

BURDEN FACTS

- Almost half of Montana high school students have tried electronic cigarettes; **30%** currently use them.¹
- The percentage of Montana adults who have tried electronic cigarettes increased significantly from **11%** in 2013 to **20%** in 2016.²
- In addition to nicotine, electronic cigarettes can contain heavy metals, ultrafine particulate, and cancer-causing agents like acrolein.³

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What are Electronic Cigarettes?

These are products that heat a liquid into an aerosol that the user inhales. The liquid contains nicotine, as well as varying compositions of flavoring, propylene glycol, glycerin, and other ingredients. E-cigarettes include the following:

- E-cigarettes
- Vape pens
- E-cigars
- E-hookahs



What are the Risks of Using E-cigarettes?

E-cigarettes contain **nicotine**, a highly addictive and unsafe substance that affects the developing brain.

- Youth use of nicotine in any form is unsafe. Because the adolescent brain is still developing, nicotine use during adolescence can disrupt the formation of brain circuits that control attention, learning, and susceptibility to addiction.⁴
- Nicotine is harmful for pregnant women. Nicotine is toxic to developing fetuses and impairs fetal brain and lung development.^{4,5}

Some manufacturers claim that the use of propylene glycol, glycerin, and food flavorings is safe because they meet the FDA definition of “Generally Recognized as Safe” (GRAS).

- However, GRAS status applies to additives for use in foods, NOT for inhalation.
- The health effects of inhaling these aerosolized substances are currently unknown.⁶

Trying to Quit? Use the Montana Tobacco Quit Line!

The Montana Tobacco Quit Line is a free service available to all Montanans ready to quit tobacco. Counseling and FDA-approved nicotine replacement therapies, when used in combination, have been shown to be a safe and effective way to quit.

Call 1-800-QUIT-NOW or visit www.QuitNowMontana.com to enroll today.

E-cigarettes are NOT an FDA-approved Quit Aid

Currently, the evidence is insufficient to conclude that e-cigarettes are effective for smoking cessation.

- Seven medicines are approved by the FDA for smoking cessation, and are proven safe and effective when used as directed.

Increased Marketing of E-cigarettes by Tobacco Industry

Cigarette advertisements have been banned from television in the US since 1971. However, e-cigarettes are not under these same restrictions and are aggressively marketed.

- E-cigarette advertising expenditures in the US have increased dramatically from **\$5.6 million** in 2010 to **\$115.3 million** in 2014.⁷

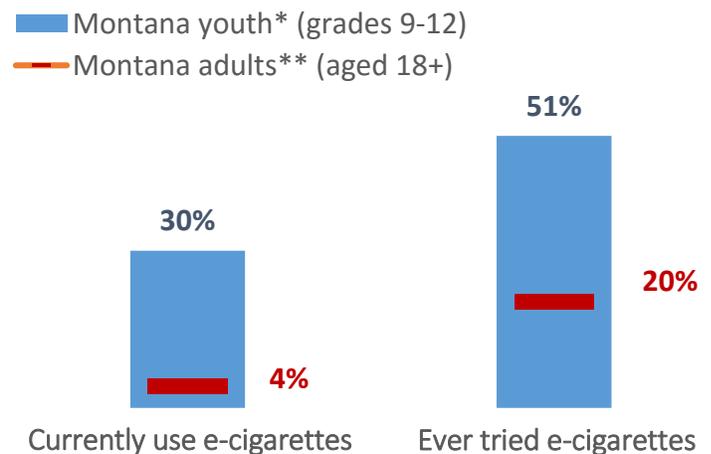
Regulation Progress

- As of January 2016, Montana retailers are prohibited from selling or distributing alternative nicotine products, or e-cigarettes, to individuals under the age of 18 years, whether over the counter, by vending machine, or otherwise and are also required to purchase a license to sell these products.⁸
- As of August 2016, three Montana counties have local e-cigarette restrictions in place that prohibit the use of e-cigarettes in indoor public places.

Sources:

1. Montana Youth Risk Behavior Survey, 2015.
2. Montana Adult Tobacco Survey, 2013 and 2016.
3. Goniewicz LM, Knysak J, Gawron M, et. al. Levels of selected carcinogens and toxicants in vapour products from electronic cigarettes. *Tobacco Control* 2014, 23(2): 133-139.
4. England, L, et. al. Nicotine and the developing human: A neglected element of the e-cigarette debate. *Am J Prev Med* 2015.
5. U.S. Department of Health and Human Services. The Health Consequences of Smoking – 50 Years of Progress: A report of the Surgeon General. Atlanta (GA): Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health; 2014.
6. Centers for Disease Control and Prevention, Office on Smoking and Health. Electronic Nicotine Delivery Systems Key Facts, 2015.
7. Campaign for Tobacco Free Kids. Trends in Tobacco Industry Marketing Fact Sheet. <http://www.tobaccofreekids.org/research/factsheets/pdf/0156.pdf>. Accessed August, 2016.
8. Youth Access to Tobacco Products Control Act, Montana Code Annotated §§ 16-11-301 –312 (2015).

Electronic Cigarette Use in Montana



*Montana Youth Risk Behavior Survey, 2015; **Montana Adult Tobacco Survey, 2016