


Vista Community Clinic

Electronic smoking devices

February 10, 2014


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Smoke-Free North County Project

Touching lives across our region




Agenda


- Acknowledge CA Youth Advocacy Network (CDPH statewide contractor)
- Overview of e-cigarettes
- Use of e-cigarettes
- Summary of science on e-cigarettes
- Discussion on the use of e-cigarettes for cessation
- Recommendations for inclusion of e-products in tobacco-free policies



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What are E-Cigarettes?



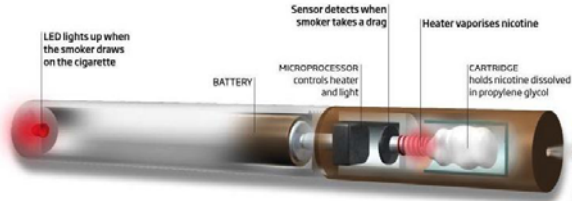
Electronic Nicotine Delivery Systems (ENDS), including electronic cigarettes (e-cigarettes), are novel tobacco-free nicotine delivery devices.

- They do not contain tobacco, however the nicotine may be derived from tobacco.
- Solution contains 3 main ingredients:
 - Propylene Glycol or Vegetable Glycerin (Humectant)
 - Nicotine
 - Flavor (fruit, candy, tobacco, coffee, bacon, mix and match)
- Variations on this theme (e-cigs, hookahs, cigarillos, pens, M-zigs, etc)/ no nicotine

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How Do E-Cigarettes Work?



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What Do E-Cigarettes Look Like?

- Variety in appearance
- Customizable
- Homemade “mods” with bigger batteries produce more vapor
- Some e-cigarettes are disposable, others are rechargeable/refillable



Sometimes Conventional

May look like regular cigarettes, might come in a “pack” that serves as a storage box and battery charger.



Sometimes Decorative

May come in many different designs. Modern, sleek, clean, fun, personalized.

Current trend: devices look more like electronics that cigarettes.



Sometimes Glamorous

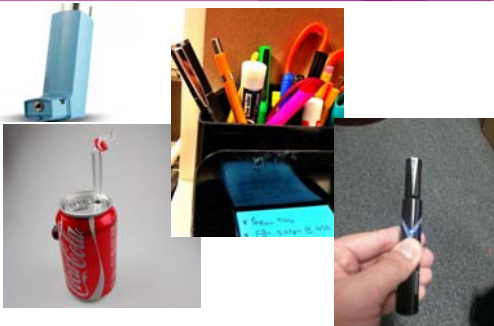
Some are decorative, feminine, and unique.

VISTA COMMUNITY CLINIC



Sometimes Modern
E-cigarettes often do not look like cigarettes.

VISTA COMMUNITY CLINIC



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

VISTA COMMUNITY CLINIC



Drip Tips
Hollow tube which attaches to e-cigarette and acts as a mouthpiece.
E-liquid is dripped through tube on to atomizer.

VISTA COMMUNITY CLINIC



E-Liquids/ E-Solids
Refill cartridges or drop fluid into drip tips.

[illegible]

Hookah Pen



The image displays six hookah pens, also known as shisha sticks, arranged in a row. Each pen is black with a silver-colored mouthpiece and a silver-colored band near the bottom. The pens are labeled with different flavors: "TASTE OF SHISHA" (black), "TASTE OF SHISHA" (black), "TASTE OF SHISHA" (black), "TASTE OF SHISHA" (black), "TASTE OF SHISHA" (black), and "TASTE OF SHISHA" (black). The pens are decorated with colorful patterns of dots and lines. The first pen has a red and white pattern, the second has a green and white pattern, the third has a blue and white pattern, the fourth has a yellow and white pattern, the fifth has a blue and white pattern, and the sixth has a pink and white pattern.

Also called a “Shisha Stick” or “Shisha Vape”

- E-Cigarette made with hookah flavor

Big 3 Tobacco Companies now in E-Cigarette Business

VISTA COMMUNITY CLINIC

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 image shows three packs of e-cigarettes standing side-by-side. From left to right: a blue pack of MarkTen e-cigarettes, a black pack of Vype e-cigarettes, and a red pack of Vuse e-cigarettes. Each pack features a stylized 'e' logo and the brand name. The packs are labeled as '10 mg nicotine strength' and '10 mg tar strength'.



USE: Adult Use Estimates

2012 National estimates of ENDS:

- 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 ENDS

"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

Youth E-Cigarette Use Doubled

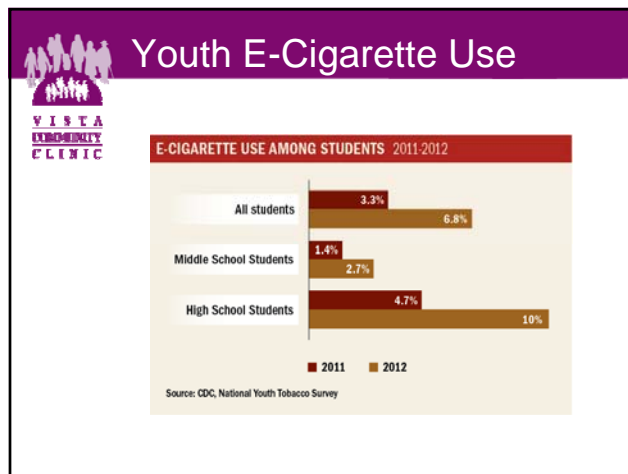


During 2011-2012, among US students in grade 6-12


Ever e-cigarette use increased from 3.3% to 6.8% (estimated 1.78 million students)
Current e-cigarette use increased from 1.1% to 2.1%
Dual use of e-cigarettes and conventional cigarettes increased from 0.3% to 0.7%

More than 1.78 million middle and high school students reported trying e-cigarettes in 2012.

2013 CDC MMWR



Use of E-Cigarettes



E-cigarettes are used predominantly by

- Smokers
- Smokers considering cessation
- Former smokers
- Young Adults

- It is suggested that use is popular among those with a college degree.
- 44% of smokers who used an e-cigarette were Millennials (born between 1977 – 1994 per study).
- Of smokers who use e-cigarettes, 56% are male and 44% are female.
- Even though few never-smokers use e-cigarettes, the products may bring them closer to smoking conventional cigarettes.
- E-cigarettes have not been proven to help people quit smoking.

Growth of E-Cigarettes




Revenue expected to double this year to over \$1 billion and up to \$1.7 billion
 –2% share of the tobacco market in the U.S.

Web Searches conducted between 2008-2010 in Australia, Canada, US, UK
 –Compared ENDS searches with Snus, NRT, Chantix, Champix

Searches were several hundred-fold greater for ENDS than other products

Areas with stronger tobacco laws yielded more ENDS searches


50-75% of searches were for shopping, not information seeking



RESEARCH: A summary of the science on e-cigarettes

Lack of Standardization


- Consumers do not have reliable information on product quality
 - Poor Quality Control (no manufacturing standards)
 - Technical Flaws (leaking cartridges)
 - Variable Nicotine Delivery (inconsistent dose)
- Also:
 - Unsubstantiated health claims
 - Erroneous nicotine content labeling



May Contain Toxic Contaminants in Fluid and/or Vapor


• Formaldehyde	•Heavy Metals
• Diethylene Glycol	•Silicate Particles
• Nickel	•Acetaldehyde
• Chromium	•Acrolein
• Cadmium	•Benzene
• Lead	•Isoprene
• Fine and Ultrafine Particles	•Nicotine
• TSNA's	•Touline
• VOCs	

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



Commonly Reported Health Effects

- Throat Irritation/ Sore Throat
- Mouth Irritation/ Dry Mouth/ Mouth Ulcers
- Dry Cough
- Dizziness
- Headache
- Nausea
- Allergic Reactions
- Long term health effects are unknown



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).
- People passively exposed to e-cigarettes aerosol absorbing nicotine (measured as cotinine), with one study showing levels comparable to passive smokers (WHO 2012).

Explosions

3-Year-Old Boy Catches Fire When Mom's E-Cigarette Explodes
 Sep 04, 2013 | By Ruth Mawardi-Lugin

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

LATEST NEWS
Man Loses Teeth and Part of Tongue in Electric Cigarette Explosion
 MELISSA NELSON, Associated Press
 February 15, 2013 4:07 PM

Poisonings

Liquid nicotine can poison kids
 8:46 AM, Nov 12, 2012 | 29 comments

Electronic Cigarette Kills Toddler in Israel
 Posted on May 29, 2013 by Karin Kloosterman in Cities with 24 Comments

"If you look at the container that the liquid is for the electronic cigarettes, it's in a small, almost looks like an eyedropper container or even some of those candies, have you seen, that you drip into your mouth," said Julie Weber, the Missouri Poison Center Director. "And just 1 milliliter is enough to cause a problem in a young child."

FDA MedWatch

•Report adverse effects of e-cigarette use

—1-800-FDA-1088
 —Or online at:
www.accessdata.fda.gov/scripts/medwatch/

FDA U.S. Food and Drug Administration
 Protecting and Promoting Your Health


MEDWATCH The FDA Safety Information and Adverse Event Reporting Program

Butane Hash Oil (BHO)


• **Hash oils** are concentrated and extremely potent. They are made through a volatile chemical process utilizing butane as a solvent.



• **Wax** (extracted cannabinoid product) is a form of hash oil. The typical wax product is often golden in color and crumbly.




Butane Gas



- Butane Gas/Solvent is used for household fuel, refrigeration, and propelling in aerosol cans. They are highly flammable, colorless and easily liquefied gases.

Butane is a very good solvent for hash oil extraction because it separates herb oils from most other useless plant/bud matter. This type of filtered oil is sometimes nicknamed "Hash or Honey Oil" because the results are like an amber honey.


- Butane is colorless, odorless and heavier than air. The vapors can linger near the floor, often failing to dissipate and are easily ignited.



Local Hash Oil Explosions

Two hurt in PB drug-lab blast


Police: Explosion in a drug lab in the city of Vista, California, on Tuesday night, killed two people and injured two others.



Two people were injured Tuesday night in a blast that police say was a drug lab explosion in Vista, California. The explosion occurred in a building that was used for drug processing. The blast was heard from several blocks away. The injured people are being treated at a local hospital. The cause of the explosion is still under investigation.

3 injured in San Diego explosion after suspects light cigarette near hash oil


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DEA sees rise in hash oil explosions in San Diego County

At least 11 explosions in the past year.



The DEA has seen a rise in hash oil explosions in San Diego County in the past year. At least 11 explosions have occurred, according to the agency. The explosions are often linked to the production of hash oil. The DEA is working to investigate the cause of these explosions and to prevent them from happening again.



Waxy Marijuana





Waxy marijuana or wax marijuana is the purest form of cannabis. It contains anywhere from 82-99% THC making it several times more potent than a marijuana bud on a cannabis plant which usually contains 5-28% THC. One hit of wax is supposedly equal to 1-2 full cannabis joints and is reported as being more clear and longer lasting than average marijuana. Wax marijuana is also a medical marijuana product. Typical wax marijuana is golden in color and crumbly, though texture may vary based on type.



Vape Pen, E-Cigarette & M-Cig

California law prohibits the sale of e-cigarettes to minors (California Health and Safety Code § 119405).

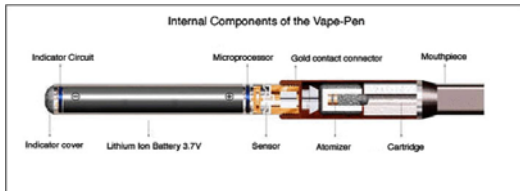






Wax Marijuana use and Vaporizer

DEA has said San Diego County is becoming the marijuana extraction capital of the United States



Internal Components of the Vape-Pen

E-Cigarette Policies in San Diego County

- Electronic cigarettes are in BOS Policy A-99
- "It is the policy of the Board of Supervisors to: Item 1) Support and strengthen County Tobacco Regulatory Ordinances as an ideal vehicle for promotion and operation of tobacco use (including cigarettes, cigars, pipes, snuff, chewing tobacco, electronic cigarettes [vapor devices], or other tobacco products) prevention, cessation, and enforcement programs.
- City of Vista: Amended the definition of smoking in the Vista Municipal Code to include electronic cigarettes and similar smoking devices. This amendment only affects areas where the city currently regulates smoking indoors.
- City of Carlsbad: Amended the definition of smoking in the Carlsbad Municipal Code to include electronic cigarettes and similar smoking devices. This amendment affects areas where the city currently regulates smoking.
- 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.
- City of Oceanside: Request by Councilmember Kern to provide direction to staff to draft an ordinance to prohibit the sale of e-cigarettes to minors and to provide appropriate land use regulations for establishments selling these devices.

Where are E-Cigarettes Sold?

- **The Vapor Chase**
172 S Rancho Santa Fe
(at Grand Ave)
San Marcos, CA 92078
- **Monster Electronic Cigarettes**
1450 W Mission
(between Barham Dr & State Highway 78)
San Marcos, CA 92069
- **Cloud 9**
813 W. San Marcos Blvd
San Marcos, CA 92069


Where are E-Cigarettes Sold?


In addition, they are sold at most gas stations, convenience stores, liquor stores and even dollar stores.

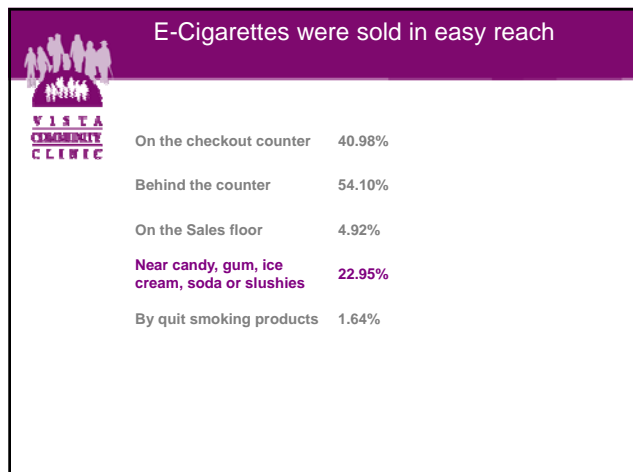

VCC staff recently visited 62 stores in San Marcos to assess the availability and marketing of e-cigarettes.

Type of Stores Visited		
 VISTA COMMUNITY CLINIC	Gas Station	19.30%
	Convenience Store	10.53%
	Liquor Store	17.54%
	Independent Market	15.79%
	Supermarket/ Discount Store	15.79%
	Drug Store/ Pharmacy	10.53%
	Tobacco/ Smoke Shop	7.02%
	Vape Lounge	1.75%

E-Cigarettes were sold at over 57% of stores!		
 VISTA COMMUNITY CLINIC	Cigarettes	91.53%
	Chew	76.27%
	Cigarillos	74.58%
	E-Cigarettes	57.63%
	E-Liquid	49.15%
	Large Cigars	35.59%
	Hookah	23.73%
	Dissolvables	10.17%
	Snus	47.46%
	Alcohol	67.80%

E-Cigarettes were advertised outside at nearly 40% of stores visited		
 VISTA COMMUNITY CLINIC	Cigarettes	66.67%
	E-Cigarettes	39.39%
	Other Tobacco Products	15.15%
	Alcohol	54.55%

E-Cigarettes were advertised inside at over half of stores visited		
 VISTA COMMUNITY CLINIC	Cigarettes	82.05%
	E-Cigarettes	56.41%
	Hookah	20.51%
	Other tobacco products	35.90%
	Alcohol	64.10%

Thank you! Questions, comments?

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