



## **Banning Electronic Cigarettes Advertisements in Public Places and Media**

- WHEREAS Alabama State Nursing Association have been among the first to respond to the needs of our nation through increasing awareness of public health issues and being an advocate for our population
- WHEREAS Growing numbers of middle and high school students who have never smoked cigarettes are using electronic cigarettes; and
- WHEREAS Most electronic cigarettes contain nicotine, a toxic chemical where there is no safe level of nicotine, <sup>1</sup> and which causes addiction and could lead to continued tobacco product use among youth ; and
- WHEREAS Exposure to nicotine during adolescence increases the risk of developing psychiatric disorders and cognitive impairment in later life<sup>2</sup>; and
- WHEREAS Exposure to flavoring chemicals in electronic cigarettes can be associated with bronchiolitis obliterans and other severe respiratory diseases <sup>3</sup>; and
- WHEREAS The Food and Drug Administration (FDA) has joined other health experts to warn consumers about potential health risks due to ingredients including nicotine, flavor, and other harmful and carcinogenic toxic ingredients in electronic cigarettes, and
- WHEREAS More than 18 million Us middle and high school youth were exposed to electronic ads in 2014 <sup>1</sup>; and
- WHEREAS Tobacco product advertising can entice adolescents to use electronic <sup>4</sup> and regular cigarettes later in their life <sup>2</sup>; and
- WHEREAS The business of advertising electronic cigarettes had increased rapidly since 2011 and exposure to electronic cigarettes advertisements may be contributing to increases in electronic cigarettes use among adolescents
- WHEREAS Based on a study by CDC about 69% of middle and high school students were exposed to electronic cigarettes were exposed to electronic cigarettes advertisements in retail stores, on the internet, in magazines, newspapers, or on TV and movies; and
- WHEREAS Updated definition of tobacco use includes electronic cigarettes<sup>1</sup>, and

- WHEREAS Tobacco control laws and other government policies aim to prevent people, particularly children and youth, from starting to use tobacco; for it be
- RESOLVED That the Alabama State Nursing Association advocates a course of action for the state of Alabama to ban public advertisement of electronic cigarettes on the billboards, radio and TV commercials based on the 2009 Family Smoking Prevention and Tobacco Control Act, which expands the ability of state and local governments to regulate tobacco product advertising and be it further
- RESOLVED That the Alabama State Nursing Association supports efforts to limit youth access to electronic cigarettes and sustain proven adolescents tobacco prevention actions, strategies found by Surgeon General, such as tobacco price increases, comprehensive smoke free laws, high impact media campaigns, and comprehensive statewide tobacco control programs <sup>1</sup>.

#### References

1. *The Health Consequences of Smoking—50 Years of Progress: A Report of the Surgeon General, 2014* Atlanta, Georgia: U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health;2014.
2. Goriounova NA, Mansvelder HD. Short- and Long-Term Consequences of Nicotine Exposure during Adolescence for Prefrontal Cortex Neuronal Network Function. *Cold Spring Harbor perspectives in medicine*. 2012;2(12):10.1101/cshperspect.a012120 a012120.

3. Allen JG, Flanigan SS, LeBlanc M, et al. Flavoring Chemicals in E-Cigarettes: Diacetyl, 2,3-Pentanedione, and Acetoin in a Sample of 51 Products, Including Fruit-, Candy-, and Cocktail-Flavored E-Cigarettes. *Environ. Health Perspect.* 2015.
4. Vasiljevic M, Petrescu DC, Marteau TM. Impact of advertisements promoting candy-like flavoured e-cigarettes on appeal of tobacco smoking among children: an experimental study. *Tob. Control.* 2016.
5. Family Smoking Prevention and Tobacco Control Act. Vol Pub. L. No. 111-31, 123 Stat. (codified, in relevant part, at 15 U.S.C.A. §§ 1333-34 and 21 U.S.C.A. § 301 et seq.2010.