



E-Cigarettes Use Among Pregnant Women

12/4/14

Wisconsin Women's Health Foundation
First Breath

Public Health Madison-Dane County
Tobacco Free Columbia-Dane County Coalition (TFCDC)

Public Health Madison-Dane County
210 Martin Luther King Jr. Blvd. Rm. 507
Madison, WI 53703



Ryan Sheahan, Coordinator
608-242-6297
rsheahan@publichealthmdc.com



Lyle Burmeister, Youth Coordinator
608-242-6442
lburmeister@publichealthmdc.com

Nina Gregerson, Outreach Specialist
608-243-0434
ngregerson@publichealthmdc.com



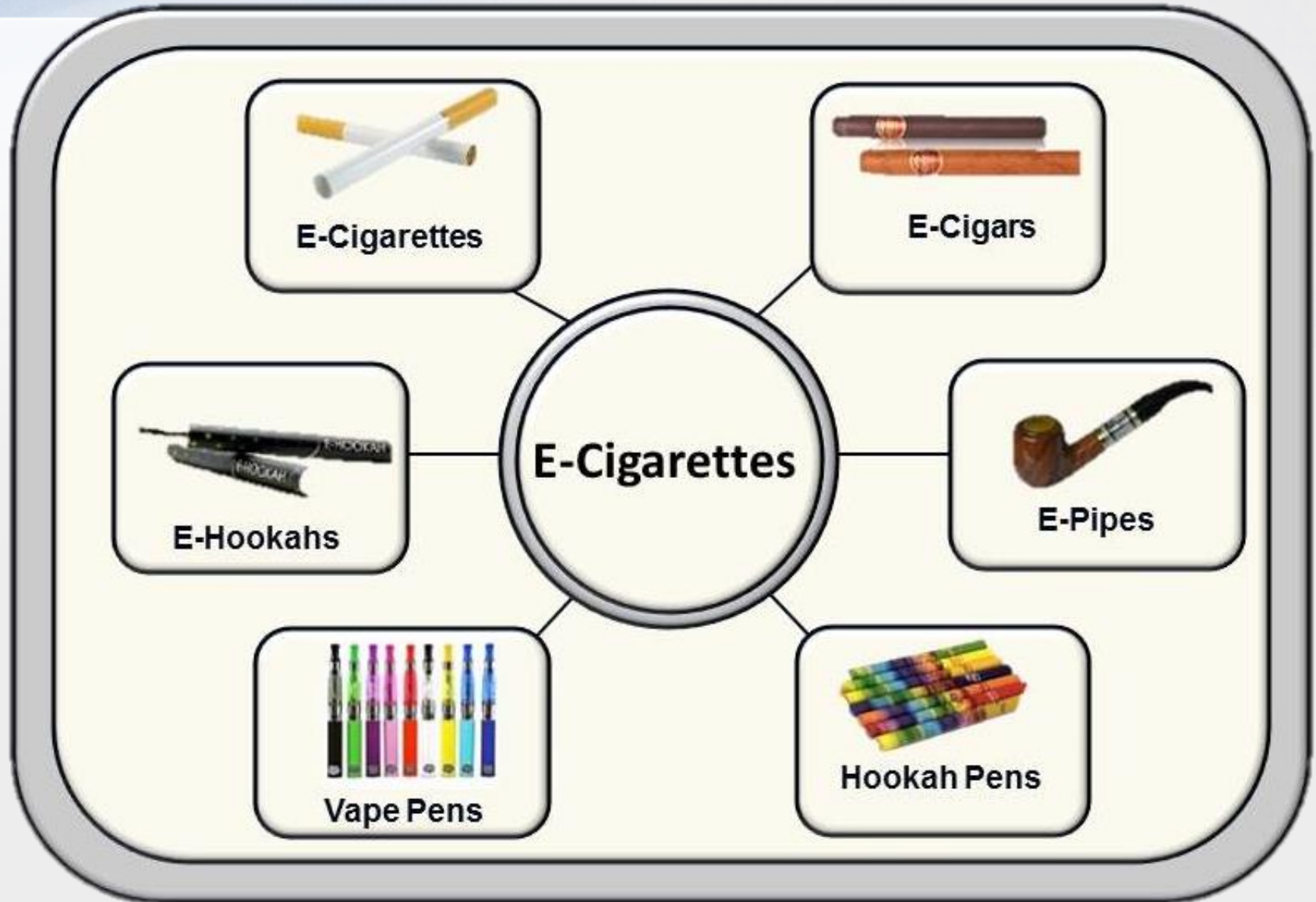
Focus Areas



E-Cigarettes/Electronic Smoking Devices



E-Cigarettes Include:



How They Work:



Candy-Flavoring

Specialty Flavors	FRUIT FLAVORS	Candy & Soda Flavors	TOBACCO FLAVORS
Lava Berry	Watermelon	Strawberry Cream	MLB Tobacco
Sparkola	Blueberry	Cake Batter	Menthol Tobacco
Yummi Gummi	Pear	Bubble Gum	Menthol
Champagne Rose	Banana	Orange Cream	Vanilla Tobacco
Sin-A-Bun	Straw-nana	Red Ox	Cherry Tobacco
Viper Venom	Green Apple	Fruit Stripe	Coumarian
Fruit Fusion	Grape	Hawaiian punch	DK Mild Blend
Pezz	Sweet Peach	Spearmint	
Wild berry		French Vanilla	
		Sour patch	
		Red White & Blue	

\$11.99 + Tax
Per 15mL Bottle



CHEAP

1- 15ML, 18mg/mL bottle of e-juice =
10.385 packs of cigarettes (equivalent
amount of Nicotine)

Each e-juice bottle= ~\$12

Typical starter kit for a
rechargeable/refillable e-cigarette= ~\$40

Typical 20-pack of Marlboro
Cigarettes= ~\$7-8



“Nicotine-Free” ≠ ZERO
Nicotine

So What's the Problem?

Proposed E-Cigarette Regulations: FDA



Currently, e-cigarettes are not regulated, nor are they FDA approved for cessation.

The FDA is currently in the process of deciding whether or not to regulate e-cigarettes. The proposed deeming regulations would:

Include:

- Sales to Minors (already law in Wisconsin)
- Disclose Ingredients
- Warning label

NOT Include:

- Removing Flavors
- Advertising Restrictions
- Product Placement
- Internet Sales

Safer ≠ Safe

- Conventional cigarettes contain nicotine, as well as up to 4,000 other toxins. E-cigarettes usually contain nicotine, water, and propylene glycol, but they can contain other, hidden toxins as well
- Nicotine can be very dangerous for a developing fetus and can lead to various harmful birth complications.

Safer ≠ Safe

- Nicotine is known to narrow one's blood vessels, which means less oxygen and fewer nutrients reach a fetus via the placenta. This would affect how the baby grows
- Nicotine can increase a baby's heart rate and blood pressure
- Nicotine is very addictive—so ingesting while pregnant could cause that same addiction in the unborn child

Safer ≠ Safe

- Nicotine has also been linked to high risk pregnancies, premature birth, lower birth weight, and fetal injury
- Nicotine levels are unregulated, and an FDA report revealed that some cartridges did not accurately report the amount of nicotine found in them.

Safer ≠ Safe

- Liquid nicotine is poisonous—calls to Poison Centers have significantly increased in recent years. 1 tsp of the e-juice is a fatal amount for a small child; 1TBSP is a fatal amount for an adult
- “Secondhand Vapor” isn’t just water vapor—it has been proven that the aerosol that is exhaled contains high levels of nicotine, heavy metals (tin, nickel, chromium, lead), carcinogens (formaldehyde and benzene), and propylene glycol

Health Warnings

- MarkTen® product packaging contains the following warning:

WARNING: This product is not a smoking cessation product and has not been tested as such. This product is intended for use by persons of legal age or older, and not by children, women who are pregnant or breast-feeding, or persons with or at risk of heart disease, high blood pressure, diabetes, or taking medicine for depression or asthma. Nicotine is addictive and habit forming, and it is very toxic by inhalation, in contact with the skin, or if swallowed. Nicotine can increase your heart rate and blood pressure and cause dizziness, nausea, and stomach pain. Inhalation of this product may aggravate existing respiratory conditions. Ingestion of the non-vaporized concentrated ingredients in the cartridges can be poisonous.

CA Proposition 65 Warning: This product contains nicotine, a chemical known to the state of California to cause birth defects or other reproductive harm.



Mixed Messaging



LOVE YOUR LUNGS



SIMPLE REFRESHING SMOKE FREE



CIGARETTES, YOU'VE MET YOUR MATCH.



INTRODUCING THE NJOY KING ELECTRONIC CIGARETTE. FINALLY, SMOKERS HAVE A REAL ALTERNATIVE.

It's the first electronic cigarette with the look, feel and flavor of the real thing.

njoy.com



THE BETTER SMOKING CHOICE
Make the Switch Today and Live Healthier



SMOKE
ELECTRONIC CIGARETTES



**WHY QUIT?
SWITCH TO BLU**

blu is the smart choice for smokers wanting a change. Take back your freedom to smoke when and where you want without ash or smell. blu is everything you enjoy about smoking and nothing else. Nobody likes a quitter, so make the switch today.

Visit blucigs.com



* New Blu Smart Pack

PREMIUM ELECTRONIC CIGARETTE

18+ only. CALIFORNIA PROPOSITION 65. Warning: This product contains nicotine, a chemical known to the state of California to cause birth defects or other reproductive harm.

Common Pushbacks

- **“Well, E-Cigarettes are ‘safer’ than regular cigarettes...”**
 - Please note the earlier slides. E-cigarettes do still contain nicotine, which is known to have adverse effects on a fetus and pregnancy overall. Even if the e-cigarette is labeled ‘Nicotine-Free’ doesn’t guarantee that truly is.
 - And the e-juice can be deadly if a small child were to ingest even a small amount

Common Pushbacks

- **“My friend quit smoking with these [e-cigarettes]...”**
 - While this may be the case, e-cigarettes have not been proven to be successful in cessation. Additionally, e-cigarettes are not FDA approved for cessation.

Common Pushbacks

- **“It’s just water vapor...”**
 - Again, reference the previous slides. The aerosol that is exhaled is not just water vapor. The aerosol includes nicotine, heavy metals, carcinogens, and other chemicals.

For more information...

...Please visit the First Breath website at www.wwhf.org/programs/first-breath/healthcareproviderportal

There is an excellent article regarding this topic from the May newsletter archived

There will be a brochure addressing some of the most common myths surrounding E-Cigarettes and pregnancy available later this month! Please see the upcoming newsletter for details on this new material.



Resources

TFCDC Website:
www.tfcdc.com



Tobacco Control Resource Center: www.tobwis.org



Facebook:
www.facebook.com/tfcdc1



Twitter: [@TF_CDC](https://twitter.com/TF_CDC)



FIRST BREATH
MOMS



tobacco
***FREE**
Columbia-Dane
County Coalition



Ryan Sheahan, Coordinator

608-242-6297

rsheahan@publichealthmdc.com



Nina Gregerson, Outreach Specialist

608-243-0434

ngregerson@publichealthmdc.com