

# Vapers and the Vaping Industry are the Primary Agents of Tobacco Harm Reduction in the United States.

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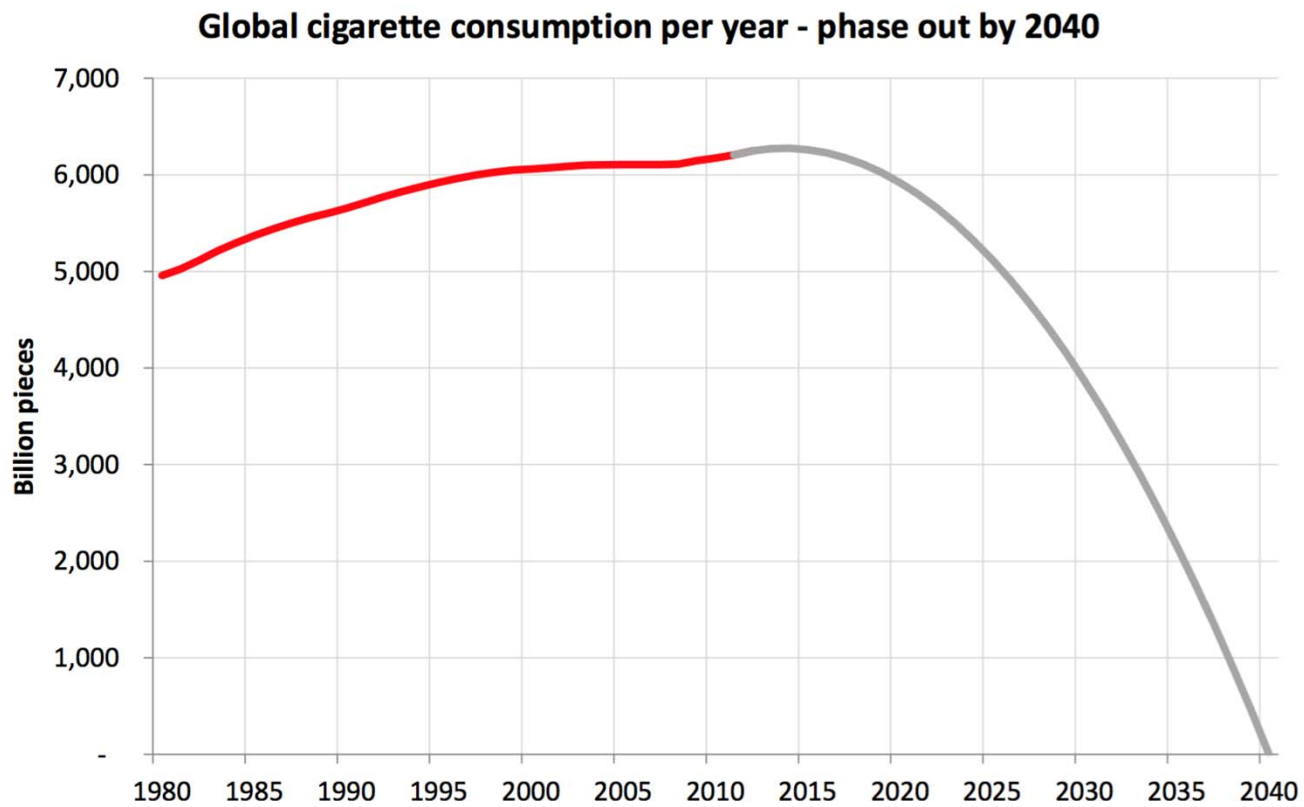
# The Case for Tobacco Harm Reduction

- The problem
- The ambition
- The reality
- The future

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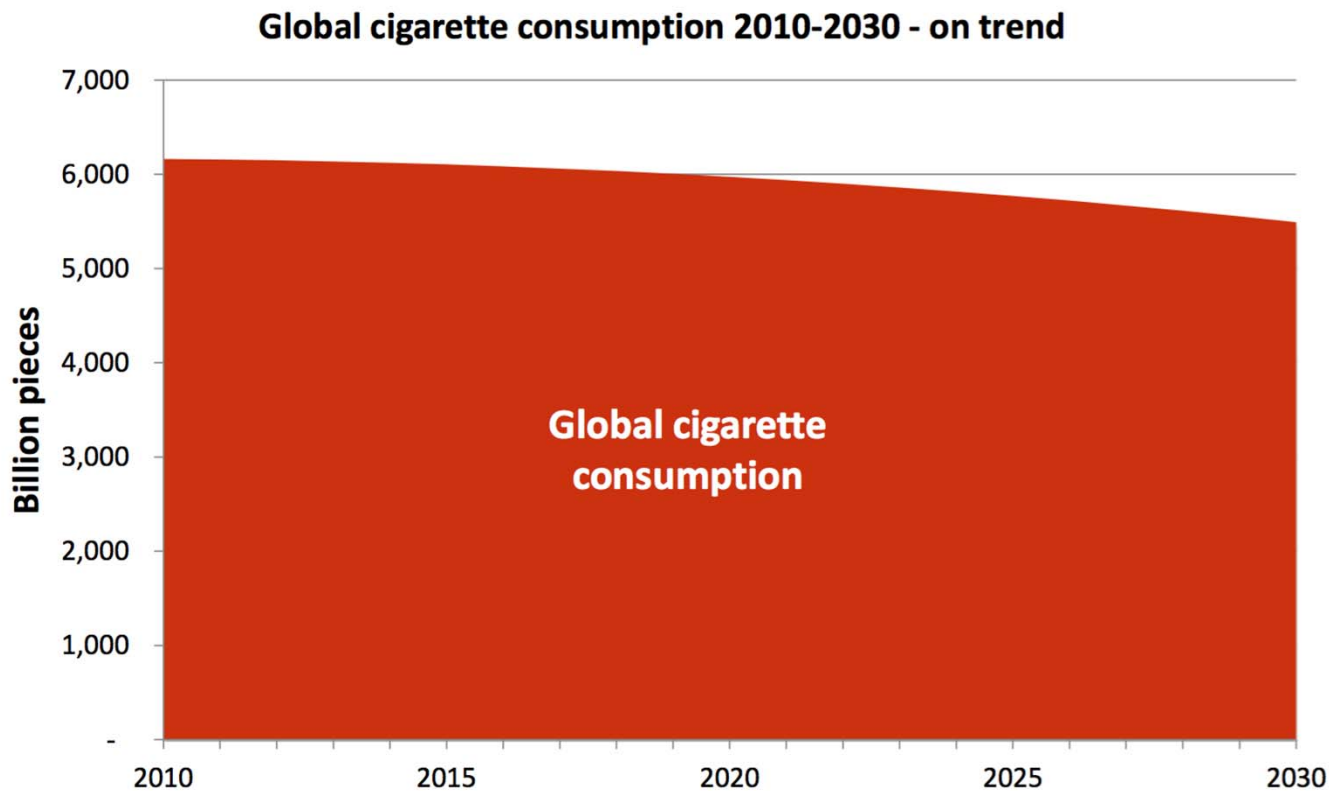
## 2040 'endgame'



Data source 1980-2012: Ng M, Freeman MK, Fleming TD, et al. Smoking prevalence and cigarette consumption in 187 countries, 1980-2012. JAMA 2014; 311: 183-92. Curve forced to zero with linearly increasing rate of decline from 2012

# The Case for Tobacco Harm Reduction

- The problem
- The ambition
- **The reality**
- The future



Consumption 2010-2030 on parabolic trend projection from 1908-2012 data from Ng M, Freeman MK, Fleming TD, et al. Smoking prevalence and cigarette consumption in 187 countries, 1980-2012. JAMA 2014; 311: 183-92.

# The Case for Tobacco Harm Reduction

- The problem
- The ambition
- The reality
- The future

# The Need for New Solutions

- What is to be done with the 523 million smokers who will not be deterred from smoking by conventional tobacco control measures and will not respond to professional assistance or peer encouragement to quit smoking?



# The Case for Tobacco Harm Reduction

- E-cigarettes
- E-cigarettes and smoking cessation

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# E-cigarette use and associated changes in population smoking cessation: evidence from US current population surveys

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## ABSTRACT

### OBJECTIVE

To examine whether the increase in use of electronic cigarettes in the USA, which became noticeable around 2010 and increased dramatically by 2014, was associated with a change in overall smoking cessation rate at the population level.

### DESIGN

Population surveys with nationally representative samples.

### SETTING

Five of the US Current Population Survey-Tobacco Use Supplement (CPS-TUS) in 2001-02, 2003, 2006-07, 2010-11, and 2014-15.

### PARTICIPANTS

Data on e-cigarette use were obtained from the total sample of the 2014-15 CPS-TUS (n=161 054). Smoking cessation rates were obtained from those who reported smoking cigarettes 12 months before the survey (n=23 270). Rates from 2014-15 CPS-TUS were then compared with those from 2010-11 CPS-TUS (n=27 280) and those from three other previous surveys.

### MAIN OUTCOME MEASURES

Rate of attempt to quit cigarette smoking and the rate of successfully quitting smoking, defined as having quit smoking for at least three months.

### RESULTS

Of 161 054 respondents to the 2014-15 survey, 22 548 were current smokers and 2136 recent quitters. Among them, 38.2% of current smokers and 49.3% of recent quitters had tried e-cigarettes, and 11.5% and 19.0% used them currently (every day or some days). E-cigarette users were more likely than non-users to attempt to quit smoking, 65.1% v 40.1% (change=25.0%, 95% confidence interval 23.2% to 26.9%), and more likely to succeed in quitting, 8.2% v 4.8% (3.5%, 2.5% to 4.5%). The overall population

cessation rate for 2014-15 was significantly higher than that for 2010-11, 5.6% v 4.5% (1.1%, 0.6% to 1.5%), and higher than those for all other survey years (range 4.3-4.5%).

### CONCLUSION

The substantial increase in e-cigarette use among US adult smokers was associated with a statistically significant increase in the smoking cessation rate at the population level. These findings need to be weighed carefully in regulatory policy making regarding e-cigarettes and in planning tobacco control interventions.

## Introduction

Current regulatory policies on electronic cigarettes vary widely across countries. The United Kingdom provides a path for licensing e-cigarettes as a smoking cessation aid if they can pass safety standards and deliver nicotine like existing nicotine replacement therapy.<sup>1</sup> In contrast, Australia bans the sale of e-cigarettes containing nicotine.<sup>2</sup> US policy falls somewhere between. If there is no claim that e-cigarettes are a smoking cessation aid, they are treated as recreational products and regulated by the Tobacco Product Center of the Food and Drug Administration. Most manufacturers of e-cigarettes avoid making explicit claims on cessation benefits.<sup>3 4</sup> Thus e-cigarettes are currently sold in the US with minor restrictions, as the most recent FDA rulings on e-cigarettes give grace periods for implementation of many components.<sup>5</sup>

The scientific community is also divided in its opinion of e-cigarettes as a smoking cessation aid. The debate is not as much about the potential efficacy of e-cigarettes for individual users as it is about the overall population impact. A recent Cochrane review suggests that e-cigarettes have a similar effect as nicotine replacement therapy for individual smokers who use them.<sup>6</sup> Thus e-cigarettes will have a positive impact on the population cessation rate if they function as a nicotine replacement therapy and if they increase the total proportion of smokers using nicotine replacement products.<sup>7-11</sup> Others argue the overall impact of

## WHAT IS ALREADY KNOWN ON THIS TOPIC

Researchers have offered competing hypotheses about whether the dramatic

# Explaining the Rise in Vaping

- Rule out U.S. Public Health
- Vapers and the vape industry

# Explaining the Rise in Vaping

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# Vapers and the vape industry are the primary agents of THR in the United States

- Steering industry to innovate
- Mentoring smokers to switch

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# Online Peer-to-Peer Switch Support

1. E-Cigarette Forum (ECF)
2. Vaping360
3. Vaping.com (VDC)
4. Vapers Helping Smokers to Quit on YouTube (VHS2Q)





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**New Members Forum**  
 Discussions: 145,121 Messages: 2,090,394 Sub-Forums: 1

Trying again  
 zoiDman, 11 minutes ago

**General Vaping Discussion**  
 Discussions: 66,890 Messages: 1,534,945 Sub-Forums: 2

Im considering buying ecig to coupl...  
 Opinionated, A moment ago

**General E-Liquid Discussion**  
 Discussions: 41,385 Messages: 822,802 Sub-Forums: 3

What is the best All the day liquid p...  
 New smoker, 19 minutes ago

**APV and Mods Discussion**  
 Discussions: 19,507 Messages: 567,912 Sub-Forums: 5

GTRS VBOY YIHI SX500  
 Evilgrin, 9 minutes ago

**Tanks, clearomizers and drop-in coils**  
 Discussions: 8,023 Messages: 143,489

smok tfv8 baby beast troubles!!!  
 Hmmmmmmm, Today at 5:29 PM

**Vape Pod Systems**  
 Discussions: 68 Messages: 2,942

The Rock by Boulder  
 johnnyg233, Today at 7:03 PM

**Rebuildable Atomizer Systems**  
 Discussions: 17,216 Messages: 446,220 Sub-Forums: 7

GeekVape Zeus RTA  
 KGB7, 1 minute ago

### Members Online Now

gnees, Herfalerf, djsvapour, WorksForMe, 3vilpsycho, Enoch777, skyboxer1968, dc99, vapdivrr, Chowderhead1972, KGB7, Khal Drogo, gcvt, HockerMagnum, Dubminer, calecamo, kemajor, Tony Vernace, balazsk, TheWestPole, jgerena, OlderNDirt, ruet, Be shiv, Heartsdelight, FringeChief68, Tjgoa, ToolmanTexas, Moaufan, Brandon David, iDad, Joules\_Verne, Surf Monkey, tica02, Nibbler, Eskie, Atmistis-GR, FlyingV, Skreech, UncleMike, sonicbomb, Storm52, jamtwo, DancingHeretik, LongDraw, bigrf85, T0mmy1977, Flyfishsick, WorriedVapesourcecustomer, herrmann ... and 21 more

Total: 1,531 (members: 104, guests: 1,337, robots: 90)

# Popular Threads on ECF

- Vaping success stories
- Health, safety and vaping
- Requests for opinions/reviews
- Ask the veterans

Box Mods



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By [Saska Nel](#)

How To



### An easy guide for learning the basics of vape wires

By [Gary Joseph](#)

All-in-ones



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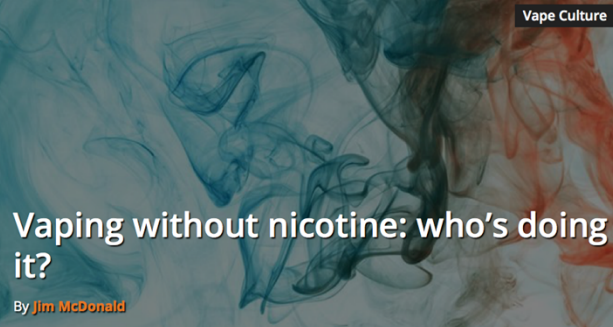
Box Mods



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Vape Culture



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Box Mods



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Major Power: The Newbies Guide to Sub Ohm Vaping

ALASTAIR COHEN / NOVEMBER 21, 2017 / VAPING GUIDES / SUB-OHM, NEW USERS

As vaping has increased around the world, innovation has pushed vape mods from small low-powered cig-style devices to high power sub ohm devices. It's not new for vapers to want to push the limits, and sub ohm vaping



Buying Your First Box Mod? Here's What You Need To Know

ALASTAIR COHEN / NOVEMBER 13, 2017 / VAPING GUIDES / VAPE MODS, BOX MODS

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# Recent Guides on Vaping.com

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- How to Clean a Vape Device: The Newbie Maintenance Guide
- The Biggest Mistake New Vapers Make
- Start Vaping in 5 Easy Steps, the Beginners Guide



### Vapers Helping Smokers to Quit

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Jenni Sigler, 36, Harpers Ferry, West Virginia

902 views • 1 year ago

Thanks to Jenni for sharing her story of how e-cigarettes helped her quit smoking. Congratulations, Jenni!

If you have quit smoking by using an e-cigarette and you'd like to submit a video to our channel, telling your own story and giving information and advice to people who currently smoke tobacco but are curious about using e-cigarettes as a way of... READ MORE

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Brittany Philippart, 20, Morehead City, North



Neil Robinson, 44, North Lincolnshire, England



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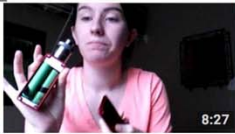
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Brittany Philippart, 20, Morehead City, North Carolina  
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Neil Robinson, 44, North Lincolnshire, England  
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Bob Pearson, 60, Hampshire, England  
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Robert Noel, 56, Arcadia, Ohio  
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Jenn Perry, 46, Eugene, Oregon  
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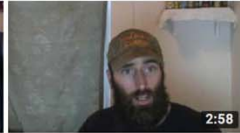
Becky Crownover, 55, Round Rock, Texas  
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Jenni Sigler, 36, Harpers Ferry, West Virginia  
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Charles Heitz, 41, Baltimore, Maryland  
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Bill Towns, 32, Louisburg, North Carolina  
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Jesse Hawkins, 38, Phoenix, Arizona  
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Jason Mullins, 23, Knoxville, Tennessee  
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Jared Morris, 29, Indianapolis, Indiana  
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Randall Powell, 41, Columbia, Tennessee  
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Toni Espinoza, 22, Toledo, Ohio  
384 views • 1 year ago



Tim LeGrand, 51, Cleveland, Tennessee



Alan Beard, 63, Midlands, England



Bernard Perez, 50, Arnold, Missouri



Tom Harmon, 65, Las Vegas, Nevada



Zack Frame, 26, St Louis, Missouri



Karen Musselman, 57, Mohrsville, Pennsylvania



# Conclusions

- Vapers and the vape industry have been the primary agents of tobacco harm reduction in the United States since 2007.
- Continuing to encourage vapers to mentor smokers, and continuing to provide means and settings for the two to interact, will further drive the rate of switching.
- Widespread substitution of e-cigarettes for cigarettes has potential to dramatically improve life expectancy of millions of smokers.
- Vapers represent a significant portion of that potential.

Thanks for listening!

Questions?

For slides...

Dr Christopher Russell

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