



Clearing the air on E-cigarettes in San Francisco

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E-cigarettes matter and they fit into the bigger picture on smoking and health

- ▶ **The SF Tobacco Free Project paradigm**
 - ▶ Addressing tobacco use through environmental approaches
 - ▶ Policy and education in concert
 - ▶ Engaging most impacted communities to solve the problem
- ▶ **PHD Strategic plan aims to reduce adult smoking; highlights approaches on e-cigarettes & smoking in housing**



What ordinance creating Health Code 19N does...

- ▶ Treats e-cigarettes just like traditional cigarettes by referencing the existing ordinances about smoking and tobacco sales
 - ▶ E-cigarette sales now require a Tobacco Retailer License
 - ▶ E-cigarettes can now be sold only where cigarettes can (not in stores with pharmacies, non-mobile sites, and not on city property)
 - ▶ E-cigarettes can be used only where cigarettes are allowed (best on the curb or 15 feet from buildings):
 - ▶ Not in common areas of housing
 - ▶ Not in workplaces, restaurants, bars
 - ▶ Not in public transit
 - ▶ Not in schools, parks, playgrounds
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Recent history of e-cigarettes in SF

2010: First kiosks in malls and SFO experienced usage issues - the Tobacco Free Coalition was activated

2010: DPH developed e-cigarette fact sheet

2011: Health Commission adopted resolution 7-11 supporting regulation of e-cigarettes

2011: DPH worked with City Attorney to draft e-cigarette ordinance

2011: SFO and SFGH adopted e-cigarette policies

2013: DPH-wide e-cigarette policy implemented

Late 2013: Other large US cities began regulating e-cigarettes

2014: LHH adopted smoke-free and no e-cig policy

2014: SF enacts e-cigarette ordinance the same month as Chicago, NYC, LA, Philadelphia



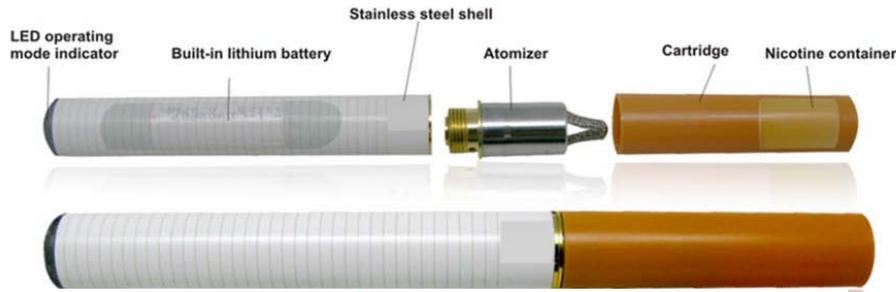
2014 as the year SF leads on the issue

- ▶ With the support of Mayor Lee, Sup. Mar introduced the ordinance in December 2013, Tobacco Free Coalition supported the policy process and it was adopted, then signed by the Mayor in March.
- ▶ DPH and Tobacco Free Coalition roles:
 - ▶ Engaging and educating new partners
 - ▶ Delivering research
 - ▶ Developing a media and outreach plan



What are e-cigarettes?

- ▶ Electronic nicotine-delivery devices
- ▶ They come in many different shapes, strengths of nicotine content, and flavor contents



Health harms of e-cigarettes

- ▶ Existed in the US for a few years, no long-term studies
- ▶ Create aerosolized pollution containing addictive nicotine, heavy metals, and carcinogens
- ▶ False hope to smokers about quitting- population-level studies show otherwise
- ▶ Public is misinformed about “harmless water vapor”
- ▶ New air pollution indoors
- ▶ Marketed and sold to kids



Youth are very aware of product

Photos Taken & Posted by Youth on Facebook or Instagram



[#ecig](#) [#vape](#) [#vapelite](#) are popular hashtags on Instagram, a popular photo sharing app, with over 1,000,000 posts/photos. E-Cigarettes are a huge trend with little regulation – how are such young people accessing these products?

- ▶ Youth leaders witnessed e-cigarette smoking at schools
- ▶ Millions of youth posts/photos on social media, such as Facebook and Instagram
- ▶ Attractive flavors, cute & colorful devices, and easy access
- ▶ SFUSD survey of 7th-9th graders:
 - “EVERYONE is doing it”
 - “It has the feel of a real cigarette but safer”
 - “In the bathroom”
 - “You can hide it easily and not have to light it up”
 - “They are blu, electronic, and have pretty flavors”
 - “I smoked them for 3 months. I know a lot...”

Educating and engaging new partners

- ▶ Reached out to doctors and researchers at UCSF to share what they have learned
- ▶ Engaged student leaders through the school district as well as School Board President Sandra Lee Fewer
- ▶ YLI and DPH Partnered with Sup. Mar's staff to present twice to Small Business Commission
 - ▶ Despite the new business license requirement, they unanimously voted to support
- ▶ Youth outreach to Supervisors
 - ▶ Email Campaign and Legislative Visits



Local research to support UCSF findings

- ▶ Rather than helping people quit, e-cigarettes are becoming a gateway for young people to begin smoking
- ▶ E-Cigarette Purchasing Project – Youth advocates bought e-cigarettes in local stores
 - ▶ ID to verify age were only asked in 1 case out of 11 stores



Local research to support UCSF findings

- ▶ **Conducted surveys of young people about perceptions of e-cigarette use at SF State University**
 - ▶ 32% of students have tried or currently use e-cigarette products
 - ▶ Places that students smoke e-cigarettes include: public transportation, parks & on the SFSU campus (there is a current smoke-free campus policy)
 - ▶ Many smoke a combination of products including cigarettes, e-cigarettes, and hookah, with e-cigarettes & hookah being more popular than cigarettes
- ▶ **Supported San Francisco Unified School District on their classroom survey of e-cig use and perceptions**
 - ▶ 60% of these 13-14 year olds have heard of e-cigarettes and a vast majority felt that they were “safe” and “harmless”



Developing a media and outreach plan

- ▶ Developed talking points for talking points (“Wild West without regulation”) and consistent message “This isn’t a ban, e-cigarettes can be used anywhere people can smoke cigarettes”
- ▶ Organized a press briefing 3/3/14- much media coverage of Supervisor Mar, Coalition youth and adults, DPH, and Dr. Stan Glantz of UCSF
- ▶ Developed a Chronicle OpEd with Supervisor Mar- 3/5/14



Treat e-cigarettes just like the real kind

Eric Mar

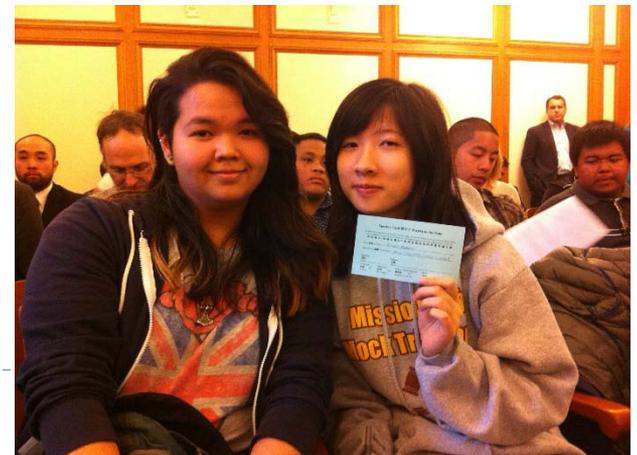
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The stats on smoking are as dreadful as they are indisputable: More than 10 times as many Americans have died prematurely from smoking than have died in all the wars fought by the United States; smoking harms every organ of your body; smoking is the leading preventable cause of death in the United States. For these reasons, San Francisco is joining with other major U.S. cities and the Centers for Disease Control and Prevention by taking a "better safe than sorry" approach to e-cigarettes in proposing legislation to limit them.

Today we take these unfortunate statistics on smoking's links to disease for granted, but that wasn't always the case. From the 1920s to

Rules Committee hearing 3/6/14

- ▶ Over 50 speakers on the issue and about 40 of them were our organized supporters
- ▶ A dozen youth including VYDC and YLI youth, SFUSD student leaders
- ▶ A dozen researchers from UCSF and diverse community partners
- ▶ Usually 2 minutes are allowed for public comment, abbreviated to 60 seconds due to so many speakers- our planning allowed speakers to be prepared!
- ▶ Unanimously approved and Supervisor Norman Yee became the 4th co-sponsor.



Implementation plans

- ▶ Developing fact sheet
- ▶ Tailoring letters to sectors impacted- transit, bars, office management, restaurants, schools, housing, retailers, etc.
- ▶ Planning for broad community education via Muni or BART station advertising
 - ▶ A message introducing the ordinance AND reinforcing the places where traditional smoking isn't allowed
- ▶ Continuing to collect data on e-cig use and monitoring emerging research
- ▶ Using SF example to support other communities
- ▶ Bolstering SF support of statewide and FDA regulation



A new study from the University of Washington shows SF as 3rd in reducing male smoking and 7th in reducing female smoking 1996-2012 among all 3,127 US counties



Thank you for your early support and leadership on this important issue as SF continues to lead on combating the entirely preventable #1 cause of death and disability!

