

E-CIGARETTES TALKING POINTS



THE DANGERS OF E-CIGARETTES

SOUND BITE

E-cigarettes are being marketed aggressively by the tobacco industry in our country. No one knows just how damaging e-cigarettes will be to users' health in the long term. What we do know is that they are harmful, highly addictive, and particularly appealing to children and youth. We need strong, clear regulations on e-cigarettes to protect our citizens—especially our children—from suffering a lifetime of addiction and avoidable health harms.

TALKING POINTS

E-cigarettes are being marketed aggressively by the tobacco industry in [Country/Region].

- The tobacco industry is purposely targeting their promotion of e-cigarettes at our children and youth.
 - They use social media influencers with millions of young followers to promote e-cigarettes.
 - These products feature flavors like melon and blueberry and marketing that features characters like Pokemon to attract and entice young users.
- E-cigarettes are being marketed to the public as lifestyle and health products, despite the fact that they are harmful to health and extremely addictive.
- People of all different ages are trying e-cigarettes, getting exposed to nicotine for the first time, and getting addicted.

No one knows just how damaging e-cigarettes will be to users' health in the long term.

- Because e-cigarettes have only recently emerged into the market, we don't yet have data on the long-term health implications of using them.
- Research has shown that exposure to some of the chemicals found in e-cigarette emissions, such as nickel, chromium, manganese, and lead, has been linked to cancer, organ damage, and other serious health impacts.

What we do know is that e-cigarettes are harmful, highly addictive, and particularly appealing to children and youth.

The WHO has been clear that e-cigarettes are harmful.

- The vast majority of e-cigarettes contain nicotine, which is highly addictive and harmful.
- Nicotine is especially dangerous when used by young people and pregnant women, because of its harmful impacts on brain development.
- E-cigarette emissions contain other harmful toxins and carcinogens like formaldehyde and lead.

E-cigarette use among young people is on the rise.

- Young people and other non-smokers are picking up e-cigarettes and many are quickly becoming addicted to nicotine, leading them toward lifelong addiction.
- Nicotine addiction increases the likelihood that users will eventually begin smoking cigarettes.

THE DANGERS OF E-CIGARETTES

We need strong, clear regulations on e-cigarettes and all tobacco and nicotine products to protect people across the country—especially our children—from suffering a lifetime of addiction and avoidable health harms.

For policymakers: Thanks to the dedication of leaders like you, our global and national tobacco regulations are strong. As a result, smoking rates among youth have been steadily decreasing for years.

- [Insert relevant youth smoking statistics for Country/Region]

E-cigarettes have the dangerous potential to undo the progress we've made by addicting a new generation of users: children and youth that would likely never have picked up a cigarette.

- [Include data on e-cigarette use in Country/Region, with statistics about youth usage if available]

If we do not act swiftly and strongly to regulate e-cigarettes, we risk not only allowing our youngest citizens to become addicted to a harmful substance, but to backtrack on all the progress we've made toward ending cigarette use and saving lives.

- The WHO recommends that countries should “ensure that their tobacco control laws and regulations are comprehensive enough to regulate all forms of novel and emerging nicotine and tobacco products,” including e-cigarettes.
- [Insert specific policy ask]

Note: Please visit our website to find regulatory guidance documents from the International Legal Consortium for e-cigarettes [LINK] and other products. The ILC uses a three-step process to assist governments in determining how to regulate these products to fit their country's circumstances while balancing competing public health considerations.

THE INDUSTRY'S E-CIGARETTE PLAYBOOK

SOUND BITE

Tobacco companies are using e-cigarettes to save their industry, not to save lives. The companies marketing e-cigarettes are not interested in reducing harm or encouraging users to quit smoking—they want to get more people, especially youth, addicted to nicotine. We know many non-smokers are getting addicted to e-cigarettes. Many existing smokers who start using e-cigarettes continue smoking cigarettes, too—worsening the harms to their health. As long as the industry continues profiting off nicotine products, it will be in the business of creating and sustaining addiction.

TALKING POINTS

Tobacco companies are using e-cigarettes to save their industry, not to save lives.

- The tobacco industry has only ever been interested in one thing: making money off of their addictive products.
- The aggressive marketing of e-cigarettes is part of the industry's strategy to hook a new generation on nicotine and keep profits high as cigarette use declines around the world.

The companies marketing e-cigarettes are not interested in reducing harm or encouraging users to quit smoking—they want to get more people, especially youth, addicted to nicotine.

- Harm reduction is a public health strategy aimed at reducing risk from harmful substances. It requires strict regulation and the supervision of medical professionals.
- No legitimate harm reduction approach includes selling new, addictive products on the open market to smokers and non-smokers alike with limited or no regulation.
- The tobacco industry is not interested in harm reduction. They are interested in marketing and profiting off of new, addictive products.

We know many non-smokers are getting addicted to e-cigarettes.

- In many countries, youth uptake of e-cigarettes has rapidly increased and surpassed adult use.

- The tobacco industry deliberately markets e-cigarettes to children and young people through social media.
- The industry is also fighting hard to continue selling fruit- and candy-flavored e-cigarettes that are clearly enticing to children and youth.
- There is also substantial evidence that youth who use e-cigarettes are more likely to begin smoking.

Many existing smokers who start using e-cigarettes continue smoking cigarettes, too—multiplying the harms to their health.

- There is insufficient evidence that e-cigarettes help smokers quit smoking.
- Research shows that many smokers who start using e-cigarettes continue smoking cigarettes, increasing their overall consumption and worsening their health risks.

As long as the industry continues profiting off nicotine products, it will be in the business of creating and sustaining addiction.

- There is important work to be done to help reduce the health risks for those addicted to cigarettes and other tobacco products. To be effective, that work must be led by legitimate public health and medical professionals.
- The interests of the tobacco industry are directly at odds with public health priorities.