Are electronic cigarettes good for Tobacco Control in Ireland?

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Dublin, Ireland

IPH Open Conference
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Smoking is the most important *preventable* cause of disease

Tobacco and Health Effects

- Sickness and Disease
- Poverty and Disadvantage
- Addiction and Inequality

Diseases Related to Smoking

- Coronary Heart Disease
- Cancer
- Chronic Obstructive Pulmonary Disease
- Cerebrovascular Disease (Strokes)
- Abdominal Aortic Aneurysm
- Atherosclerosis
- Pneumonia
- Respiratory Effects in Uteri
- Respiratory Effects in Childhood

US Surgeon General's Report, 2004

Diseases Related to Smoking

- **Reproductive Effects:**

- **Fetal Death and Stillbirths**
- **Reduced Fertility**
- **Low Birth Weight**
- **Pregnancy Complications**

US Surgeon General's Report, 2004

Cancers Related to Smoking

- Lung
- Bladder
- Cervix
- Esophagus
- Kidney
- Larynx
- Acute Myeloid Leukemia
- Oral Cavity and Pharynx
- Pancreas
- Stomach

US Surgeon General's Report, 2004

Diseases Related to Smoking

Other Effects:

- Macular degeneration
- Cataract
- Diminished Health Status
- Hip Fractures
- Low Bone Density
- Peptic Ulcer Disease

US Surgeon General's Report, 2004

Passive smoking: mortality

Over 19,000 non-smoker deaths are attributable annually to passive smoking in Europe[1]

1. *Smoke Free Partnership (2006) Lifting the smokescreen. 10 reasons for a smoke free Europe. European Respiratory Society: Brussels*

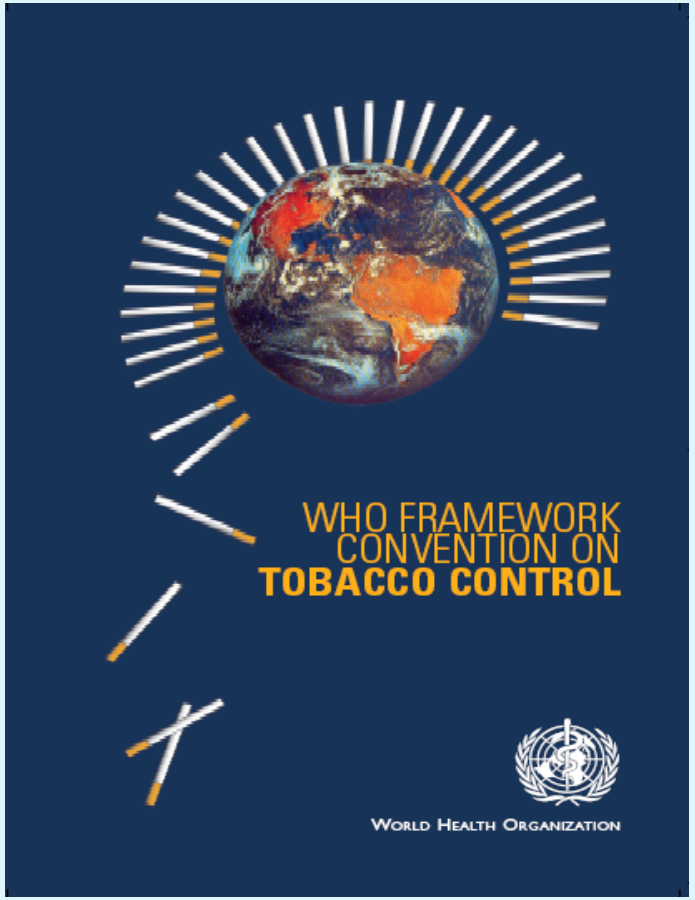
Are ecigs good for –WHO FCTC

Articles 5,8,13

Article 5.3 of the WHO FCTC,

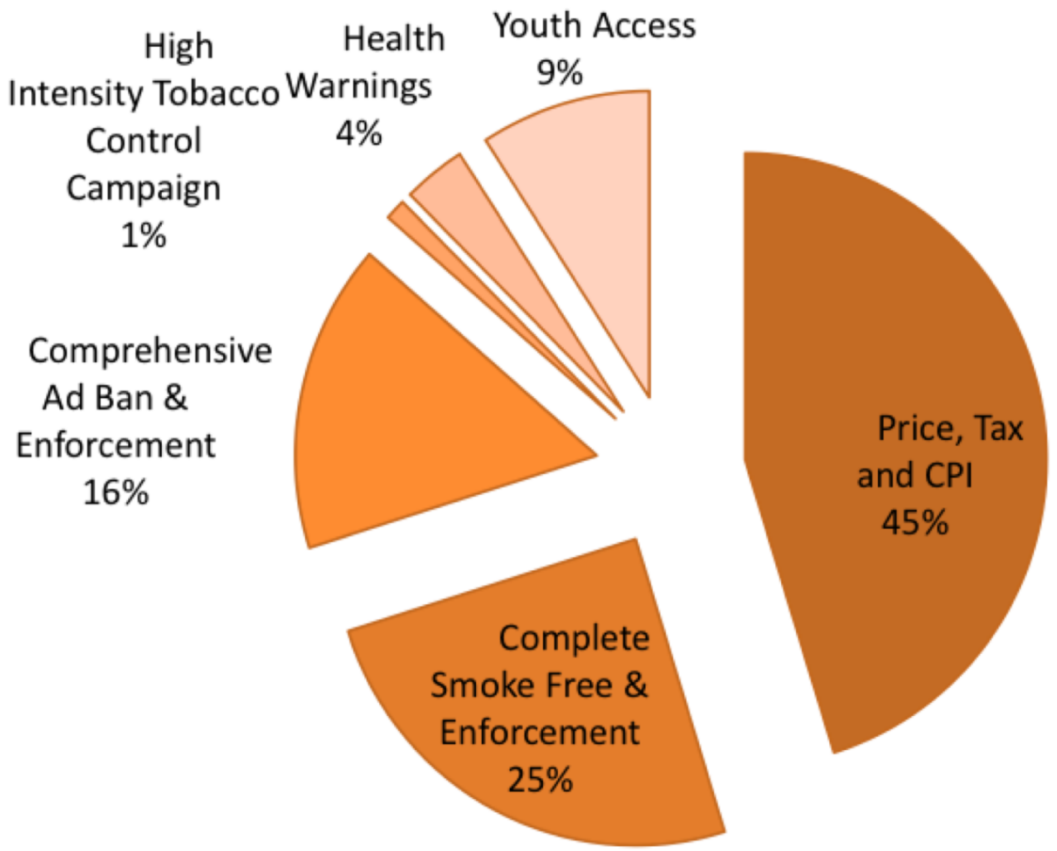
There is a “fundamental and irreconcilable conflict of interest” between the tobacco industry’s interests and public health’s interests

Conventional tobacco control policies WHO, World Bank, others

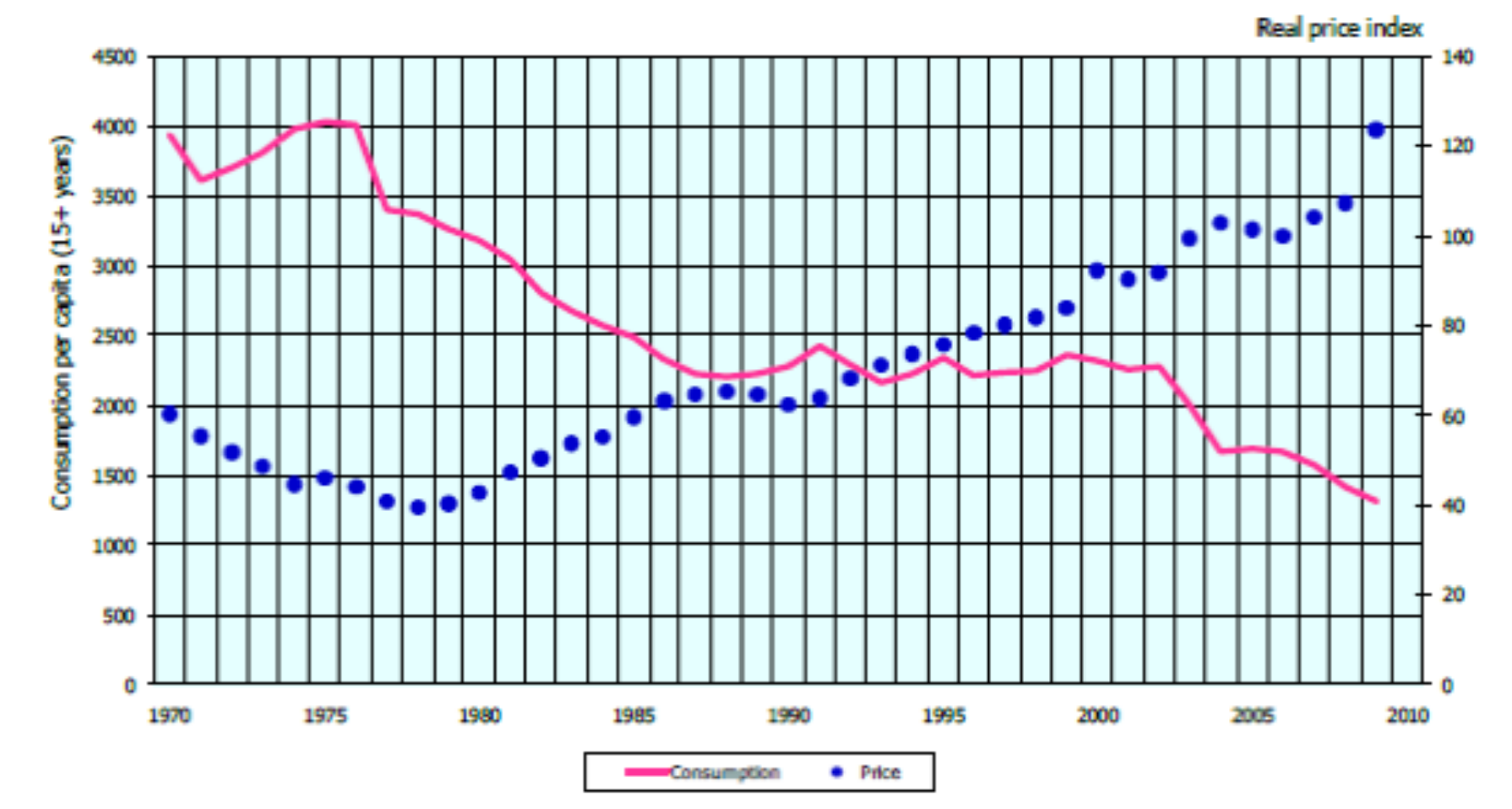


- **Price and tax increases**
- **Restrict advertising/other promotion**
- **Public awareness/health promotion**
- **Labelling/health warnings**
- **Cessation programmes**
- **Restrictions on supply to children**
- **Smokefree public places**
- **Product regulation**

Figure 2. Contribution of Tobacco Control Policies Implemented by 2010 to the Reductions in 2010 Ireland Male Smoking Prevalence

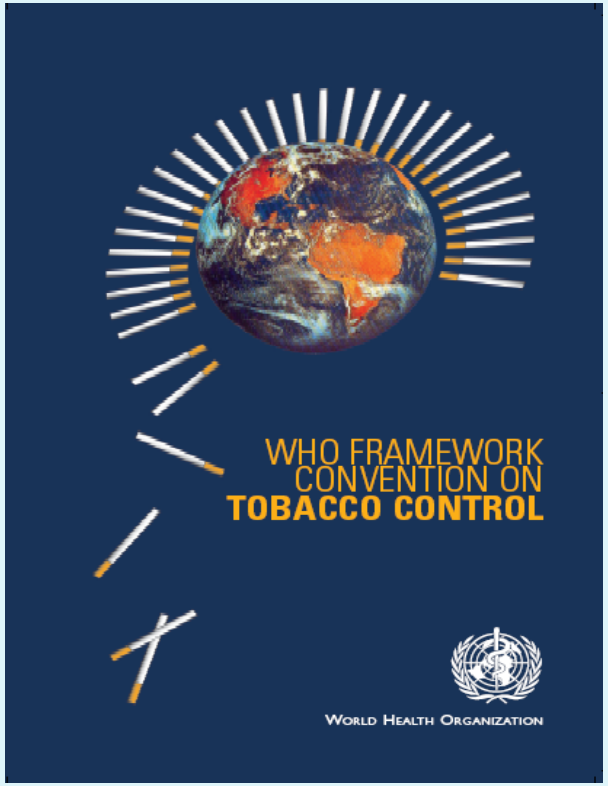


Cigarette consumption and real price Index Ireland 1970-2009*(www.PPACTE.EU)*



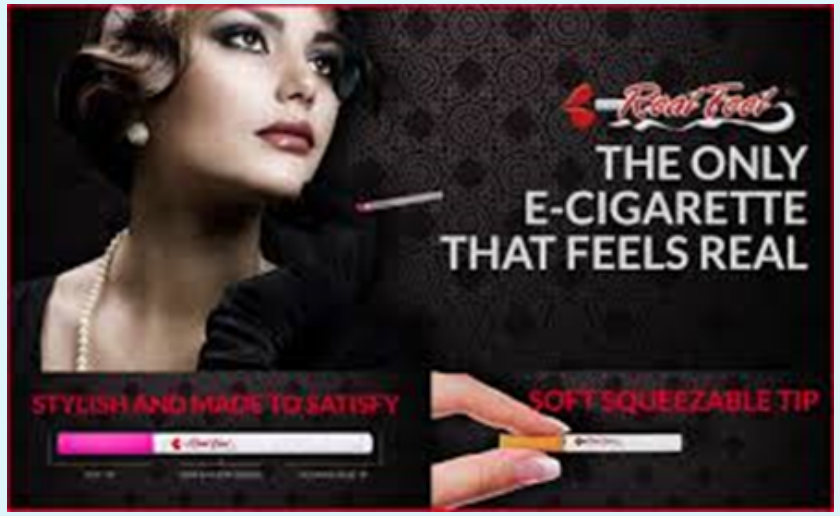
An estimated 26% of people aged 15 years and older in the EU, or about 100 million people, are current daily smokers

Conventional tobacco control policies
WHO, World Bank, others



- Restrict advertising

Real Feel
THE ONLY
E-CIGARETTE
THAT FEELS REAL
STYLISH AND MADE TO SATISFY
SOFT SQUEEZABLE TIP


Red Fox
THE ONLY
E-CIGARETTE
THAT FEELS REAL
STYLISH AND MADE TO SATISFY
SOFT SQUEEZABLE TIP

HENLEY
PREMIUM VAPOR CIGARETTES.
CRAFTED FOR USE ANYTIME, ANYWHERE.
ONLY
$9.95
NO SMOKE.
NO ASH.
NO TAR.
NO ODOR.
NOW SOLD HERE
"THE MOST AUTHENTIC AND SATISFYING
ELECTRONIC CIGARETTE ON THE MARKET."

TAKE BACK
YOUR FREEDOM
with blu eCigs®, the smart alternative to cigarettes.
• Smoke Virtually Anywhere
• No Tobacco Smoke, Only Vapor
• Flavors Made in the U.S.A.

50th ANNIVERSARY
2014 SWIMSUIT ISSUE
KATE'S BACK
blu ELECTRONIC CIGARETTES
SLIM. CHARGED. READY TO GO.
AVAILABLE NATIONWIDE!
Visit us at blucigs.com/store-locator
blu
blu
CLASSIC TOBACCO

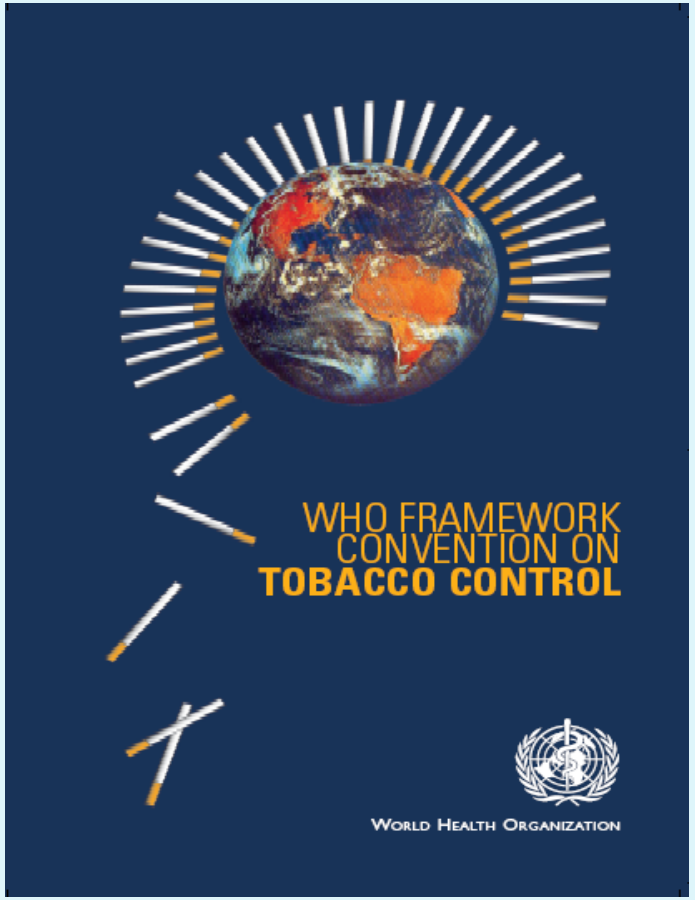
Cosain leanaí: ná cuir iallach orthu do chuid deataigh a análú

Protect children: don't make them breathe your smoke

Benson & Hedges

P020-74
B0110145
06088

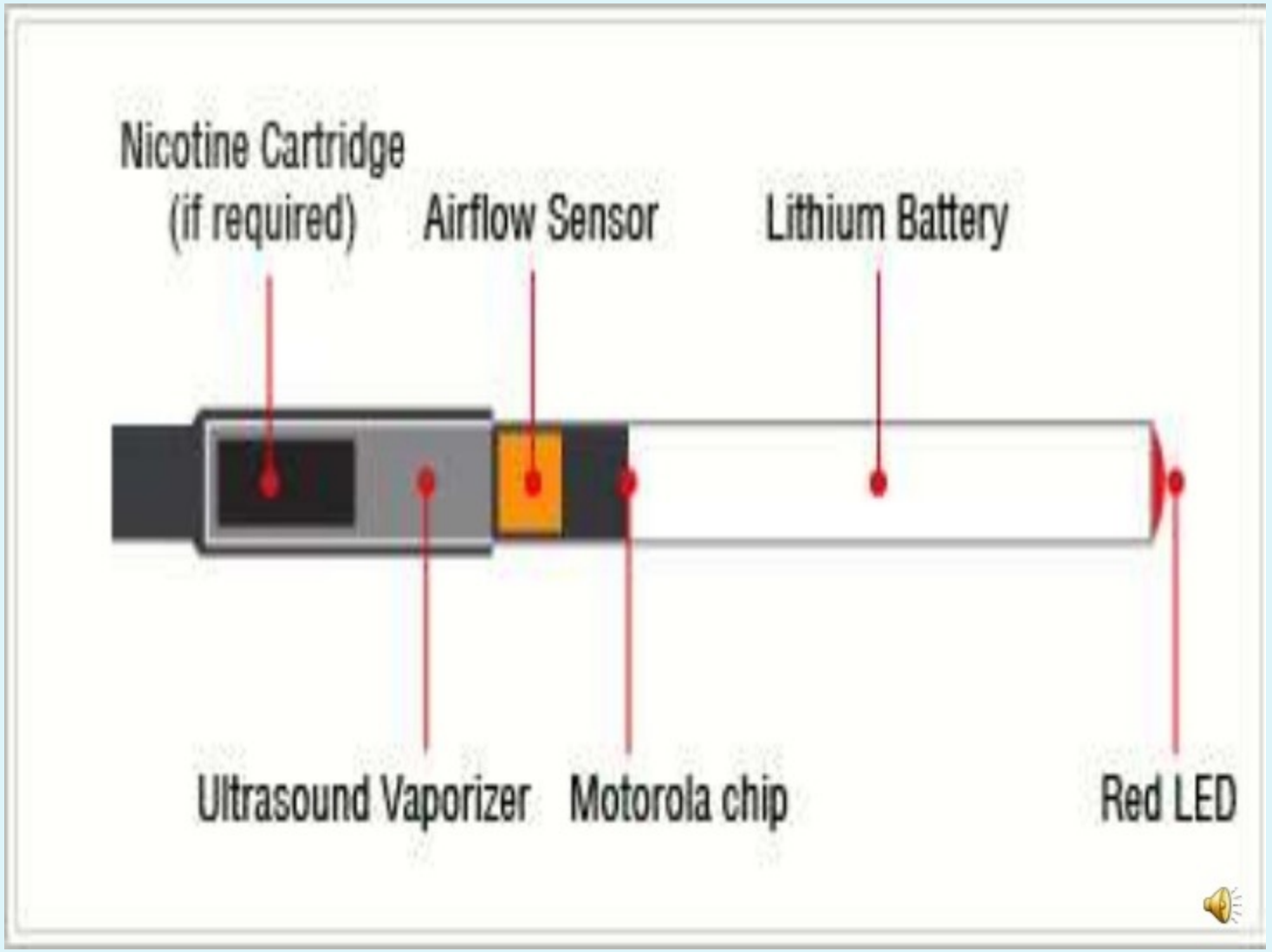
Conventional tobacco control policies
WHO, World Bank, others



- Smokefree public places

Smokefree Ireland

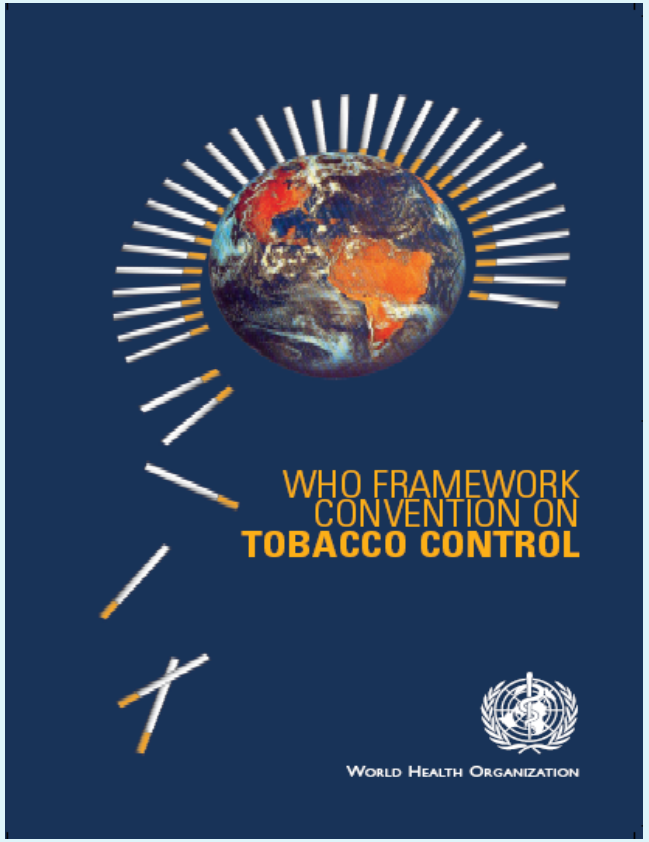
- It has helped change the culture of Smoking in Ireland and globally
- It has improved public health and saved lives
- It has cost nothing and is hugely popular


Nicotine Cartridge
(if required)
Airflow Sensor
Lithium Battery
Ultrasound Vaporizer
Motorola chip
Red LED

ENDS emissions:

Several toxic substances in the environment that cause harm to health, including :ultrafine particles, propylene glycol
tobacco-specific nitrosamines, nicotine
volatile organic compounds (VOCs) and carcinogens and reproductive toxins, including benzene, lead, nickel.

Conventional tobacco control policies
WHO, World Bank, others



- **Labelling/health warnings**

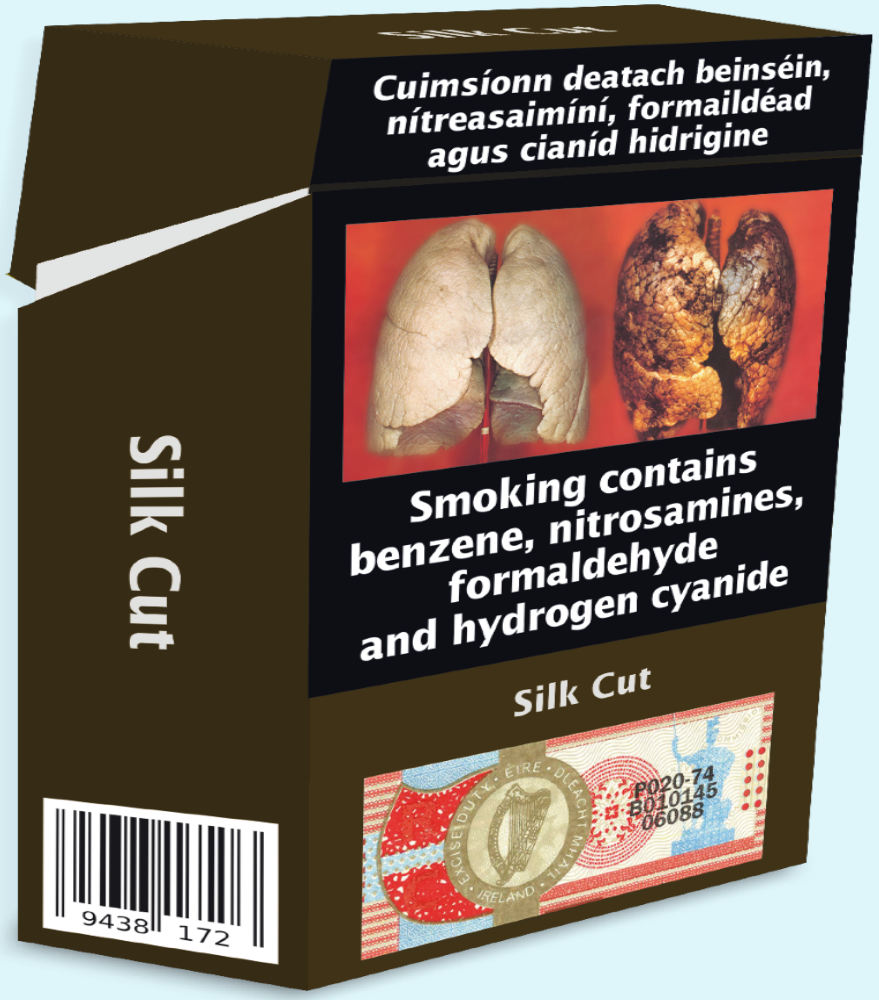
HENLEY
PREMIUM VAPOR CIGARETTES.
CRAFTED FOR USE ANYTIME, ANYWHERE.
ONLY
$9.95
NO SMOKE.
NO ASH.
NO TAR.
NO ODOR.
NOW SOLD HERE
"THE MOST AUTHENTIC AND SATISFYING
ELECTRONIC CIGARETTE ON THE MARKET."

Marketing Aspect of Electronic Cigarettes

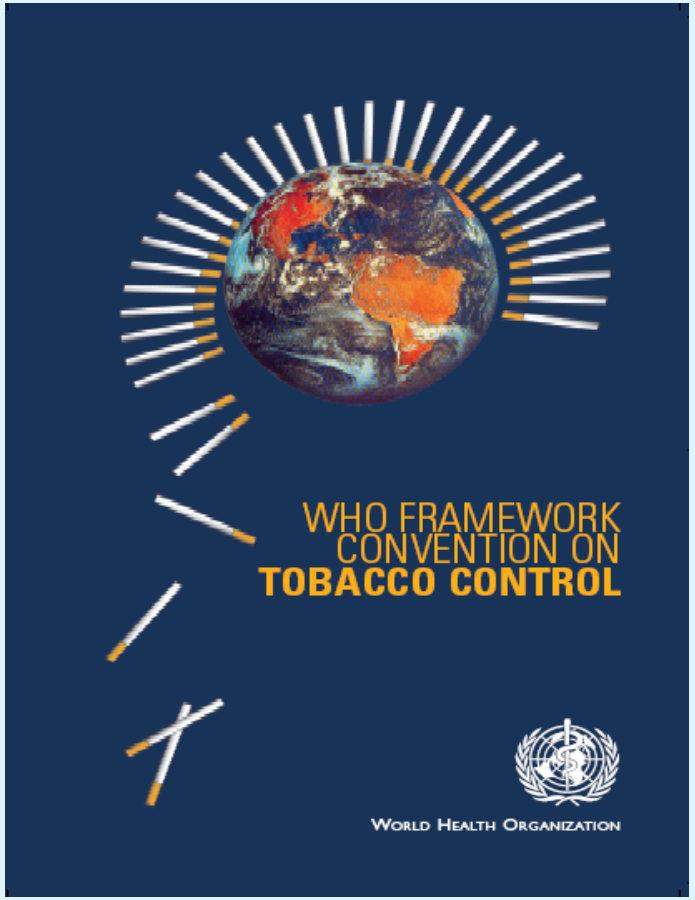
- **E-cigarette brands are employing a number of marketing strategies used by tobacco companies**
- **Among them:**
  - **fun flavors, endorsements using kids and celebrities**

TAKE BACK
YOUR FREEDOM
with blu eCigs®, the smart alternative to cigarettes.
• Smoke Virtually Anywhere
• No Tobacco Smoke, Only Vapor
• Flavors Made in the U.S.A.

Cosain leanaí: ná cuir iallach orthu do chuid deataigh a análú
Protect children: don't make them breathe your smoke
Silk Cut
King Size
Silk Cut


Cuimsíonn deatach beinséin, nítreasaimíní, formaildéad agus cianíd hidrigine
Smoking contains benzene, nitrosamines, formaldehyde and hydrogen cyanide
Silk Cut
Silk Cut
9438 172
EXCISE DUTY · ÉIRE · DLEACHT MHEAIL · IRELAND ·
P020-74
B010145
06088

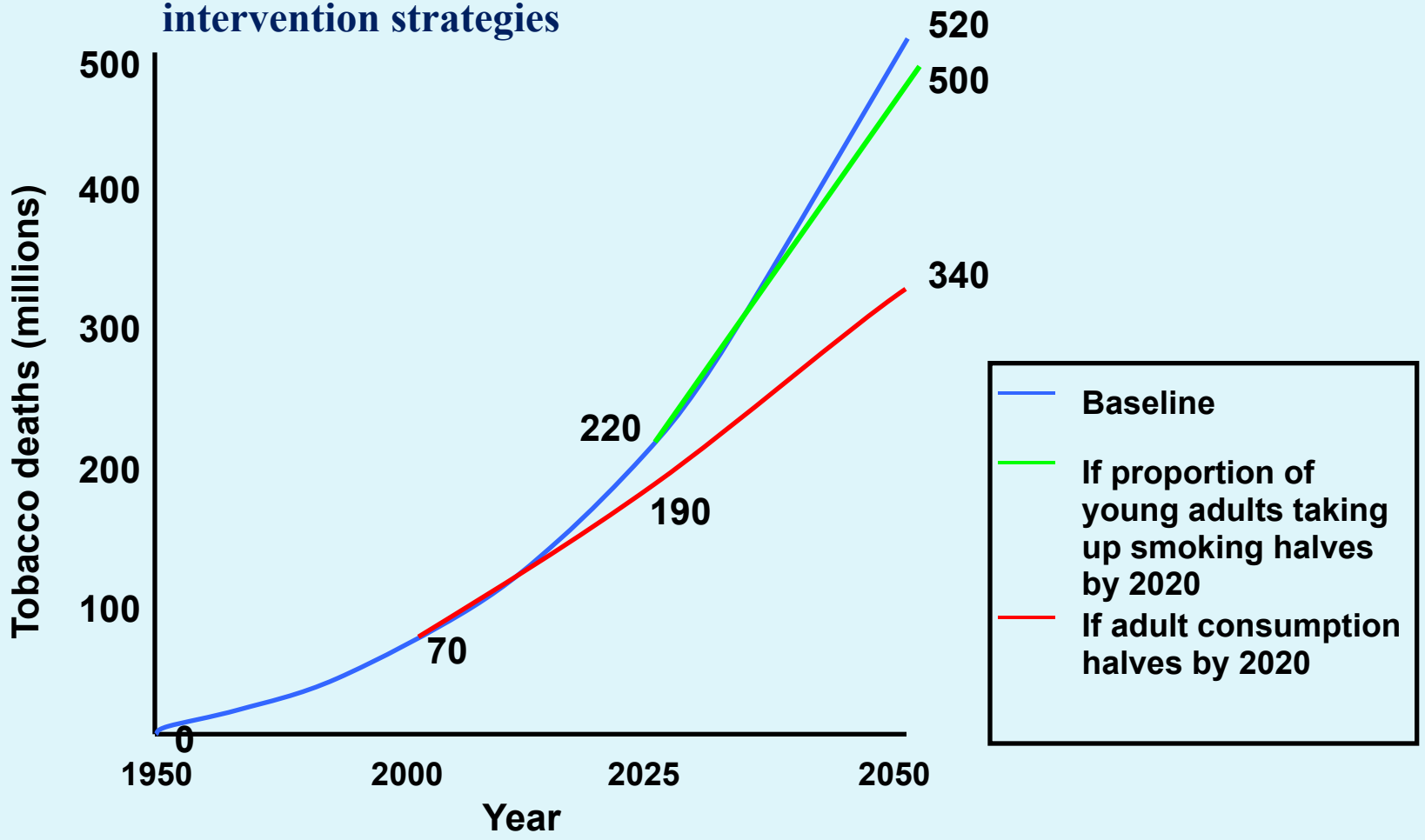
Conventional tobacco control policies
WHO, World Bank, others



- Cessation programmes

Unless Current Smokers Quit, Tobacco Deaths will Rise Dramatically in the Next 50 years

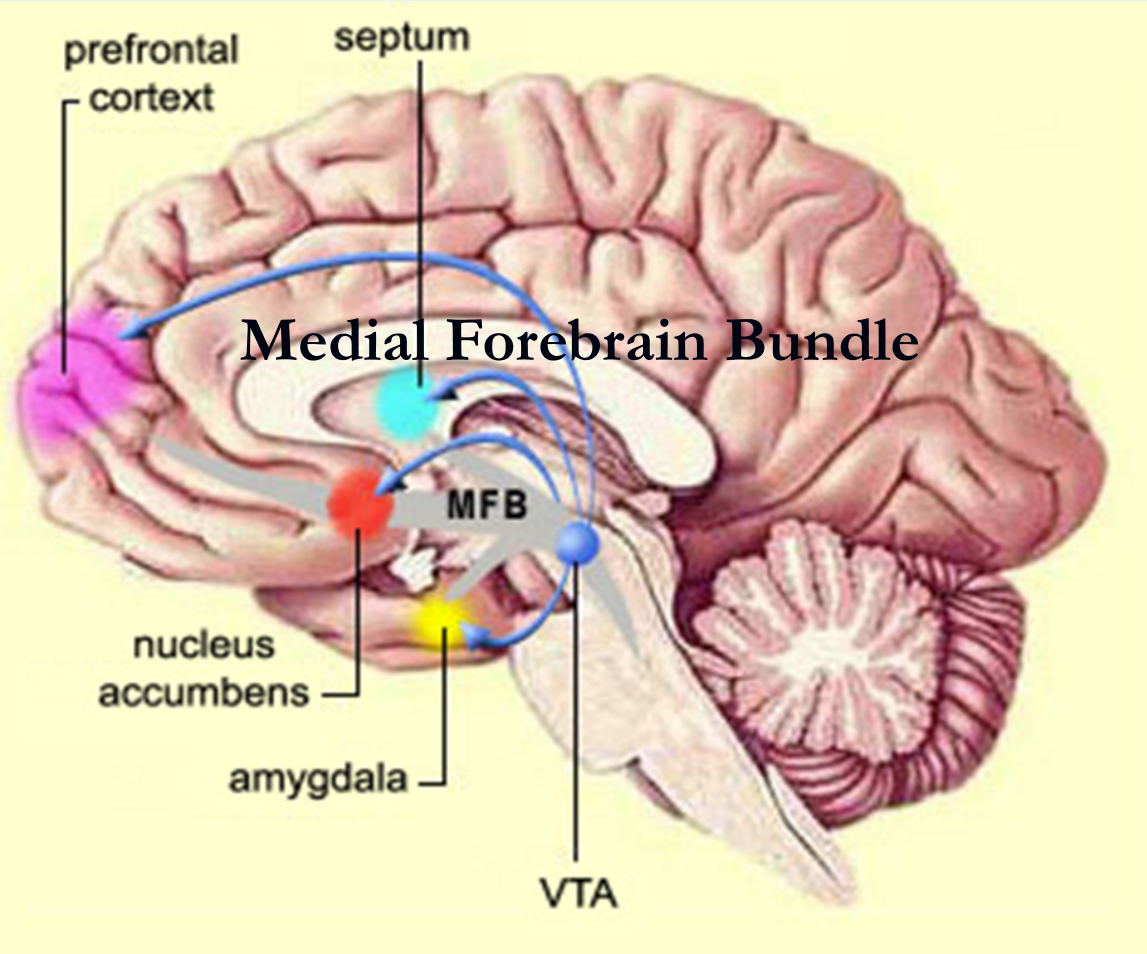
Estimated cumulative tobacco deaths 1950-2050 with different intervention strategies



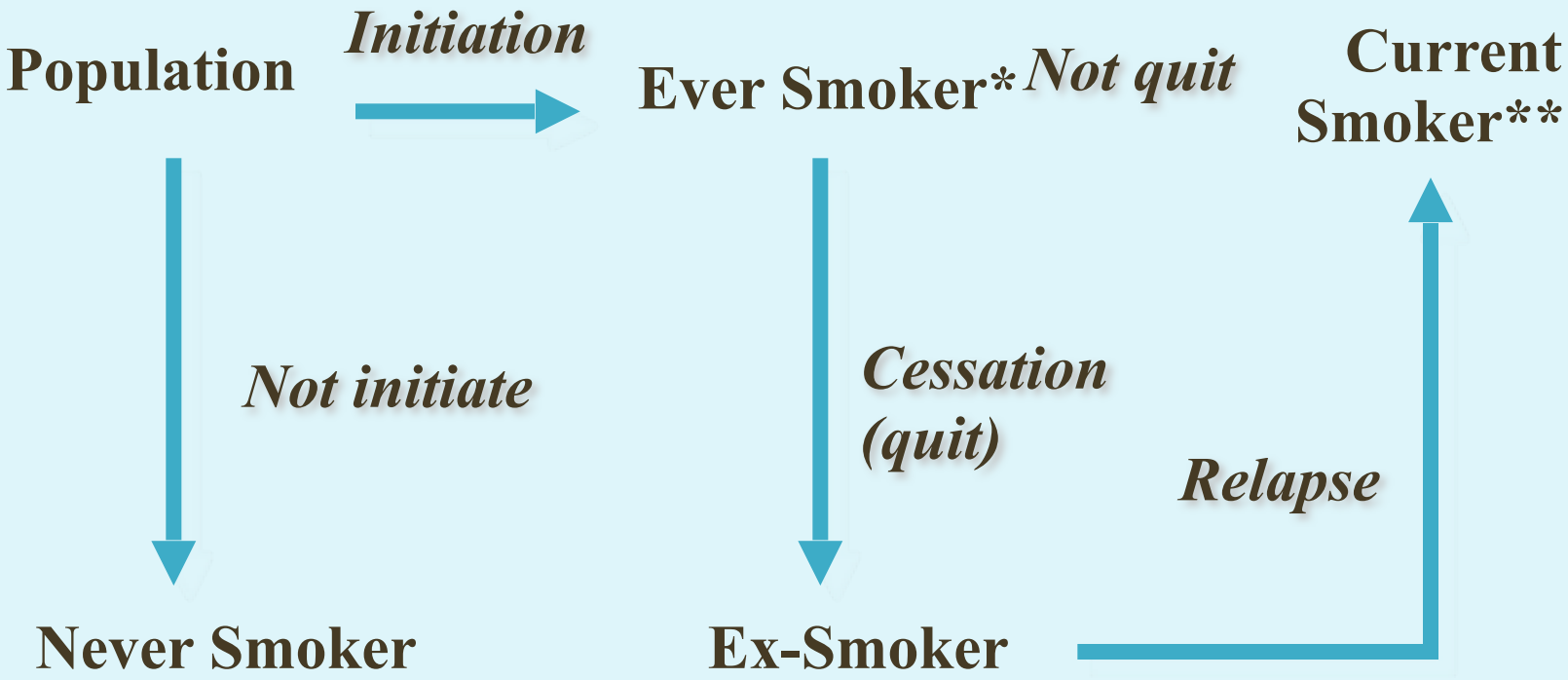
World Bank. Curbing the epidemic:

Governments and the economics of tobacco control. World Bank Publications, 1999. p80.

The mechanism of tobacco dependence



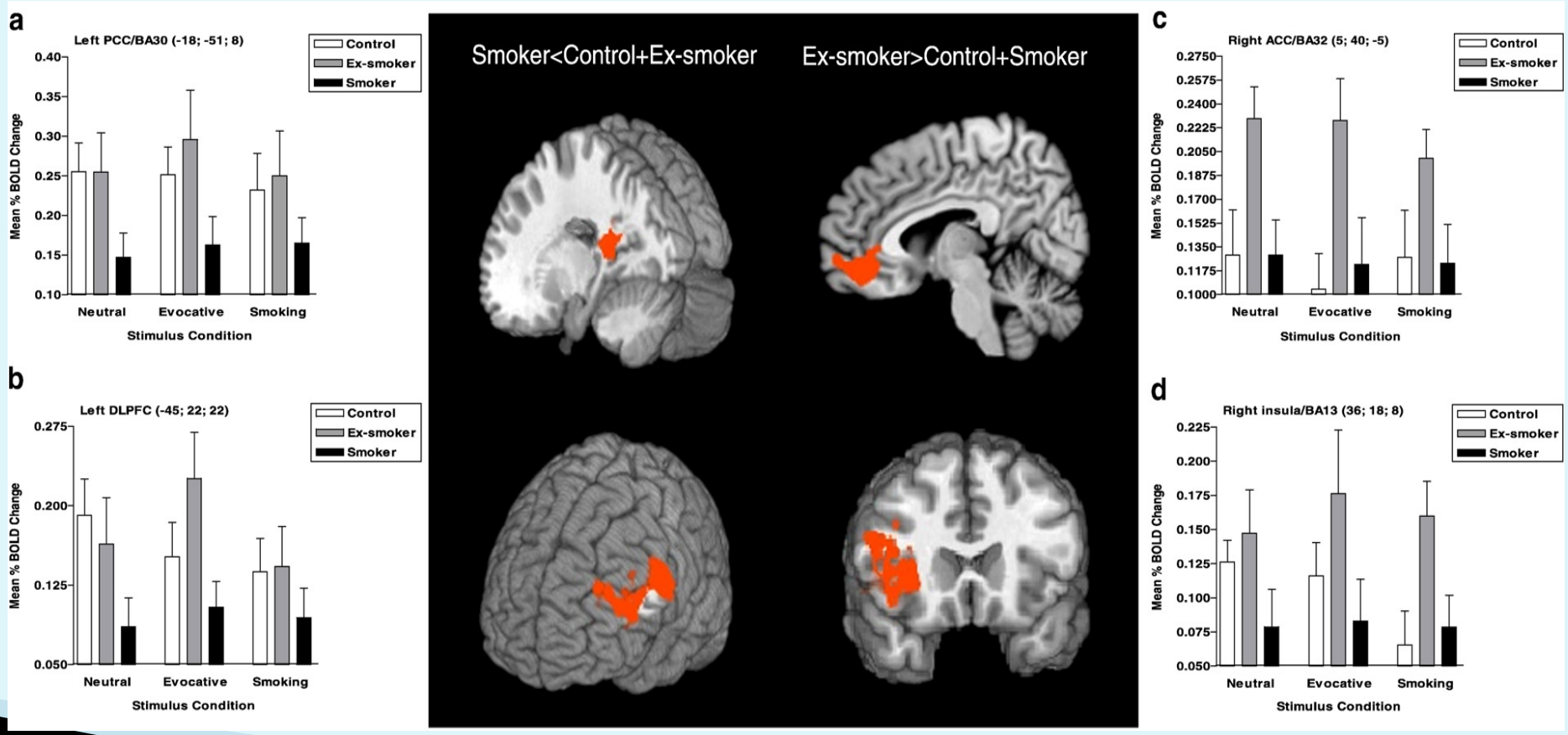
Smoking Model:
Evolution of Tobacco Users



** Usually as smoked 100 cigarettes lifetime ** usually as smoked some or all days*

Percentage bold change for the control, ex-smoker and smoker groups

a) the left posterior cingulate cortex (PCC)/BA30 (smoker<<control, p<0.05 and ex-smoker, p=0.01 across conditions; b) the left dorsolateral prefrontal cortex(DLPFC) small volume correction (smoker<control, p<0.05 and ex-smoker, p=0.01 across conditions); c) the right anterior cingulate cortex (ACC)/BA32 (ex-smoker>control and smoker, p<0.001 across conditions) and d) the right insula/BA13 (ex-smoker>control, p<0.05 and smoker, p<0.01 across conditions).(Fig 5) Data expressed as means±SEM.(Fig 2)



WHY QUIT?
SWITCH TO BLU
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blu
PREMIUM ELECTRONIC CIGARETTE
18+ only.

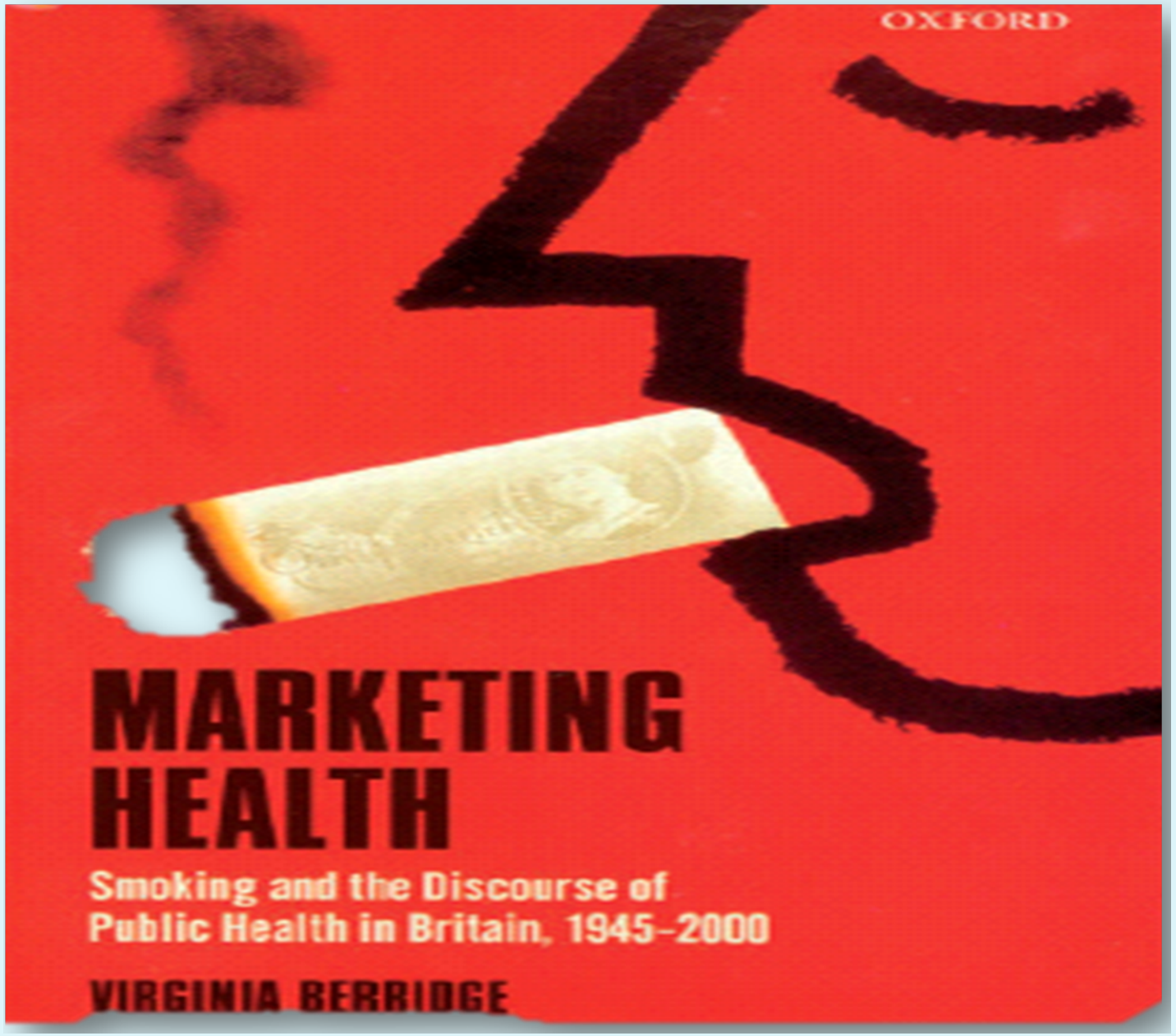
Considering all I'd heard, I decided to either quit or smoke True.
I smoke True.
TRUE
The low tar, low nicotine cigarette. Think about it.

Table: Descriptive statistics for the E-cigarette survey. Average age: 16.5

Demographic Variable	Response Categories	Frequency	Valid Percentage
Gender	Male	399	49.2
	Female	412	50.8
Socioeconomic status	Attending disadvantaged school	229	27.9
	Attending non-disadvantaged school	592	72.1
Birth Region	Ireland / UK	685	83.4
	Eastern European Country	63	7.7
	Elsewhere	73	8.9
Personal Tobacco Use	Current Smoker	151	18.4
	Ever Smoker	240	29.2
	Never Smoker	430	52.4
Family Tobacco Use	Smoker in immediate family	396	48.4
	No smoker in immediate family	423	51.6
E-Cigarette Use	Ever smoked e-cigarettes	196	23.9
	Never smoked e-cigarettes	625	76.1

E-Cigarette use among young people sorted by tobacco use

	Never Tobacco Smokers (N = 431)	Ever Tobacco Smokers (N = 239)	Current Tobacco Smokers (N = 150)
Never E-Cig Users	413 (95.8%)	167 (69.9%)	46 (30.7%)
Ever E-Cig Users	16 (3.7%)	64 (26.7%)	88 (58.7%)
Current E-Cig Users	2 (0.5%)	8 (3.4%)	16 (10.6%)


OXFORD
MARKETING HEALTH
Smoking and the Discourse of Public Health in Britain, 1945–2000
VIRGINIA BERRIDGE

WHO Chan –letters from TC voices from all over the world

Chan-letter-June16 PST FINAL with 129 sigs.pdf

MargaretChan1.pdf