

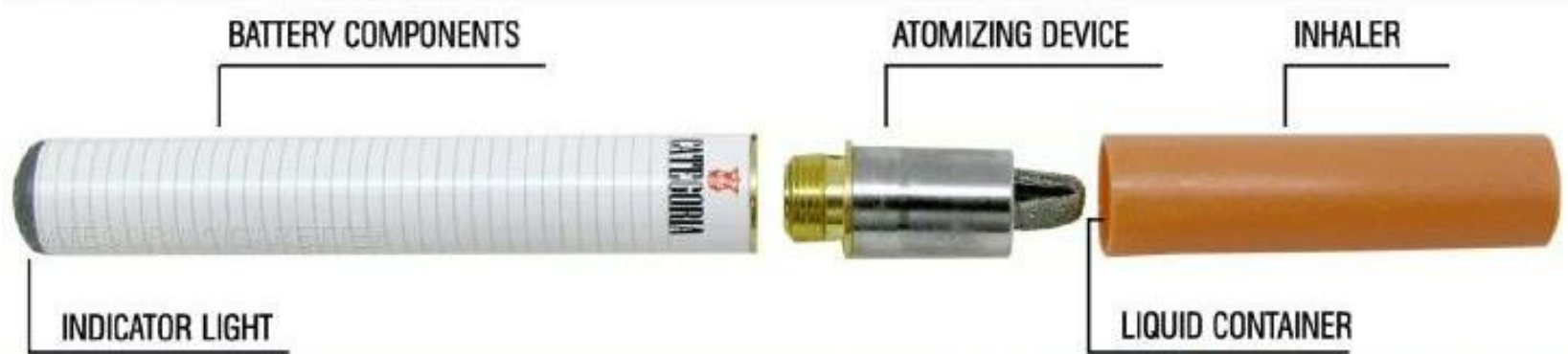


**The evolution of regulating
electronic cigarettes in Oregon**

**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



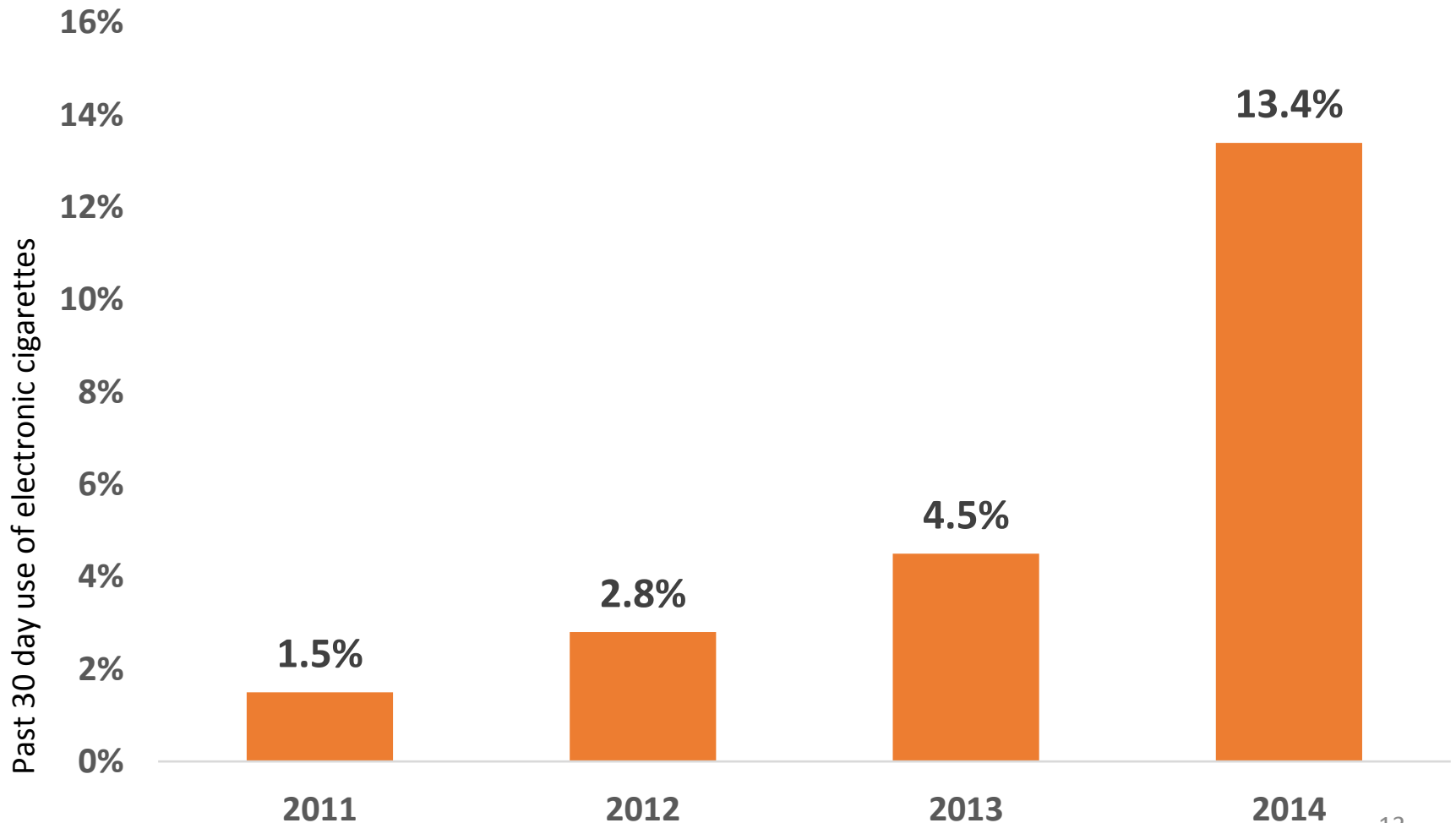
A hand holding a magnifying glass over text. The magnifying glass is held by a hand on the right side of the frame, with the thumb and index finger gripping the handle. The lens of the magnifying glass is positioned over the text, which is centered within the lens. The text is in a bold, black, sans-serif font. The background is a plain, light blue color.

Act 1:
A problem is
identified



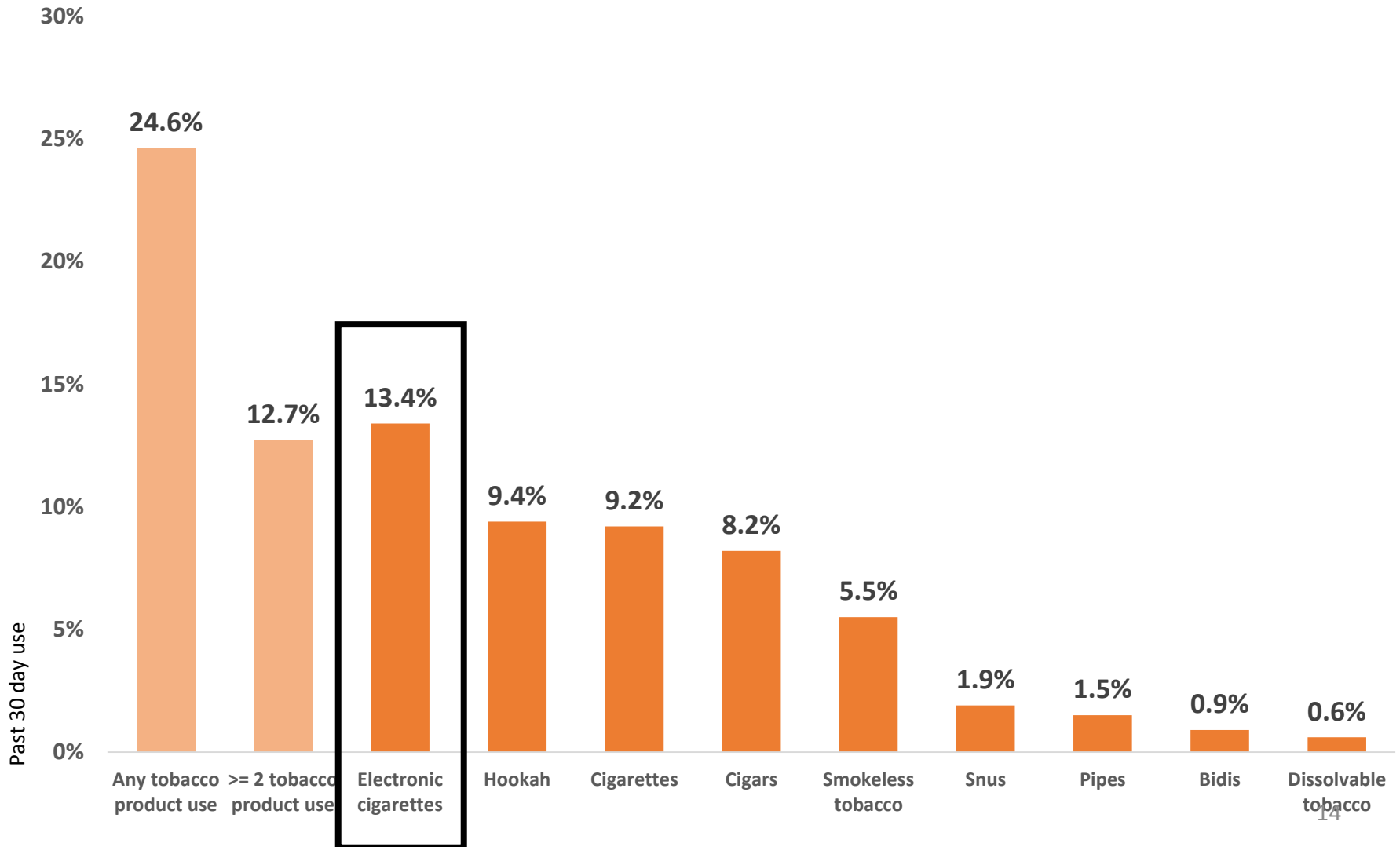
Past 30 day electronic cigarette use among high school students in the U.S., 2011-2014

Use nearly tripled from 2013 to 2014

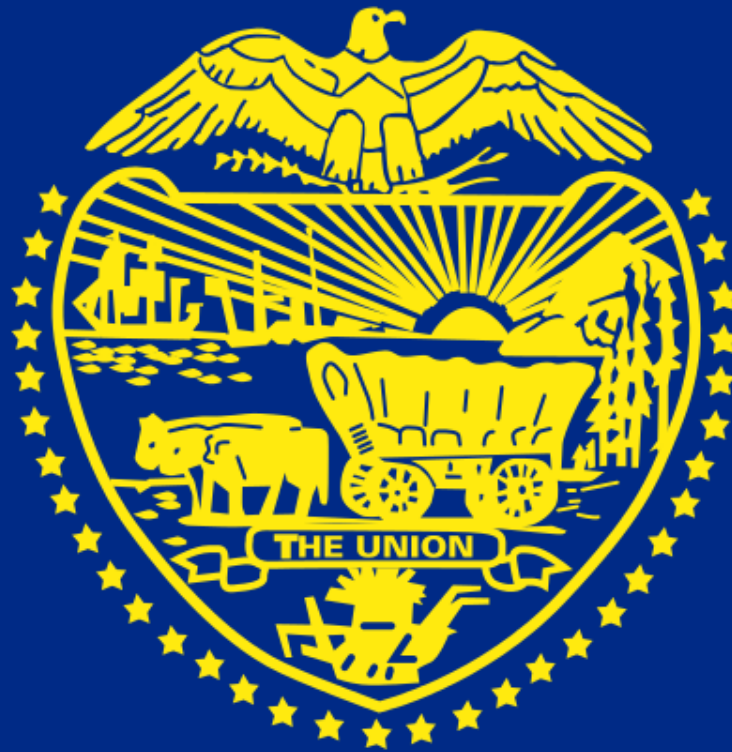


Past 30 day use of tobacco products among high school students in the U.S. in 2014

E-cigarette use is higher than any other tobacco product



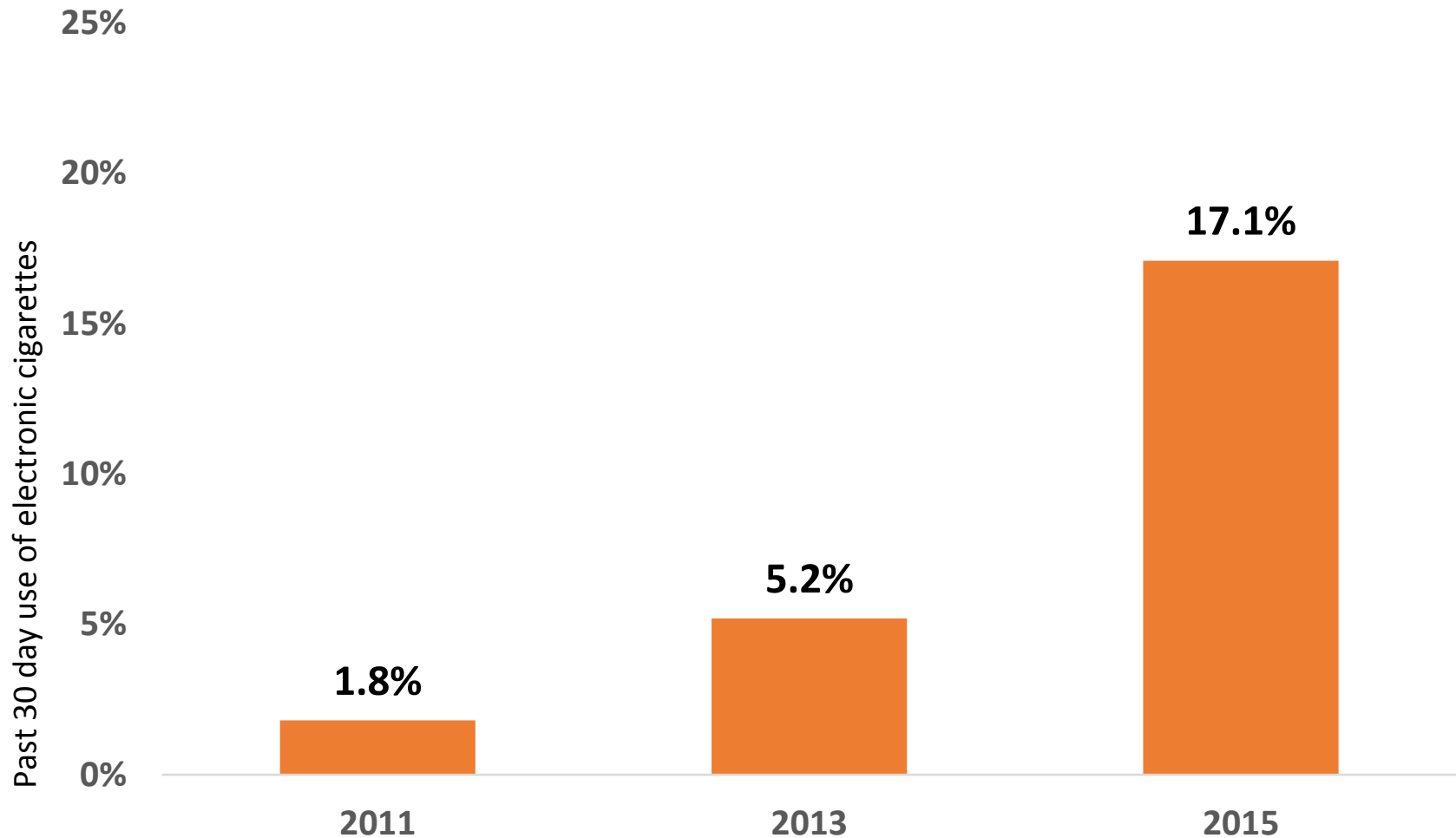
STATE OF OREGON



1859

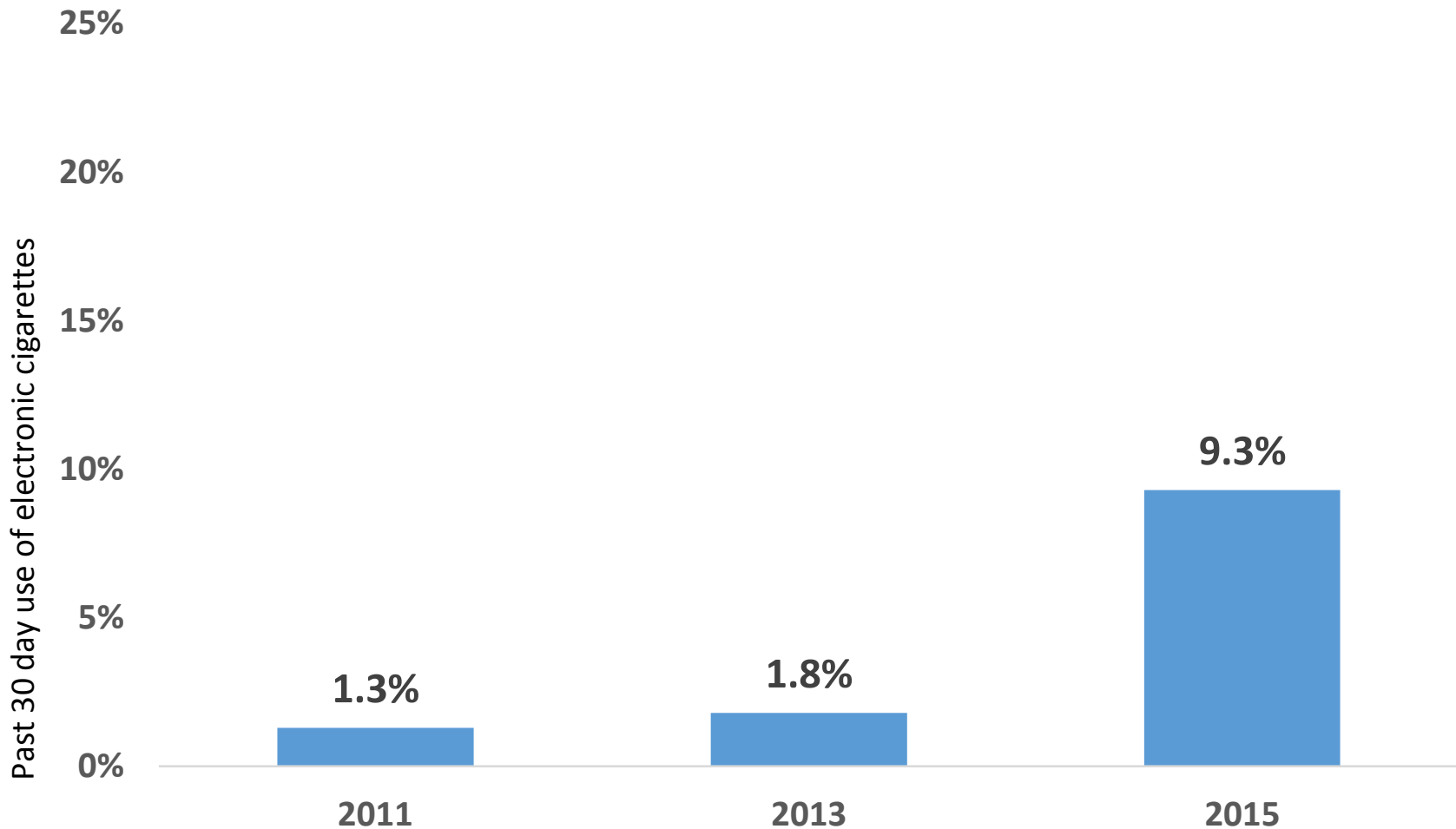
Past 30 day use of electronic cigarettes among 11th graders in Oregon, 2011-2015

E-cigarette use has tripled since 2013



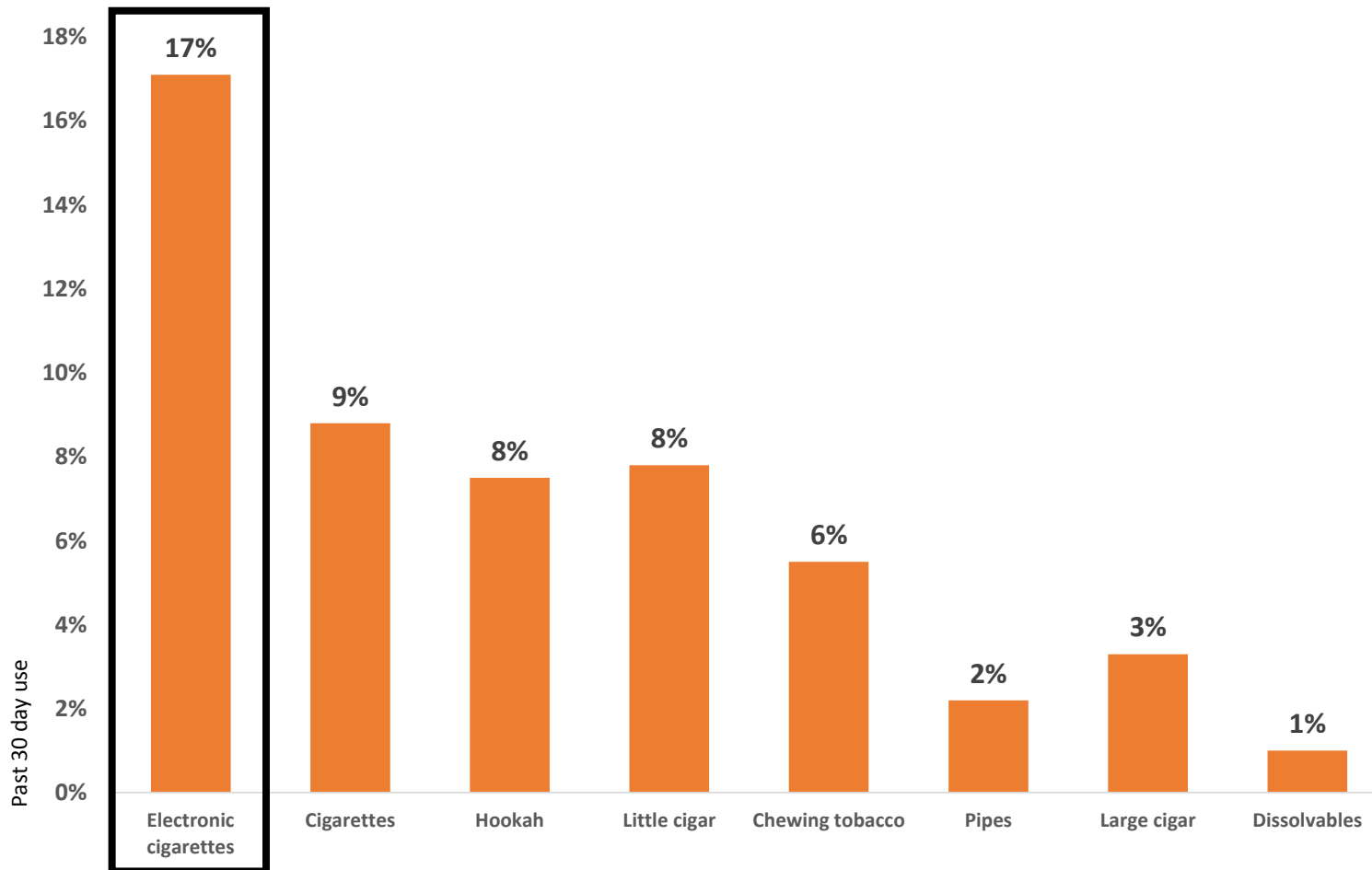
Past 30 day use of electronic cigarettes among 8th graders in Oregon, 2011-2015

E-cigarette use has increased 5-fold since 2013



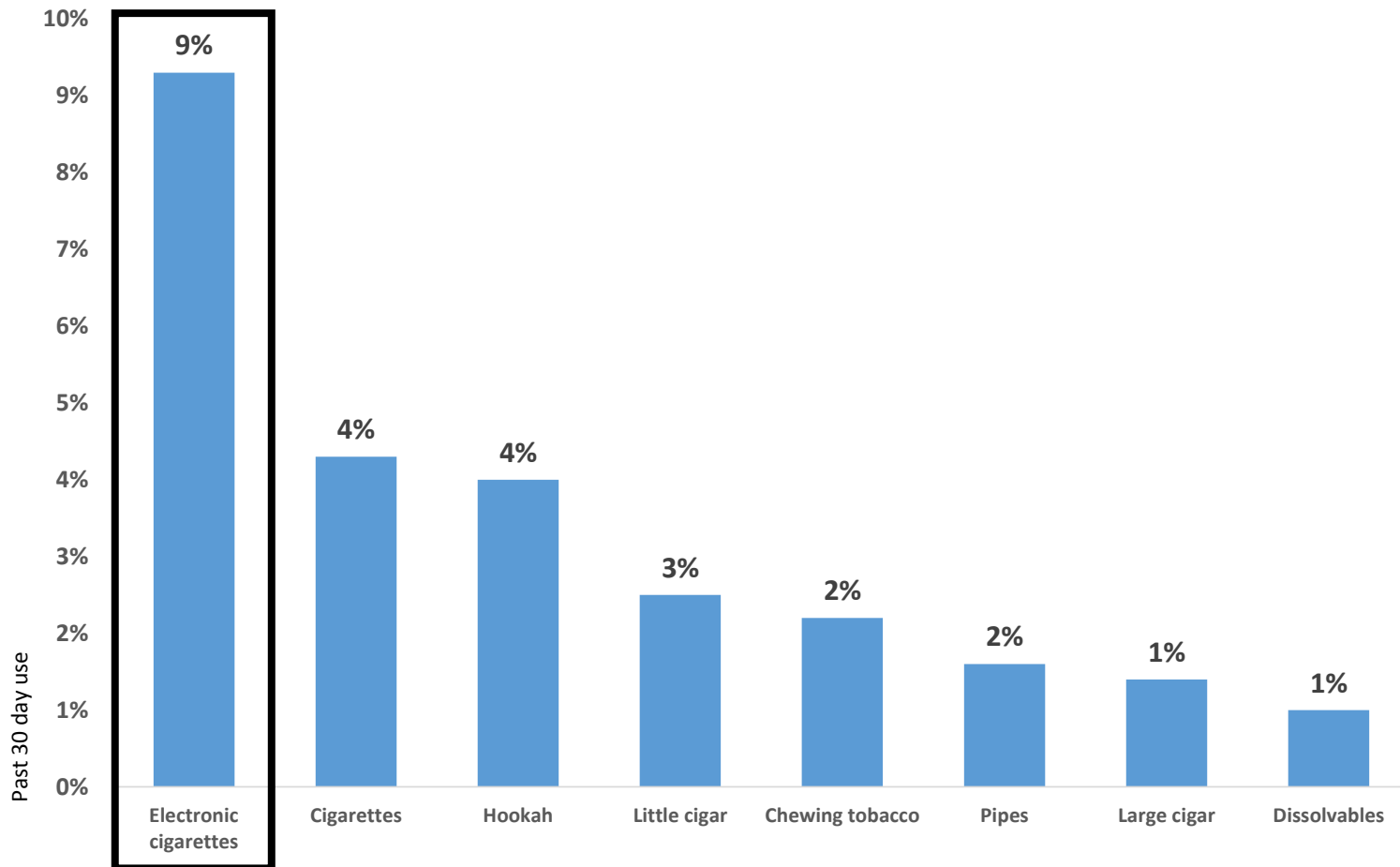
Past 30 day use of tobacco products among 11th graders in Oregon in 2015

E-cigarette use is higher than any other tobacco product



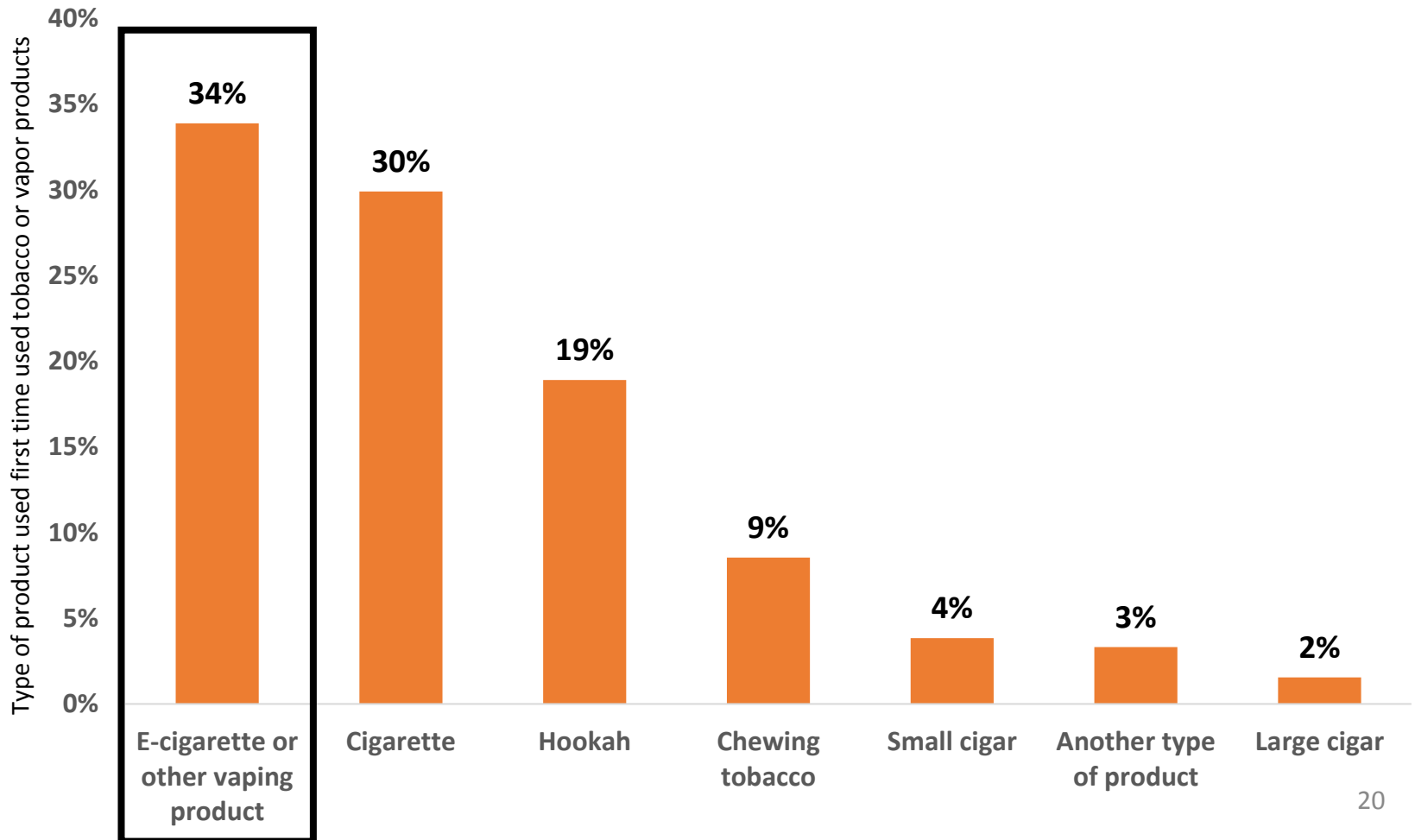
Past 30 day use of tobacco products among 8th graders in Oregon in 2015

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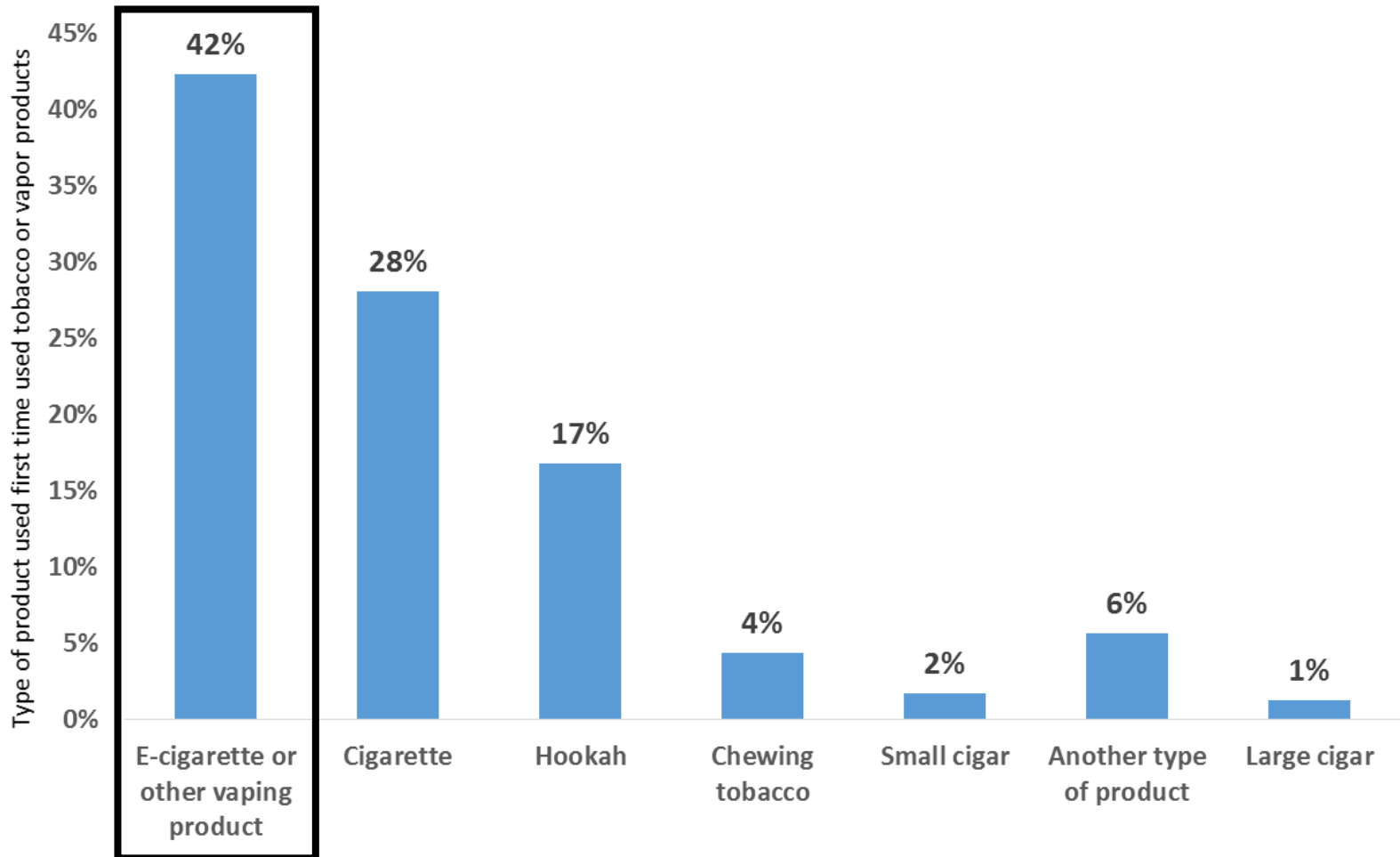
First tobacco or vaping product used by 11th graders in Oregon in 2015

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



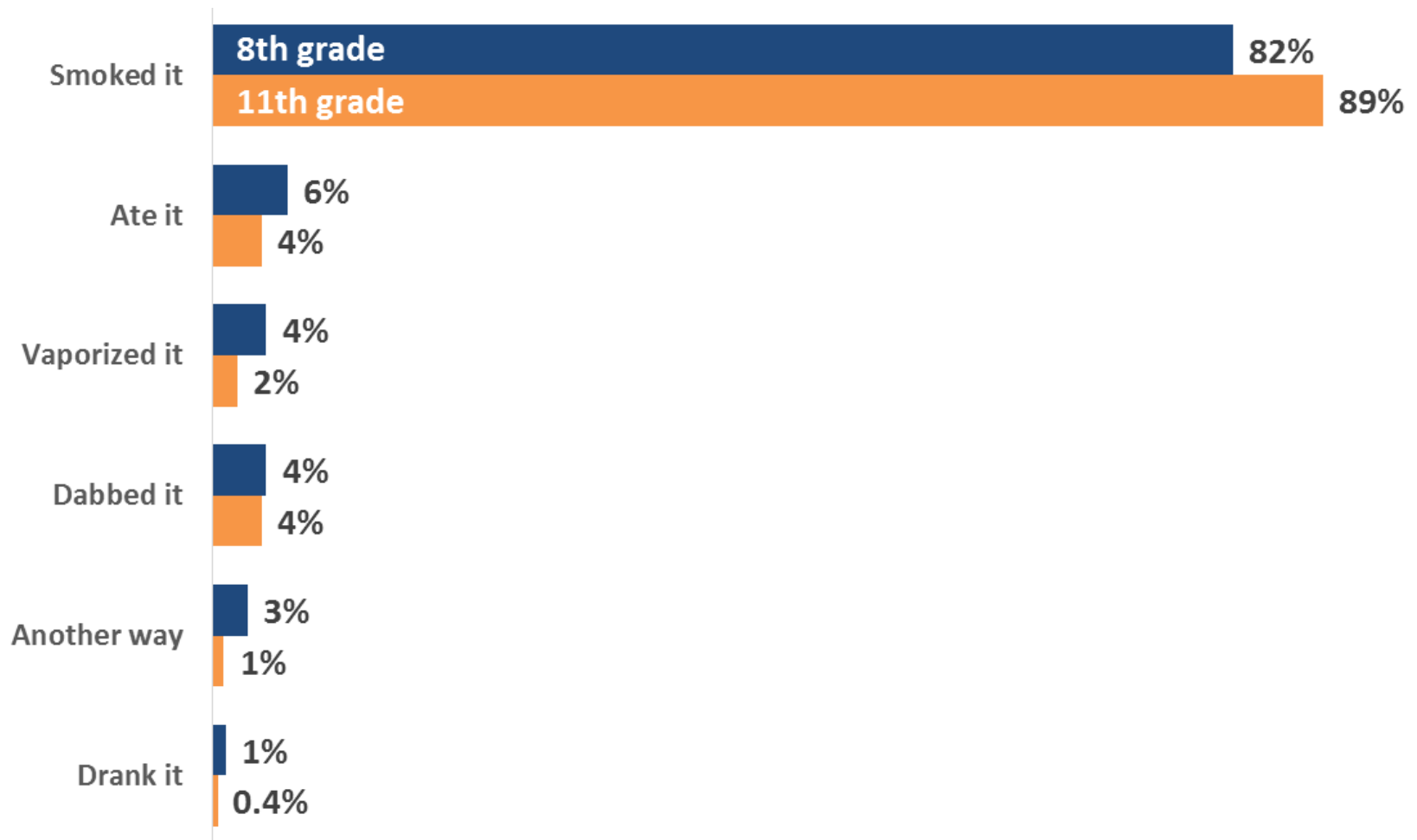
First tobacco or vaping product used by 8th graders in Oregon in 2015

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



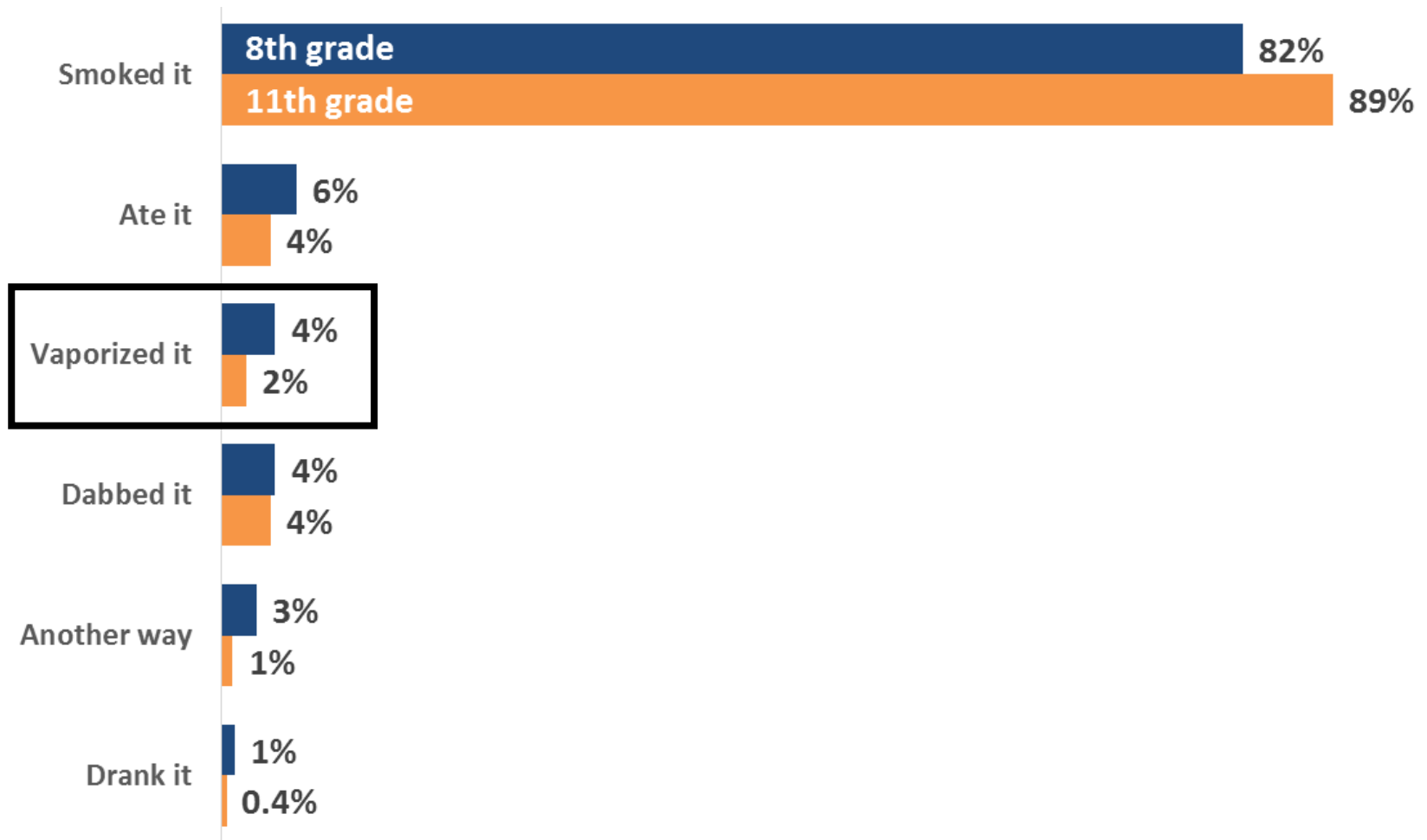
Method of marijuana use in past 30 days among 8th and 11th graders in Oregon in 2015

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

The image shows a screenshot of a web browser displaying the Oregon Health Authority website. The browser's address bar shows "Automatic Zoom". The date "December 31, 2013" is displayed in the top right. The website header includes the Oregon Health Authority logo, a search bar with the text "Search Public Health...", and a link to "About Us". The main navigation bar features "Public Health" and "Smokefree Workplace Law". The main content area is titled "HEALTH WITHIN REACH" and includes the subtitle "FROM THE PUBLIC HEALTH DIVISION, OREGON HEALTH AUTHORITY". A sidebar on the left contains a "Public Health" menu, a "Smokefree Workplace Law" button, and a section for "OREGON P E-CIGARETTE" with a quote: "Giving up smoking is the easiest thing in the world. I know because I've done it thousands of times." Below this is a "The Law" section with a link to "Get Posters, Brochures and Signs". A "BIRTH Certificate" button is also visible. The main content area has an "ABOUT US" section with a Twitter icon and a large image of Karen Girard, MPA, with the text: "Revealing the impact of chronic disease in Oregon. Supporting the movement for a healthier state—for all of us." Below the image is a caption: "Karen Girard, MPA, is Manager of Oregon Health Authority's Health Promotion and Chronic Disease Prevention section." At the bottom, there is a link to "Oregon's New E-cigarette Law: More Fresh Air, Less Youth Access to Nicotine".

December 31, 2013

Search Public Health...  About Us

Public Health 

Smokefree Workplace Law

OREGON P
E-CIGARETTE

"Giving up smoking is the easiest thing in the world. I know because I've done it thousands of times."

—Ma

'Tis the season for resolute life better-lived. What will 2014 be for those who've resolved to quit the year they quit smoking for good? And what will you tell patients say they plan to keep their resolution by trading in their cigarette e-cigarettes? In this issue of the *Summary*, we explore what we know and what we don't know about e-cigarettes, along with the health implications of their sale and

Get Posters, Brochures and Signs

Order a BIRTH Certificate

ABOUT US 

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

McCoy Park, New Columbia

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

vaping tricks



Keys to success

- All stakeholders activated
 - Supportive legislative and executive leadership
 - Maintaining core components
 - Strong tobacco prevention foundation laid in all Oregon communities

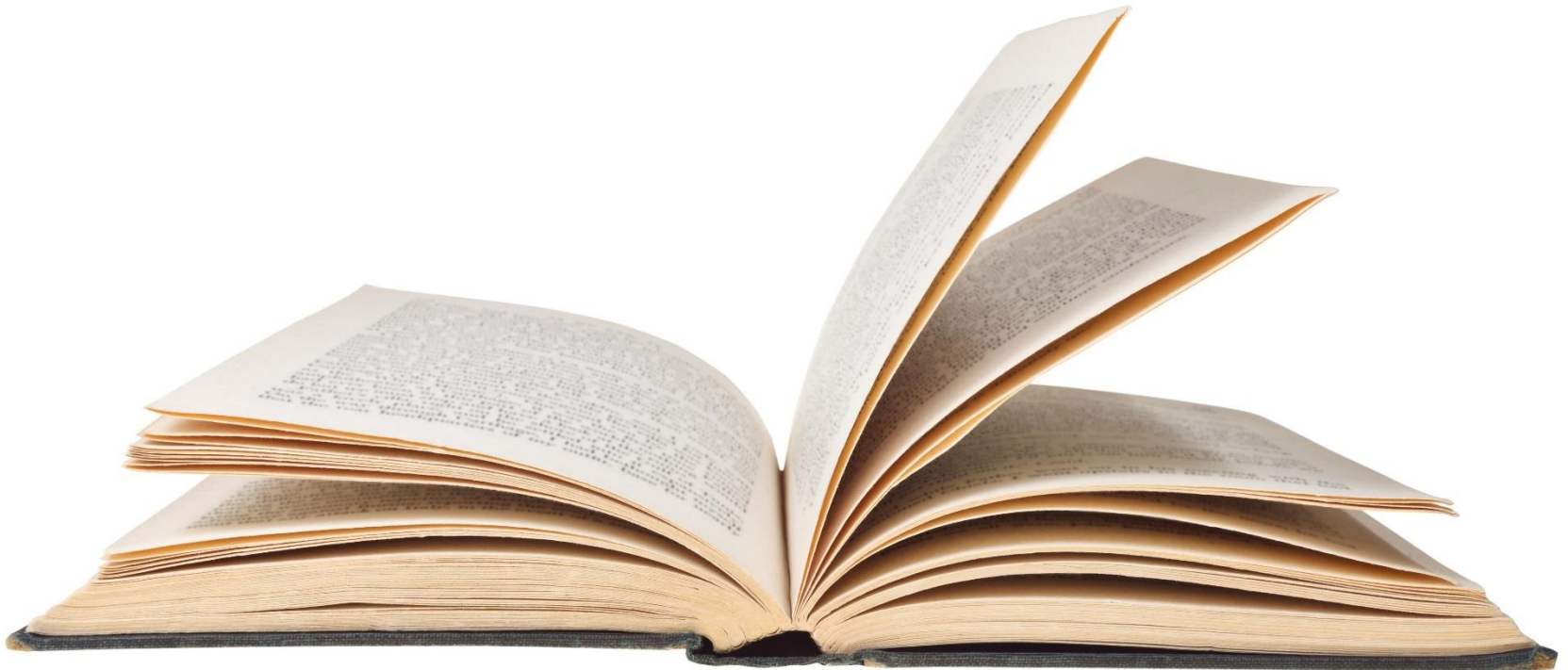


Act 4:
A policy is
evaluated



Policy evaluation overview

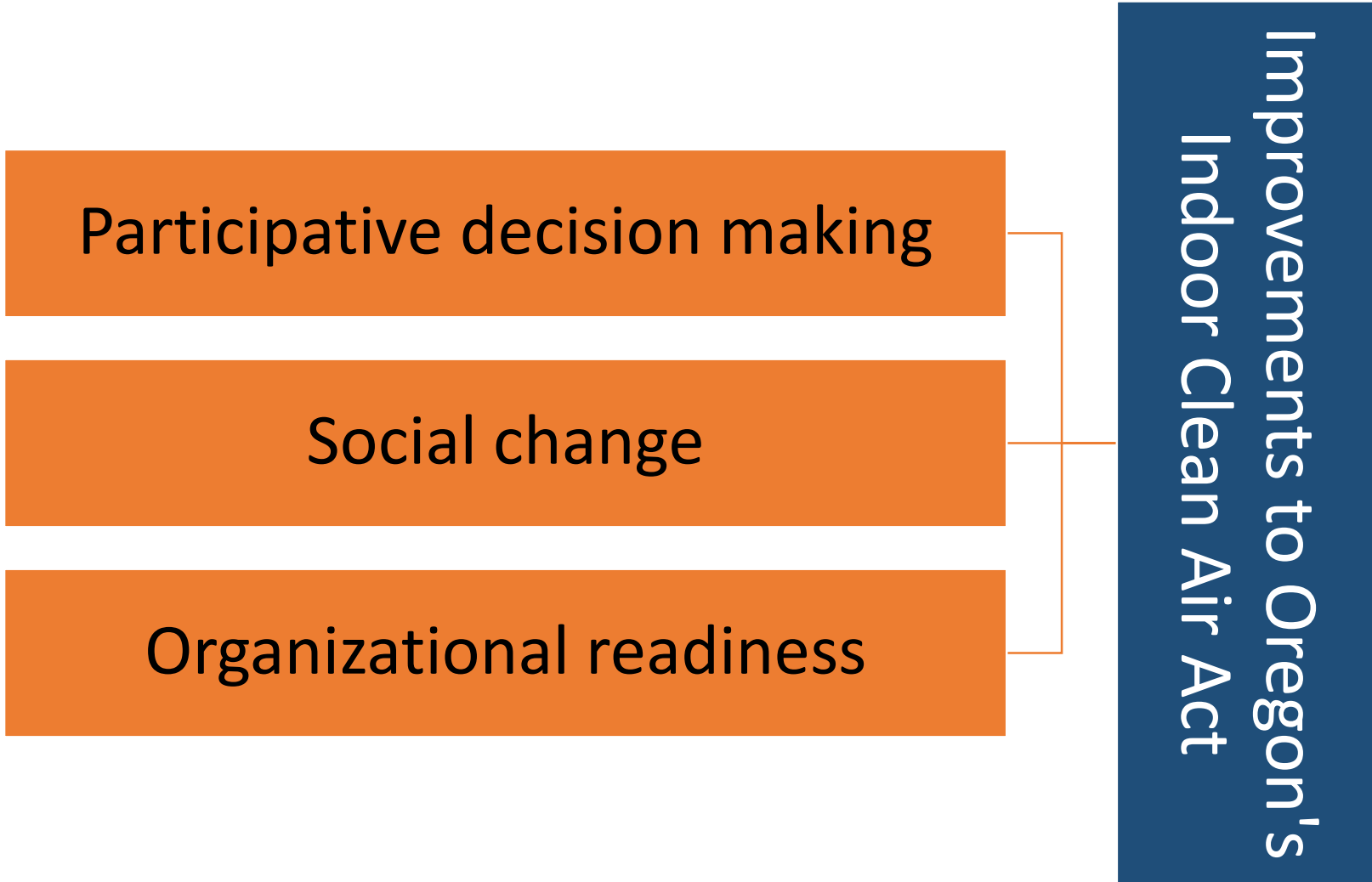
“ The systematic collection and analysis of information **to make judgments** about contexts, activities, characteristics, or outcomes of the policy process ”



Although policy evaluation and program evaluation have many similarities, there are some **important differences** as well...



Theory of change vs. logic model



Complexity



A conceptual image featuring a large magnifying glass in the upper left corner. The lens is focused on a tiny scene in the lower center where two men in business suits are shaking hands. The background is a soft, light blue gradient. The text 'External forces' is positioned to the right of the magnifying glass.

External forces

Shifting strategies and milestones



Timeframe





Attribution



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?



A background of red, vertically pleated curtains with a scalloped top edge. The lighting is slightly darker at the top and bottom, creating a subtle gradient.

The End

