

What are E-Cigarettes?

- Electronic cigarettes are battery-operated devices that simulate smoking. The liquid in the cartridge is heated and a vapor is produced and inhaled. The liquid often contains nicotine and other chemicals.

Aerosol / Vapor

Inhaled to simulate smoke, delivers flavor/nicotine

Battery

Cartridge

Holds liquid nicotine and/or other substances

Atomization Chamber

Heats the solution, turning it to vapor

Brochure information derived from **credible sources** including: **La Crosse County Health Department**, CDC, American Lung Association, FDA, DHHS, National Youth Tobacco Survey, Legacy Tobacco Fact Sheet, FDA Pharmaceutical analysis, and more

Quit Smoking the Best Way



- E-Cigarettes are **not** an FDA approved method to quit smoking
- **Better/approved ways to quit include:**
 - * Talk to your doctor
 - * Individual or group counseling
 - * FDA approved nicotine replacement products such as gum or patches
 - * Call 1-800-QUIT-NOW to get started

Contact Information:

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NOT AGAIN, BIG TOBACCO!

E-Cigarette, the new Cigarette:

- Sold by Tobacco Industry
- Highly Addictive Nicotine
- Toxic & Cancer-Causing Metals & Chemicals
- Secondhand Harm to Others
- Public Use Restricted to Curb

Get informed!
The truth about vaping:

ELECTRONIC CIGARETTES (E-CIGARETTES)

WE DON'T BELIEVE THE HYPE

What's in an e-cig?

What we know:

Aerosol/Vapor:

- Nicotine*
- Formaldehyde (used to preserve dead bodies)
- Diacetyl (proven to cause severe lung damage)
- Diethylene glycol (component of antifreeze)
- Propylene glycol (known respiratory irritant upon inhalation)
- Nitrosamines (carcinogens)
- Metals
- Cancer causing toxins



The unknowns: How they are made

- Consumers and bystanders have no way of knowing what they're exposed to since 90% of products are manufactured in China
- No requirement to list e-cigarette ingredients
- No regulation on the manufacturing of e-cigarettes

*An e-cigarette testing showed all e-cigarette types except for one that advertised no nicotine actually contained nicotine

Why you should care

1. Direct health effects

- Lung damage (airway resistance)
- Nicotine poisoning
- Increased blood pressure and heart rate
- Dry cough
- Upper airway irritation
- Inhalation of carcinogens

2. Secondhand smoke

- Secondhand aerosol includes nicotine, ultrafine particles, and cancer-causing toxins
- Vapors emitted by e-cigarettes are not proven safe for non-users to inhale

3. Marketing targets children

- E-cigarette use among youth has tripled in the last year
- Retail stores place e-cigarettes next to gum and candy
- Youth-oriented marketing (candy flavors like gummy bear and colorful design) targets youth
- Nicotine is proven to be harmful for adolescent brains
- Long term exposure to e-cigarette vapor can lead to asthma in children



4. Damages clean indoor air standards

- Don't compare e-cigarette aerosol to second hand smoke; compare it to clean air
- WI cities who have passed e-cigarette smoking bans:
 - Ashwaubenon, Madison, Greenfield and Onalaska

5. Tobacco industry manipulation

- Cigarette sales have declined, so the tobacco industry is making new profits through e-cigarettes
- The tobacco industry is using the same marketing tricks for e-cigarettes that they once used for traditional tobacco products
- Illegal cigarette marketing strategies are fair game when it comes to e-cigarettes

