



E-cigarettes: What we know

What are e-cigarettes?

- E-cigarettes are battery-operated devices that contain nicotine, flavors and other chemicals and produce a vapor that is inhaled.¹
- Many e-cigarettes are designed to look like cigarettes, but some resemble everyday items such as pens.
- E-cigarettes do not contain tobacco, but many contain varying levels of nicotine, which is the addictive chemical found in tobacco products.

Are e-cigarettes safe to use?

- E-cigarettes are not yet regulated by the Food and Drug Administration. There is no way for consumers to know what types or concentrations of potentially harmful chemicals are found in e-cigarettes or how much nicotine they are inhaling.²
- Initial evidence suggests that e-cigarettes have lower levels of toxic chemicals than conventional cigarettes.³
- Studies have found that e-cigarette vapor contains nicotine, heavy metals and other toxic compounds.^{3,4,5}
- There have been no long-term studies conducted on e-cigarettes, so the lasting impact on the health of users and of those exposed to secondhand vapor is unknown.

Can e-cigarettes help people quit smoking?

- There is no conclusive scientific evidence that e-cigarettes are effective in helping people stop smoking.
- Until more is known, people looking to quit should use FDA-approved smoking cessation aids that are shown to be safe and effective, such as nicotine gum, lozenges and patches.
- Free quitting assistance is available to all Minnesotans through QUITPLAN® Services by calling 1-888-354-PLAN or visiting www.quitplan.com.

Why should communities care about e-cigarettes?

- Some advertisements for e-cigarettes encourage smokers to use them in places where they cannot use conventional cigarettes.^{6,7}
- Research shows that e-cigarette-related poisonings have dramatically increased in Minnesota and across the country.^{8,9}
- E-cigarettes can complicate enforcement of smoke-free laws, as it may be difficult to distinguish them from conventional cigarettes.
- E-cigarettes are often sold in candy flavors such as gummy bear and cotton candy, and research shows that flavored tobacco products appeal to children and teens.¹⁰
- A CDC study found that use of e-cigarettes among middle-school and high-school students increased between 2011 and 2012.¹¹
- The three largest tobacco companies (Philip Morris, R.J. Reynolds and Lorillard) have e-cigarette product lines, which are not subject to the same marketing and advertising restrictions as conventional cigarettes.
- A recent study showed that youth exposure to television e-cigarette advertisements increased more than 250 percent from 2011 to 2013.¹²



Communities can regulate e-cigarettes

A majority of Minnesotans - 79 percent - would support restricting e-cigarette use where smoking is prohibited.¹³

- » Minnesota has implemented some e-cigarette restrictions, and many businesses and localities are passing stronger restrictions.



Businesses can:

- » Prohibit the use of e-cigarettes on their property.



Cities and counties can:

- » Adopt or update clean indoor air policies to prohibit the use of e-cigarettes.
- » Restrict the sale of flavored e-cigarettes.
- » Prohibit sampling of e-cigarettes in stores.



Minnesota can:

- » Update the Minnesota Clean Indoor Air Act to prohibit e-cigarette use in all workplaces, including bars and restaurants.
- » Restrict the sale of flavored e-cigarettes.
- » Prohibit sampling of e-cigarettes in stores.
- » Require manufacturers to disclose the ingredients in e-cigarettes.

How does Minnesota law treat e-cigarettes?

- In Minnesota, e-cigarettes containing nicotine are taxed as tobacco products and it is illegal to sell e-cigarettes to minors. Retailers are required to keep them behind the counter or in a locked case and to obtain a tobacco license.
- By January 2015, child-resistant packaging will be required on all e-cigarette liquids and sales will be prohibited from kiosks.
- E-cigarette use is still allowed in many workplaces, including bars and restaurants.
- E-cigarette use is prohibited in the following settings:
 - Public schools;
 - Hospitals, health care clinics and doctors' offices;
 - Most government-operated buildings, including correctional facilities;
 - Any facility owned by the University of Minnesota or Minnesota State Colleges and Universities, including dorm rooms; and
 - Foster care environments for children and licensed daycare facilities, including home daycares during hours of operation.

Where Minnesota communities have gone further.

- Many cities such as Duluth, Ely, Mankato and Waseca ban the use of e-cigarettes everywhere smoking is prohibited, including bars and restaurants. In addition, a number of cities and counties also prohibit the sampling of e-cigarettes in retail stores.
- Beltrami County includes e-cigarettes in its county indoor air policy and limits sampling in stores.
- Hennepin County bans the use of e-cigarettes on county property.
- The University of Minnesota, Hennepin County Technical College and Bemidji State University ban the use of e-cigarettes on their campuses.
- Nobles County requires that e-cigarettes be sold from behind the counter in a locked case in retail stores and prohibits sampling.
- Target Field, Target Center and the Minnesota Zoo prohibit e-cigarette use.

1 Kuschner, WG, et al. Electronic cigarettes and thirdhand tobacco smoke: Two emerging health care challenges for the primary care provider. *International Journal of General Medicine*. 2011.

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3 Goniewicz, ML, et al. Levels of selected carcinogens and toxicants in vapor from electronic cigarettes. *Tobacco Control*. 2013.

4 Williams, M, et al. Metal and silicate particles including nanoparticles are present in electronic cigarette cartomizer fluid and aerosol. *PLOS ONE*. 2013.

5 Schripp, T, et al. Does e-cigarette consumption cause passive vaping? *Indoor Air*. 2013.

6 blu eCigs. www.blucigs.com.

7 FIN e-cigarettes. www.fincigs.com.

8 Minnesota Department of Health. Toxic Exposures for E-Cigarettes and Tobacco Products. 2014.

9 U.S. Centers for Disease Control and Prevention. Notes from the field: Calls to poison centers for exposures to electronic cigarettes. *Morbidity and Mortality Weekly Report*. 2014.

10 U.S. Surgeon General. Preventing Tobacco Use Among Youth and Young Adults. Department of Health and Human Services, Centers for Disease Control and Prevention. 2012.

11 U.S. Centers for Disease Control and Prevention. Notes from the field: Electronic cigarette use among middle and high school students – United States, 2011–2012. *Morbidity and Mortality Weekly Report*. 2013.

12 Duke, J, et al. Exposure to electronic cigarette television advertisements among youth and young adults. *Pediatrics*. 2014.

13 Blue Cross and Blue Shield of Minnesota. Minnesota public opinion survey. Morris Leatherman Company. 2014.