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.¹

Source: truthinitiative.org


How are ENDS being regulated around the world?
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Resources:

Country Laws Regulating E-cigarettes

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.

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 in 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
But what have e-cigarettes become?

An on-ramp to nicotine addiction for our nation’s kids
Use of e-cigarettes by youth continues to climb


JAMA | Original Investigation

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

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**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.
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