students.



Between 2011  
 and 2014, the percentage  
 of students  
 reporting current  
 use of cigarettes  
 decreased from

**15.8%**  
 to  
**9.2%.**

Student use of **e-cigarettes** and **hookah**  
**offset the decrease** in use of  
 traditional products such as cigarettes and cigars.







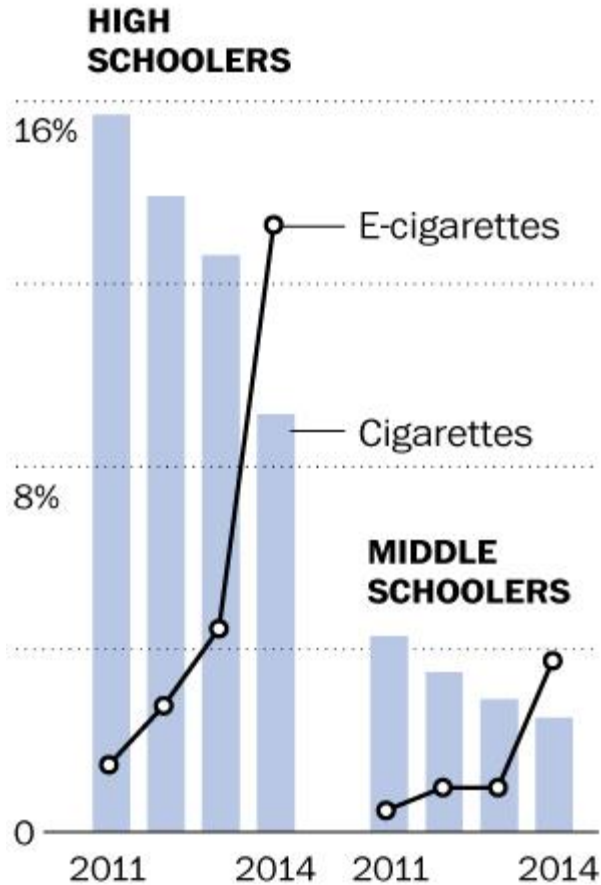
In 2013, more than  
**a quarter million**  
middle and high  
school students  
**never** smoked  
regular cigarettes  
but **had** used  
e-cigarettes...

**3 times**  
as many as 2011!



# Teen e-cigarette use triples from 2013-2014

Estimated percentage of high school students who used tobacco in the preceding 30 days



Source: National Youth Tobacco Survey 2011-2014, and Centers for Disease Control and Prevention  
THE WASHINGTON POST



LIVE WELL  
SAN DIEGO



SHOP BATTERIES

# SLIM, ELEGANT E-CIGS

PICK YOUR COLOR



View  
the VC  
Lookbook



**WIN**  
VAPOR COUTURE  
STARTER KIT

**Gorgeous  
Accessories**

SHOP NOW

What is VAPOR COUTURE?

# PLACED NEXT TO CANDY





# SMOKE ANYWHERE

- AIRPLANES
- RESTAURANTS
- NIGHT CLUBS
- BARS
- HOTEL/MOTELS
- EVERYWHERE!



Smoking Everywhere  
Electronic Cigarette

**ENTER  
TO WIN**  
CLICK HERE

**100%**  
SATISFACTION  
GUARANTEED

**ONE  
YEAR  
WARRANTY**



Live Chat

TALK TO  
US HERE



CONTACT  
US HERE



TOLL FREE NUMBER  
1.800.613.0337



HOME

HOW IT WORKS

PRODUCTS

BENEFITS

COMPANY

OPPORTUNITIES

FAQ

HOW TO BUY



Now you can smoke at  
Clubs

# Vapor Cigarette Cartridges

AVAILABLE NOW

COMING SOON



**Bombshell**

This exotic blend is rich, smooth and a great fit for Turkish tobacco lovers!



**Rodeo Drive**

The perfect hearty and rich, traditional All-American tobacco flavor.



**Fresh Mint**

Our wonderful and invigorating menthol is fresh, cool and delicious.



**Passion Fruit**

Fun, fruity, and delightful, this flavor will tickle your sweet tooth.



**Strawberry Champagne**

Fruity and bold, this is a full-bodied flavor treat with a hint of passion.



**Arctic Mint**

Cool your lips with sensuous Arctic blend of this minty flavor storm.





## LIVE WELL SAN DIEGO

**3**  
Lead to

**BEHAVIORS**

No Physical Activity  
Poor Diet  
Tobacco Use

**4**  
Result in

**DISEASES**

Cancer  
Heart Disease & Stroke  
Type 2 Diabetes  
Lung Disease

**OVER 50**

**PERCENT**

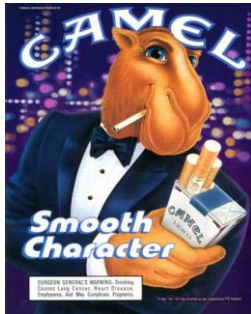
of deaths  
in San Diego

# THE PROBLEM WITH E-CIGS IS...ERODES PROGRESS



## NO RULES

- Advertise
- Flavors
- No taxation
- Singles
- No licensing, tracking, monitoring
- No regulations for manufacturing, labeling
- Outdated and non-existent policies (School Districts, Businesses, Municipalities, States)



## OUT OF CONTROL

- NOT well known (to parents, educators, law enforcement, policy makers)
- Used for marijuana
- Myths – “Its just water”
- Exponential growth
- Nicotine Addiction, Poisonings
- Who’s in charge?
  - Monitoring, compliance checks



# THE PROBLEM WITH ESD IS ... 1 STEP FORWARD, 2 STEPS BACKWARD



## BACKWARD

- Initiation
- Dual Use
- Former Smokers
- Delays Quit Attempts
- Enforcement complexities
- Erosion of cultural norm



**DEAR SMOKING BAN,**

**blu ELECTRONIC CIGARETTE**

Take back your freedom to smoke anywhere with blu electronic cigarettes. blu produces no smoke and no ash, only vapor, making it the smarter alternative to regular cigarettes. It's the most satisfying way to tell the smoking bans to kiss off. Okay, maybe the second-most satisfying way.

[blucigs.com](http://blucigs.com)

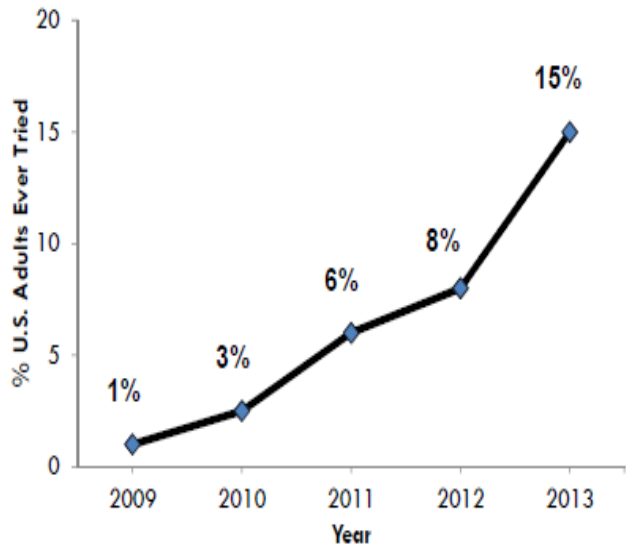
New blu Smart Pack

18+ only. CALIFORNIA PROPOSITION 65 Warning: This product contains nicotine, a chemical known to the state of California to cause birth defects or other reproductive harm.

# USE HAS TRIPLED 2012-13

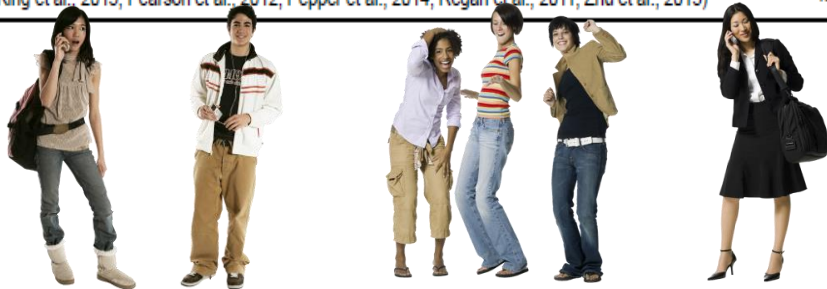


## Trends in Use: U.S. Adults

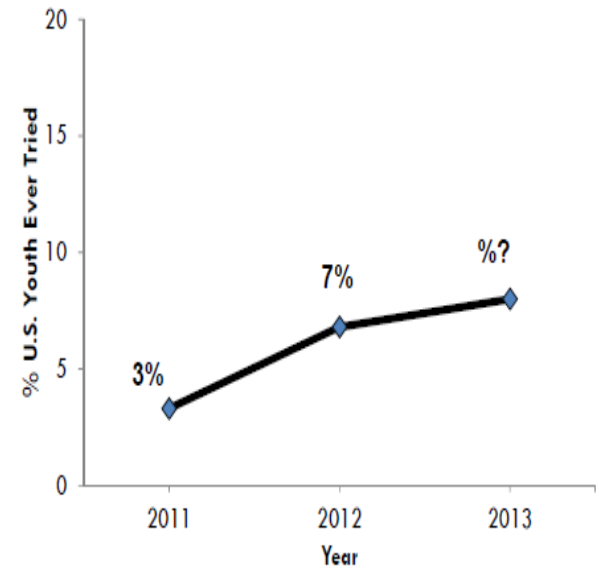


(King et al., 2013; Pearson et al., 2012; Pepper et al., 2014; Regan et al., 2011; Zhu et al., 2013)

12



## Trends in Use: U.S. Youth



(Bunnell et al., 2014; Dutra et al., 2013)

13



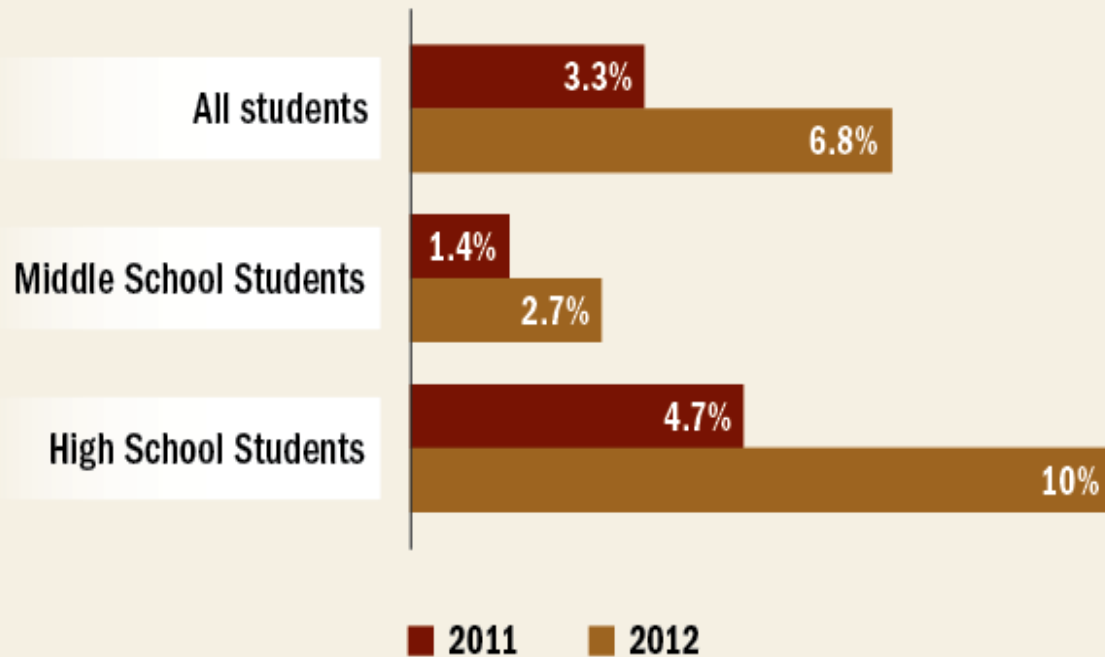
e-cigarette  
use has  
**TRIPLED**  
among  
high school  
students



# YOUTH E-CIGARETTE USE



## E-CIGARETTE USE AMONG STUDENTS 2011-2012



Source: CDC, National Youth Tobacco Survey



# USE: ADULT USE ESTIMATES



- 2012 National estimates:
  - Ever-use prevalence of 11.4% for smokers
  - 2% for former smokers
  - 0.8% for never smokers
- Suggest that in absolute numbers
  - Roughly 5 million smokers and more than 1 million former and never smokers have ever used e-cigs

*“E-cigarette use is growing rapidly. There is still a lot we don’t know about these products, including whether they will decrease or increase use of traditional cigarettes.”*

– CDC Director Tom Frieden, MD, MPH

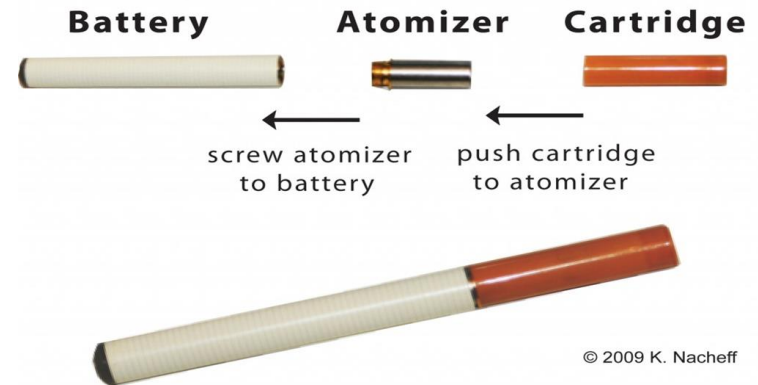


# WHAT ARE E-CIGARETTES?

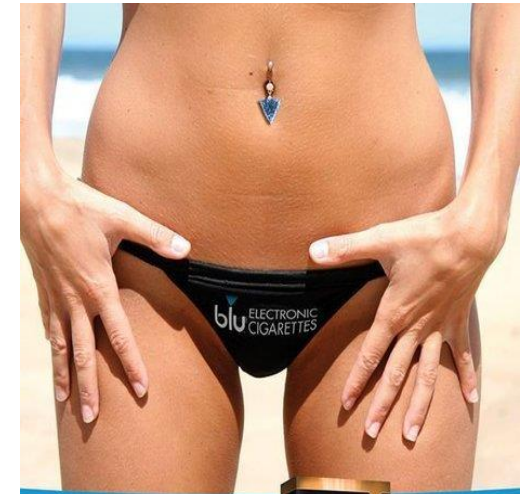


## ELECTRONIC SMOKING DEVICES

- Electronic vapor (aerosol) emitting devices.
- Do not contain tobacco, however nicotine is derived from tobacco.
- **Solution contains 3 main ingredients:**
  - Propylene Glycol: safety data warns that heating/burning it may form toxic gases
  - Nicotine: promotes clot formation that may lead to heart attacks and strokes
  - **Flavoring** (fruit, candy, coffee, bacon, mix and match)
- Variations (e-cigars, e-hookahs, cigarillos, vape pens, M-cigs. etc.) /no nicotine – disposable or



# MARKETING TSUNAMI



**SLIM. CHARGED.  
READY TO GO.**

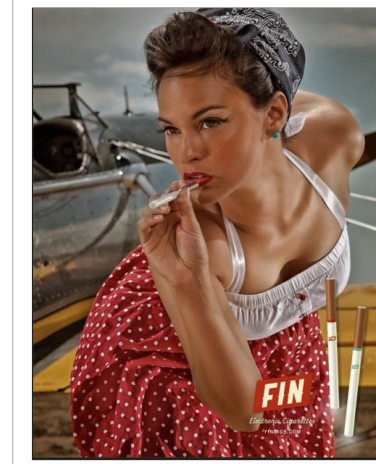
**AVAILABLE  
NATIONWIDE!**

Visit us at [blu.com](#) or [store-locator](#)



**Watch as blu eCigs and IndyCar make history at Indianapolis Motor Speedway**

Click Here To Watch The Video



# USING THE OLD TOBACCO PLAYBOOK



THEN

• The figures quoted have been checked and certified by the U.S. DEPARTMENT OF HEALTH, EDUCATION AND WELFARE, MONTGOMERY, WARD & CO. MONTGOMERY, WARD & CO. MONTGOMERY, WARD & CO.

**20,679\*** Physicians  
say "LUCKIES  
are *less irritating*"

NOW

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**E-Cigarette - Doctors say Healthier Alternative**

HEMN 6 videos ▾ Subscribe

1:00 / 5:01

CC 240p



# OTHER NAMES



## E-cigarettes are also called:

- E-cigs
- E-hookahs
- Vapor pens
- Vapes
- Vape pens
- Vape pipes
- MOD's
- APV's



# VARIATIONS OF THE SAME THEME



## BASIC COMPONENTS:

1) BATTERY, 2) E-LIQUID, 3) ATOMIZER

- Pen style with tank
- E-hookah, E-Pipe





E-cigarettes are now being paired with cellphones



# Vaporizer Case Bundle for iPhone 5 or 5s with Oil Cartridge and Oil

**\$49.99**

**BUY!**

VALUE	DISCOUNT	YOU SAVE
<b>\$133.47</b>	<b>63%</b>	<b>\$83.48</b>

LIMITED TIME ONLY!  
🕒 9 days 10:31:08

LIMITED QUANTITY AVAILABLE  
👤 2 bought

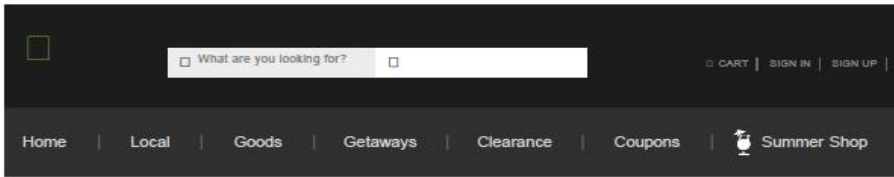


🔍 Hover over image to zoom





- E-cigarettes have been fashioned to look like other products such as asthma inhalers, beverage containers, and other common products.



## 6-Pack of NutriCig Energy, Slim, or Sleep Fortified E-Cigarettes from NutriCig

FROM  
**\$16.99**

**BUY!**

VALUE	DISCOUNT	YOU SAVE
\$59.94	72%	\$42.95

OPTIONS

Select Option

Select Flavor

LIMITED TIME ONLY!

6 days 09:13:32

LIMITED QUANTITY AVAILABLE

Over 410 bought



### Available E-Cigarettes

- Six-pack of Energy e-cigarettes in cherry, menthol, or tobacco
- Six pack of Slim e-cigarettes in chocolate, menthol, or tobacco
- Six pack of Sleep e-cigarettes in chocolate, menthol, or tobacco

*Warning for California residents regarding Proposition 65: NutriCig e-cigarettes contain nicotine, a chemical known to the State of California to cause birth defects or other reproductive harm.*

*After purchasing this deal, you will need to visit the website listed on your Groupon voucher to complete redemption. See voucher for more.*

### NutriCig Fortified E-Cigarettes

- 1.8% nicotine by volume
- Disposable fortified e-cigarettes
- Blends to help you suppress appetite, increase energy, or relax
- Supplements such as hoodia, peppermint, B vitamins, and me
- VaporFlo technology for smooth vapor and flavor
- Silicone mouthpiece and LED tip
- Recreates the look and feel of a regular cigarette
- One e-cigarette lasts about as long as two packs of regular c
- Microcomputer, battery, atomizer, and cartridge all within a or
- Ash-, odor-, and smoke-free



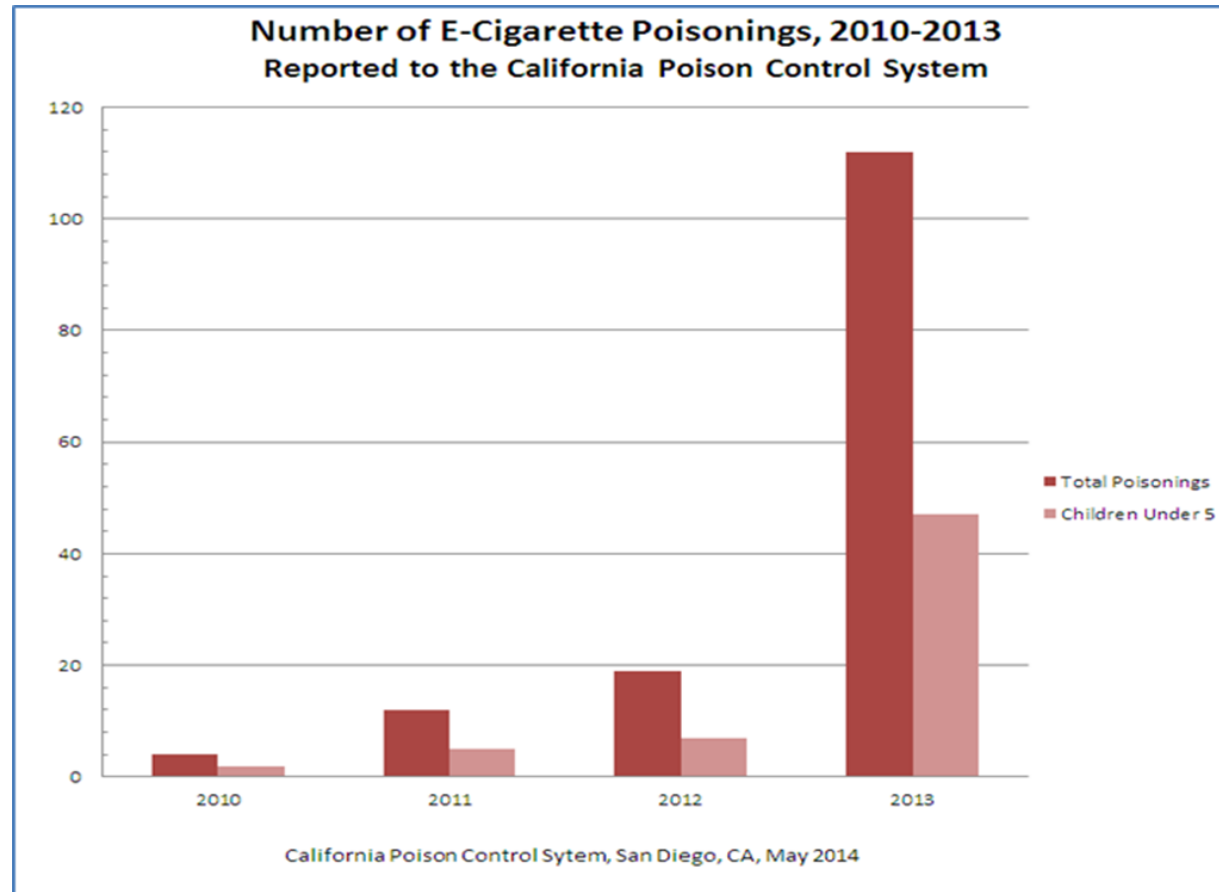
# NICOTINE POISONING



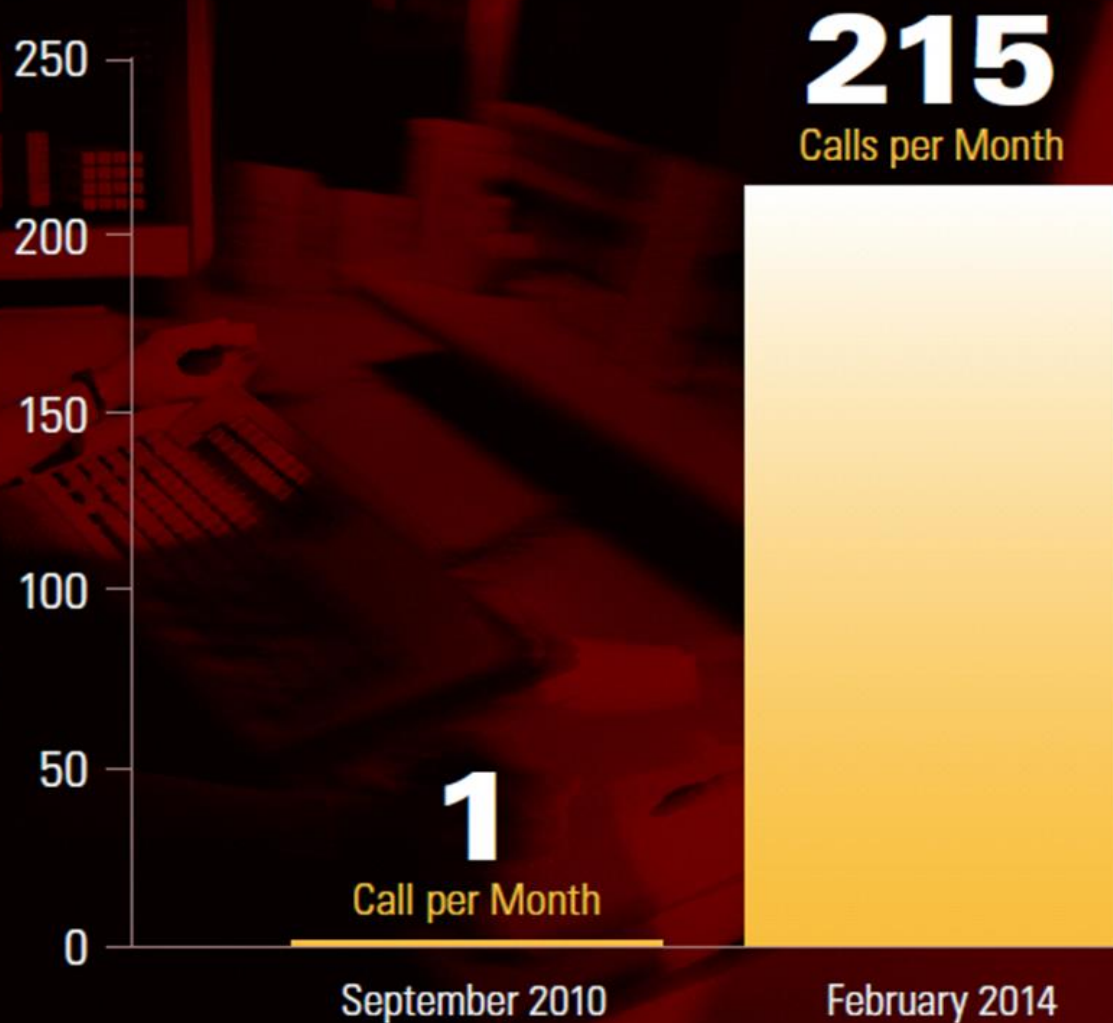
- Fruit and candy flavors entice children
- Children may drink these liquids or spill them on themselves



- E-liquid can cause nicotine poisoning through ingestion and skin or eye contact
- Even a small fraction of e-liquid ingested by a child can be lethal



# Poison center calls involving e-cigarettes

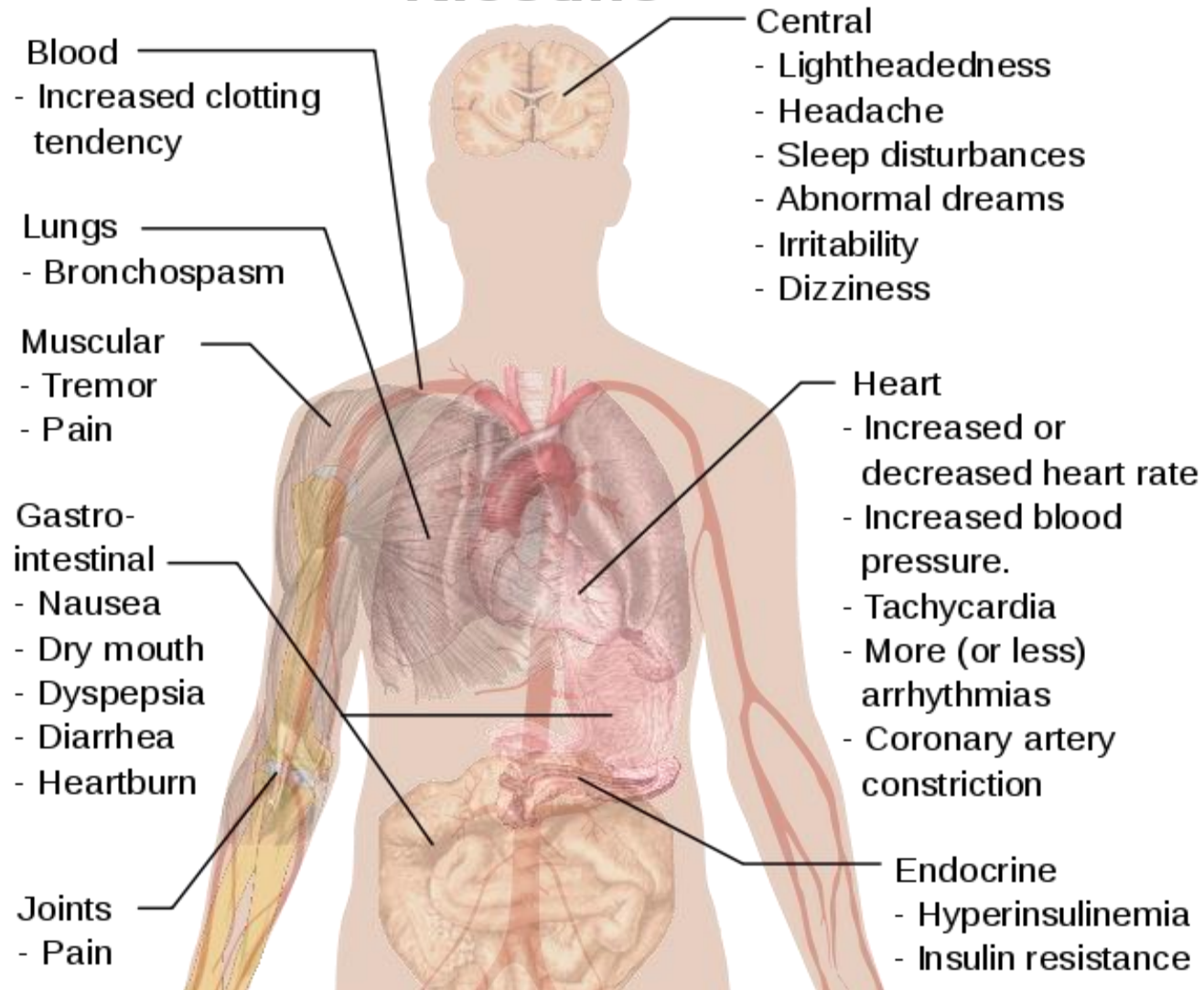




# "HARMLESS WATER VAPOR?"



## Side effects of **Nicotine**





**Exposure to the nicotine  
in e-cigarettes can harm  
brain development in  
teens.**

January 29, 2013

## Vapure U.S.A Inc. eLiquid

All flavors come in 0mg, 11mg or 24mg.

### Tobaccos

Sweet & Mild  
Blackberry Dry Blend  
Clove  
Country  
Dry Blend  
Fine Cigar  
Fire Cured  
Full Flavor  
Golden Blend  
Havana  
Island  
RY80  
vY4  
Warm Leaf

### Menthols

Black Ice  
Blackberry Dry Blend  
Can't Ice This  
Candy Cane  
Cool Ice\*  
Dry Blend Menthol  
Fire & Ice\*  
Full Flavor Menthol  
Kiwi Menthol  
Peach Ice  
Pinealoupe Ice  
Pure Menthol  
Strawberry Mango Freeze  
Tropical Ice  
Watermelon Ice  
White Tic Tac

### Drinks

Cappuccino  
Cherry Cola\*  
Coffee  
Cola\*  
Fruit Punch  
Funky Monkey  
German Chocolate  
Coffee  
Horchata  
Irish Cream  
Lemonade on a Stick  
Merlot  
Mocha Mint Coffee  
Mt. Dewy  
Pina Colada  
Red Energy  
Root Beer  
Root Beer Float  
Strawberry Champagne  
Vanilla Cola\*

### Sweets

Apple Pie\*  
Atomic Cinnamon\*  
Banana Cream Pie\*  
Berry Parfait  
Blueberry Pancakes  
Boston Cream Pie  
Bubble Gum  
Candy Chocolate Mint  
Caramel  
Caramel Apple Pop  
Caramel Candy  
Caramel Kettle Corn  
Cherry Cordial \*  
Cherry Vanilla\*  
Chocolate Banana  
Chocolate Cake  
Chocolate Strawberry  
Cinnamon Roll  
Cotton Candy  
Double Chocolate  
English Toffee  
Fruit Gum  
Gummy Bears  
Honey  
Marshmallow  
Orange Dream  
Peanut Butter Cup  
Pumpkin Pie  
Raspberry Cheesecake  
Snickerdoodle  
Snicks  
Strawberries & Cream  
Sweet Cinnamon\*  
Sweet Tarts  
Vanilla  
Vanilla Cupcake  
Vanilla Sunrise  
Waffle

### Fruits

Acai Berry  
Banana\*  
Black Cherry\*  
Blackberry  
Blueberry  
Blueberry Acai  
Blueberry Pomegranate  
Cherry\*  
CTONA Watermelon  
Dragon Fruit  
Grape  
Green Apple\*  
Juicy Peach  
Kiwi Banana  
Kiwi Strawberry  
Mango  
Manic Melon  
Peach  
Pinealoupe  
Pineapple  
Pomegranate  
Prickly Pear  
Raspberry  
Razzapple  
Star Fruit  
Strawberry  
Strawberry Banana  
Strawberry Mango  
Watermelon



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# E-LIQUID

GREAT TASTE, WITHOUT THE FANCY NAMES.



Refill cartridges or drop fluid into drip tips.

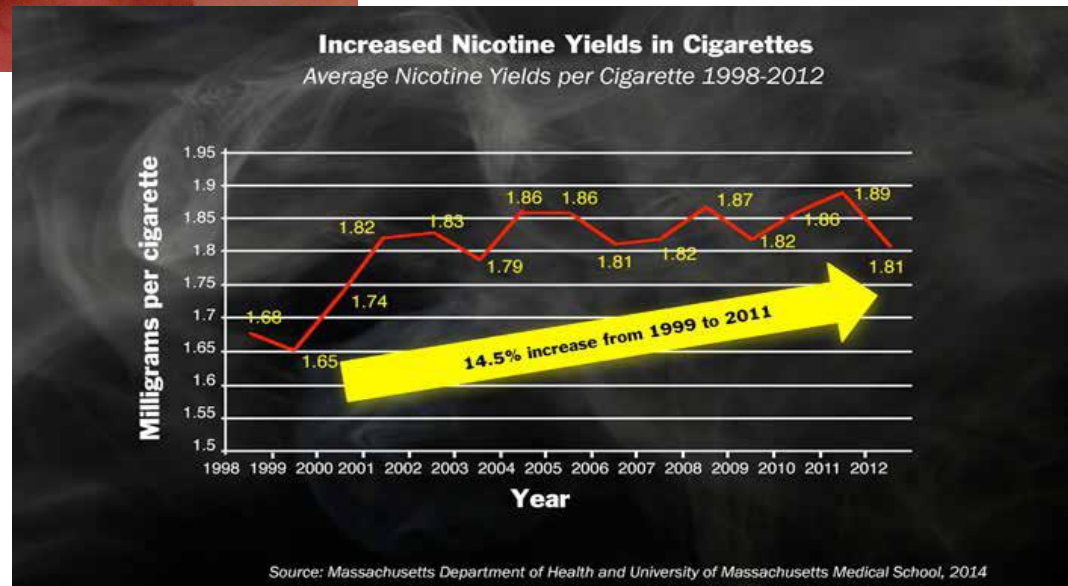
# TOXICITY



- E-cigarette refill fluids vary greatly in toxicity.
- Researchers found that toxicity in e-cigarettes may be due to the chemicals used to flavor the products.



# REFILLING AN E-CIGARETTE





## Liquid nicotine can poison kids

8:46 AM, Nov 12, 2012 | 29 comments

Exploding e-cigarette could have killed my dogs and cats, terrified Atlanta woman says



 **Dylan Stableford, Yahoo! News** September 4, 2013 12:19 PM  
The Sideshow



### LATEST NEWS

## Man Loses Teeth and Part of Tongue in Electric Cigarette Explosion

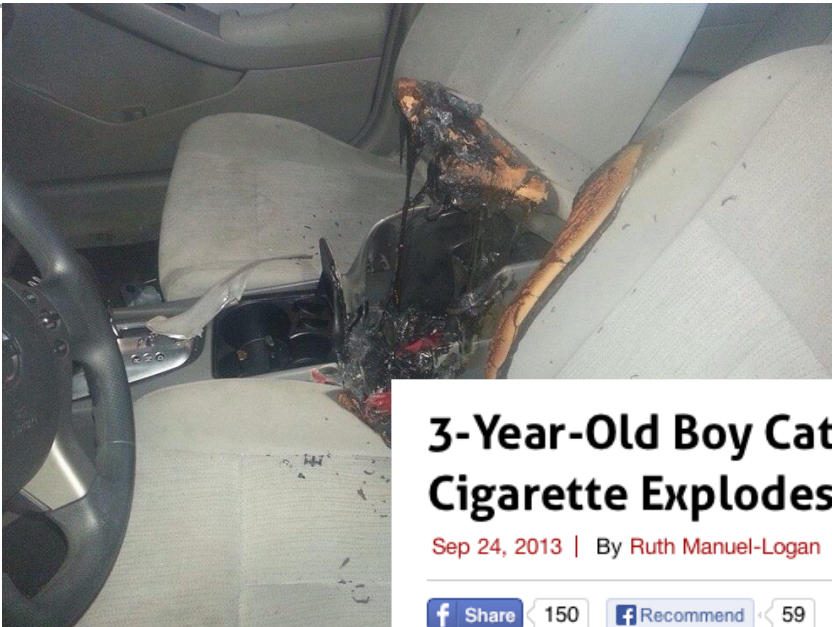
MELISSA NELSON, Associated Press

February 15, 2012 4:07 PM

## 3-Year-Old Boy Catches Fire When Mom's E-Cigarette Explodes

Sep 24, 2013 | By Ruth Manuel-Logan

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## Butane Hash Oil

Wax and Hash oils are often smoked using **Vape - Pens or E cigarette type devices**



- The process for making Hash oil involves using Butane gas to extract higher levels of THC.

**Butane gas is colorless odorless and highly flammable.**

- Butane is used as a solvent for hash oil extraction because it separates herbal oils from mostly useless marijuana plant/bud matter. This type of filtered oil is sometimes nicknamed "Hash or Honey Oil" because the results are similar in color and consistency to amber honey.
- In September 2013, two men in Pacific Beach were burned attempting to make Butane Hash Oil (BHO).

Highly potent forms of marijuana such as Wax and Honey Oil or Hash Oil are made using this process. **THC levels can vary from 60% to 90% using this extraction method.**



**MPI**  
Marijuana  
Prevention  
Initiative  
San Diego County







# DEA: SAN DIEGO IS THE NUMBER ONE HOT SPOT FOR THIS PROBLEM NATIONWIDE...



## Concerns Rise over Usage of Hash Oil with E-Cigarettes

An explosion and fire in an East Village apartment building on Thursday was caused by someone making a hash oil extraction using butane. Growing Number of Youth Smoking Vaporizers Alarms Health Officials. It's advertised as the best way to kick that bad habit of smoking, but critics say it may kick-start a new generation of smokers. Stephanie Chuang reports.

Agents at San Diego's Drug Enforcement Administration office are becoming increasingly concerned with anything having to do with [hash oil, a marijuana byproduct](#). This now includes electronic cigarettes.

E-cigarettes are designed as an alternative to traditional cigarettes. They are battery-powered and filled with liquids which are turned to vapor, but some people are using them to try and get high.

"Because of the way these mechanisms work, the odor is highly diminished. **So if a parent thinks because they don't smell it on their kid, that doesn't necessarily mean their kids aren't using,**" said Gary Hill, Assistant Special Agent In Charge with the San Diego DEA office.

Law enforcement agents aren't the only ones concerned.

"We're finding these people who utilize these types of vaporizers with hash oil, the intensity of the high is tremendously more so than traditional smoking in a pipe or cigarette type of form," Hill said.

Hash oil is most commonly extracted from marijuana plants using highly volatile Butane gas. The process can lead to explosions, and [San Diego has seen several in recent months](#). **The DEA considers San Diego the number one hot spot for this problem nationwide.**

"So the concern lies if we see more and more people wanting the demand for hash oil because they want to use hash oil in these vaporizing cigarettes, the demand for hash oil goes up. Therefore, the potential for other hash oil extraction labs increase, which increases the potential for more fires and explosions," Hill explained.

Some electronic cigarette makers say hash oil is too thick to work in their products. **The DEA says the more parents are educated, the better, as this is not a problem that seems to be going away anytime soon.**

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Source: <http://www.nbcsandiego.com/news/local/Concerns-Rise-over-Usage-of-Hash-Oil-with-E-Cigarettes-241416261.html#ixzz2r9NdjNMQ>

# Separation of smokers and non-smokers in the same air space doesn't work!



# HEALTH EFFECTS – SECONDHAND VAPING



Overall, the e-cigarette is a new source of VOCs and ultrafine/fine particles in the indoor environment. Therefore, the question of “passive vaping” can be answered in the affirmative. However, with regard to a health-related evaluation of e-cigarette consumption, the impact of vapor inhalation into the human lung should be of primary concern”

*(Schripp, et al., 2012)*



- ...e-cigarette smoke **contains the toxic element chromium, absent from traditional cigarettes, as well as nickel at levels 4x higher than normal cigarettes.** In addition, several other toxic metals such as lead and zinc were also found in second-hand e-cigarette smoke – though in concentrations lower than for normal cigarettes.
- “Our results demonstrate that overall electronic cigarettes seem to be less harmful than regular cigarettes, but their **elevated content of toxic metals such as nickel and chromium do raise concerns,**”
  - *Constantinos Sioutas, professor at the USC Viterbi School of Engineering, and corresponding author of the study, which was published online on August 22 by the Journal of Environmental Science, Processes and Impacts*



## E-cigarettes also harm those exposed to the secondhand aerosol

- People exposed absorb **nicotine** at comparable levels to secondhand smoke from cigarettes
- **Secondhand aerosol contains ultrafine particles that may:**
  - Cause **cancer**
  - Cause **birth defects**
  - Cause **other reproductive harms**



# IT'S **NOT** JUST "HARMLESS WATER VAPOR"

E-cigarette aerosol contains  
at least **10 chemicals** on  
California's Prop 65 list of  
chemicals known to cause  
**cancer, birth defects or other  
reproductive harm.**



TOLUENE  
ACETALDEHYDE  
BENZENE  
CADMIUM  
FORMALDEHYDE  
ISOPRENE  
LEAD  
NICKEL  
NICOTINE  
N-NITROSONORNICOTINE



GONIEWICZ, M.L., ET AL., LEVELS OF SELECTED CARCINOGENS AND TOXICANTS IN VAPOUR FROM ELECTRONIC CIGARETTES. TOB CONTROL, 2014, 23(2): P. 133-9.  
WILLIAMS, M., ET AL., METAL AND SILICATE PARTICLES INCLUDING NANOPARTICLES ARE PRESENT IN ELECTRONIC CIGARETTE CARTOMIZER FLUID AND AEROSOL.  
PLOS ONE, 2013, 8(3): P. E57987.

CALIFORNIA OFFICE OF ENVIRONMENTAL HEALTH HAZZARD ASSESSMENT, SAFE DRINKING WATER AND TOXIC ENFORCEMENT ACT OF 1986. CURRENT PROPOSITION 65 LIST

# TOXIC CONTAMINANTS HAVE BEEN FOUND IN FLUID AND/OR VAPOR (10)



- **Formaldehyde**
- Diethylene Glycol
- **Nickel**
- **Chromium**
- **Cadmium**
- **Lead**
- Fine and Ultrafine Particles
- TSNAs
- VOCs
- Heavy Metals
- Silicate Particles

\* Items in RED: On CA prop 65 list of carcinogens and reproductive toxins

- **Acetaldehyde**



## **Influencing Policy and Legislation**

**Changing organizational practices**

**Fostering coalitions and networks**

**Educating Providers**

**Promoting Community Education**

**Strengthening individual knowledge and skills**





## NATIONAL ASSOCIATION OF CITY AND COUNTY HEALTH OFFICIALS - NACCHO

- Use broadly-defined **language to include** e-cigarettes in new smoke-free legislation for indoor and outdoor environments
- Make clear that e-cigarettes are **covered by existing smoke-free laws** through clarifying opinion or regulation/rule (n.b.: opening up or amending the definitions of “smoke” and “smoking” to include e-cigs and e-cig vapor may jeopardize existing laws)
- **Oppose** legislation at the local or state level that **exempts** e-cigarettes from current smoking ban policies and regulations
- **Require tobacco retailer licenses** to sell e-cigs, or add an additional fee for existing tobacco retailers to sell e-cigarettes
- Establish an ordinance **limiting the number of retailers** or locations where e-cigarettes can be sold
- **Ban** sales of e-cigarette **components that may appeal to minors**, such as flavored cartridges
- Work with businesses and public locations, such as malls, to voluntarily **prohibit e-cigarette sales on premises**

- *National Association of Local Boards of Health*
- *American Heart & Stroke Association,*
- *American Cancer Society,*
- *American Lung Association*

# 13 JURISDICTIONS RESTRICTING THE USE OF ESD IN SAN DIEGO COUNTY:



- Vista (10/22/13)
- Carlsbad (12/3/13)
- Solana Beach (2/12/14)
- Poway (2/4/14)
- County of San Diego, (3/11/14)
- Encinitas (3/26/14)
- Oceanside (4/2/14)
- Del Mar (4/7/14)
- La Mesa (7/8/14)
- City of San Diego (7/28/14)
- El Cajon (3/11/14 and 7/22/14 hookah, buffer zones, retailer licensing)
- San Marcos (10/28/14))
- Lemon Grove (9/1/15)



# PUBLIC VENUES/BUSINESSES: PETCO PARK AND OTHER BALLPARKS



## **SMOKING POLICY**

- *Petco Park is a smoke-free facility. Guests who wish to utilize standard **or electronic smoking** devices at a Petco Park event are required to utilize the designated locations outside the ballpark. Guests wishing to exit the ballpark and return to the same event must receive a re-entry stamp from gate personnel.*
  - Other **ballparks** that directly address electronic cigarettes in their rules include: Safeco, Kauffman, The Great American, and Chase.

# PUBLIC VENUES/BUSINESSES:

## SAN DIEGO ZOO/SAFARI PARK, IN-N-OUT BURGER



‘Open every day of the year, including all holidays. Effective immediately, the Safari Park and Zoo continues to be a smoke-free facility, and this policy now prohibits the use of electronic cigarettes.’

# SUMMARY: LOTS OF PROBLEMS, USE POLICY SOLUTIONS



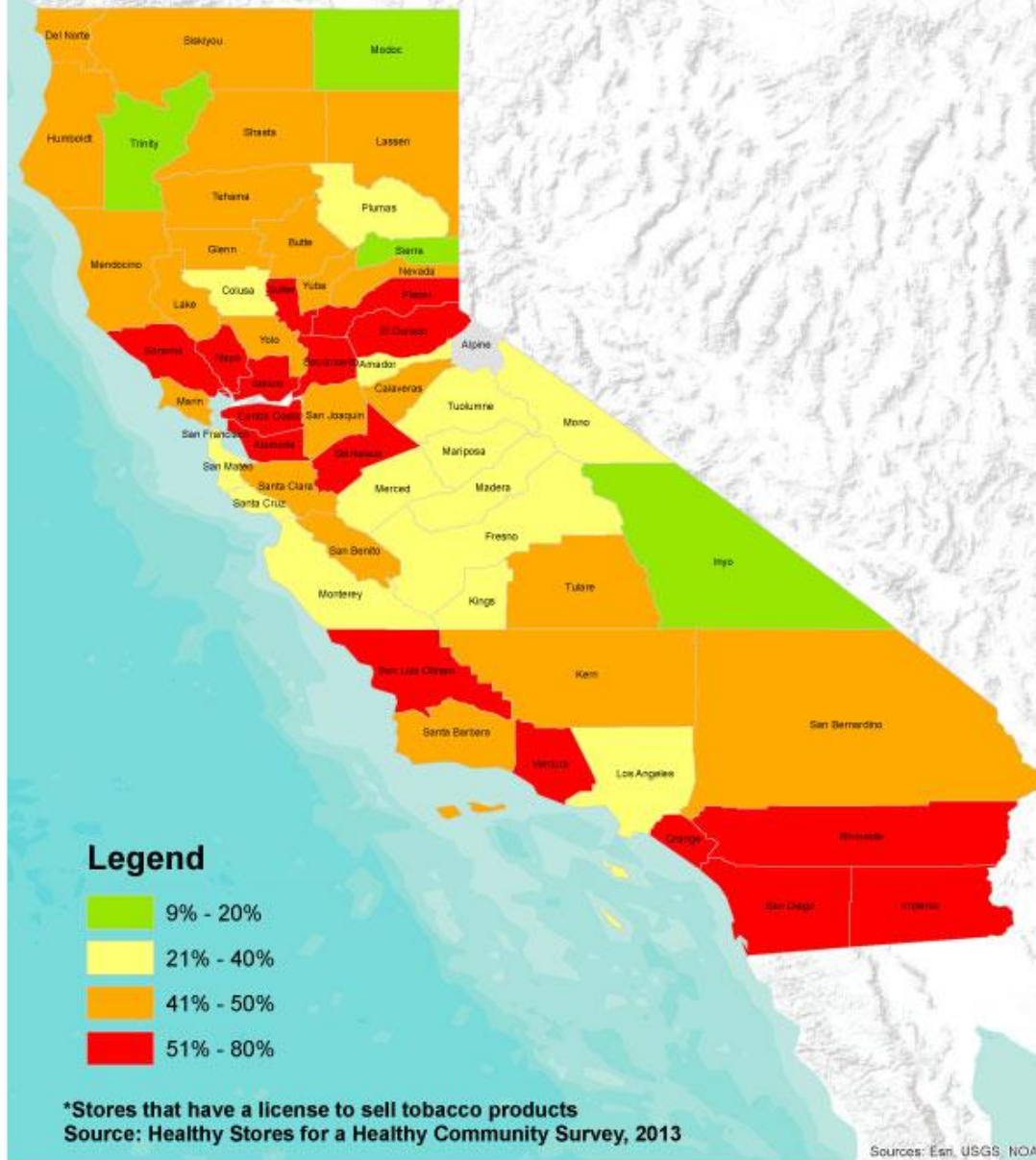
## MISSION CRITICAL

- Attract youth and young adults
- Starter, gateway product
- Dual use
- Lures former smokers
- Delays cessation
- Risk to public health
  - Nicotine poisoning
  - Secondhand vapor
  - Use with other drugs
    - MJ, heroine, cocaine

## POLICIES

- Update and revise tobacco product definition in existing policies to include electronic smoking devices
- Develop and implement new policies
  - Restrict use, sales
  - Restrict advertising, promotions
  - Require retailer licensing
  - Monitor for compliance, consistent and comprehensive enforcement

# Percent of Stores Selling E-cigarettes in California



# CONTACT INFORMATION



Irene Linayao-Putman, Program Manager

Tobacco Control Resource Program

Public Health Services - Maternal, Child & Family Health Services Branch

Chronic Disease and Health Equity Unit

3851 Rosecrans St., Mail Stop P511-H

San Diego, CA 92110

**E-Mail:**

[Irene.Linayao-Putman@sdcounty.ca.gov](mailto:Irene.Linayao-Putman@sdcounty.ca.gov)

