

New York State

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## Leading the Way



According to the U.S. Surgeon General's report on e-cigarettes and young people, "No matter how it's delivered, nicotine is harmful for youth and young adults." E-cigarettes are devices that heat a liquid, usually containing nicotine, flavoring and other additives, into an aerosol that the user inhales.

E-cigarettes are considered among tobacco products because most contain nicotine, which comes from tobacco and are addictive. Besides nicotine, e-cigarettes can contain other harmful ingredients. A recent CDC report indicates that e-cigarette use has risen dramatically in the last five years, with 1 in 6 high school students using e-cigarettes in the past month.

# Restrict and Ban Marketing of Electronic Nicotine Delivery Systems (ENDS) to Children

**NYS PTA supports the following electronic nicotine delivery systems (ENDS) initiatives proposed in the Executive Budget:**

**Impose a tax rate of \$0.10 per milliliter.** According to the Roswell Park Cancer Institute, "A modest increase in e-cigarette prices should serve to help deter young people from using e-cigarettes while not posing a significant impediment for adult cigarette smokers who are looking to switch completely to e-cigarettes as a step toward going tobacco- and e-cigarette-free."

**Expand the definition of tobacco products to include vapor products used in electronic delivery systems such as e-cigarettes, hookah pens, and vape pens in the Clean Indoor Air Act.** According to a U.S. Surgeon General's report, "The aerosol from e-cigarettes is not harmless. It can contain harmful and potentially harmful chemicals, including nicotine; ultrafine particles that can be inhaled deep into the lungs; flavoring such as diacetyl, a chemical linked to a serious lung disease; volatile organic compounds such as benzene, which is found in car exhaust; and heavy metals, such as nickel, tin and lead. Scientists are still working to understand more fully the health effects and harmful doses of e-cigarette contents when they are heated and turned into an aerosol, both for active users who inhale from a device and for those who are exposed to the aerosol secondhand. Another risk to consider involves defective e-cigarette batteries that have been known to cause fires and explosions, some of which have resulted in serious injuries. Most of the explosions happened when the e-cigarette batteries were being charged."

**Fully prohibit the advertising, marketing and sale of e-cigarettes and other ENDS to youth.** E-cigarettes and other ENDS are available in more than 7,000 fruit/candy flavors and advertised using cartoons and celebrities, which are appealing to youth. While the U.S. Food and Drug Administration has taken the first step in establishing oversight of e-cigarettes and other ENDS, there are no federal restrictions preventing the sale and advertising of e-cigarettes and other ENDS to minors. Much more needs to be done.

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