

The ENDS is Near!

Electronic Nicotine Delivery Systems (ENDS) in
Schools

“Public Health As Public Safety” Conference
(CCLHO)

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Goal

- What they are
- Why we care
- What we can do

Electronic Nicotine Delivery Systems (ENDS)



- Electronically vaporize a solution that often contains nicotine, creating a mist which is then inhaled.
- Available in various flavors and claimed strengths of nicotine cartridges.

Regulations

Federal

- No federal regulations



State

- Bans sales of e-cigarettes to minors



Local

- Varies by jurisdiction- use and sales



E-Cigarettes



PREMIUM STARTER KIT



Refills as low as \$0.89 and disposables as low as \$3.00

E-Cigars/E-Cigarillos/E-pipes



Disposable Cigar \$13, Disposable e-cigarillo \$20 (700 puffs)

E-Hookah



\$10 for pen, Refills \$10 for 500 puffs, Pipe \$70

Advertising

TV ads

Cartoon
imagery

“Marlboro”
man



Celebrity Endorsements



Youth Oriented Flavors



 Regular	 Menthol	 Cowboy
 Mild Menthol	 Almond	 Apple
 Banana	 Cherry	 Chocolate
 Cinnamon	 Clove	 Coffee
 Grape	 Orange	 Peach
 Pineapple	 Strawberry	 Vanilla

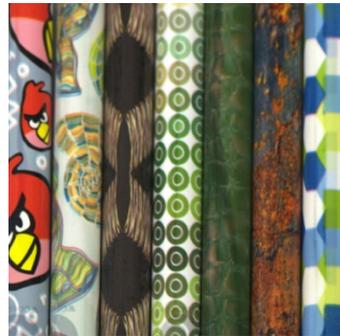
[start shopping](#)



Youth Oriented Design



“Angry Birds” e-cig cover



Sales Environment

- Self-service displays legal



- Internet

blu eCIGS
ELECTRONIC CIGARETTES

AGE CERTIFICATION

UNDER 18 **18+ (ENTER)**

Intended for sale to adults 18 years or older. If you are not legally able to purchase tobacco products in the state where you live, please do not enter this site

ENDS as Gateway Devices

- Use doubled among U.S. middle and high school students during 2011–2012.
 - ▣ 1.78 million students tried e-cigarettes (2012)
- 1 in 5 middle school students who reported ever using e-cigarettes say they have never tried regular cigarettes.

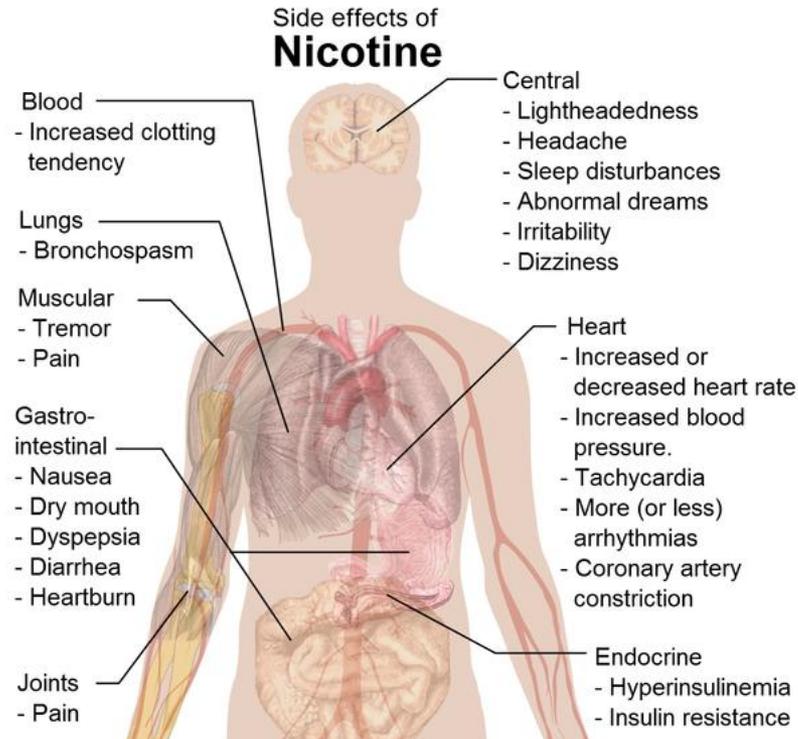
Safety: Manufacturing



Regular Cigarette	E-liquid Nicotine
Unfiltered, very strong	Super High - 36mg
Full Flavored, Strong	Extra High - 24mg
Regular (most)	High - 16mg
Light	Med - 11mg
Ultra-light	Low - 8mg
Freedom from Nicotine!	No Nicotine - 0mg



Safety: Contents



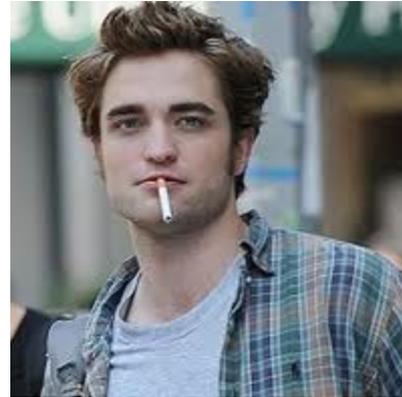
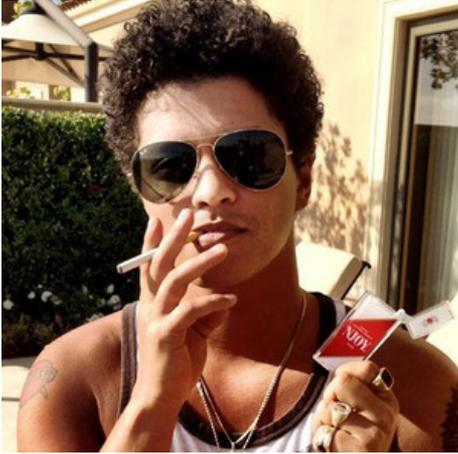
Safety: Secondhand Vapor



Safety: Trigger



Safety: Modeling for Youth



Undermining Social Norms



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

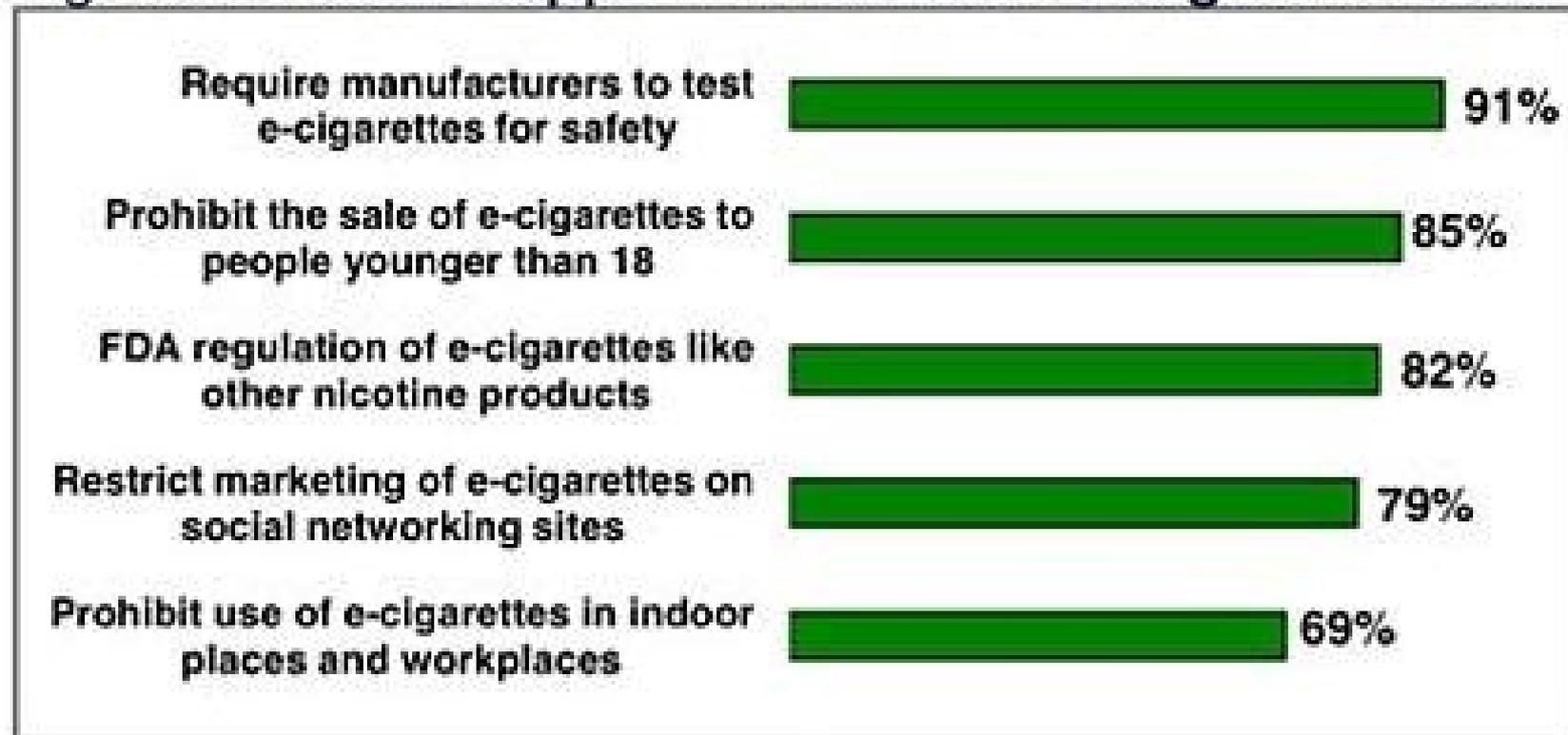
18+ only. CALIFORNIA PROPOSITION 65 Warning: This product contains nicotine, a chemical known to the state of California to cause birth defects or other reproductive harm.

This advertisement features a close-up of an elderly woman with short, curly brown hair. She has a serious, slightly angry expression and is pointing her right index finger directly at the viewer. She is wearing a black and white patterned vest over a white collared shirt. The background is dark and out of focus. At the bottom, there is a pack of 'blu' electronic cigarettes and the website 'blucigs.com'.



Official
"Vaping"
area at Six
Flags
Amusement
park

Figure 1. Public Support for Electronic Cigarette Laws



Source: C.S. Mott Children's Hospital National Poll on Children's Health, 2010

School Level Interventions



Illustration by Chris Gash

□ Education

- Staff
- Students
- Parents

□ Policy

- Update campus policies
- Involve youth in community policy efforts



Additional Resources

- Food and Drug Administration (FDA)
- World Health Organization (WHO)
- American Legacy Foundation
- Center for Tobacco Free Kids
- Local Health Department

Contact us!

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