



## Electronic Nicotine Delivery Systems (ENDS) And Public Health – Global Approaches to Regulation

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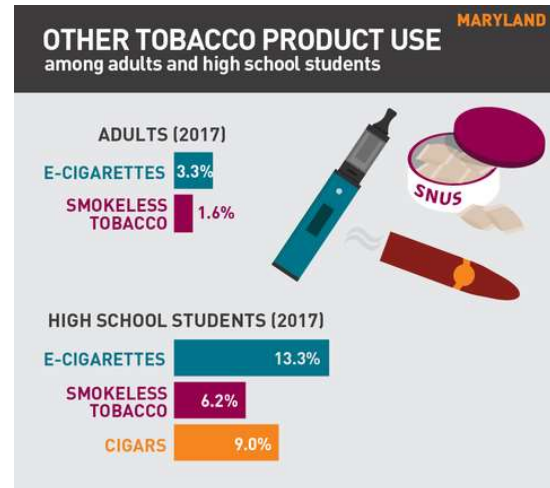
### Major Market Players

- ▶ JUUL Labs
- ▶ Altria
- ▶ Phillip Morris International
- ▶ Japan Tobacco International
- ▶ British American Tobacco PLC
- ▶ Reynolds American Inc.
- ▶ Imperial Brand PLC
- ▶ Other Brands

## ENDS Prevalence of use in Maryland

In 2017:

- ▶ 3.3% of adults used e-cigarettes and 13.3% of high school students in Maryland used electronic vapor products on at least one day in the past 30 days.<sup>1</sup>



Source: truthinitiative.org

1. CDC, Behavioral Risk Factor Surveillance System, State Tobacco Activities Tracking and Evaluation System, 2017.

## How are ENDS being regulated around the world?



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Resources >

### Country Laws Regulating E-cigarettes



Policy Domains



Product Classifications



Regulatory Mechanisms



Countries

This site provides a description of country-level laws that regulate e-cigarettes or other electronic nicotine delivery systems.

<http://globaltobaccocontrol.org/e-cigarette/country-laws-regulating-e-cigarettes>

Updated twice a year.  
Last updated November 2019.

## How is the world regulating ENDS

- ▶ 99 countries that have a national policy regulating some aspect of ENDS
- ▶ Sale of e-cigarettes is banned in 28 countries



## Minimum age of sale

Minimum age of sale is regulated in 36 countries

- ▶ Mirrors those of traditional cigarettes (ranges from 16-21)



## Warning labels

Health Warning Labels

- ▶ 38 countries require HWLs on e-cigarette packaging



## Packaging

- ▶ 31 countries have child safety packaging regulations



## Use in public places

- ▶ 51 countries prohibit or restrict e-cigarette use in public places



Important to keep in mind!

What is the purpose of  
e-cigarettes?

“Exit ramp” for cigarette smokers



<https://www.google.com/url?sa=i&source=images&cd=&ved=2ahUKEwieg-qayimANVQUBHw9ZCLOqJk6B8AgBDAQ&url=https%3A%2F%2Fcommunitynews.org%2F2018%2F10%2F15%2Froute-29-exit-ramp-from-route-1-northbound-closed-overnight%2F&psize=AOvVaw0-8hY0db7wA8e4LSvWfXkN&ust=1575465347951716>



But what have e-  
cigarettes become?

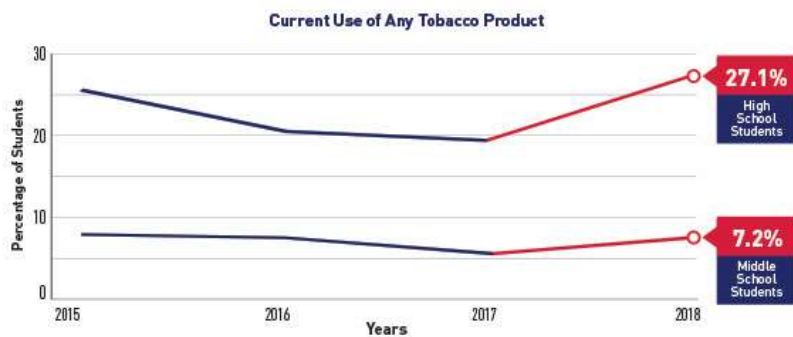
An on-ramp to nicotine addiction for our nation's  
kids



<https://www.google.com/url?sa=i&source=images&cd=&ved=2ahUKewjOPaEYznmAHWhct8KHUZQDqQJRx6B8AgBEAQ&url=https%3A%2F%2Fwww.spokesman.com%2Fstories%2F2017%2Foct%2F16%2Fstate-may-remove-busy-i-90-eastbound-on-ramp-at-wa%2F&psig=ADVvVawZ14aPwimPvsuzzBLQO81o&ust=1575465633507392>

## Use of e-cigarettes by youth continues to climb

**E-CIGARETTE USE SURGE LED TO UPTICK IN OVERALL TOBACCO USE —  
Reversing Previous Declines**



<https://www.fda.gov/tobacco-products/youth-and-tobacco/2018-nyts-data-startling-rise-youth-e-cigarette-use>

Research

JAMA | Original Investigation

### e-Cigarette Use Among Youth in the United States, 2019

Karen A. Cullen, PhD; Andrea S. Gentzke, PhD; Michael D. Sawdey, PhD; Joanne T. Chang, PhD; Gabriella M. Anic, PhD; Teresa W. Wang, PhD; MeLisa R. Creamer, PhD; Ahmed Jamal, MBBS; Bridget K. Ambrose, PhD; Brian A. King, PhD

**IMPORTANCE** The prevalence of e-cigarette use among US youth increased from 2011 to 2018. Continued monitoring of the prevalence of e-cigarette and other tobacco product use among youth is important to inform public health policy, planning, and regulatory efforts.

**OBJECTIVE** To estimate the prevalence of e-cigarette use among US high school and middle school students in 2019 including frequency of use, brands used, and use of flavored products.

[+ Related article](#)

[+ Supplemental content](#)

JAMA. doi:10.1001/jama.2019.18387  
Published online November 5, 2019.



## Still climbing. In 2019:

- ▶ 27.5% of high school and 10.5% of middle school students used e-cigarettes in the past 30 days
- ▶ Among current users:
  - ▶ 34.2% of high school and 18.0% of middle school students used them at least 20 of the past 30 days
  - ▶ 59.1% of high school and 54.1% of middle school students reported JUUL as their usual cigarette brand
  - ▶ 72.2% of high school and 59.2% of middle school students used flavored e-cigarettes – fruit, menthol/mint, candy, desserts, sweets [exclusive e-cig users]

## As Maryland considers how to act ...

- ▶ No one should be using e-cigarettes [or heated tobacco products] except for people who are trying to quit smoking cigarettes
- ▶ Providing adults with a safer alternative to cigarettes cannot come at the expense of a new generation of youth addicted to nicotine