The evolution of regulating electronic cigarettes in Oregon
What is an e-cigarette?
Anatomy of an e-cigarette
Evolution of electronic cigarettes

Mini

Mid-sized

Modified
Disposable and multi-use
Customizable
Other electronic products

E-Hookah
Other electronic products

E-Cigar

E-Pipe
Act 1:
A problem is identified
Past 30 day electronic cigarette use among high school students in the U.S., 2011-2014

Use nearly tripled from 2013 to 2014

Past 30 day use of electronic cigarettes

- 2011: 1.5%
- 2012: 2.8%
- 2013: 4.5%
- 2014: 13.4%
Past 30 day use of tobacco products among high school students in the U.S. in 2014

E-cigarette use is higher than any other tobacco product use.
Past 30 day use of electronic cigarettes among 11th graders in Oregon, 2011-2015

E-cigarette use has tripled since 2013
Past 30 day use of electronic cigarettes among 8th graders in Oregon, 2011-2015

E-cigarette use has increased 5-fold since 2013
Past 30 day use of tobacco products among 11th graders in Oregon in 2015

E-cigarette use is higher than any other tobacco product
Past 30 day use of tobacco products among 8th graders in Oregon in 2015

E-cigarette use is higher than any other tobacco product
# First tobacco or vaping product used by 11th graders in Oregon in 2015

E-cigarettes were the first product used for about 1 in 3 tobacco or electronic cigarette users.

<table>
<thead>
<tr>
<th>Type of product used first time used tobacco or vapor products</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>E-cigarette or other vaping product</td>
<td>34%</td>
</tr>
<tr>
<td>Cigarette</td>
<td>30%</td>
</tr>
<tr>
<td>Hookah</td>
<td>19%</td>
</tr>
<tr>
<td>Chewing tobacco</td>
<td>9%</td>
</tr>
<tr>
<td>Small cigar</td>
<td>4%</td>
</tr>
<tr>
<td>Another type of product</td>
<td>3%</td>
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<tr>
<td>Large cigar</td>
<td>2%</td>
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</table>
First tobacco or vaping product used by 8th graders in Oregon in 2015

E-cigarettes were the first product used for about 2 in 5 tobacco or electronic cigarette users

<table>
<thead>
<tr>
<th>Type of product used first time used tobacco or vapor products</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>E-cigarette or other vaping product</td>
<td>42%</td>
</tr>
<tr>
<td>Cigarette</td>
<td>28%</td>
</tr>
<tr>
<td>Hookah</td>
<td>17%</td>
</tr>
<tr>
<td>Chewing tobacco</td>
<td>4%</td>
</tr>
<tr>
<td>Small cigar</td>
<td>2%</td>
</tr>
<tr>
<td>Another type of product</td>
<td>6%</td>
</tr>
<tr>
<td>Large cigar</td>
<td>1%</td>
</tr>
</tbody>
</table>
Method of marijuana use in past 30 days among 8th and 11th graders in Oregon in 2015

The majority of Oregon youth who use marijuana are smoking it; use of electronic cigarettes for marijuana is low.
Method of marijuana use in past 30 days among 8th and 11th graders in Oregon in 2015

The majority of Oregon youth who use marijuana are smoking it; use of electronic cigarettes for marijuana is low.
Act 2:
A policy is passed!
Oregon’s E-Cigarette Law
House Bill 2546
Defined “Inhalant delivery systems”

- IDS are devices that can be used to deliver nicotine, cannabinoids and other substances, in the form of a vapor or aerosol.

- These include e-cigarettes, vape pens, e-hookah and other devices.

- These are not considered tobacco products under the new law.
Prohibits use in indoor public places
No exemptions for electronic cigarette retail outlets
Bans the sale, purchase or use of electronic cigarettes for those under the age of 18
Rule-writing authority

Child-resistant packaging

Labeling

Packaging that doesn’t appeals to minors
Amends “enclosed area”

2 walls and a ceiling  3 walls with no ceiling
Prohibits all Inhalants

Delivered into a person’s respiratory system:

- Nicotine
- Cannabinoid
- Other Substances
- Herbal hookah
History

1. 2014 Legislative Session
   - Two e-cigarette bills did not pass
   - Limited awareness and understanding

2. E-cigarette Workgroup formed after 2014 session
   - Diverse membership
   - Bill drafted pre-session
   - Agreed to minimum needs
History

3. Changes between 2014 and 2015 Legislative Sessions
   • More experience seeing e-cigarettes in community
   • CD Summary garnered earned media
   • Local ordinances passed
   • Marijuana legalization

4. 2015 Legislative Session
   • Bills introduced in both chambers
   • One minor amendment in each chamber, nothing got removed
   • Advocates & legislators held firm
Drum roll please...
Definition

Defines “inhalant delivery system”

(A) “Inhalant delivery system” means:
   (i) A device that can be used to deliver nicotine or cannabinoids in the form of a vapor or aerosol to a person inhaling from the device; or
   (ii) A component of a device described in this subparagraph or a substance in any form sold for the purpose of being vaporized or aerosolized by a device described in this subparagraph, whether the component or substance is sold separately or is not sold separately.

(B) “Inhalant delivery system” does not include:
   (i) Any product that has been approved by the United States Food and Drug Administration for sale as a tobacco cessation product or for any other therapeutic purpose, if the product is marketed and sold solely for the approved purpose; and
   (ii) Tobacco products.
Act 3:
The role of communications
Continuous Coordination
Multiple Touch Points

“Giving up smoking is the easiest thing in the world. I know because I’ve done it thousands of times.”

—Mark Twain

’Tis the season for resolutions that will make life better-lived. What will 2014 hold for those who’ve resolved to quit smoking? What will the year hold for those who quit smoking for good? And what will you tell patients who plan to keep their resolutions by trading in their cigarettes for e-cigarettes? In this issue of the Oregon Health Authority’s Health Promotion and Chronic Disease Prevention Summary, we explore what we know about e-cigarettes and what we don’t know about them, along with the health implications of their sale and use.

Revealing the impact of chronic disease in Oregon. Supporting the movement for a healthier state—for all of us.

Karen Girard, MPA, is Manager of Oregon Health Authority’s Health Promotion and Chronic Disease Prevention section.

Oregon’s New E-cigarette Law: More Fresh Air, Less Youth Access to Nicotine
Key Framing
Prevention vs Cessation
Preventing lifelong nicotine addiction
Smokeless does not mean harmless
Keys to success

• All stakeholders activated
  • Supportive legislative and executive leadership
  • Maintaining core components
  • Strong tobacco prevention foundation laid in all Oregon communities
Act 4: A policy is evaluated
Policy evaluation overview

"The systematic collection and analysis of information to make judgments about contexts, activities, characteristics, or outcomes of the policy process"
Although policy evaluation and program evaluation have many similarities, there are some **important differences** as well...
Theory of change vs. logic model

- Participative decision making
- Social change
- Organizational readiness

Improvements to Oregon's Indoor Clean Air Act
Complexity
External forces
Shifting strategies and milestones
Timeframe
Window of opportunity
Change happens when a window of opportunity opens

• Informed decision makers

• Stakeholder involvement

• Local public health involvement

• Partners (traditional and non-traditional)

• Social change/secular trends
Public Health program level expertise at the table
What’s next?
The End