

Tobacco Cessation E-cigarettes'

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Epidemiology

- WHO Framework Convention On Tobacco Control,2013.
- 63% of all deaths worldwide, are due to Non-communicable diseases , killing 36 million people each year.
- 86% of premature deaths from NCD occurs in developing countries , tobacco being a significant contributor.
- One third of world population-2.3 billion people are covered by at-least one effective tobacco control measure, additional three billion are covered by national mass media campaign
- Report focuses on enforcing ban on tobacco advertising , promotion and sponsorship.

What is e-cigarette?

- an e-cigarette generally contains a battery, an atomiser and a cartridge.¹ Typically, the cartridge is wrapped in a plastic bag.



E- Cigarettes

Research gaps related to the environmental impact of e cigarettes.

- The liquid in e-cigarettes (commonly referred to as 'e-liquid' or 'e-juice') is formulated to contain a mixture of chemicals, nicotine in some products.
- Nicotine used for e-cigarettes can be chemically extracted from tobacco plants or tobacco dust.^{1,2}

Research evidence (Asthma)

- No severe adverse events were noted.
- This small retrospective study indicates that regular use of e-cigs to substitute smoking is associated with objective and subjective improvements in asthma outcomes.
- Considering that e-cig use is reportedly less harmful than conventional smoking .

A longitudinal study of electronic cigarette users.

- To assess behavior change over 12 months in users of e-cigarettes ("vapers").
- **METHODS:**
- Longitudinal Internet survey, 2011 to 2013. Participants were enrolled on websites dedicated to e-cigarettes and smoking cessation. We assessed use of e-cigarettes and tobacco among the same cohort at baseline, after one month (n=477) and one year (n=367).

A longitudinal study of electronic cigarette users.

- **RESULTS:**
- Most participants (72%) were former smokers, and 76% were using e-cigarettes daily.
- At baseline, current users had been using e-cigarettes for 3 months, took 150 puffs/day on their e-cigarette and used refill liquids containing 16 mg/ml of nicotine, on average.
- Almost all the daily vapers at baseline were still vaping daily after one month (98%) and one year (89%).

A longitudinal study of electronic cigarette users.

- Of those who had been vaping daily for less than one month at baseline, 93% were still vaping daily after one month, and 81% after one year.
- In daily vapers, the number of puffs/day on e-cigarettes remained unchanged between baseline and one year.
- Among former smokers who were vaping daily at baseline, 6% had relapsed to smoking after one month and also 6% after one year. Among dual users (smokers who were vaping daily at baseline), 22% had stopped smoking after one month and 46% after one year.

A longitudinal study of electronic cigarette users.

- In dual users who were still smoking at follow-up, cigarette consumption decreased by 5.3 cig/day after one month (from 11.3 to 6.0 cig./day, $p=0.006$), but remained unchanged between baseline and 1-year follow-up.
- **CONCLUSIONS:**
- E-cigarettes may contribute to relapse prevention in former smokers and smoking cessation in current smokers.

Awareness and determinants of electronic cigarette use among Finnish adolescents in 2013:
a population-based study

- National survey of 12–18-year-old Finnish adolescents in 2013 (N=3535, response rate 38%).
- Of the respondents, 85.3% knew what e-cigarettes were; 17.4% had tried them. E-liquids with nicotine were used most often (65.7%); also those who had never tried conventional cigarettes had used them.
- Of e-cigarette ever users, 8.3% had never tried smoking.

Awareness and determinants of electronic cigarette use among Finnish adolescents in 2013: a population-based study

- Parents' high level of education, being in employment, and intact family protected against children's e-cigarette use.
- Daily smoking , snus use , waterpipe use, children's vocational education and poor school performance were associated with e-cigarette experimentation.
- Those smokers with most experience of e-cigarettes were least likely to consider smoking cessation.

Electronic cigarettes for smoking cessation : a randomised controlled trial(RCT)

- RCT carried out in New Zealand, between Sept.6,2011 and July 5,2013.
- 657 people were randomised (289 to nicotine e – cigarettes,295 to patches, and 73 to placebo e-cigarettes).
- At six months, abstinence was 7.3% with nicotine e – cigarettes,5.8% with patches, and 4.1% with placebo e-cigarettes,no superiority observed, no significant adverse events

Impact of an electronic cigarette on smoking reduction and cessation in schizophrenic smokers: a prospective 12-month pilot study.

RESULTS:

- Sustained 50% reduction in the number of cig/day at week-52 was shown in 7/14 (50%) participants; their median of 30 cig/day decreasing significantly to 15 cig/day ($p = 0.018$).
- use of e-cigarette substantially decreased cigarette consumption without causing significant side effects in chronic schizophrenic patients who smoke not intending to quit.

Smoking revolution": a content analysis of electronic cigarette retail websites.

- To describe the main advertising claims made on branded e-cigarette retail websites from US.
- Fifty-nine websites met inclusion criteria, and 13 marketing claims were coded for main marketing messages in 2012.

electronic cigarette retail websites.

- Ninety-five percent of the websites made explicit or implicit health-related claims, 64% had a smoking cessation-related claim, 22% featured doctors, and 76% claimed that the product does not produce secondhand smoke. Comparisons to cigarettes included claims that e-cigarettes were cleaner (95%) and cheaper (93%).

electronic cigarette retail websites.

- Eighty-eight percent stated that the product could be smoked anywhere and 71% mentioned using the product to circumvent clean air policies.
- Candy, fruit, and coffee flavors were offered on most sites.
- Youthful appeals included images or claims of modernity (73%); increased social status (44%); enhanced social activity (32%); romance (31%); and use by celebrities (22%).

Electronic cigarette Delhi price:Google search

- [69% OFF! Rs.399 for an *E-Cigarette* with 10 Filters & more ...](#)
- [*www.groupon.co.in/deals/delhi-ncr/-rs1299...e-cigarette...-/13735*](http://www.groupon.co.in/deals/delhi-ncr/-rs1299...e-cigarette...-/13735)[Cached](#)
- [Similar](#)
- Groupon *E-Cigarette Delhi/NCR*. Highlights. Offer is on an *E-Cigarette* with 10 Filters, a Normal Charger and a Car Charger; Enjoy the fun of smoking without the ...

Electronic cigarette Delhi price:Google search

- [Electronic Cigarette Retailers in Delhi, Health ... - Justdial](#)
- www.justdial.com/Delhi/Electronic-Cigarette-Retailers/ct-1000696326[Cached](#)
- [Similar](#)
- *Electronic Cigarette Retailers in Delhi Find Health Cigarette Retailers Phone Numbers, Addresses, Best Deals, Latest Reviews & Ratings. Visit Justdial for ...*
- [Electronic Cigarette Delhi, Electronic Cigarette Delhi Prices](#)
- www.smokefree.in/electronic-cigarette-delhi.html[Cached](#)
- [Similar](#)
- [by Abhinav Girdhar - in 3,285 Google+ circles](#)
- *Electronic Cigarette Delhi: Buy Electronic Cigarette in Delhi at best Prices. Choose electronic cigarette flavours and get best Electronic Cigarette Prices.*

Promotion tactics of companies manufacturing e-cig

- Health claims and smoking-cessation messages that are unsupported by current scientific evidence are frequently used to sell e-cigarettes.
- The presence of doctors on websites, celebrity endorsements, and the use of characterizing flavors should be prohibited.

Epidemiology

- Tobacco kills six million people and more than half a trillion dollar of economic damage each year.
- WHO Framework Convention of Tobacco Control recognizes the substantial harm caused by tobacco use and need to prevent it.
- Tobacco will kill one billion people in this century if not prevented.

Tobacco in movies and impact in youth

- Smoking/tobacco use in movies have increased significantly to 89% of all movies released in 2004 and 2005.
- The brand placement has been also increased nearly three folds. Tobacco brands now appear in 46% of movies having tobacco scenes.
- Cigarette companies have almost all the tobacco product placements with two companies accounting for over 90% of the brand visibility.
- Association of tobacco with glamour and style has also been established. 75% of movies having tobacco also showed the main/lead character consuming tobacco.
- The instances of females consuming tobacco in movies has also increased in India pointing towards a specific market expansion strategy by tobacco companies using movies as a vehicle.

(Burning Brain Society as a part of WHO project SE/05/410744)

Epidemiology

- WHO(2008) identified six evidence-based tobacco control measures that are effective in reducing tobacco use.
- M- Monitor tobacco use and prevention policies
- P- Protect people from tobacco smoke
- O- Offer help to quit tobacco use
- W- warn people about the dangers of tobacco use
- E – enforce bans on tobacco advertising , promotion and sponsorship
- R – raise taxes on tobacco

Influence of tobacco advertising

- Tobacco companies target middle and low income countries.
- Exposure to tobacco advertisements and receptivity to tobacco marketing were related to increase tobacco use among students in a questionnaire based study on 6th to 8th standard students from 2 cities (n=11642) from 32 schools in 2004.¹

Perceptions about plain tobacco packs

- Plain packaging would reduce the appeal and promotional value of the tobacco pack (>80%), prevent initiation of tobacco use among children and youth (>60%), motivate tobacco users to quit (>80%), increase notice ability, and effectiveness of pictorial health warnings on tobacco packs (>90%), reduce tobacco usage (75% of key stakeholders) with 346 participants ,Delhi.²

Tobacco cessation – Policies (WHO Framework Convention on Tobacco Control)

Robust supporting data and evidence, the WHO FCTC recognizes that meaningful tobacco control must include

- the elimination of all forms of tobacco advertising, promotion and sponsorship(TAPS).
- This goal is so critical that Article 13 (Tobacco advertising, promotion and sponsorship) is one of only two provisions in the treaty that includes a mandatory timeframe for implementation.

Tobacco cessation – Policies (WHO Framework Convention on Tobacco Control)

All Parties must implement a comprehensive TAPS ban (or restrictions in accordance with its constitution if a comprehensive ban would violate its constitutional principles) within five years after the entry into force of the treaty for that Party.

The requirement

- includes domestic TAPS activities, as well as
- all cross-border TAPS activities that originate
- within a Party's territory.

Obstacles removed if the will is strong

- Both political, professional and public will should be strong to eradicate harmful tobacco use
- Legal challenges have been used to obstruct and delay tobacco control measures by a decade in implementation of “The Cigarettes and Other Tobacco Products Act” in india.¹

India regulations

- India according to WHO report, largest producer of movies, have taken action to reduce tobacco imagery in films and television.
- Regulations put into effect in 2011, 2012 now require films and television programmes depicting tobacco use to show a 30-second anti-tobacco spot at the beginning and middle, as well as a prominent static message at the bottom of the screen during scenes with tobacco use.
- New films and television programmes must justify depictions of tobacco use and include disclaimers at the beginning and middle of the film about the harms of tobacco.

No brand names of tobacco products or tobacco product placement may be shown, close-ups of tobacco products and packaging are prohibited, and promotional materials such as movie posters may not depict tobacco use.

These rules also assign responsibility for implementation to cinema owners or managers and television broadcasters, with penalties for violations including suspension or cancellation of licenses.

SMOKEFREE Electronic Cigarette E Liquid Kits(EGO Series) Rs 3700



National Tobacco Control Programme

- Government of India initiated the National Tobacco Control Programme in 2007–08 as the first national program for tobacco control.
- The program mandates implementation of different tobacco control initiatives at the national, state and district levels, encompassing law enforcement, awareness campaigns, training, and monitoring and evaluation, including surveillance.
- Another component of the program is to provide tobacco cessation services in the primary health care system [1].
- The district is the basic administrative unit for many public health services in the country and is responsible for the development of tobacco cessation services (with the state's technical support) in general hospitals, TB hospitals, regional cancer centres, teaching colleges and other institutions [1].

SMOKEFREE Electronic Cigarette Cartridge Kits

(Rs 650)



Tobacco cessation data

- 275 million adults(15 years and above) use tobacco in India. 1
- Global Adult Tobacco Survey,India,2009-2010 reports cross-sectional data having 25,175 ever tobacco users aged 21 years and above.
- Of the ever tobacco users, 10,513 (42%) made an attempt to quit, 4395(42%) were successful.

Tobacco cessation data

- Significant associations were demonstrated between male gender, increasing educational attainment
- higher asset quintiles for both those who attempted to quit and those who were successful.
- Younger age groups had higher odds of quit attempts than all except the oldest age group, but also had the lowest odds of successful quitting.²

Thank you

SMOKEFREE Electronic Cigarette Disposables (Rs 500)

