

E-CIGARETTES

TOBACCO CESSATION:



6,000 deaths every year.¹

Tobacco smoking is the largest cause of preventable illness and death in Ireland.



Current tobacco control measures are working. Ireland's smoking rate has dropped from 27% in 2008 to 20% in 2018.³



One in two smokers will die of a smoking-related illness.²



3 in 5 smokers are thinking about quitting.⁵

There are **80,000** fewer smokers in Ireland than there were three years ago.⁴



4 in 10 smokers have made a quit attempt in the last 12 months.⁶

Professional smoking cessation services, along with the use of Nicotine Replacement Therapy (NRT) increases the chances of success in quitting up to four times.⁷

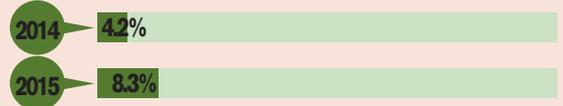


80%

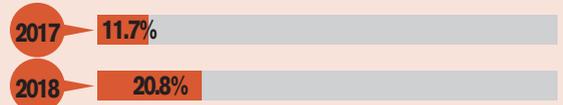
of those who successfully quit smoking using e-cigarettes are still using an e-cigarette after one year versus 9% of NRT users who've successfully quit smoking still using NRT after one year.⁸

YOUTH:

E-cigarette use among youth in Ireland is already rising:



E-cigarette use among 15-17 year olds who have never smoked rose from 4.2% in 2014 to 8.3% in 2015.¹



In U.S., daily e-cigarette use among teenagers rose sharply from 11.7% in 2017 to 20.8% in 2018¹⁰



2018: U.S. Surgeon General declares youth e-cigarette use an "epidemic"³ Juul has 72% of market share in U.S.¹²

2019: Juul launches in Ireland. Without proper e-cigarette regulation, and with the recent launch of Juul in Ireland, there is a risk that we may follow a similar pattern seen in the US.

A 2015 US longitudinal assessment of 2,530 14 year olds who had never used tobacco products, found that students who had ever used an e-cigarette were far more likely to subsequently ever use tobacco than those who had never used an e-cigarette (30.7% vs 8.1%)¹⁴

1 <https://www.hse.ie/eng/about/who/tobaccocontrol/kf/>

2 <https://www2.hse.ie/wellbeing/quit-smoking/reasons-to-quit-smoking/smoking-facts-and-figures.html>

3 <https://www.hse.ie/eng/about/who/tobaccocontrol/research/smoking-in-ireland-2018.pdf>

4 <https://health.gov.ie/blog/press-release/launch-of-healthy-ireland-survey-2018/>

5 HSE Tobacco Free Ireland Programme (2018) The State of Tobacco Control in Ireland [online] Available at: <https://www.hse.ie/eng/about/who/tobaccocontrol/the-state-of-tobacco-control-in-ireland%E2%80%93932018-report.pdf>

6 <https://health.gov.ie/blog/press-release/launch-of-healthy-ireland-survey-2018/>

7 Fenton, K. (2014), E-Cigarettes and harm reduction: where are we now and what next?, Public Health England

8 Hajek et al. (2019). A Randomized Trial of E-Cigarettes versus Nicotine-Replacement Therapy. The New England Journal of Medicine

9 Babineau, K, Taylor, K and Clancy, L (2015) Electronic cigarette use among Irish youth: a cross sectional study of prevalence and associated factors. PLoS ONE , 10 , (5)

10 US Food & Drug Administration (2019). 2018 NYTS Data: A startling rise in youth e-cigarette use [online]. Available at: <https://www.fda.gov/tobacco-products/youth-and-tobacco/2018-nyts-data-startling-rise-youth-e-cigarette-use>

11 Lavito, A (2018) US Surgeon General Jerome Adams declares youth e-cigarette use an 'epidemic' [online]. Available at <https://www.cnbc.com/2018/12/18/us-surgeon-general-adams-declares-youth-e-cigarette-use-an-epidemic.html>

12 Toffel, W, Masko, J and Mehta, S (2018). 'JUUL and the Vaping Revolution'. Harvard Business School Case, 619-006, [online]. Available at <https://www.hbs.edu/faculty/Pages/item.aspx?num=55266>

13 <https://www.bloomberg.com/quicktake/e-cigarette-update>

14 Leventhal, A. M. et al. (2015). Association of Electronic Cigarette Use With Initiation of Combustible Tobacco Product Smoking in Early Adolescence. American Medical Association. 314 (7) pp. 700-707

15 Biring, SS, Peake, MD (2005). Symptoms and the Early diagnosis of Lung Cancer. Thorax. [pdf]. Available at: <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC1747375/pdf/v06p00268.pdf>

16 ibid

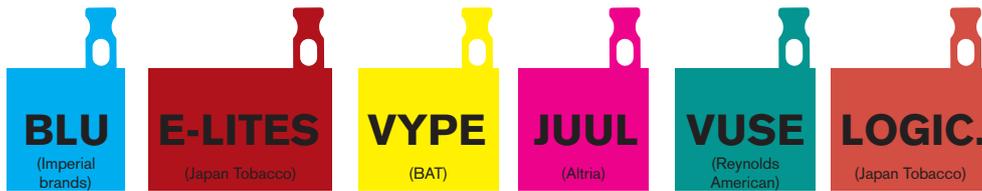
17 Danovi, S (2013). Feeling the heat – the link between inflammation and cancer [online]. Cancer Research UK. Available at: <https://scienceblog.cancerresearchuk.org/2013/02/01/feeling-the-heat-the-link-between-inflammation-and-cancer/>

18 Stiles, B and Alperin, S. (2019). We ignored the evidence linking cigarettes to cancer. Let's not do that with vaping. [online]. The Guardian. Available at: <https://www.theguardian.com/commentisfree/2019/feb/16/we-ignored-the-evidence-linking-cigarettes-to-cancer-lets-not-do-that-with-vaping>

19 WHO (2018). Heated Tobacco Products (HTPS) Information Sheet [pdf] Available at: <https://apps.who.int/iris/bitstream/handle/10665/272875/WHO-NMH-PND-17.6-eng.pdf?ua=1>

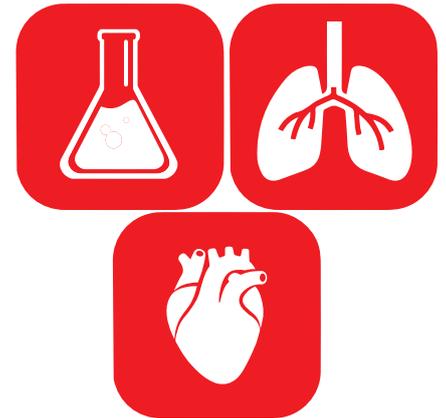
Tobacco Industry

The tobacco industry controls a large portion of the e-cigarette market through brands such as



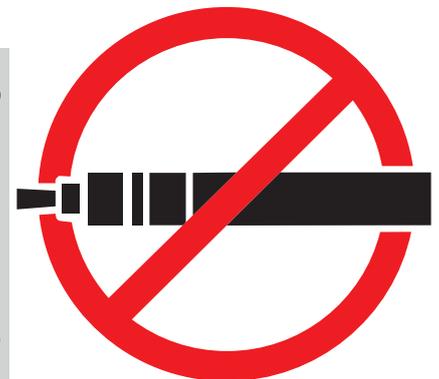
Safety

More long term evidence on e-cigarette safety is needed. For example, it takes about 8 years for some lung cancers to reach the size where they are most commonly diagnosed.¹⁵ While e-cigarettes are safer than cigarettes, we know that they contain dozens of chemicals, which when inhaled can damage the lungs and affect users' blood pressure, among other concerns.^{15 16 17}



Policy Recommendations: E-Cigarettes

- Reconvene the Department of Health Tobacco Policy Review Group to review evidence on e-cigarettes.
- Prohibit e-cigarette product advertising through all communications mediums, including outdoor areas (billboards, buses) and at the point of sale.
- Strengthen the ASAI code to address current breaches of the code.
- Prohibit sale of e-cigarettes to anyone under the age of 18.
- Extend the indoor-smoking ban to e-cigarettes.
- Prohibit e-cigarette use in Public Service Vehicles.
- Prohibit e-cigarette use in vehicles where persons under the age of 18 are present.
- Stricter enforcement of the WHO Framework Convention on Tobacco Control (FCTC).
- Invest in smoking cessation strategies we know will make a difference in supporting people to quit smoking.



The following organisations support the recommendations of the Irish Heart Foundation and Irish Cancer Society: