



GETTING VAPING POLICY RIGHT

**A Good
Starting Point**



Iowa Attorney General Tom Miller

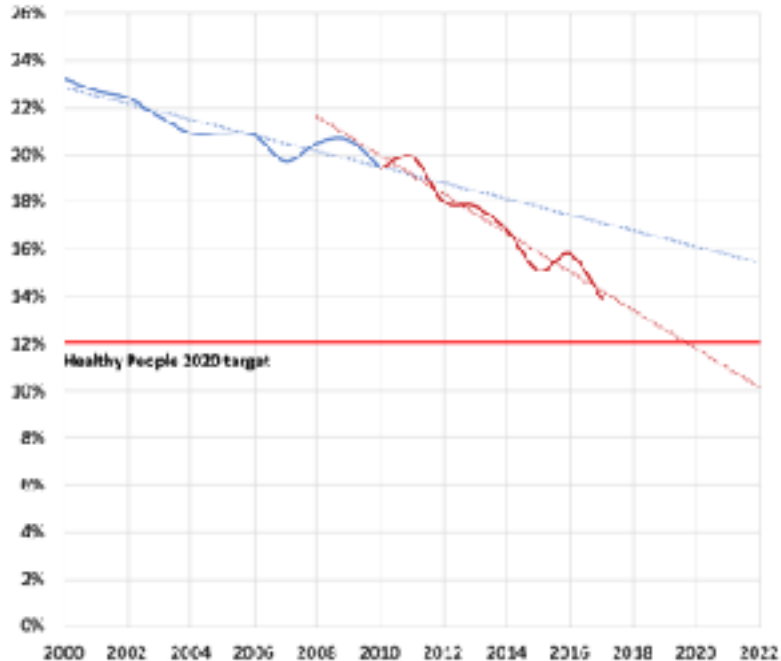
- longest serving Democrat Attorney General

“Two ways to get this issue wrong”

- Care only about youth, not adults
- Care only about adults, not youth

Vaping Helps Adults Quit

Trend in US adult smoking prevalence - pre-2010 vs post-2010



Source: National Health Interview Survey, 1997-2017

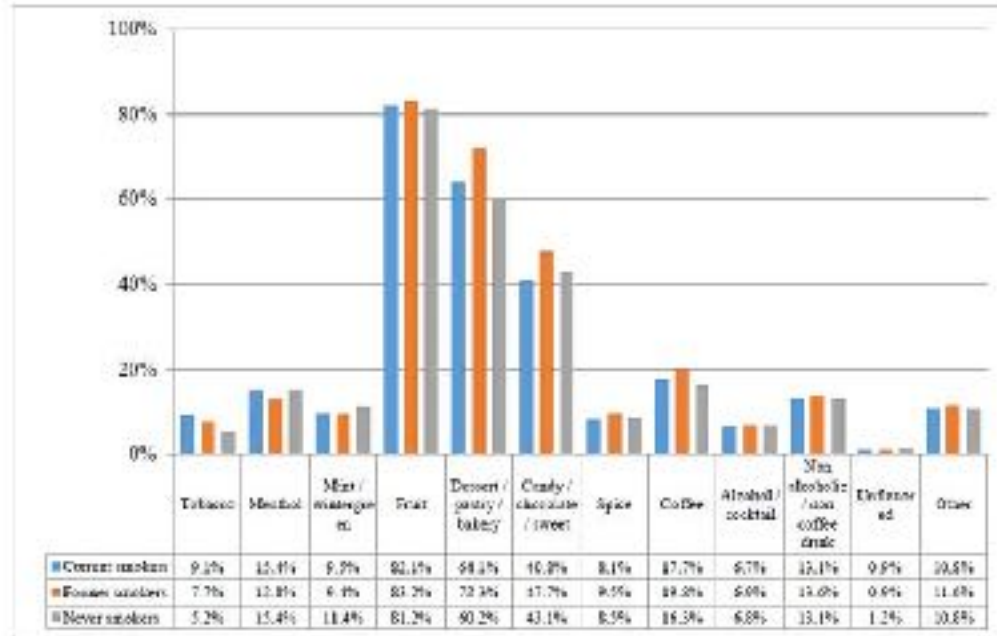
34-36 million Americans still smoke cigarettes – undoubtedly an epidemic

In the US and UK, vaping is the **most used** and **most successful** quit smoking tool.

- (1) Clinical trials
- (2) Observational studies
- (3) Population-level studies
- (4) Longitudinal studies
- (5) Anecdotal data

Flavors Matter to Adults

Figure 5. Choice of flavors at the time of survey participation among current smokers, former smokers and never smokers (n = 69,233).



Every e-liquid is flavored – even “tobacco” is a flavor

Adults using tobacco flavors are **LESS** likely to be smoke-free

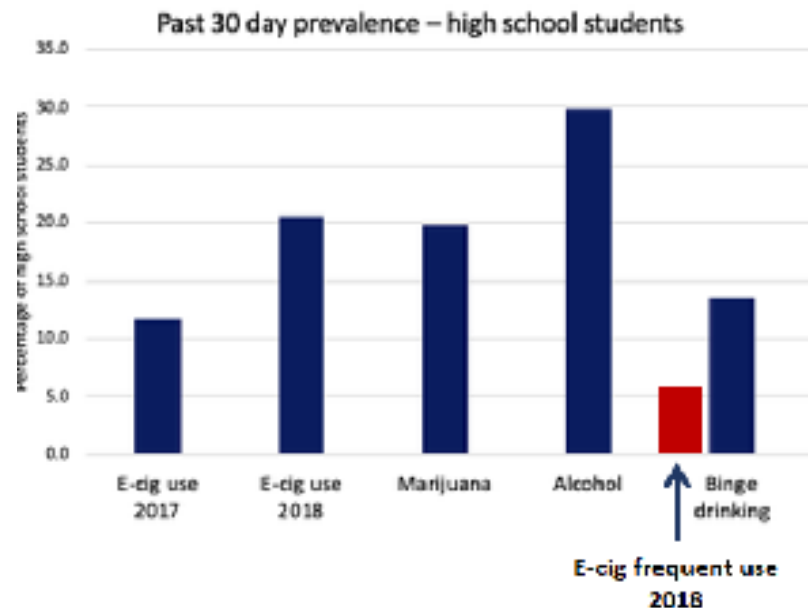
Why are NRTs flavored?



Examining the 'Epidemic' of Addiction

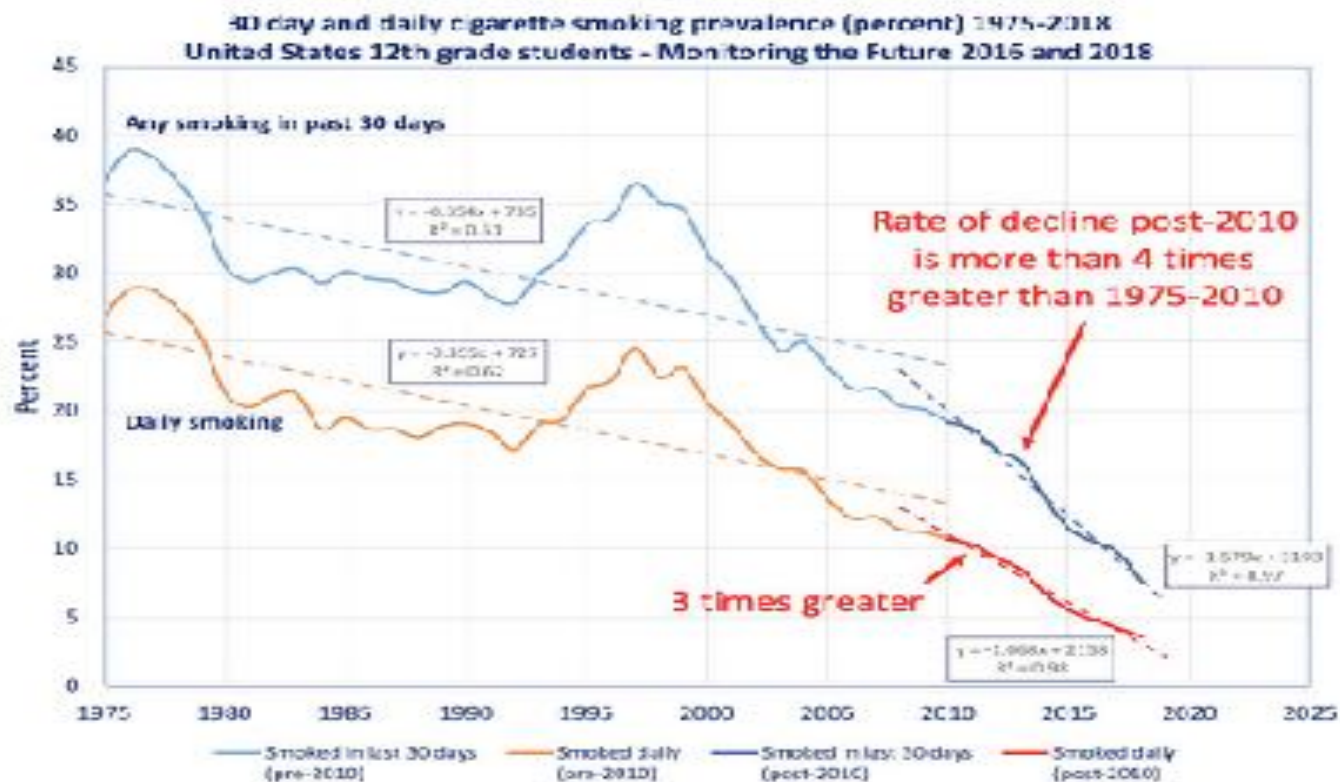
Table 1. Frequency of Past-Month E-Cig and Cigarette Use
Among High School Students, NYTS 2018

	Days Using Cigarettes				
	0	1-5	6-19	20-30	All
0	74.6%	1.6	0.4	0.6	79.2%
1-5	8.3	1.1	0.2	0.3	29.8%
6-19	1.6	0.7	0.3	0.3	
20-30	1.2	1.1	0.5	0.8	
All	91.7%	4.5	1.5	1.9	100.0%



2019 NYTS – 23% of youth experimenters say “flavors” was the reason they tried. Down from 40%+ in 2016.

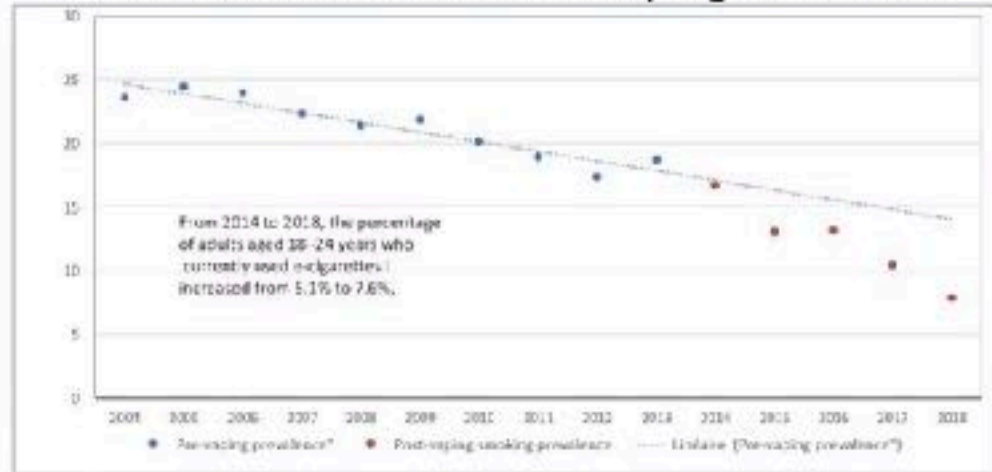
GATEWAY TO SMOKING?





Prof. David Levy (Georgetown)

NHIS Survey, Ages 18-24, Cigarette Use, Pre-vaping trends 2004-2013 and Post-vaping 2014-2018



"I have done data modeling for over 40 countries and I have NEVER seen the >50% reduction in smoking in such a short period of time, in such a key group (US adults age 18-24). This is very important."

The Problem with NJ Youth



Youth clearly prioritize high nicotine over flavors

Rutgers Professor Kevin Schroth speaking before the NJ Task Force on Vaping (quoted from their report):

A public health lawyer testified that a review of youth tobacco surveys by Rutgers University indicates that

- New Jersey has **more of a youth 'Juul problem'** (80% of users) than a general youth vaping-related problem;
- that electronic scanning and tracking devices should be required for vaping purchases;
- and that the State should ban sales of electronic cigarettes out of gas stations and convenience stores.

Consequences of a Flavor Ban

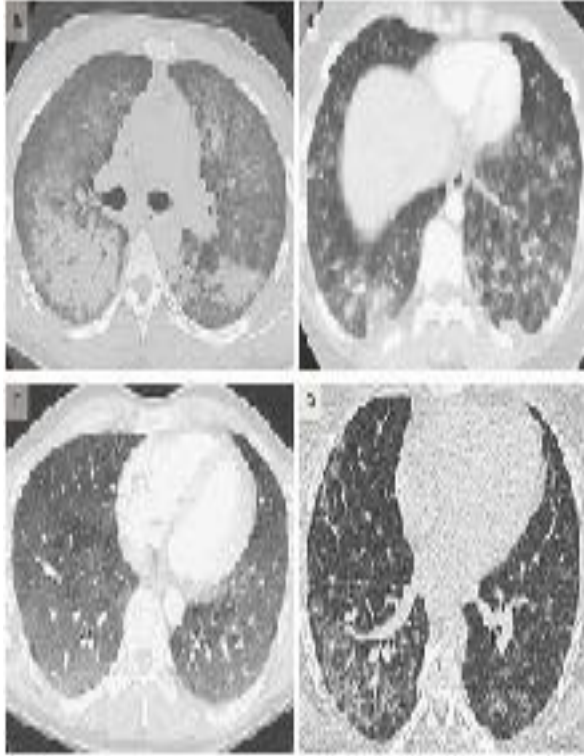


- (1) Closure of 250 adult-only stores; 2000 jobs lost; largest flavor manufacturer leaving NJ
- (2) Huge black market, with new health concerns; youth seeking nicotine buzz will switch to tobacco-flavored JUULs
- (3) Protection of cigarette markets; adults relapsing back + less quitting
- (4) Pushing youth to illicit THC products



[Vaping.org](https://vaping.org)

**Let's Find Real Solutions that Protect
Adults and Youth**



Do “vaping-related” lung injuries justify bans on nicotine vaping products?

2,290+ cases + 47 deaths in all states

Yet vaping products are used by **50 million people** worldwide and the illnesses are almost exclusively in the US.



No!

Evidence continues to point to contaminated illicit THC products sold by drug dealers.

"It may turn out there are only two kinds of people who get this disease: those who vape THC and those who won't admit it." – Dr. Scott Aberegg, a critical care pulmonologist at University of Utah Health.

If you want to lower prohibition-related harms, don't pass more prohibitions.

What The Experts Say



American Heart
Association



Truth Initiative



CANCER
RESEARCH
UK

"[T]here would be a public health benefit if e-cigarettes proved to be much less hazardous than combustible cigarettes..."

"Some smokers may be unable or unwilling to quit using nicotine and would benefit by completely switching to a much lower harm nicotine delivery mechanism..."

"it is accepted that based on the evidence to date, vaping is a far safer alternative to smoking tobacco."

What The Experts Say

The National Academies of
SCIENCES • ENGINEERING • MEDICINE



Public Health
England

American Cancer Society

“[E]-cigarettes are likely to be **far less harmful** than combustible tobacco cigarettes.”

“[V]aping is a fraction of the risk of smoking, **at least 95% less harmful**.”

“[S]witching to the exclusive use of e-cigarettes is preferable to continuing to smoke combustible products.”