



THE DANGERS OF E-CIGARETTES

WHEREAS, since 2005, the e-cigarette industry has grown from one manufacturer in China to an estimated \$3 billion global business. Current trends indicate that U.S. sales of e-cigarettes are expected to pass \$10 billion by 2017. The \$82 million advertising budget utilizes celebrity endorsements, music and sporting event sponsorships, free sample giveaways, television, magazine and social media ads to re-glamorize smoking, and

WHEREAS, current e-cigarette use among U.S. middle and high school students tripled from 2013 to 2014, making them the most popular nicotine delivery product now used by American teens. Defined as "Use on at least one day in the past thirty days" among middle school students rose from 1.1 percent in 2013 to 3.9 percent in 2014, for an increase of approximately 120,000 to 450,000 students nationwide. Current e-cigarette use among high school students jumped from 4.5 percent in 2013 to 13.4 percent in 2014, from 660,000 to 2 million students, and

WHEREAS, while 53 percent of young adults believe that e-cigarettes are healthier than traditional cigarettes, e-cigarette smoking can lead to rapid plasma nicotine concentrations equivalent to or higher than cigarette smokers, e-cigarette vapor can contain cancer-causing formaldehyde at levels up to 15 times higher than regular cigarettes, and the frequent inhalation of glycerin and propylene glycol can lead to pulmonary difficulties, and

WHEREAS, fatal doses of nicotine are approximately 60 mg in adults and 10 mg in children. Individual use vials (15 ml) of nicotine "juice" may contain up to 540 mg of nicotine or more. Mix-your-own solutions can have 3000 mg. The number of calls to poison centers involving e-cigarette liquids rose from one per month in September 2010 to 215 per month in February 2014, a rise from 0.3 percent to 41.7 percent of all emergency calls, with more than half (51.1 percent) of the calls involving children aged 5 and younger, and

WHEREAS, e-cigarettes have been marketed in almost 8,000 different flavors including hundreds of kid-friendly options such as Rocket Pop, cotton candy, gummy bear, Sour Warheads, banana split, marshmallow, red hot cinnamon and tutti-fruity gumballs with "organic" options also available, and

WHEREAS, contrary to claims that e-cigarettes can help cigarette smokers quit, recent studies indicate that television ads for e-cigarettes trigger cravings for cigarettes in current and former smokers, and

WHEREAS, e-cigarette use in public indoor areas might passively expose bystanders (e.g. children, pregnant women, and other nontobacco users) to nicotine and other potentially

harmful toxins but currently only three states prohibit e-cigarette use in private worksites, restaurants and bars, and

WHEREAS, while Virginia prohibits direct sales to minors under 18, more than 16 million children live in states where they can buy e-cigarettes legally including the District of Columbia, and online purchases of e-cigarettes are not currently regulated, and

WHEREAS, in the Virginia 2015 Legislative Session HB 1310 was introduced to tax e-cigarettes and other vapor products at a rate of \$.40 per ml of liquid nicotine with all revenues to be deposited into the Virginia Health Care Fund, but the bill was left in the Finance Committee;

THEREFORE, BE IT

RESOLVED, that the Virginia PTA supports recommendations of the World Health Organization, Surgeon General and federal and state legislation proposals to limit access of e-cigarette products to minors, prohibit the distribution of fruit and candy flavored nicotine products attractive to youth, forbid advertising of e-cigarettes in youth-centered markets, tax e-cigarettes at rates equivalent to other nicotine delivery materials, and support comprehensive smoke-free laws in Virginia workplaces and public spaces to include e-cigarettes in order to protect the public health of its citizens.

2015, approved by General Membership