



Clearing the air on E-cigarettes in San Francisco

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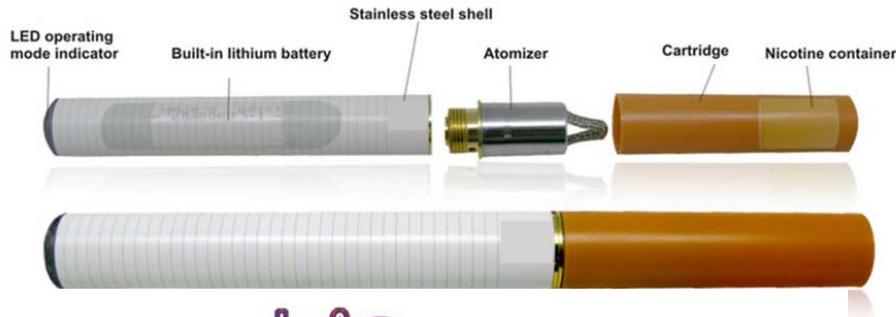
E-cigarettes matter and they fit into the bigger picture on smoking and health

- ▶ **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 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



Recent history of e-cigarettes in SF

2010: First kiosks in malls and SFO experienced usage issues - the Tobacco Free Project 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



2014 as the year SF leads on the issue

- ▶ With the support of Mayor Lee, Sup. Mar introduced the drafted ordinance in December 2013
- ▶ DPH set to work:
 - ▶ Updating research
 - ▶ Developing a media and outreach plan
 - ▶ Engaging and educating new partners
 - ▶ Preparing the Tobacco Free Coalition



Updating research

- ▶ DPH contacted Chicago for talking points such as “smoking e-cigarettes” and educational material
- ▶ DPH called over 1,000 known tobacco retailers- assessed e-cigarette sales
 - ▶ Learned that over 350 retailers are now selling in SF!
- ▶ Reached out to UCSF for emerging studies on increasing teen use and the ineffectiveness of e-cigs to help smokers quit
- ▶ Engaged youth advocates- bought e-cigs in local stores- were very rarely asked for their ID to verify age



Developing a media and outreach plan

- ▶ Engaged TFP media consultant to develop media materials
 - ▶ 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, myself, and Dr. Stan Glantz of UCSF speaking on e-cigs
 - ▶ Developed a draft OpEd for Supervisor Mar to send to the Chronicle- was published 3/5/14

Treat e-cigarettes just like the real kind

Eric Mar

Published 4:40 pm, Tuesday, March 4, 2014

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

Twitter outreach

- ▶ Supervisor Mar noted that pro-industry forces were attacking his Twitter account
 - ▶ Engaged youth advocates, UCSF researchers, and others to clear the air on the issue
 - ▶ Supported Supervisor Mar when he felt overwhelmed by the negative, but fairly generic outsider responses.
 - ▶ Worked on messaging to counter the confusion about medical marijuana use- which is specifically exempted in the ordinance language



Educating and engaging new partners

- ▶ Partners who could contribute to the process, but didn't know about e-cigs or about local government
- ▶ Presented to 12 MDs and PhDs at UCSF & shaped their specific role presenting research for 2 minutes at a local hearing
- ▶ Presented to SFUSD partners about engaging the Superintendent and working on a school policy to protect youth
- ▶ Presented to 30 student leaders at the Leadership Council of all the high schools
- ▶ Partnered with Sup. Mar's staff and Youth Leadership Institute to present to Small Business Commission
 - ▶ Despite the new business license requirement, they unanimously voted to support
- ▶ Engaged Muni and BART on the issue



Preparing the Tobacco Free Coalition

- ▶ DPH coordinated development of an educational packet & helped coordinate educational visits
- ▶ Shared talking points used by Supervisor and the fact sheet we developed
- ▶ Determined key speakers for the media if they requested youth, ethnic partners, LGBT, researchers, etc.
- ▶ Developed a list of parties interested in taking action- whether writing/visiting electeds or attending the hearing
- ▶ Sorted out speaking points for each person:
 - ▶ To limit duplication
 - ▶ To ensure all talking points are covered
 - ▶ To recognize limited time for public comment



Rules Committee hearing 3/6/14

- ▶ Framing of the issue by myself, Dr. Aragon, SFUSD Board of Education President Sandra Lee Fewer, two MDs from UCSF, and Coalition Co-Chair Karen Licavoli
- ▶ Over 50 speakers on the issue and about 40 of them were our organized supporters
- ▶ A dozen youth including SFUSD student leaders, a dozen researchers 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 Norm Yee became the 4th co-sponsor.



Full Board of Supervisors vote and Mayor signing the new ordinance

- ▶ An overview of e-cigs by Sup. Mar and Dr. Aragon resulted in unanimous approval by the Board 3/11
 - ▶ In other communities such as New York City, Chicago, and LA there was a more difficult path forward
- ▶ Mayor Lee prioritized a signing ceremony on 3/27/14 at his office. Coalition members attended
- ▶ The law takes effect 4/26/14, just before new laws in Chicago and NYC.
 - ▶ DPH is working with NACCHO on a joint media effort nationally to promote the local e-cig ordinances in Chicago, NYC, LA, Philadelphia, and SF



Implementation plans

- ▶ Developing fact sheet- a permit is now required to sell and e-cigs cannot be used wherever smoking is disallowed
- ▶ 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!

