E-cigarette Factsheet

What are e-cigarettes?
E-cigarettes, or electronic cigarettes, are inhalant delivery systems that allow users to mimic the act of smoking conventional cigarettes. They contain the same addictive ingredient, nicotine, as conventional cigarettes. But instead of smoke from burning tobacco, users inhale aerosol consisting of nicotine, flavor additives and other chemicals. Marijuana and other substances can also be used in e-cigarettes.

E-cigarette use is on the rise
An increase in e-cigarette use is potentially creating new addictions to nicotine among Oregon youth.

- In Oregon, e-cigarette use among 11th grade kids increased three-fold from 2013 to 2015 from 5% to 17%.¹
- E-cigarette use among Oregon youth has outpaced use of conventional cigarettes: 11th grade e-cigarette use is 17%, conventional cigarette use is 9%.
- Approximately 6 in 10 Oregon high school students who are current e-cigarette users are not conventional cigarette smokers and therefore are being introduced to nicotine through e-cigarettes.²
- A survey released by CDC found that youth who had tried e-cigarettes were nearly twice as likely to say they would try a conventional cigarette.³

E-cigarette use has tripled among youth
Past 30 day use of electronic cigarettes among 11th graders in Oregon, 2011-2015

2 Ibid.
Marketing

- The marketing of e-cigarettes in magazines and on television—where cigarette ads have been banned since 1971—could undermine decades of efforts to de glamorize smoking.
- Spending on e-cigarette advertising jumped from $6.4 million in 2011 to about $115 million in 2014.\(^4\)
- Seven out of ten middle and high school students see e-cigarettes ads in stores, online or in other media.\(^5\)

Increase in youth use mirrors increase in marketing expenditures

Smokeless does not mean harmless

- Testing of e-cigarettes has identified chemicals known to cause cancer and birth defects in first and secondhand e-cigarette vapor.\(^6\)\(^7\)\(^8\)
- Harvard researchers tested and found more than 75 percent of flavored liquids contain Diacetyl, a flavoring chemical linked to cases of severe respiratory disease.\(^9\)
- From Jan to March 2015, there were 25 e-cigarette poisonings in Oregon; 14 involved kids younger than six.

Smokers using electronic cigarettes may be less likely to quit

- A systematic review and meta-analysis of 38 studies showed that e-cigarettes are associated with significantly less quitting among smokers.\(^10\)
- There are seven FDA-approved cessation medications that are tested and regulated, and a toll-free Quit Line (800-QUIT-NOW) that tobacco users can access.

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\(^3\) Ibid.

