e-cigarettes

friend or foe?
E-cigarettes: friend or foe?

Session aims

- To set the development of e-cigarettes in the context of tobacco use and its impact on health and health inequalities
- To review the arguments that have been advanced in favour of and against the use of e-cigarettes
- To share participant views about e-cigarettes and responses to the information presented
Major causes of death in England

MAJOR CAUSES OF DEATH IN ENGLAND
ASH Factsheet, Smoking Statistics: Illness and Death, June 2012

81,400
SMOKING DEATHS

34,000
OBESITY

8,724
ALCOHOL

5,377
SUICIDE

2,946
TRAFFIC

648
MURDER

529
HIV
Impact of tobacco smoking

- Single largest preventable cause of ill health, premature death & health inequalities in Lancashire - Kills 1,673 adults aged 35 and over each year\(^1,2\)

- Smoking accounts for half of the difference in life expectancy between social classes I and V\(^3,4\)

- Smoking rates are higher in:
  - Routine & manual workers (30%)\(^5\)
  - Offenders (80%)\(^6\)
  - People living with a mental health condition (32-70%)\(^7,8\)

- Smoking rates remain higher in Lancashire than England in:
  - Adults\(^5\) – 21.2% vs 20%
  - Pregnant women\(^9\) – 16.8% vs 12.0%
  - Young people\(^10,11\) – 16% vs 11%
Financial impact of tobacco smoking

- 1 in 20 hospital admissions are smoking related\(^1\)\(^2\)

- Nationally costs the NHS 2.7 billion each year\(^1\)\(^3\) & £41.49 million in Lancashire\(^1\)\(^4\) (£22.6 million primary care & £18.83 million secondary care)

- Exposure of adults and children to secondhand smoke in Lancashire costs the NHS a further £15.67 million to treat annually\(^1\)\(^4\)

- Total cost of smoking is estimated to be £316.6 million each year\(^1\)\(^4\)
E-cigarettes: what are they?

- Novel nicotine delivery devices that were developed in China more than 10 years ago.\(^{20}\)

- Battery operated devices that aim to simulate combustible cigarettes. Don’t contain tobacco, operate by heating nicotine and other chemicals into a vapour that is inhaled.\(^{21}\)

- Three main types:\(^{22}\)
  - Disposable products (non-rechargeable)
  - Electronic cigarette kit – rechargeable
  - with replaceable pre-filled cartridges
  - An electronic cigarette that is rechargeable and has a tank or reservoir filled with liquid nicotine
E-cigarettes

- Estimated 2.1 million e-cigarette users nationally\textsuperscript{15}

- Currently unregulated and unlicensed, so safety and efficacy remains undetermined

- Research regarding clinical effectiveness as a stop smoking aid is currently limited

- WHO recommendation\textsuperscript{16}

\textit{‘Until such time as a given electronic nicotine delivery system is deemed safe and effective and of acceptable quality by a competent national regulatory body, consumers should be strongly advised not to use any of these products, including electronic cigarettes’}
E-cigarettes and young people

- Some e-cigarette devices replicate smoking.

- Marketing strategies focused to appeal to youth audience\textsuperscript{17,18}:
  - Wide range of flavours
  - Brightly coloured designs
  - Customisation of devices
  - Celebrity endorsement

- 2013 Trading standards survey with 3,471 young people aged 14-17 years across Lancashire County:
  - 1 in 4 (27\%) bought or tried e-cigarettes
  - Of these, 39.9\% were non-smokers

- Government intend to introduce legislation to ban sales to under 18s within Children and Families Act in 2015\textsuperscript{19}
E-cigarettes: friend?

- Part of a harm reduction strategy\textsuperscript{23}

- Could be a less hazardous way to maintain nicotine addiction\textsuperscript{24}
E-cigarettes: foe?

- A potential gateway to smoking and renormalisation
- Long term safety not known
- Nicotine addiction remains
- Causes confusion and undermines compliance with smokefree legislation
- E-cigarette companies owned by Tobacco Industry – produce a product that kills 1 in 2 lifelong users
E-cigarettes: any questions?
References