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# *State Profiles*

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## *Tobacco Harm Reduction 101*

Analysis of the vapor industry in all 50 U.S. states, including economic data, state health department findings on vaping-related lung illnesses, youth e-cigarette use, tobacco retail compliance checks, and state funding dedicated to tobacco control programs.

# Policy Tip Sheet



POLICY ANALYSIS FROM  
THE HEARTLAND INSTITUTE

## Tobacco Harm Reduction 101: Alabama

Since their introduction to the U.S. market in 2007, e-cigarettes and vaping devices—tobacco harm reduction products that are 95 percent safer than combustible cigarettes—have helped more than three million American adults quit smoking.

### 1. Economic Impact

According to the Vapor Technology Association, in 2018, the industry created 1,182 direct vaping-related jobs, including 750 retail jobs and 112 manufacturing jobs in Alabama, which generated \$32 million in wages alone.<sup>1</sup> Moreover, the industry has created hundreds of secondary jobs in the Yellowhammer State, bringing the total economic impact in 2018 to \$319,538,800. In the same year, Alabama received more than \$18 million in state taxes attributable to the vaping industry. These figures do not include sales in convenience stores, which sell vapor products including disposables and prefilled cartridges. In 2016, sales of these products in Alabama eclipsed \$9.9 million.<sup>2</sup>

### 2. State Health Department Data

As of January 2, 2020, the Alabama Department of Public Health (ADPH) has reported 13 cases of vaping-related lung illness, including one death.<sup>3</sup> Although other state health departments have provided additional patient information—including age, gender, and substances vaped—ADPH has only reported the total number of cases. This is alarming because many state health departments have already linked vaping-related lung illnesses to the use of products containing tetrahydrocannabinol (THC) and provided this information in their own updates. *The Heartland Institute gives ADPH a grade of F for information available on vaping-related lung illnesses.*

### 3. More Information Needed

The most recent report on youth e-cigarette use in Alabama is from the 2015 Youth Risk Behavior Surveillance System survey.<sup>4</sup> According to the survey, 41 percent of high school students in Alabama had ever used an electronic cigarette or vaping device in 2015, and only 2 percent of high school students reported daily use of e-cigarettes. More data is needed to understand the effects of public health campaigns on youth e-cigarette use.

### 4. Youth Sales Miniscule

From January 1, 2018 to September 30, 2019, the U.S. Food and Drug Administration (FDA) administered 5,074 tobacco age compliance inspections in Alabama, in which the agency used a minor in an attempt to purchase tobacco products.<sup>5</sup> Of those, 457, or 9 percent, resulted in a sale to a minor. Of the violations, 106 (23 percent of violations and 2 percent of all compliance checks) involved the sale of e-cigarettes or vaping devices. The number of violations involving sales of cigars and cigarettes were 224 and 118, respectively, during the same period.

### 5. Misspent Money

In 2019, Alabama received an estimated \$300.2 million in tobacco taxes and tobacco settlement payments. In the same year, the state spent only \$2.1 million, or 0.6 percent, on funding tobacco control programs, including education and prevention.<sup>6</sup> The lack of funding is notable in the state's telephone quit line, of which Alabama invests only \$1.40 per smoker, much lower than the national average of \$2.21.

### Policy Solution

Electronic cigarettes and vaping devices have proven to be tremendous tobacco harm reduction tools, helping many smokers transition away from combustible cigarettes. Despite recent fearmongering, their use is significantly safer than traditional cigarettes, as noted by numerous public health groups including the Royal College of Physicians,<sup>7</sup> Public Health England,<sup>8</sup> and the American Cancer Society.<sup>9</sup> Rather than restricting their use, and undoubtedly reducing public health gains and millions of dollars in economic output, lawmakers should dedicate existing tobacco funds on programs that actually reduce youth use.

### Key Points

- 1 Alabama's vaping industry provided more than \$319 million in economic activity in 2018 while generating 1,182 direct vaping-related jobs. Sales of disposables and prefilled cartridges in Alabama exceeded \$9.9 million in 2016.
- 2 As of December 18, 2019, ADPH has reported 13 vaping-related lung illnesses, including one death, but does not provide information on age, gender, and substances vaped. ADPH earns an F for its lack of transparency on vaping-related lung illnesses.
- 3 In 2015, only 2 percent of Alabama high school students reported daily use of vapor products. More data is needed.
- 4 Only 2 percent of FDA retail compliance checks resulted in sales of e-cigarettes to minors from January 1, 2018 to September 30, 2019.
- 5 Alabama spends very little on tobacco prevention. In 2019, Alabama dedicated only \$2.1 million on tobacco control, or 0.6 percent of what the state received in tobacco settlement payments and taxes.

# Notes

## **Tobacco Harm Reduction 101: Alabama**

### **References**

- <sup>1</sup> Vapor Technology Association, “The Economic Impact of the Vapor Industry ALABAMA,” 2019, <https://vta.guerrillaeconomics.net/reports/c21f1ff5-aad0-4f6f-93ba-7f987f82da5d?>
- <sup>2</sup> Teresa W. Wang et al., “National and State-Specific Unit Sales and Prices for Electronic Cigarettes, United States, 2012-2016,” *Preventing Chronic Disease*, Centers for Disease Control and Prevention, August 2, 2018, [https://www.cdc.gov/pcd/issues/2018/17\\_0555.htm](https://www.cdc.gov/pcd/issues/2018/17_0555.htm).
- <sup>3</sup> Alabama Department of Public Health, “Vapes and E-Cigs,” January 2, 2020, <http://www.alabamapublichealth.gov/tobacco/ecigs.html>, Accessed January 4, 2020.
- <sup>4</sup> Centers for Disease Control and Prevention, “High School Youth Risk Behavior Survey, Alabama 2015 Results,” <https://nccd.cdc.gov/youthonline/App/Results.aspx?LID=AL>.
- <sup>5</sup> U.S. Food and Drug Administration, “Compliance Check Inspections of Tobacco Product Retailers,” September 30, 2019, [https://www.accessdata.fda.gov/scripts/oce/inspections/oce\\_insp\\_searching.cfm](https://www.accessdata.fda.gov/scripts/oce/inspections/oce_insp_searching.cfm).
- <sup>6</sup> Truth Initiative, “Tobacco use in Alabama,” June 28, 2019, <https://truthinitiative.org/research-resources/smoking-region/tobacco-use-alabama-2019>.
- <sup>7</sup> Royal College of Physicians, *Nicotine without Smoke: Tobacco Harm Reduction*, April 2016, <https://www.rcplondon.ac.uk/projects/outputs/nicotinewithout-smoke-tobacco-harm-reduction-0>.
- <sup>8</sup> A. McNeill et al., “Evidence review of e-cigarettes and heated tobacco products 2018,” Public Health England, February 2018, [https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment\\_data/file/684963/Evidence\\_review\\_of\\_e-cigarettes\\_and\\_heated\\_tobacco\\_products\\_2018.pdf](https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/684963/Evidence_review_of_e-cigarettes_and_heated_tobacco_products_2018.pdf).
- <sup>9</sup> The American Cancer Society, “What Do We Know About E-Cigarettes?” June 19, 2019, <https://web.archive.org/web/20190806152535/https://www.cancer.org/cancer/cancer-causes/tobacco-and-cancer/e-cigarettes.html>.

### **For More Information, please refer to:**

#### **Tobacco Harm Reduction 101: A Guidebook for Policymakers**

<https://www.heartland.org/publications-resources/publications/latest-heartland-policy-booklet-addresses-vaping-myths>

This booklet from The Heartland Institute aims to inform key stakeholders on the much-needed information on the benefits of electronic cigarettes and vaping devices. *Tobacco Harm Reduction 101* details the history of e-cigarettes, including regulatory actions on these products. The booklet also explains the role of nicotine, addresses tax policy and debunks many of the myths associated with e-cigarettes, including assertions about “popcorn lung,” formaldehyde, and the so-called youth vaping epidemic.

Nothing in this *Policy Tip Sheet* is intended to influence the passage of legislation, and it does not necessarily represent the views of The Heartland Institute. For further information on this and other topics, visit the [Budget & Tax News](#) website, [The Heartland Institute’s website](#), and [PolicyBot](#), Heartland’s free online research database.

The Heartland Institute can send an expert to your state to testify or brief your caucus; host an event in your state; or send you further information on a topic. Please don’t hesitate to contact us if we can be of assistance! If you have any questions or comments, contact Heartland’s government relations department, at [governmentrelations@heartland.org](mailto:governmentrelations@heartland.org) or 312/377-4000.

# Policy Tip Sheet



POLICY ANALYSIS FROM  
THE HEARTLAND INSTITUTE

## Tobacco Harm Reduction 101: Alaska

Since their introduction to the U.S. market in 2007, e-cigarettes and vaping devices—tobacco harm reduction products that are 95 percent safer than combustible cigarettes—have helped more than three million American adults quit smoking.

### 1. Economic Impact

According to the Vapor Technology Association, in 2018, the industry created 196 direct vaping-related jobs, including manufacturing, retail, and wholesale jobs in Alaska, which generated \$6 million in wages alone.<sup>1</sup> Moreover, the industry has created hundreds of secondary jobs in the Last Frontier, bringing the total economic impact in 2018 to \$40,454,800. In the same year, Alaska received more than \$9 million in state taxes attributable to the vaping industry. These figures do not include sales in convenience stores, which sell vapor products including disposables and prefilled cartridges. In 2016, average national sales of these products eclipsed \$11 million.<sup>2</sup>

### 2. State Health Department Data

As of December 3, 2019, the Alaska Department of Health and Social Services (ADHSS) has reported one case of vaping-related lung illness.<sup>3</sup> The patient was in their teens and reported using a tetrahydrocannabinol (THC)-containing vapor product. *The Heartland Institute gives ADHSS a grade of A for information available on vaping-related lung illnesses.*

### 3. More Information Needed

The most recent report on youth e-cigarette use in Alaska is from the 2017 Alaska Youth Risk Behavior Survey.<sup>4</sup> According to the survey, in 2017, 15.7 percent of Alaska high school students reported using a vapor product on at least one day during the 30 days prior to the survey. This is a decrease from 17.7 percent in 2015. There is no data on frequent and/or daily e-cigarette use. More data is needed to understand the effects of public health campaigns on youth e-cigarette use.

### 4. Youth Sales Miniscule

From January 1, 2018 to September 30, 2019, the U.S. Food and Drug Administration (FDA) administered 464 tobacco age compliance inspections in Alaska, in which the agency used a minor in an attempt to purchase tobacco products.<sup>5</sup> Of those, 41, or 8 percent, resulted in a sale to a minor. Of the violations, 5 (12 percent of violations and 1 percent of all compliance checks) involved the sale of e-cigarettes or vaping devices. The number of violations involving sales of cigars and cigarettes were 2 and 34, respectively, during the same period.

### 5. Misspent Money

In 2019, Alaska received an estimated \$83.2 million in tobacco taxes and tobacco settlement payments. In the same year, the state spent only \$9.1 million, or 10 percent on funding tobacco control programs, including education and prevention.<sup>6</sup>

### Policy Solution

Electronic cigarettes and vaping devices have proven to be tremendous tobacco harm reduction tools, helping many smokers transition away from combustible cigarettes. Despite recent fearmongering, their use is significantly safer than traditional cigarettes, as noted by numerous public health groups including the Royal College of Physicians,<sup>7</sup> Public Health England,<sup>8</sup> and the American Cancer Society.<sup>9</sup> Rather than restricting their use, and undoubtedly reducing public health gains and millions of dollars in economic output, lawmakers should dedicate existing tobacco funds on programs that actually reduce youth usage.

### Key Points

1

Alaska's vaping industry provided more than \$40 million in economic activity in 2018 while generating 196 direct vaping-related jobs. The national average of sales of disposables and prefilled cartridges exceeded \$11 million in 2016.

2

As of December 3, 2019, ADHSS has reported one case of vaping-related lung illness, with the patient reporting use of a THC-containing vapor product. ADHSS earns an **A** for its reporting on vaping-related lung illnesses.

3

In 2017, 15.7 percent of Alaska high school students reported using vapor products on at least one day in the previous 30 days. There is no information on frequent and/or daily use. More data is needed.

4

Only 1 percent of FDA retail compliance checks in Alaska resulted in sales of e-cigarettes to minors from January 1, 2018 to September 30, 2019.

5

Alaska spends very little on tobacco prevention. In 2019, Alaska dedicated only \$9.1 million or 10 percent of what the state received in tobacco settlement payments and taxes.

# Notes

## **Tobacco Harm Reduction 101: Alaska**

### **References**

- <sup>1</sup> Vapor Technology Association, “The Economic Impact of the Vapor Industry ALASKA,” 2019, <https://vta.guerrillaeconomics.net/reports/8c07329b-0926-4f52-ab3a-0657a485c917?/>
- <sup>2</sup> Teresa W. Wang et al., “National and State-Specific Unit Sales and Prices for Electronic Cigarettes, United States, 2012-2016,” *Preventing Chronic Disease*, Centers for Disease Control and Prevention, August 2, 2018, [https://www.cdc.gov/pcd/issues/2018/17\\_0555.htm](https://www.cdc.gov/pcd/issues/2018/17_0555.htm).
- <sup>3</sup> Alaska Department of Health and Social Services, “Alaska reports its first case of EVALI,” December 3, 2019, [http://dhss.alaska.gov/News/Documents/press/2019/DHSS\\_PressRelease\\_AlaskaEVALIcase.pdf](http://dhss.alaska.gov/News/Documents/press/2019/DHSS_PressRelease_AlaskaEVALIcase.pdf).
- <sup>4</sup> Centers for Disease Control and Prevention, “High School YRBS Alaska 2017 Results,” 2017, <https://nccd.cdc.gov/youthonline/App/Results.aspx?LID=AK>.
- <sup>5</sup> U.S. Food and Drug Administration, “Compliance Check Inspections of Tobacco Product Retailers,” September 30, 2019, [https://www.accessdata.fda.gov/scripts/oc/inspections/oc\\_insp\\_searching.cfm](https://www.accessdata.fda.gov/scripts/oc/inspections/oc_insp_searching.cfm).
- <sup>6</sup> Truth Initiative, “Tobacco use in Alaska,” June 28, 2019, <https://truthinitiative.org/research-resources/smoking-region/tobacco-use-Alaska-2019>.
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- <sup>8</sup> A. McNeill et al., “Evidence review of e-cigarettes and heated tobacco products 2018,” Public Health England, February 2018, [https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment\\_data/file/684963/Evidence\\_review\\_of\\_e-cigarettes\\_and\\_heated\\_tobacco\\_products\\_2018.pdf](https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/684963/Evidence_review_of_e-cigarettes_and_heated_tobacco_products_2018.pdf).
- <sup>9</sup> The American Cancer Society, “What Do We Know About E-Cigarettes?” June 19, 2019, <https://web.archive.org/web/20190806152535/https://www.cancer.org/cancer/cancer-causes/tobacco-and-cancer/e-cigarettes.html>.

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This booklet from The Heartland Institute aims to inform key stakeholders on the much-needed information on the benefits of electronic cigarettes and vaping devices. *Tobacco Harm Reduction 101* details the history of e-cigarettes, including regulatory actions on these products. The booklet also explains the role of nicotine, addresses tax policy and debunks many of the myths associated with e-cigarettes, including assertions about “popcorn lung,” formaldehyde, and the so-called youth vaping epidemic.

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Since their introduction to the U.S. market in 2007, e-cigarettes and vaping devices—tobacco harm reduction products that are 95 percent safer than combustible cigarettes—have helped more than three million American adults quit smoking.

### 1. Economic Impact

According to the Vapor Technology Association, in 2018, the industry created 2,905 direct vaping-related jobs, including manufacturing, retail, and wholesale jobs in Arizona, which generated \$132 million in wages alone.<sup>1</sup> Moreover, the industry has created hundreds of secondary jobs in the Grand Canyon State, bringing the total economic impact in 2018 to \$415,136,600. In the same year, Arizona received more than \$4 million in state taxes attributable to the vaping industry. These figures do not include sales in convenience stores, which sell vapor products including disposables and prefilled cartridges. In 2016, sales of these products in Arizona eclipsed \$8 million.<sup>2</sup>

### 2. State Health Department Data

According to the Arizona Department of Health Services (ADHS), there have been 21 cases of vaping-related lung illnesses in Arizona.<sup>3</sup> ADHS notes that “[m]ost patients report a history of using [tetrahydrocannabinol] THC-containing products.” Many other state health departments have reached similar conclusions but include additional information—including age, gender, and percentage of patients reporting substances vaped—ADHS does not provide this information. *The Heartland Institute gives ADHS a grade of D for information available on vaping-related lung illnesses.*

### 3. More Information Needed

The most recent report on youth e-cigarette use in Arizona is from the 2018 Arizona Youth Survey State Report, which found that 19.9 percent of Arizona high school students reported using a vapor product at least once, in the 30 days prior to the survey.<sup>4</sup> There is no information on frequent and/or current use in the 2018 survey, but according to the 2017 Arizona Youth Risk Behavior Survey, in 2017, 16.1 percent of Arizona high school students had reported using an e-cigarette in the past 30 days, and only 3.7 percent reported daily use.<sup>5</sup> More data is needed to understand the effects of public health campaigns on youth e-cigarette use.

### 4. Youth Sales Miniscule

From January 1, 2018 to September 30, 2019, the U.S. Food and Drug Administration (FDA) administered 3,097 tobacco age compliance inspections in Arizona, in which the agency used a minor in an attempt to purchase tobacco products.<sup>6</sup> Of those, 500, or 16 percent, resulted in a sale to a minor. Of the violations, 154 (30 percent of violations and 4 percent of all compliance checks) involved the sale of e-cigarettes or vaping devices. The number of violations involving sales of cigars and cigarettes were 256 and 82, respectively, during the same period.

### 5. Misspent Money

In 2019, Arizona received an estimated \$429.5 million in tobacco taxes and tobacco settlement payments. In the same year, the state spent only \$17.3 million, or 4 percent, on funding tobacco control programs, including education and prevention.<sup>7</sup>

### Policy Solution

Electronic cigarettes and vaping devices have proven to be tremendous tobacco harm reduction tools, helping many smokers transition away from combustible cigarettes. Despite recent fearmongering, their use is significantly safer than traditional cigarettes, as noted by numerous public health groups including the Royal College of Physicians,<sup>8</sup> Public Health England,<sup>9</sup> and the American Cancer Society.<sup>10</sup> Rather than restricting their use, and undoubtedly reducing public health gains and millions of dollars in economic output, lawmakers should dedicate existing tobacco funds on programs that actually reduce youth usage.

### Key Points

- 1 Arizona’s vaping industry provided more than \$415 million in economic activity in 2018 while generating 2,905 direct vaping-related jobs. Sales of disposables and prefilled cartridges in Arizona exceeded \$8 million in 2016.
- 2 ADHS has reported 21 cases of vaping-related lung illness, with most patients reporting having vaped THC, but provides no specific details. ADHS earns a **D** for its reporting on vaping-related lung illnesses.
- 3 In 2017, only 3.7 percent of Arizona high school students reported daily e-cigarette use. More data is needed.
- 4 Only 4 percent of FDA retail compliance checks in Arizona resulted in sales of e-cigarettes to minors from January 1, 2018 to September 30, 2019.
- 5 Arizona spends very little on tobacco prevention. In 2019, Arizona dedicated only \$17.3 million on tobacco control, or 4 percent of what the state received in tobacco settlement payments and taxes.

# Notes

## **Tobacco Harm Reduction 101: Arizona**

### **References**

- <sup>1</sup> Vapor Technology Association, “The Economic Impact of the Vapor Industry ARIZONA,” 2019, <https://vta.guerrillaeconomics.net/reports/8c07329b-0926-4f52-ab3a-0657a485c917?>.
- <sup>2</sup> Teresa W. Wang et al., “National and State-Specific Unit Sales and Prices for Electronic Cigarettes, United States, 2012-2016,” *Preventing Chronic Disease*, Centers for Disease Control and Prevention, August 2, 2018, [https://www.cdc.gov/pcd/issues/2018/17\\_0555.htm](https://www.cdc.gov/pcd/issues/2018/17_0555.htm).
- <sup>3</sup> Arizona Department of Health Services, “Vaping-Related Respiratory Illness Outbreak,” <https://www.azdhs.gov/prevention/tobacco-chronic-disease/vape-outbreak/index.php>. Accessed January 14, 2020.
- <sup>4</sup> Arizona Criminal Justice Commission, “2018 Arizona Youth Survey State Report,” 2018, [https://azcjc.gov/sites/default/files/pubs/AYSReports/2018/2018\\_Arizona\\_Youth\\_Survey\\_State\\_Report.pdf](https://azcjc.gov/sites/default/files/pubs/AYSReports/2018/2018_Arizona_Youth_Survey_State_Report.pdf).
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### 1. Economic Impact

According to the Vapor Technology Association, in 2018, the industry created 553 direct vaping-related jobs, including manufacturing, retail, and wholesale jobs in Arkansas, which generated \$17 million in wages alone.<sup>1</sup> Moreover, the industry has created hundreds of secondary jobs in the Natural State, bringing the total economic impact in 2018 to \$157,333,900. In the same year, Arkansas received more than \$9 million in state taxes attributable to the vaping industry. These figures do not include sales in convenience stores, which sell vapor products including disposables and prefilled cartridges. In 2016, sales of these products in Arkansas eclipsed \$5 million.<sup>2</sup>

### 2. State Health Department Data

As of January 16, 2020, the Arkansas Department of Health (ADH) has reported eight confirmed and 14 probable cases of vaping-related lung illnesses.<sup>3</sup> Although other state health departments have provided patient information—including age, gender, and substances vaped—ADH has only reported the total number of cases. This is alarming because many state health departments have already linked vaping-related lung illnesses to the use of products containing tetrahydrocannabinol (THC) and provided this information in their own updates. *The Heartland Institute gives ADH a grade of F for information available on vaping-related lung illnesses.*

### 3. More Information Needed

The most recent report on youth e-cigarette use in Arkansas is from the 2017 Arkansas Youth Risk Behavior Survey.<sup>4</sup> According to the survey, in 2017, 86.1 percent of Arkansas high school students reported *not using* a vapor product in the 30 days prior to the survey. Further, only 1.6 percent of Arkansas high school students reported using a vapor product all 30 days prior to the survey. More data is needed to understand the effects of public health campaigns on youth e-cigarette use.

### 4. Youth Sales Miniscule

From January 1, 2018 to September 30, 2019, the U.S. Food and Drug Administration (FDA) administered 6,958 tobacco age compliance inspections in Arkansas, in which the agency used a minor in an attempt to purchase tobacco products.<sup>5</sup> Of those, 401, or 5 percent, resulted in a sale to a minor. Of the violations, 154 (38 percent of violations and 2 percent of all compliance checks) involved the sale of e-cigarettes or vaping devices. The number of violations involving sales of cigars and cigarettes were 186 and 60, respectively, during the same period.

### 5. Misspent Money

In 2019, Arkansas received an estimated \$282.7 million in tobacco taxes and tobacco settlement payments. In the same year, the state spent only \$12 million, or 4 percent, on funding tobacco control programs, including education and prevention.<sup>6</sup>

### Policy Solution

Electronic cigarettes and vaping devices have proven to be tremendous tobacco harm reduction tools, helping many smokers transition away from combustible cigarettes. Despite recent fearmongering, their use is significantly safer than traditional cigarettes, as noted by numerous public health groups including the Royal College of Physicians,<sup>7</sup> Public Health England,<sup>8</sup> and the American Cancer Society.<sup>9</sup> Rather than restricting their use, and undoubtedly reducing public health gains and millions of dollars in economic output, lawmakers should dedicate existing tobacco funds on programs that actually reduce youth usage.

### Key Points

- 1 Arkansas's vaping industry provided more than \$157 million in economic activity in 2018 while generating 553 direct vaping-related jobs. Sales of disposables and prefilled cartridges in Arkansas exceeded \$5 million in 2016.
- 2 As of January 16, 2020, ADH has reported eight confirmed and 14 probable cases of vaping-related lung illnesses. ADH does not provide information on age, gender, and substances vaped. ADH earns an F for its lack of transparency on vaping-related lung illnesses.
- 3 In 2017, only 1.6 percent of Arkansas high school students reported daily e-cigarette use. More data is needed.
- 4 Only 2 percent of FDA retail compliance checks in Arkansas resulted in sales of e-cigarettes to minors from January 1, 2018 to September 30, 2019.
- 5 Arkansas spends very little on tobacco prevention. In 2019, Arkansas dedicated only \$12 million on tobacco control, or 4 percent of what the state received in tobacco settlement payments and taxes.

# Notes

## **Tobacco Harm Reduction 101: Arkansas**

### **References**

- <sup>1</sup> Vapor Technology Association, “The Economic Impact of the Vapor Industry ARKANSAS,” 2019, <https://vta.guerrillaeconomics.net/reports/5a994b00-f58c-4542-a458-3f59aff4b250?>.
- <sup>2</sup> Teresa W. Wang et al., “National and State-Specific Unit Sales and Prices for Electronic Cigarettes, United States, 2012-2016,” *Preventing Chronic Disease*, Centers for Disease Control and Prevention, August 2, 2018, [https://www.cdc.gov/pcd/issues/2018/17\\_0555.htm](https://www.cdc.gov/pcd/issues/2018/17_0555.htm).
- <sup>3</sup> Arkansas Department of Health, “Vaping-Related Lung Illness Investigation,” January 16, 2020, <https://www.healthy.arkansas.gov/programs-services/topics/vaping-related-lung-illness>. Accessed January 19, 2020.
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- <sup>6</sup> Truth Initiative, “Tobacco use in Arkansas,” June 28, 2019, <https://truthinitiative.org/research-resources/smoking-region/tobacco-use-arkansas-2019>.
- <sup>7</sup> Royal College of Physicians, *Nicotine without Smoke: Tobacco Harm Reduction*, April 2016, <https://www.rcplondon.ac.uk/projects/outputs/nicotinewithout-smoke-tobacco-harm-reduction-0>.
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### **For More Information, please refer to:**

#### **Tobacco Harm Reduction 101: A Guidebook for Policymakers**

<https://www.heartland.org/publications-resources/publications/latest-heartland-policy-booklet-addresses-vaping-myths>

This booklet from The Heartland Institute aims to inform key stakeholders on the much-needed information on the benefits of electronic cigarettes and vaping devices. *Tobacco Harm Reduction 101* details the history of e-cigarettes, including regulatory actions on these products. The booklet also explains the role of nicotine, addresses tax policy and debunks many of the myths associated with e-cigarettes, including assertions about “popcorn lung,” formaldehyde, and the so-called youth vaping epidemic.

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# Policy Tip Sheet



POLICY ANALYSIS FROM  
THE HEARTLAND INSTITUTE

## Tobacco Harm Reduction 101: California

Since their introduction to the U.S. market in 2007, e-cigarettes and vaping devices—tobacco harm reduction products that are 95 percent safer than combustible cigarettes—have helped more than three million American adults quit smoking.

### 1. Economic Impact

According to the Vapor Technology Association, in 2018, the industry created 6,687 direct vaping-related jobs, including 2,574 retail vape store jobs and 2,574 manufacturing jobs in California, which generated \$346 million in wages alone.<sup>1</sup> Moreover, the industry has created hundreds of secondary jobs in California, bringing the total economic impact in 2018 to \$2,932,198,900. In the same year, California received more than \$183 million in state taxes attributable to the vaping industry. These figures do not include sales in convenience stores, which sell vapor products including disposables and prefilled cartridges. In 2016, sales of these products in California eclipsed \$39.9 million.<sup>2</sup>

### 2. Health Department Providing Information

As of December 23, 2019, the California Department of Public Health (CDPH) has reported 187 cases of vaping-related lung illnesses.<sup>3</sup> CDPH has provided detailed information on the cases, including age range, gender, and substances vaped. California cases age range from 14 to 70 years, with a median age of 25 years. 62 percent of cases are male. Further, 82 percent of patients reported vaping tetrahydrocannabinol (THC). *The Heartland Institute gives CDPH an A-ranking for information available on vaping-related lung illnesses*

### 3. More Information Needed

The most recent report on youth tobacco use in California comes from the California Tobacco Facts and Figures 2019.<sup>4</sup> According to those results, in 2019, 10.9 percent of California high school students reported current use of e-cigarettes, or using an e-cigarette at least once in the 30 days prior to the survey. According to the 2017 California Youth Risk Behavior Survey, only 1.9 of high school students reported using vaping products daily.<sup>5</sup> More data is needed to understand the effects of public health campaigns on youth e-cigarette use. More data is needed to understand the effects of public health campaigns on youth e-cigarette use.

### 4. Youth Sales Miniscule

Between January 1, 2018 and September 30, 2019, the U.S. Food and Drug Administration (FDA) administered 6,144 tobacco age compliance inspections in California, in which the agency used a minor in an attempt to purchase tobacco products.<sup>6</sup> Of those, only 293, or 4 percent, resulted in a sale to a minor. Of the violations, 151 (2 percent of all compliance checks) involved the sale of e-cigarettes or vaping devices. The number of violations involving sales of cigars and cigarettes were 72 and 69, respectively, during the same time period.

### 5. Misspent Money

In 2019, California received an estimated \$2.8083 billion in tobacco taxes and tobacco settlement payments. In the same year, the state spent only \$250.4 million, or 8 percent, on funding tobacco control programs, including education and prevention.<sup>7</sup> California invests \$3.14 per smoker in the state's quit line, compared to the national average of \$2.21 per smoker.

### Policy Solution

Electronic cigarettes and vaping devices have proven to be tremendous tobacco harm reduction tools, helping many smokers transition away from combustible cigarettes. Despite recent fearmongering, their use is significantly safer than traditional cigarettes, as noted by numerous public health groups including the Royal College of Physicians,<sup>8</sup> Public Health England,<sup>9</sup> and the American Cancer Society.<sup>10</sup> Rather than restricting their use, and undoubtedly reducing public health gains and millions of dollars in economic output, lawmakers should dedicate existing tobacco funds on programs that actually reduce youth usage.

### Key Points

- 1 California's vaping industry provided more than \$2.9 billion in economic activity in 2018 while generating 2,905 vaping-related jobs. Sales of disposables and prefilled cartridges in California exceeded \$9.9 million in 2016.
- 2 As of December 23, CDPH has reported 187 cases of vaping-related lung illnesses and includes information on age, gender, and substances vaped. 82 percent of California patients reported vaping THC. CDPH earns an **A-ranking** for its reporting on vaping-related lung illnesses.
- 3 In 2018, 10.9 percent of high school students reported past 30-day use of e-cigarettes and vaping devices. In 2017, only 1.9 percent of high school students reported daily use of vapor products. More data is needed.
- 4 Only 2 percent of FDA retail compliance checks resulted in sales of e-cigarettes between January 1, 2018 and September 30, 2019.
- 5 California spends very little on tobacco prevention. In 2019, California dedicated only \$250.4 million on tobacco control, or 8 percent of what the state received in tobacco settlement payments and taxes.

# Notes

## **Tobacco Harm Reduction 101: California**

### **References**

- <sup>1</sup> Vapor Technology Association, “The Economic Impact of the Vapor Industry CALIFORNIA,” 2019, <https://vta.guerrillaeconomics.net/reports/337d101d-038c-4c88-b415-d9fae567bc7d?>
- <sup>2</sup> Teresa W. Wang et al., “National and State-Specific Unit Sales and Prices for Electronic Cigarettes, United States, 2012-2016,” *Preventing Chronic Disease*, Centers for Disease Control and Prevention, August 2, 2018, [https://www.cdc.gov/pcd/issues/2018/17\\_0555.htm](https://www.cdc.gov/pcd/issues/2018/17_0555.htm).
- <sup>3</sup> California Department of Public Health, “E-cigarette, or Vaping, Product Use Associated Lung Injury (EVALI), December 23, 2019, <https://www.cdph.ca.gov/Programs/CCDPHP/Pages/EVALI-Weekly-Public-Report.aspx>. Accessed January 2, 2020.
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- <sup>5</sup> Centers for Disease Control and Prevention, “High School Youth Risk Behavior Survey, California 2017 Results,” 2017, <https://nccd.cdc.gov/youthonline/App/Results.aspx?LID=CA>.
- <sup>6</sup> U.S. Food and Drug Administration, “Compliance Check Inspections of Tobacco Product Retailers,” September 30, 2019, [https://www.accessdata.fda.gov/scripts/oce/inspections/oce\\_insp\\_searching.cfm](https://www.accessdata.fda.gov/scripts/oce/inspections/oce_insp_searching.cfm).
- <sup>7</sup> Truth Initiative, “Tobacco use in California,” June 28, 2019, <https://truthinitiative.org/research-resources/smoking-region/tobacco-use-california-2019>.
- <sup>8</sup> Royal College of Physicians, Nicotine without Smoke: Tobacco Harm Reduction, April 2016, <https://www.rcplondon.ac.uk/projects/outputs/nicotinewithout-smoke-tobacco-harm-reduction-0>.
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- <sup>10</sup> The American Cancer Society, “What Do We Know About E-Cigarettes?” June 19, 2019, <https://web.archive.org/web/20190806152535/https://www.cancer.org/cancer/cancer-causes/tobacco-and-cancer/e-cigarettes.html>.

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# Policy Tip Sheet



POLICY ANALYSIS FROM  
THE HEARTLAND INSTITUTE

## Tobacco Harm Reduction 101: Colorado

Since their introduction to the U.S. market in 2007, e-cigarettes and vaping devices—tobacco harm reduction products that are 95 percent safer than combustible cigarettes—have helped more than three million American adults quit smoking.

### 1. Economic Impact

According to the Vapor Technology Association, in 2018, the industry created 2,821 direct vaping-related jobs, including manufacturing, retail, and wholesale jobs in Colorado, which generated \$60 million in wages alone.<sup>1</sup> Moreover, the industry has created hundreds of secondary jobs in the Centennial State, bringing the total economic impact in 2018 to \$412,980,700. In the same year, Colorado received more than \$25 million in state taxes attributable to the vaping industry. These figures do not include sales in convenience stores, which sell vapor products including disposables and prefilled cartridges. In 2016, sales of these products in Colorado eclipsed \$8.7 million.<sup>2</sup>

### 2. State Health Department Data

As of January 8, 2020, the Colorado Department of Public Health and Environment (CDPHE) has reported eight cases of vaping-related lung injury.<sup>3</sup> The median age of the patients is 25 and 87.5 percent are male. Three of the patients reported vaping devices containing tetrahydrocannabinol (THC). *The Heartland Institute gives CDPHE a grade of A for information available on vaping-related lung illnesses.*

### 3. More Information Needed

The most recent report on youth e-cigarette use in Colorado is from the 2017 Healthy Kids Colorado Survey.<sup>4</sup> According to the results, in 2017, 27 percent of Colorado high school students reported using vapor products on at least one day in the 30 days prior to the survey. There is no information on frequent and/or daily use. More data is needed to understand the effects of public health campaigns on youth e-cigarette use.

### 4. Youth Sales Miniscule

From January 1, 2018 to September 30, 2019, the U.S. Food and Drug Administration (FDA) administered 7,153 tobacco age compliance inspections in Colorado, in which the agency used a minor in an attempt to purchase tobacco products.<sup>5</sup> Of those, 621 or 8 percent, resulted in a sale to a minor. Of the violations, 247 (3 percent of all compliance checks) involved the sale of e-cigarettes or vaping devices. The number of violations involving sales of cigars and cigarettes were 107 and 249, respectively, during the same period.

### 5. Misspent Money

In 2019, Colorado received an estimated \$286.3 million in tobacco taxes and tobacco settlement payments. In the same year, the state spent only \$23.6 million, or 8 percent on funding tobacco control programs, including education and prevention.<sup>6</sup>

### Policy Solution

Electronic cigarettes and vaping devices have proven to be tremendous tobacco harm reduction tools, helping many smokers transition away from combustible cigarettes. Despite recent fearmongering, their use is significantly safer than traditional cigarettes, as noted by numerous public health groups including the Royal College of Physicians,<sup>7</sup> Public Health England,<sup>8</sup> and the American Cancer Society.<sup>9</sup> Rather than restricting their use, and undoubtedly reducing public health gains and millions of dollars in economic output, lawmakers should dedicate existing tobacco funds on programs that actually reduce youth usage.

### Key Points

- 1 Colorado's vaping industry provided more than \$412 million in economic activity in 2018 while generating 2,821 direct vaping-related jobs. Sales of disposables and prefilled cartridges in Colorado exceeded \$8.7 million in 2016.
- 2 As of January 8, 2020, CDPHE has reported eight cases of vaping-related lung illness. CDPHE noted that three of the patients reported vaping THC. CDPHE earns an **A** for its reporting on vaping-related lung illnesses.
- 3 In 2017, 27 percent of Colorado high school students reported using vapor products at least once in the 30 days prior to the survey. There is no information on frequent and/or daily use. More data is needed.
- 4 Only 3 percent of FDA retail compliance checks resulted in sales of e-cigarettes to minors from January 1, 2018 to September 30, 2019.
- 5 Colorado spends very little on tobacco prevention. In 2019, Colorado dedicated only \$23.6 million on tobacco control, or 8 percent of what the state received in tobacco settlement payments and taxes.

# Notes

## **Tobacco Harm Reduction 101: Colorado**

### **References**

- <sup>1</sup> Vapor Technology Association, “The Economic Impact of the Vapor Industry MISSISSIPPI,” 2019, <https://vta.guerrillaeconomics.net/reports/a456da69-1c66-4988-856e-3fe2807c445e?>.
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- <sup>5</sup> U.S. Food and Drug Administration, “Compliance Check Inspections of Tobacco Product Retailers,” September 30, 2019, [https://www.accessdata.fda.gov/scripts/oc/inspections/oc\\_insp\\_searching.cfm](https://www.accessdata.fda.gov/scripts/oc/inspections/oc_insp_searching.cfm).
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# Policy Tip Sheet



POLICY ANALYSIS FROM  
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## Tobacco Harm Reduction 101: Connecticut

Since their introduction to the U.S. market in 2007, e-cigarettes and vaping devices—tobacco harm reduction products that are 95 percent safer than combustible cigarettes—have helped more than three million American adults quit smoking.

### 1. Economic Impact

According to the Vapor Technology Association, in 2018, the industry created 478 direct vaping-related jobs, including manufacturing, retail, and wholesale jobs in Connecticut, which generated \$93 million in wages alone.<sup>1</sup> Moreover, the industry has created hundreds of secondary jobs in the Constitution State, bringing the total economic impact in 2018 to \$341,672,900. In the same year, Connecticut received more than \$19 million in state taxes attributable to the vaping industry. These figures do not include sales in convenience stores, which sell vapor products including disposables and prefilled cartridges. In 2016, sales of these products in Connecticut eclipsed \$3.5 million.<sup>2</sup>

### 2. State Health Department Data

As of December 16, 2019, the Connecticut Department of Public Health (CDPH) has reported 46 cases of vaping-related lung illnesses, including one death.<sup>3</sup> CDPH provides age groupings of patients, reporting that 24 of the 46 patients are over the age of 25. CDPH offers no information on gender or substances vaped in recent reports. Interestingly, on September 19, 2019, the agency noted that nine of 11 patients with vaping-related lung illnesses reported using vapor containing tetrahydrocannabinol (THC), the same substance other state health departments are linking vaping-related lung illnesses to. *The Heartland Institute gives CDPH a grade of D for information available on vaping-related lung illnesses.*

### 3. More Information Needed

The most recent report on youth e-cigarette use in Connecticut is from the 2017 Youth Tobacco Survey.<sup>4</sup> According to the survey, in 2017, 19.2 percent of Connecticut 10th and 12th graders reported using a vapor product on 20 or more days in the 30 days prior to the survey. Moreover, 41.6 percent of high school students reported using a vapor product because their friend and/or family member used them, and only 23.9 percent cited “flavors” as a reason for e-cigarette use. More data is needed to understand the effects of public health campaigns on youth e-cigarette use.

### 4. Youth Sales Miniscule

From January 1, 2018 to September 30, 2019, the U.S. Food and Drug Administration (FDA) administered 6,718 tobacco age compliance inspections in Connecticut, in which the agency used a minor in an attempt to purchase tobacco products.<sup>5</sup> Of those, 744, or 11 percent, resulted in a sale to a minor. Of the violations, 278 (37 percent of violations and 4 percent of all compliance checks) involved the sale of e-cigarettes or vaping devices. The number of violations involving sales of cigars and cigarettes were 264 and 187, respectively, during the same period.

### 5. Misspent Money

In 2019, Connecticut received an estimated \$459.6 million in tobacco taxes and tobacco settlement payments. In the same year, the state spent \$0 on funding tobacco control programs, including education and prevention.<sup>6</sup> The lack of funding is most notable in the state’s telephone quit line, of which Connecticut spends \$0.15 per smoker, significantly lower than the national average of \$2.21.

### Policy Solution

Electronic cigarettes and vaping devices have proven to be tremendous tobacco harm reduction tools, helping many smokers transition away from combustible cigarettes. Despite recent fearmongering, their use is significantly safer than traditional cigarettes, as noted by numerous public health groups including the Royal College of Physicians,<sup>7</sup> Public Health England,<sup>8</sup> and the American Cancer Society.<sup>9</sup> Rather than restricting their use, and undoubtedly reducing public health gains and millions of dollars in economic output, lawmakers should dedicate existing tobacco funds on programs that actually reduce youth usage.

### Key Points

1

Connecticut’s vaping industry provided more than \$341 million in economic activity in 2018 while generating 478 direct vaping-related jobs. Sales of disposables and prefilled cartridges in Connecticut exceeded \$3.5 million in 2016.

2

As of January 17, 2020, CDPH has reported 46 cases of vaping-related lung illnesses, including one death. CDPH deserves a **D** for its transparency on vaping-related lung illnesses.

3

In 2017, only 23.9 percent of Connecticut high school students cited flavors as a reason for e-cigarette use. More data is needed.

4

Only 4 percent of FDA retail compliance checks in Connecticut resulted in sales of e-cigarettes to minors from January 1, 2018 to September 30, 2019.

5

Connecticut spends very little on tobacco prevention. In 2019, Connecticut dedicated \$0 to tobacco control programs including education and prevention, despite receiving \$459.6 million in tobacco settlement payments and taxes in the same year.

# Notes

## **Tobacco Harm Reduction 101: Connecticut**

### **References**

- <sup>1</sup> Vapor Technology Association, “The Economic Impact of the Vapor Industry CONNECTICUT,” 2019, <https://vta.guerrillaeconomics.net/reports/0103d27f-cba2-4173-9511-d944f48a0869?>
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- <sup>4</sup> Connecticut Department of Public Health, “Connecticut Youth Tobacco Survey Results,” 2017, <https://portal.ct.gov/-/media/Departments-and-Agencies/DPH/dph/hems/tobacco/PDF/2017-CT-Youth-Tobacco-Survey-Results.pdf?la=en>.
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# Policy Tip Sheet



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THE HEARTLAND INSTITUTE

## Tobacco Harm Reduction 101: Delaware

Since their introduction to the U.S. market in 2007, e-cigarettes and vaping devices—tobacco harm reduction products that are 95 percent safer than combustible cigarettes—have helped more than three million American adults quit smoking.

### 1. Economic Impact

According to the Vapor Technology Association, in 2018, the industry created 164 direct vaping-related jobs, including manufacturing, retail, and wholesale jobs in Delaware, which generated \$6 million in wages alone.<sup>1</sup> Moreover, the industry has created hundreds of secondary jobs in the First State, bringing the total economic impact in 2018 to \$57,114,800. In the same year, Delaware received more than \$2 million in state taxes attributable to the vaping industry. These figures do not include sales in convenience stores, which sell vapor products including disposables and prefilled cartridges. In 2016, sales of these products in Delaware eclipsed \$1.5 million.<sup>2</sup>

### 2. State Health Department Data

As of January 7, 2020, the Delaware Division of Public Health (DDPH) has reported 19 cases of vaping-related lung illnesses in Delaware, including one death.<sup>3</sup> The age of patients ranges from 15 to 65 years-old, with a median age of 28 years old, and 12 of the 19 patients are male. Further, 13 of the patients report using a vaping product containing tetrahydrocannabinol (THC). *The Heartland Institute gives DDPH a grade of A for information available on vaping-related lung illnesses.*

### 3. More Information Needed

The most recent report on youth e-cigarette use in Delaware is from the 2017 Delaware Youth Risk Behavior Survey.<sup>4</sup> According to the survey, in 2017, 13.6 percent of Delaware high school students reported using a vapor product at least once, in the 30 days prior to the survey.<sup>5</sup> Only 1.9 percent of Delaware high school students reported daily e-cigarette use in 2017. More data is needed to understand the effects of public health campaigns on youth e-cigarette use.

### 4. Youth Sales Miniscule

From January 1, 2018 to September 30, 2019, the U.S. Food and Drug Administration (FDA) administered 1,757 tobacco age compliance inspections in Delaware, in which the agency used a minor in an attempt to purchase tobacco products.<sup>6</sup> Of those, 375, or 21 percent, resulted in a sale to a minor. Of the violations, 39 (10 percent of violations and 2 percent of all compliance checks) involved the sale of e-cigarettes or vaping devices. The number of violations involving sales of cigars and cigarettes were 194 and 110, respectively, during the same period.

### 5. Misspent Money

In 2019, Delaware received an estimated \$154.7 million in tobacco taxes and tobacco settlement payments. In the same year, the state spent only \$6.3 million, or 4 percent, on funding tobacco control programs, including education and prevention.<sup>7</sup>

### Policy Solution

Electronic cigarettes and vaping devices have proven to be tremendous tobacco harm reduction tools, helping many smokers transition away from combustible cigarettes. Despite recent fearmongering, their use is significantly safer than traditional cigarettes, as noted by numerous public health groups including the Royal College of Physicians,<sup>8</sup> Public Health England,<sup>9</sup> and the American Cancer Society.<sup>10</sup> Rather than restricting their use, and undoubtedly reducing public health gains and millions of dollars in economic output, lawmakers should dedicate existing tobacco funds on programs that actually reduce youth usage.

### Key Points

- 1 Delaware's vaping industry provided more than \$57 million in economic activity in 2018 while generating 164 direct vaping-related jobs. Sales of disposables and prefilled cartridges in Delaware exceeded \$1.5 million in 2016.
- 2 As of January 7, 2020, DDPH has reported 19 cases of vaping-related lung illnesses, including one death, and 13 of the 19 patients report using a THC-containing vaping device. DDPH earns an A for its reporting on vaping-related lung illnesses.
- 3 In 2017, only 1.9 percent of Delaware high school students reported daily e-cigarette use. More data is needed.
- 4 Only 2 percent of FDA retail compliance checks in Delaware resulted in sales of e-cigarettes to minors from January 1, 2018 to September 30, 2019.
- 5 Delaware spends very little on tobacco prevention. In 2019, Delaware dedicated only \$6.3 million on tobacco control, or 4 percent of what the state received in tobacco settlement payments and taxes.

# Notes

## **Tobacco Harm Reduction 101: Delaware**

### **References**

- <sup>1</sup> Vapor Technology Association, “The Economic Impact of the Vapor Industry DELAWARE,” 2019, <https://vta.guerrillaeconomics.net/reports/8c07329b-0926-4f52-ab3a-0657a485c917?>.
- <sup>2</sup> Teresa W. Wang et al., “National and State-Specific Unit Sales and Prices for Electronic Cigarettes, United States, 2012-2016,” *Preventing Chronic Disease*, Centers for Disease Control and Prevention, August 2, 2018, [https://www.cdc.gov/pcd/issues/2018/17\\_0555.htm](https://www.cdc.gov/pcd/issues/2018/17_0555.htm).
- <sup>3</sup> Delaware Division of Public Health, “DE Outbreak of Lung Injury Associated with E-Cigarette Use, or Vaping,” January 7, 2020, <https://www.dhss.delaware.gov/dhss/dph/lunginjury.html>. Accessed January 14, 2020.
- <sup>4</sup> Centers for Disease Control and Prevention, “High School YRBS Delaware 2017 Results,” 2017, <https://nccd.cdc.gov/youthonline/App/Results.aspx?LID=DE>.
- <sup>5</sup> Delaware Criminal Justice Commission, “2018 Delaware Youth Survey State Report,” 2018, [https://azcjc.gov/sites/default/files/pubs/AYSReports/2018/2018\\_Delaware\\_Youth\\_Survey\\_State\\_Report.pdf](https://azcjc.gov/sites/default/files/pubs/AYSReports/2018/2018_Delaware_Youth_Survey_State_Report.pdf).
- <sup>6</sup> U.S. Food and Drug Administration, “Compliance Check Inspections of Tobacco Product Retailers,” September 30, 2019, [https://www.accessdata.fda.gov/scripts/oc/inspections/oc\\_insp\\_searching.cfm](https://www.accessdata.fda.gov/scripts/oc/inspections/oc_insp_searching.cfm).
- <sup>7</sup> Truth Initiative, “Tobacco use in Delaware,” June 28, 2019, <https://truthinitiative.org/research-resources/smoking-region/tobacco-use-delaware-2019>.
- <sup>8</sup> Royal College of Physicians, Nicotine without Smoke: Tobacco Harm Reduction, April 2016, <https://www.rcplondon.ac.uk/projects/outputs/nicotinewithout-smoke-tobacco-harm-reduction-0>.
- <sup>9</sup> A. McNeill et al., “Evidence review of e-cigarettes and heated tobacco products 2018,” Public Health England, February 2018, [https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment\\_data/file/684963/Evidence\\_review\\_of\\_e-cigarettes\\_and\\_heated\\_tobacco\\_products\\_2018.pdf](https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/684963/Evidence_review_of_e-cigarettes_and_heated_tobacco_products_2018.pdf).
- <sup>10</sup> The American Cancer Society, “What Do We Know About E-Cigarettes?” June 19, 2019, <https://web.archive.org/web/20190806152535/https://www.cancer.org/cancer/cancer-causes/tobacco-and-cancer/e-cigarettes.html>.

### **For More Information, please refer to:**

#### **Tobacco Harm Reduction 101: A Guidebook for Policymakers**

<https://www.heartland.org/publications-resources/publications/latest-heartland-policy-booklet-addresses-vaping-myths>

This booklet from The Heartland Institute aims to inform key stakeholders on the much-needed information on the benefits of electronic cigarettes and vaping devices. *Tobacco Harm Reduction 101* details the history of e-cigarettes, including regulatory actions on these products. The booklet also explains the role of nicotine, addresses tax policy and debunks many of the myths associated with e-cigarettes, including assertions about “popcorn lung,” formaldehyde, and the so-called youth vaping epidemic.

Nothing in this *Policy Tip Sheet* is intended to influence the passage of legislation, and it does not necessarily represent the views of The Heartland Institute. For further information on this and other topics, visit the *Budget & Tax News* website, [The Heartland Institute’s website](#), and *PolicyBot*, Heartland’s free online research database.

The Heartland Institute can send an expert to your state to testify or brief your caucus; host an event in your state; or send you further information on a topic. Please don’t hesitate to contact us if we can be of assistance! If you have any questions or comments, contact Heartland’s government relations department, at [governmentsrelations@heartland.org](mailto:governmentsrelations@heartland.org) or 312/377-4000.

# Policy Tip Sheet



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## Tobacco Harm Reduction 101: Florida

Since their introduction to the U.S. market in 2007, e-cigarettes and vaping devices—tobacco harm reduction products that are 95 percent safer than combustible cigarettes—have helped more than three million American adults quit smoking.

### 1. Economic Impact

According to the Vapor Technology Association, in 2018, the industry created 5,353 direct vaping-related jobs, including manufacturing, retail, and wholesale jobs in Florida, which generated \$198 million in wages alone.<sup>1</sup> Moreover, the industry has created hundreds of secondary jobs in the Sunshine State, bringing the total economic impact in 2018 to \$1,479,220,800. In the same year, Florida received more than \$82 million in state taxes attributable to the vaping industry. These figures do not include sales in convenience stores, which sell vapor products including disposables and prefilled cartridges. In 2016, sales of these products in Florida eclipsed \$41.7 million.<sup>2</sup>

### 2. State Health Department Data

As of January 7, 2020, the Florida Department of Health (FDH) has reported 110 cases of vaping-related lung illness, including two deaths.<sup>3</sup> Although other state health departments have provided additional patient information—including age, gender, and substances vaped—FDH has only reported the total number of cases. This is alarming because many state health departments have already linked vaping-related lung illnesses to the use of products containing tetrahydrocannabinol (THC) and provided this information in their own updates. *The Heartland Institute gives FDH a grade of F for information available on vaping-related lung illnesses.*

### 3. More Information Needed

The most recent report on youth e-cigarette use in Florida is from the 2019 Florida Youth Tobacco Survey, which found that in 2019, 25.6 percent of Florida high school students reported using a vapor product at least once, in the 30 days prior to the survey.<sup>4</sup> There is no information on frequent and/or current use in the 2019 survey. More data is needed to understand the effects of public health campaigns on youth e-cigarette use.

### 4. Youth Sales Miniscule

From January 1, 2018 to September 30, 2019, the U.S. Food and Drug Administration (FDA) administered 19,354 tobacco age compliance inspections in Florida, in which the agency used a minor in an attempt to purchase tobacco products.<sup>5</sup> Of those, 3,703 or 19 percent, resulted in a sale to a minor. Of the violations, 648 (17 percent of violations and 3 percent of all compliance checks) involved the sale of e-cigarettes or vaping devices. The number of violations involving sales of cigars and cigarettes were 1,860 and 1,161, respectively, during the same period.

### 5. Misspent Money

In 2019, Florida received an estimated \$1.5347 billion in tobacco taxes and tobacco settlement payments. In the same year, the state spent only \$70.4 million, or 4 percent, on funding tobacco control programs, including education and prevention.<sup>6</sup>

### Policy Solution

Electronic cigarettes and vaping devices have proven to be tremendous tobacco harm reduction tools, helping many smokers transition away from combustible cigarettes. Despite recent fearmongering, their use is significantly safer than traditional cigarettes, as noted by numerous public health groups including the Royal College of Physicians,<sup>7</sup> Public Health England,<sup>8</sup> and the American Cancer Society.<sup>9</sup> Rather than restricting their use, and undoubtedly reducing public health gains and millions of dollars in economic output, lawmakers should dedicate existing tobacco funds on programs that actually reduce youth usage.

### Key Points

- 1 Florida's vaping industry provided more than \$1.5 billion in economic activity in 2018 while generating 5,353 direct vaping-related jobs. Sales of disposables and prefilled cartridges in Florida exceeded \$41.7 million in 2016.
- 2 As of January 7, 2020, FDH has reported 110 cases of vaping-related lung illness, including two deaths. FDH does not provide information on age, gender, and substances vaped. FDH earns an F for its lack of transparency on vaping-related lung illnesses.
- 3 In 2019, 25.6 percent of Florida high school students reported using vapor products on at least one day in the previous 30 days. There is no information on frequent and/or daily e-cigarette use. More data is needed.
- 4 Only 3 percent of FDA retail compliance checks in Florida resulted in sales of e-cigarettes to minors from January 1, 2018 to September 30, 2019.
- 5 Florida spends very little on tobacco prevention. In 2019, Florida dedicated only \$70.4 million on tobacco control, or 4 percent of what the state received in tobacco settlement payments and taxes.

# Notes

## **Tobacco Harm Reduction 101: Florida**

### **References**

- <sup>1</sup> Vapor Technology Association, “The Economic Impact of the Vapor Industry FLORIDA,” 2019, <https://vta.guerrillaeconomics.net/reports/db0f6ab4-dc23-4fe4-acfe-3212ea3a0efc?/>
- <sup>2</sup> Teresa W. Wang et al., “National and State-Specific Unit Sales and Prices for Electronic Cigarettes, United States, 2012-2016,” *Preventing Chronic Disease*, Centers for Disease Control and Prevention, August 2, 2018, [https://www.cdc.gov/pcd/issues/2018/17\\_0555.htm](https://www.cdc.gov/pcd/issues/2018/17_0555.htm).
- <sup>3</sup> Florida Department of Health, “E-cigarette or Vaping Product Use Associated Lung Injury (EVALI) – Florida,” January 7, 2020, [http://www.flhealthcharts.com/ChartsReports/rdPage.aspx?rdReport=ChartsProfiles.LungInjuryE-CigaretteUse&utm\\_source=flhealth.gov&utm\\_medium=text-link&utm\\_campaign=vaping&utm\\_term=outbreak+of+lung+injury+associated+with+e-cigarette+use++vaping+pr&utm\\_content=press\\_release](http://www.flhealthcharts.com/ChartsReports/rdPage.aspx?rdReport=ChartsProfiles.LungInjuryE-CigaretteUse&utm_source=flhealth.gov&utm_medium=text-link&utm_campaign=vaping&utm_term=outbreak+of+lung+injury+associated+with+e-cigarette+use++vaping+pr&utm_content=press_release). Accessed January 14, 2020.
- <sup>4</sup> Florida Department of Health, “Florida Youth Survey,” 2019, [http://www.floridahealth.gov/statistics-and-data/survey-data/florida-youth-survey/florida-youth-tobacco-survey/\\_documents/2019-fyts-tables.pdf](http://www.floridahealth.gov/statistics-and-data/survey-data/florida-youth-survey/florida-youth-tobacco-survey/_documents/2019-fyts-tables.pdf).
- <sup>5</sup> U.S. Food and Drug Administration, “Compliance Check Inspections of Tobacco Product Retailers,” September 30, 2019, [https://www.accessdata.fda.gov/scripts/oc/inspections/oc\\_insp\\_searching.cfm](https://www.accessdata.fda.gov/scripts/oc/inspections/oc_insp_searching.cfm).
- <sup>6</sup> Truth Initiative, “Tobacco use in Florida,” June 28, 2019, <https://truthinitiative.org/research-resources/smoking-region/tobacco-use-florida-2019>.
- <sup>7</sup> Royal College of Physicians, *Nicotine without Smoke: Tobacco Harm Reduction*, April 2016, <https://www.rcplondon.ac.uk/projects/outputs/nicotinewithout-smoke-tobacco-harm-reduction-0>.
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- <sup>9</sup> The American Cancer Society, “What Do We Know About E-Cigarettes?” June 19, 2019, <https://web.archive.org/web/20190806152535/https://www.cancer.org/cancer/cancer-causes/tobacco-and-cancer/e-cigarettes.html>.

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# Policy Tip Sheet



POLICY ANALYSIS FROM  
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## Tobacco Harm Reduction 101: Georgia

Since their introduction to the U.S. market in 2007, e-cigarettes and vaping devices—tobacco harm reduction products that are 95 percent safer than combustible cigarettes—have helped more than three million American adults quit smoking.

### 1. Economic Impact

According to the Vapor Technology Association, in 2018, the industry created 2,532 direct vaping-related jobs, including manufacturing, retail, and wholesale jobs in Georgia, which generated \$87 million in wages alone.<sup>1</sup> Moreover, the industry has created hundreds of secondary jobs in the Peach State, bringing the total economic impact in 2018 to \$644,293,500. In the same year, Georgia received more than \$38 million in state taxes attributable to the vaping industry. These figures do not include sales in convenience stores, which sell vapor products including disposables and prefilled cartridges. In 2016, sales of these products in Georgia eclipsed \$18.8 million.<sup>2</sup>

### 2. State Health Department Data

As of January 10, 2020, the Georgia Department of Public Health (GDPH) has reported 40 cases of vaping-related lung illnesses in Georgia, including five deaths.<sup>3</sup> The age of patients ranges from 14 to 68 years-old, with a median age of 32 years old, and 61 percent of the patients are male. GDPH notes patients report using nicotine, tetrahydrocannabinol (THC), and cannabidiol (CBD), but does not offer specific case counts. *The Heartland Institute gives GDPH a grade of C for information available on vaping-related lung illnesses.*

### 3. More Information Needed

The most recent report on youth e-cigarette use in Georgia is from the 2018 Georgia Youth Tobacco Surveillance Report.<sup>4</sup> According to the survey, in 2018, 12.7 percent of Georgia high school students reported using a vapor product at least once, in the 30 days prior to the survey. Only 3.4 percent of Georgia high school students reported daily e-cigarette use in 2018. More data is needed to understand the effects of public health campaigns on youth e-cigarette use.

### 4. Youth Sales Miniscule

From January 1, 2018 to September 30, 2019, the U.S. Food and Drug Administration (FDA) administered 5,749 tobacco age compliance inspections in Georgia, in which the agency used a minor in an attempt to purchase tobacco products.<sup>5</sup> Of those, 213, or 3 percent, resulted in a sale to a minor. Of the violations, 76 (35 percent of violations and 1 percent of all compliance checks) involved the sale of e-cigarettes or vaping devices. The number of violations involving sales of cigars and cigarettes were 109 and 27, respectively, during the same period.

### 5. Misspent Money

In 2019, Georgia received an estimated \$393.3 million in tobacco taxes and tobacco settlement payments. In the same year, the state spent only \$750,000, or less than 1 percent on funding tobacco control programs, including education and prevention.<sup>6</sup> The lack of funding is most notable in the state's telephone quit line, of which Georgia invests only \$1.06 per smoker, lower than the national average of \$2.21.

### Policy Solution

Electronic cigarettes and vaping devices have proven to be tremendous tobacco harm reduction tools, helping many smokers transition away from combustible cigarettes. Despite recent fearmongering, their use is significantly safer than traditional cigarettes, as noted by numerous public health groups including the Royal College of Physicians,<sup>7</sup> Public Health England,<sup>8</sup> and the American Cancer Society.<sup>9</sup> Rather than restricting their use, and undoubtedly reducing public health gains and millions of dollars in economic output, lawmakers should dedicate existing tobacco funds on programs that actually reduce youth usage.

### Key Points

1

Georgia's vaping industry provided more than \$644 million in economic activity in 2018 while generating 2,532 direct vaping-related jobs. Sales of disposables and prefilled cartridges in Georgia exceeded \$18.8 million in 2016.

2

As of January 10, 2020, GDPH has reported 40 cases of vaping-related lung illnesses, including five deaths. GDPH notes patients report using THC and CBD, but does not give official case counts. GDPH earns a C for its reporting on vaping-related lung illnesses.

3

In 2018, only 3.4 percent of Georgia high school students reported daily e-cigarette use. More data is needed.

4

Only 1 percent of FDA retail compliance checks in Georgia resulted in sales of e-cigarettes to minors from January 1, 2018 to September 30, 2019.

5

Georgia spends very little on tobacco prevention. In 2019, Georgia dedicated only \$750,000 on tobacco control, or less than 1 percent of what the state received in tobacco settlement payments and taxes.

# Notes

## **Tobacco Harm Reduction 101: Georgia**

### **References**

- <sup>1</sup> Vapor Technology Association, “The Economic Impact of the Vapor Industry GEORGIA,” 2019, <https://vta.guerrillaeconomics.net/reports/1f5d0d89-5b93-4d32-806c-0cd4335f64e6?>.
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- <sup>3</sup> Georgia Department of Public Health, “Severe Lung Disease among People Who Reported Vaping,” January 10, 2020, <https://dph.georgia.gov/vapinglunginjury>. Accessed January 14, 2020.
- <sup>4</sup> Georgia Tobacco Use Prevention Program, “2018 Georgia Youth Tobacco Surveillance Report,” July 2018, <https://dph.georgia.gov/sites/dph.georgia.gov/files/2018%20Georgia%20Youth%20Tobacco%20Surveillance%20Report.pdf>.
- <sup>5</sup> U.S. Food and Drug Administration, “Compliance Check Inspections of Tobacco Product Retailers,” September 30, 2019, [https://www.accessdata.fda.gov/scripts/oc/inspections/oc\\_insp\\_searching.cfm](https://www.accessdata.fda.gov/scripts/oc/inspections/oc_insp_searching.cfm).
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# Policy Tip Sheet



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### 1. Economic Impact

According to the Vapor Technology Association, in 2018, the industry created 451 direct vaping-related jobs, including manufacturing, retail, and wholesale jobs in Hawaii, which generated \$18 million in wages alone.<sup>1</sup> Moreover, the industry has created hundreds of secondary jobs in the Aloha State, bringing the total economic impact in 2018 to \$100,745,600. In the same year, Hawaii received more than \$9 million in state taxes attributable to the vaping industry. These figures do not include sales in convenience stores, which sell vapor products including disposables and prefilled cartridges. In 2016, average national sales of these products eclipsed \$11 million.<sup>2</sup>

### 2. State Health Department Data

As of November 13, 2019, the Hawaii Department of Health (HDH) has reported four cases of vaping-related lung illnesses.<sup>3</sup> HDH notes that two of the patients are adults and “two are adolescents.” There is no further information on gender and/or substances vaped. This is alarming because many state health departments have already linked vaping-related lung illnesses to the use of products containing tetrahydrocannabinol (THC) and provided this information in their own updates. *The Heartland Institute gives HDH a grade of D for information available on vaping-related lung illnesses.*

### 3. More Information Needed

The most recent report on youth e-cigarette use in Hawaii is from the 2017 Hawai'i Youth Tobacco Survey.<sup>4</sup> According to the survey, in 2017, 20.9 percent of Hawaii high school students reported using a vapor product at least once, in the 30 days prior to the survey. There is no information on frequent and/or daily use. Only 26.4 percent of Hawaii high school students reported “flavors” as a reason for using e-cigarettes. Further, in 2017, 80.6 percent of Hawaii high school students believed “all e-cigarettes are dangerous.” More data is needed to understand the effects of public health campaigns on youth e-cigarette use.

### 4. Youth Sales Miniscule

From January 1, 2018 to September 30, 2019, the U.S. Food and Drug Administration (FDA) administered 615 tobacco age compliance inspections in Hawaii, in which the agency used a minor in an attempt to purchase tobacco products.<sup>5</sup> Of those, 26, or 4 percent, resulted in a sale to a minor. Of the violations, 9 (34 percent of violations and 1 percent of all compliance checks) involved the sale of e-cigarettes or vaping devices. The number of violations involving sales of cigars and cigarettes were 2 and 15, respectively, during the same period.

### 5. Misspent Money

In 2019, Hawaii received an estimated \$160.3 million in tobacco taxes and tobacco settlement payments. In the same year, the state spent only \$4.5 million, or 2 percent on funding tobacco control programs, including education and prevention.<sup>6</sup>

### Policy Solution

Electronic cigarettes and vaping devices have proven to be tremendous tobacco harm reduction tools, helping many smokers transition away from combustible cigarettes. Despite recent fearmongering, their use is significantly safer than traditional cigarettes, as noted by numerous public health groups including the Royal College of Physicians,<sup>7</sup> Public Health England,<sup>8</sup> and the American Cancer Society.<sup>9</sup> Rather than restricting their use, and undoubtedly reducing public health gains and millions of dollars in economic output, lawmakers should dedicate existing tobacco funds on programs that actually reduce youth usage.

### Key Points

1

Hawaii's vaping industry provided more than \$100 million in economic activity in 2018 while generating 451 direct vaping-related jobs. The national average of sales of disposables and prefilled cartridges exceeded \$11 million in 2016.

2

As of November 13, 2019, HDH has reported four cases of vaping-related lung illnesses. HDH notes two of the patients are adolescents and two are adults and offers no other information. HDH earns a **D** for its reporting on vaping-related lung illnesses.

3

In 2018, 20.9 percent of Hawaii high school students reported using vapor products on at least one day in the previous 30 days. Only 26.4 percent of Hawaii high school students cited flavors as a reason for e-cigarette use. More data is needed.

4

Only 1 percent of FDA retail compliance checks in Hawaii resulted in sales of e-cigarettes to minors from January 1, 2018 to September 30, 2019.

5

Hawaii spends very little on tobacco prevention. In 2019, Hawaii dedicated only \$4.5 million or 2 percent of what the state received in tobacco settlement payments and taxes.

# Notes

## **Tobacco Harm Reduction 101: Hawaii**

### **References**

- <sup>1</sup> Vapor Technology Association, “The Economic Impact of the Vapor Industry HAWAII,” 2019, <https://vta.guerrillaeconomics.net/reports/9aa96bb8-b7c8-4100-9611-f0acc6612e31?>
- <sup>2</sup> Teresa W. Wang et al., “National and State-Specific Unit Sales and Prices for Electronic Cigarettes, United States, 2012-2016,” *Preventing Chronic Disease*, Centers for Disease Control and Prevention, August 2, 2018, [https://www.cdc.gov/pcd/issues/2018/17\\_0555.htm](https://www.cdc.gov/pcd/issues/2018/17_0555.htm).
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- <sup>4</sup> Lance Ching, Ph.D., et al., “Data Highlights from the 2017 Hawai‘i Youth Tobacco Survey,” Hawai‘i State Department of Health, June 29, 2018, [http://www.hawaiihealthmatters.org/content/sites/hawaii/YTS\\_2017\\_Report.pdf](http://www.hawaiihealthmatters.org/content/sites/hawaii/YTS_2017_Report.pdf).
- <sup>5</sup> U.S. Food and Drug Administration, “Compliance Check Inspections of Tobacco Product Retailers,” September 30, 2019, [https://www.accessdata.fda.gov/scripts/oc/inspections/oc\\_insp\\_searching.cfm](https://www.accessdata.fda.gov/scripts/oc/inspections/oc_insp_searching.cfm).
- <sup>6</sup> Truth Initiative, “Tobacco use in Hawaii,” June 28, 2019, <https://truthinitiative.org/research-resources/smoking-region/tobacco-use-hawaii-2019>.
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- <sup>9</sup> The American Cancer Society, “What Do We Know About E-Cigarettes?” June 19, 2019, <https://web.archive.org/web/20190806152535/https://www.cancer.org/cancer/cancer-causes/tobacco-and-cancer/e-cigarettes.html>.

### **For More Information, please refer to:**

#### **Tobacco Harm Reduction 101: A Guidebook for Policymakers**

<https://www.heartland.org/publications-resources/publications/latest-heartland-policy-booklet-addresses-vaping-myths>

This booklet from The Heartland Institute aims to inform key stakeholders on the much-needed information on the benefits of electronic cigarettes and vaping devices. *Tobacco Harm Reduction 101* details the history of e-cigarettes, including regulatory actions on these products. The booklet also explains the role of nicotine, addresses tax policy and debunks many of the myths associated with e-cigarettes, including assertions about “popcorn lung,” formaldehyde, and the so-called youth vaping epidemic.

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# Policy Tip Sheet



POLICY ANALYSIS FROM  
THE HEARTLAND INSTITUTE

## Tobacco Harm Reduction 101: Idaho

Since their introduction to the U.S. market in 2007, e-cigarettes and vaping devices—tobacco harm reduction products that are 95 percent safer than combustible cigarettes—have helped more than three million American adults quit smoking.

### 1. Economic Impact

According to the Vapor Technology Association, in 2018, the industry created 703 direct vaping-related jobs, including manufacturing, retail, and wholesale jobs in Idaho, which generated \$24 million in wages alone.<sup>1</sup> Moreover, the industry has created hundreds of secondary jobs in the Gem State, bringing the total economic impact in 2018 to \$156,743,000. In the same year, Idaho received more than \$9 million in state taxes attributable to the vaping industry. These figures do not include sales in convenience stores, which sell vapor products including disposables and prefilled cartridges. In 2016, sales of these products in Idaho eclipsed \$2.6 million.<sup>2</sup>

### 2. State Health Department Data

As of December 27, 2019, the Idaho Department of Health and Welfare (IDHW) has reported 10 cases of vaping-related lung illnesses.<sup>3</sup> IDHW notes that 90 percent of patients report using vaping products containing tetrahydrocannabinol (THC). IDHW offers no further information, including age and gender. *The Heartland Institute gives IDHW a grade of C for information available on vaping-related lung illnesses.*

### 3. More Information Needed

The most recent report on youth e-cigarette use in Idaho is from the 2017 Idaho Youth Risk Behavior Survey.<sup>4</sup> According to the survey, in 2017, 14.3 percent of Idaho high school students reported using a vapor product at least once, in the 30 days prior to the survey. Only 2.5 percent of Idaho high school students reported daily e-cigarette use in 2017. More data is needed to understand the effects of public health campaigns on youth e-cigarette use.

### 4. Youth Sales Miniscule

From January 1, 2018 to September 30, 2019, the U.S. Food and Drug Administration (FDA) administered 2,854 tobacco age compliance inspections in Idaho, in which the agency used a minor in an attempt to purchase tobacco products.<sup>5</sup> Of those, 175, or 6 percent, resulted in a sale to a minor. Of the violations, 36 (20 percent of violations and 1 percent of all compliance checks) involved the sale of e-cigarettes or vaping devices. The number of violations involving sales of cigars and cigarettes were 8 and 92, respectively, during the same period.

### 5. Misspent Money

In 2019, Idaho received an estimated \$76.7 million in tobacco taxes and tobacco settlement payments. In the same year, the state spent only \$3.6 million, or 4 percent on funding tobacco control programs, including education and prevention.<sup>6</sup>

### Policy Solution

Electronic cigarettes and vaping devices have proven to be tremendous tobacco harm reduction tools, helping many smokers transition away from combustible cigarettes. Despite recent fearmongering, their use is significantly safer than traditional cigarettes, as noted by numerous public health groups including the Royal College of Physicians,<sup>7</sup> Public Health England,<sup>8</sup> and the American Cancer Society.<sup>9</sup> Rather than restricting their use, and undoubtedly reducing public health gains and millions of dollars in economic output, lawmakers should dedicate existing tobacco funds on programs that actually reduce youth usage.

### Key Points

1

Idaho's vaping industry provided more than \$156 million in economic activity in 2018 while generating 703 direct vaping-related jobs. Sales of disposables and prefilled cartridges in Idaho exceeded \$2.6 million in 2016.

2

As of December 27, 2019, IDHW has reported 10 cases of vaping-related lung illnesses. Further, 90 percent of patients report using THC-containing vapor products. IDHW earns a C for its reporting on vaping-related lung illnesses.

3

In 2017, only 2.5 percent of Idaho high school students reported daily e-cigarette use. More data is needed.

4

Only 1 percent of FDA retail compliance checks in Idaho resulted in sales of e-cigarettes to minors from January 1, 2018 to September 30, 2019.

5

Idaho spends very little on tobacco prevention. In 2019, Idaho dedicated only \$3.6 million on tobacco control, or 4 percent of what the state received in tobacco settlement payments and taxes.

# Notes

## **Tobacco Harm Reduction 101: Idaho**

### **References**

- <sup>1</sup> Vapor Technology Association, “The Economic Impact of the Vapor Industry IDAHO,” 2019, <https://vta.guerrillaeconomics.net/reports/38a9ebcf-b7f7-4f1f-a446-2c3e97ed286d?>.
- <sup>2</sup> Teresa W. Wang et al., “National and State-Specific Unit Sales and Prices for Electronic Cigarettes, United States, 2012-2016,” *Preventing Chronic Disease*, Centers for Disease Control and Prevention, August 2, 2018, [https://www.cdc.gov/pcd/issues/2018/17\\_0555.htm](https://www.cdc.gov/pcd/issues/2018/17_0555.htm).
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# Policy Tip Sheet



POLICY ANALYSIS FROM  
THE HEARTLAND INSTITUTE

## Tobacco Harm Reduction 101: Illinois

Since their introduction to the U.S. market in 2007, e-cigarettes and vaping devices—tobacco harm reduction products that are 95 percent safer than combustible cigarettes—have helped more than three million American adults quit smoking.

### 1. Economic Impact

According to the Vapor Technology Association, in 2018, the industry created 3,770 direct vaping-related jobs, including manufacturing, retail, and wholesale jobs in Illinois, which generated \$152 million in wages alone.<sup>1</sup> Moreover, the industry has created hundreds of secondary jobs in the Prairie State, bringing the total economic impact in 2018 to \$1.1 billion. In the same year, Illinois received more than \$69 million in state taxes attributable to the vaping industry. These figures do not include sales in convenience stores, which sell vapor products including disposables and prefilled cartridges. In 2016, sales of these products in Illinois eclipsed \$30.8 million.<sup>2</sup>

### 2. State Health Department Data

As of December 19, 2019, the Illinois Department of Public Health (IDPH) has reported 206 cases of vaping-related lung illnesses, including five deaths.<sup>3</sup> The age of patients ranges from 13 to 85 years old, with a median age of 22 years. Although a September 2019 analysis of patients in Illinois and Wisconsin found 80 percent of patients reported vaping tetrahydrocannabinol (THC), IDPH is not offering details on substances vaped in their updates.<sup>4</sup> *The Heartland Institute gives IDPH a grade of D for information available on vaping-related lung illnesses.*

### 3. More Information Needed

The most recent report on youth e-cigarette use in Illinois is from the 2018 Illinois Youth Survey.<sup>5</sup> According to the survey, in 2018, more than 82 percent of Illinois high school students *had not* used a vapor product in the 30 days prior to the survey. Further, only 4 percent of high school students reported daily e-cigarette use. More data is needed to understand the effects of public health campaigns on youth e-cigarette use.

### 4. Youth Sales Miniscule

From January 1, 2018 to September 30, 2019, the U.S. Food and Drug Administration (FDA) administered 7,849 tobacco age compliance inspections in Illinois, in which the agency used a minor in an attempt to purchase tobacco products.<sup>6</sup> Of those, 1,297 or 16 percent, resulted in a sale to a minor. Of the violations, 641 (8 percent of all compliance checks) involved the sale of e-cigarettes or vaping devices. The number of violations involving sales of cigars and cigarettes were 475 and 181, respectively, during the same period.

### 5. Misspent Money

In 2019, Illinois received an estimated \$1.0688 billion in tobacco taxes and tobacco settlement payments. In the same year, the state spent only \$9.1 million, or less than 1 percent, on funding tobacco control programs, including education and prevention.<sup>7</sup> The lack of funding is notable in the state's telephone quit line, of which Illinois invests only \$2.11 per smoker, slightly lower than the national average of \$2.21.

### Policy Solution

Electronic cigarettes and vaping devices have proven to be tremendous tobacco harm reduction tools, helping many smokers transition away from combustible cigarettes. Despite recent fearmongering, their use is significantly safer than traditional cigarettes, as noted by numerous public health groups including the Royal College of Physicians,<sup>8</sup> Public Health England,<sup>9</sup> and the American Cancer Society.<sup>10</sup> Rather than restricting their use, and undoubtedly reducing public health gains and millions of dollars in economic output, lawmakers should dedicate existing tobacco funds on programs that actually reduce youth usage.

### Key Points

1

Illinois's vaping industry provided more than \$1.1 billion in economic activity in 2018 while generating 3,770 direct vaping-related jobs. Sales of disposables and prefilled cartridges in Illinois exceeded \$30.8 million in 2016.

2

As of December 19, 2019, IDPH has reported 206 cases of vaping-related lung illness, including five deaths. Earlier reports of Illinois patients found a majority of patients citing THC products. IDPH recent reports do not offer details on substances vaped. IDPH earns a **D** for its reporting on vaping-related lung illnesses.

3

In 2018, only 4 percent of Illinois high school students reported daily use of vapor products. More data is needed.

4

Only 8 percent of FDA retail compliance checks in Illinois resulted in sales of e-cigarettes to minors from January 1, 2018 to September 30, 2019.

5

Illinois spends very little on tobacco prevention. In 2019, Illinois dedicated only \$9.4 million on tobacco control, or less than 1 percent of what the state received in tobacco settlement payments and taxes.

# Notes

## Tobacco Harm Reduction 101: Illinois

### References

- <sup>1</sup> Vapor Technology Association, “The Economic Impact of the Vapor Industry ILLINOIS,” 2019, <https://vta.guerrillaeconomics.net/reports/1d54b2c1-1f61-4388-9867-6b53711733ef?>.
- <sup>2</sup> Teresa W. Wang et al., “National and State-Specific Unit Sales and Prices for Electronic Cigarettes, United States, 2012-2016,” *Preventing Chronic Disease*, Centers for Disease Control and Prevention, August 2, 2018, [https://www.cdc.gov/pcd/issues/2018/17\\_0555.htm](https://www.cdc.gov/pcd/issues/2018/17_0555.htm).
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- <sup>9</sup> A. McNeill et al., “Evidence review of e-cigarettes and heated tobacco products 2018,” Public Health England, February 2018, [https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment\\_data/file/684963/Evidence\\_review\\_of\\_e-cigarettes\\_and\\_heated\\_tobacco\\_products\\_2018.pdf](https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/684963/Evidence_review_of_e-cigarettes_and_heated_tobacco_products_2018.pdf).
- <sup>10</sup> The American Cancer Society, “What Do We Know About E-Cigarettes?” June 19, 2019, <https://web.archive.org/web/20190806152535/https://www.cancer.org/cancer/cancer-causes/tobacco-and-cancer/e-cigarettes.html>.

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### 1. Economic Impact

According to the Vapor Technology Association, in 2018, the industry created 2,110 direct vaping-related jobs, including manufacturing, retail and wholesale jobs in Indiana, which generated \$61.8 million in wages alone.<sup>1</sup> Moreover, the industry has created hundreds of secondary jobs in Indiana, bringing the total economic impact in 2018 to \$480,477,900. In the same year, Indiana received more than \$26 million in state taxes attributable to the vaping industry. These figures do not include sales in convenience stores, which sell vapor products including disposables and prefilled cartridges. In 2016, sales of these products in Indiana eclipsed \$9.4 million.<sup>2</sup>

### 2. State Health Department Data

As of December 26, 2019, the Indiana State Department of Health (ISDH) has reported 121 cases of vaping-related lung illnesses, including five deaths.<sup>3</sup> The age of patients ranges from 13 to over 65 years. Although other state health departments have provided additional patient information—including gender, and substances vaped—ISDH has only reported the total number of cases and ages. This is alarming because many state health departments have already linked vaping-related lung illnesses to the use of products containing tetrahydrocannabinol (THC) and provided this information in their own updates. *The Heartland Institute gives ISDH a grade of F for information available on vaping-related lung illnesses.*

### 3. More Information Needed

The most recent report on youth tobacco use in Indiana comes from the 2018 Indiana Youth Tobacco Survey.<sup>4</sup> According to those results, in 2018, 18.6 percent of Indiana high school students reported current use of e-cigarettes, or using an e-cigarette at least once in the 30 days prior to the survey. There is no data on frequent, or daily use. More data is needed to understand the effects of public health campaigns on youth e-cigarette use.

### 4. Youth Sales Miniscule

From January 1, 2018 to September 30, 2019, the U.S. Food and Drug Administration (FDA) administered 8,627 tobacco age compliance inspections in Indiana, in which the agency used a minor in an attempt to purchase tobacco products.<sup>5</sup> Of those, only 901 or 10 percent, resulted in a sale to a minor. Of the violations, 355 (4 percent of all compliance checks) involved the sale of e-cigarettes or vaping devices. The number of violations involving sales of cigars and cigarettes were 142 and 282, respectively, during the same period.

### 5. Misspent Money

In 2019, Indiana received an estimated \$556.8 million in tobacco taxes and tobacco settlement payments. In the same year, the state spent only \$7.5 million, or 1 percent, on funding tobacco control programs, including education and prevention.<sup>6</sup> Indiana invests \$1.39 per smoker in the state's quit line, less than the national average of \$2.21 per smoker.

### Policy Solution

Electronic cigarettes and vaping devices have proven to be tremendous tobacco harm reduction tools, helping many smokers transition away from combustible cigarettes. Despite recent fearmongering, their use is significantly safer than traditional cigarettes, as noted by numerous public health groups including the Royal College of Physicians,<sup>7</sup> Public Health England,<sup>8</sup> and the American Cancer Society.<sup>9</sup> Rather than restricting their use, and undoubtedly reducing public health gains and millions of dollars in economic output, lawmakers should dedicate existing tobacco funds on programs that actually reduce youth usage.

### Key Points

1

Indiana's vaping industry provided more than \$480 million in economic activity in 2018 while generating 2,110 vaping-related jobs. Sales of disposables and prefilled cartridges in Indiana exceeded \$9.4 million in 2016.

2

As of December 26, ISDH has reported 121 cases of vaping-related lung illness, including five deaths, but does not provide information on gender or substances vaped. ISDH earns an **F-ranking** for its reporting on vaping-related lung illnesses.

3

In 2018, 18.6 percent of Indiana high school students reported vaping at least once in 30 days prior to the survey. There is no information on frequent or daily use. More data is needed.

4

Only 4 percent of FDA retail compliance checks resulted in sales of e-cigarettes from January 1, 2018 to September 30, 2019.

5

Indiana spends very little on tobacco prevention. In 2019, Indiana dedicated only \$7.5 million on tobacco control, or less than 1 percent of what the state received in tobacco settlement payments and taxes.

# Notes

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### **References**

- <sup>1</sup> Vapor Technology Association, “The Economic Impact of the Vapor Industry INDIANA,” 2019, <https://vta.guerrillaeconomics.net/reports/5ae23853-f65d-416e-b5e4-9f52f03e63f3?>
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- <sup>3</sup> Indiana State Department of Health, “Indiana Cases of Vaping-Related Lung Injuries,” January 2, 2020, <https://www.in.gov/isdh/28337.htm>. Accessed January 7, 2019.
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This booklet from The Heartland Institute aims to inform key stakeholders on the much-needed information on the benefits of electronic cigarettes and vaping devices. *Tobacco Harm Reduction 101* details the history of e-cigarettes, including regulatory actions on these products. The booklet also explains the role of nicotine, addresses tax policy and debunks many of the myths associated with e-cigarettes, including assertions about “popcorn lung,” formaldehyde, and the so-called youth vaping epidemic.

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# Policy Tip Sheet



POLICY ANALYSIS FROM  
THE HEARTLAND INSTITUTE

## Tobacco Harm Reduction 101: Iowa

Since their introduction to the U.S. market in 2007, e-cigarettes and vaping devices—tobacco harm reduction products that are 95 percent safer than combustible cigarettes—have helped more than three million American adults quit smoking.

### 1. Economic Impact

According to the Vapor Technology Association, in 2018, the industry created 820 direct vaping-related jobs, including manufacturing, retail, and wholesale jobs in Iowa, which generated \$23 million in wages alone.<sup>1</sup> Moreover, the industry has created hundreds of secondary jobs in the Hawkeye State, bringing the total economic impact in 2018 to \$191,224,700. In the same year, Iowa received more than \$9 million in state taxes attributable to the vaping industry. These figures do not include sales in convenience stores, which sell vapor products including disposables and prefilled cartridges. In 2016, sales of these products in Iowa eclipsed \$4.2 million.<sup>2</sup>

### 2. State Health Department Data

As of January 7, 2020, the Iowa Department of Public Health (IDPH) has reported 56 confirmed and probable cases of vaping-related lung illnesses.<sup>3</sup> Patients range in age from 15 to 62 years-old and IDPH notes that 43, or 77 percent of patients report vaping illicit tetrahydrocannabinol (THC). IDPH offers no further information, including median age and gender. *The Heartland Institute gives IDPH a grade of B for information available on vaping-related lung illnesses.*

### 3. More Information Needed

The most recent report on youth e-cigarette use in Iowa is from the 2017 Iowa Youth Risk Behavior Survey.<sup>4</sup> According to the survey, in 2017, 9 percent of Iowa high school students reported using a vapor product at least once, in the 30 days prior to the survey. Only 0.9 percent of Iowa high school students reported daily e-cigarette use in 2017. More data is needed to understand the effects of public health campaigns on youth e-cigarette use.

### 4. Youth Sales Miniscule

From January 1, 2018 to September 30, 2019, the U.S. Food and Drug Administration (FDA) administered 4,676 tobacco age compliance inspections in Iowa, in which the agency used a minor in an attempt to purchase tobacco products.<sup>5</sup> Of those, 341, or 7 percent, resulted in a sale to a minor. Of the violations, 147 (3 percent of all compliance checks) involved the sale of e-cigarettes or vaping devices. The number of violations involving sales of cigars and cigarettes were 116 and 76, respectively, during the same period.

### 5. Misspent Money

In 2019, Iowa received an estimated \$274.2 million in tobacco taxes and tobacco settlement payments. In the same year, the state spent only \$4 million, or 1 percent on funding tobacco control programs, including education and prevention.<sup>6</sup> The lack of funding is notable in the state's telephone quit line, of which Iowa invests only \$1.84 per smoker, lower than the national average of \$2.21.

### Policy Solution

Electronic cigarettes and vaping devices have proven to be tremendous tobacco harm reduction tools, helping many smokers transition away from combustible cigarettes. Despite recent fearmongering, their use is significantly safer than traditional cigarettes, as noted by numerous public health groups including the Royal College of Physicians,<sup>7</sup> Public Health England,<sup>8</sup> and the American Cancer Society.<sup>9</sup> Rather than restricting their use, and undoubtedly reducing public health gains and millions of dollars in economic output, lawmakers should dedicate existing tobacco funds on programs that actually reduce youth usage.

### Key Points

1

Iowa's vaping industry provided more than \$191 million in economic activity in 2018 while generating 820 direct vaping-related jobs. Sales of disposables and prefilled cartridges in Iowa exceeded \$4.2 million in 2016.

2

As of January 7, 2020, IDPH has reported 56 confirmed and probable cases of vaping-related lung illnesses, with 77 percent of patients reporting use of THC-containing vapor products. IDPH earns a **B** for its reporting on vaping-related lung illnesses.

3

In 2017, only 0.9 percent of Iowa high school students reported daily e-cigarette use. More data is needed.

4

Only 3 percent of FDA retail compliance checks in Iowa resulted in sales of e-cigarettes to minors from January 1, 2018 to September 30, 2019.

5

Iowa spends very little on tobacco prevention. In 2019, Iowa dedicated only \$4 million on tobacco control, or 1 percent of what the state received in tobacco settlement payments and taxes.

# Notes

## **Tobacco Harm Reduction 101: Iowa**

### **References**

- <sup>1</sup> Vapor Technology Association, “The Economic Impact of the Vapor Industry IOWA,” 2019, <https://vta.guerrillaeconomics.net/reports/544ed4f9-1287-41ed-b93e-41b96031a668?>.
- <sup>2</sup> Teresa W. Wang et al., “National and State-Specific Unit Sales and Prices for Electronic Cigarettes, United States, 2012-2016,” *Preventing Chronic Disease*, Centers for Disease Control and Prevention, August 2, 2018, [https://www.cdc.gov/pcd/issues/2018/17\\_0555.htm](https://www.cdc.gov/pcd/issues/2018/17_0555.htm).
- <sup>3</sup> Iowa Department of Public Health, “Severe Lung Disease Associated with Vaping,” January 7, 2020, <https://idph.iowa.gov/ehi/lung-disease-vaping>. Accessed January 14, 2020.
- <sup>4</sup> Centers for Disease Control and Prevention, “High School YRBS Iowa 2017 Results,” 2017, <https://nccd.cdc.gov/youthonline/App/Results.aspx?LID=IA>.
- <sup>5</sup> U.S. Food and Drug Administration, “Compliance Check Inspections of Tobacco Product Retailers,” September 30, 2019, [https://www.accessdata.fda.gov/scripts/oc/inspections/oc\\_insp\\_searching.cfm](https://www.accessdata.fda.gov/scripts/oc/inspections/oc_insp_searching.cfm).
- <sup>6</sup> Truth Initiative, “Tobacco use in Iowa,” June 28, 2019, <https://truthinitiative.org/research-resources/smoking-region/tobacco-use-iowa-2019>.
- <sup>7</sup> Royal College of Physicians, *Nicotine without Smoke: Tobacco Harm Reduction*, April 2016, <https://www.rcplondon.ac.uk/projects/outputs/nicotinewithout-smoke-tobacco-harm-reduction-0>.
- <sup>8</sup> A. McNeill et al., “Evidence review of e-cigarettes and heated tobacco products 2018,” Public Health England, February 2018, [https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment\\_data/file/684963/Evidence\\_review\\_of\\_e-cigarettes\\_and\\_heated\\_tobacco\\_products\\_2018.pdf](https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/684963/Evidence_review_of_e-cigarettes_and_heated_tobacco_products_2018.pdf).
- <sup>9</sup> The American Cancer Society, “What Do We Know About E-Cigarettes?” June 19, 2019, <https://web.archive.org/web/20190806152535/https://www.cancer.org/cancer/cancer-causes/tobacco-and-cancer/e-cigarettes.html>.

### **For More Information, please refer to:**

#### **Tobacco Harm Reduction 101: A Guidebook for Policymakers**

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This booklet from The Heartland Institute aims to inform key stakeholders on the much-needed information on the benefits of electronic cigarettes and vaping devices. *Tobacco Harm Reduction 101* details the history of e-cigarettes, including regulatory actions on these products. The booklet also explains the role of nicotine, addresses tax policy and debunks many of the myths associated with e-cigarettes, including assertions about “popcorn lung,” formaldehyde, and the so-called youth vaping epidemic.

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# Policy Tip Sheet



POLICY ANALYSIS FROM  
THE HEARTLAND INSTITUTE

## Tobacco Harm Reduction 101: Kansas

Since their introduction to the U.S. market in 2007, e-cigarettes and vaping devices—tobacco harm reduction products that are 95 percent safer than combustible cigarettes—have helped more than three million American adults quit smoking.

### 1. Economic Impact

According to the Vapor Technology Association, in 2018, the industry created 882 direct vaping-related jobs, including manufacturing, retail and wholesale jobs in Kansas, which generated \$29 million in wages alone.<sup>1</sup> Moreover, the industry has created hundreds of secondary jobs in the Sunflower State, bringing the total economic impact in 2018 to \$229,057,400. In the same year, Kansas received more than \$12 million in state taxes attributable to the vaping industry. These figures do not include sales in convenience stores, which sell vapor products including disposables and prefilled cartridges. In 2016, sales of these products in Kansas eclipsed \$693,000.<sup>2</sup>

### 2. State Health Department Data

As of January 14, 2020, the Kansas Department of Health and Environment (KDHE) has reported 27 probable and confirmed cases of vaping-related lung illnesses, including two deaths.<sup>3</sup> Patients range in age from 15 to 67 years-old, and 74 percent are male. KDHE notes that vaping devices containing cannabinoid (CBD), nicotine, and tetrahydrocannabinol (THC) have been reported, but does not offer specific case counts. *The Heartland Institute gives KDHE a grade of C for information available on vaping-related lung illnesses*

### 3. More Information Needed

The most recent report on youth tobacco use in Kansas comes from the Kansas 2017 Youth Risk Behavior Survey.<sup>4</sup> According to those results, in 2017, only 2.1 of Kansas high school students reported using vaping products daily. Further, in 2017, more than 65 percent of Kansas high school students reported *not vaping* in the 30 days prior to the survey. More data is needed to understand the effects of public health campaigns on youth e-cigarette use.

### 4. Youth Sales Miniscule

From January 1, 2018 to September 30, 2019, the U.S. Food and Drug Administration (FDA) administered 3,692 tobacco age compliance inspections in Kansas, in which the agency used a minor in an attempt to purchase tobacco products.<sup>5</sup> Of those, only 275, or 7 percent, resulted in a sale to a minor. Of the violations, 117 (3 percent of all compliance checks) involved the sale of e-cigarettes or vaping devices. The number of violations involving sales of cigars and cigarettes were 97 and 49, respectively, during the same period.

### 5. Misspent Money

In 2019, Kansas received an estimated \$190 million in tobacco taxes and tobacco settlement payments. In the same year, the state spent only \$847,041, or less than 1 percent, on funding tobacco control programs, including education and prevention.<sup>6</sup> Kansas invests \$0.44 per smoker in the state's quit line, significantly less than the national average of \$2.21 per smoker.

### Policy Solution

Electronic cigarettes and vaping devices have proven to be tremendous tobacco harm reduction tools, helping many smokers transition away from combustible cigarettes. Despite recent fearmongering, their use is significantly safer than traditional cigarettes, as noted by numerous public health groups including the Royal College of Physicians,<sup>7</sup> Public Health England,<sup>8</sup> and the American Cancer Society.<sup>9</sup> Rather than restricting their use, and undoubtedly reducing public health gains and millions of dollars in economic output, lawmakers should dedicate existing tobacco funds on programs that actually reduce youth usage.

### Key Points

1

Kansas's vaping industry provided more than \$229 million in economic activity in 2018 while generating 882 vaping-related jobs. Sales of disposables and prefilled cartridges in Kansas exceeded \$693,000 in 2016.

2

As of November 22, 2019, KDHE has reported 23 probable and confirmed cases of vaping-related lung illnesses, including two deaths. KDHE notes the ages of patients and reports a variety of substances have been vaped, but does not include official case counts. KDHE earns a **C ranking** for its reporting on vaping-related lung illnesses.

3

In 2017, only 2.1 percent of Kansas high school students reported daily use of vapor products. More data is needed.

4

Only 3 percent of FDA retail compliance checks resulted in sales of e-cigarettes from January 1, 2018 to September 30, 2019.

5

Kansas spends very little on tobacco prevention. In 2019, Kansas dedicated only \$847,041 on tobacco control, or less than 1 percent of what the state received in tobacco settlement payments and taxes.

# Notes

## **Tobacco Harm Reduction 101: Kansas**

### **References**

- <sup>1</sup> Vapor Technology Association, “The Economic Impact of the Vapor Industry KANSAS,” 2019, <https://vta.guerrillaeconomics.net/reports/310ca84b-a696-445c-b559-27da2298d233?>
- <sup>2</sup> Teresa W. Wang et al., “National and State-Specific Unit Sales and Prices for Electronic Cigarettes, United States, 2012-2016,” *Preventing Chronic Disease*, Centers for Disease Control and Prevention, August 2, 2018, [https://www.cdc.gov/pcd/issues/2018/17\\_0555.htm](https://www.cdc.gov/pcd/issues/2018/17_0555.htm).
- <sup>3</sup> Kansas Department of Health and Environment, “Vaping Epidemic in Kansas,” January 14, 2020, <http://www.kdheks.gov/vaping/index.htm>. Accessed January 16, 2020.
- <sup>4</sup> Centers for Disease Control and Prevention, “High School Youth Risk Behavior Survey, Kansas 2017 Results,” 2017, <https://nccd.cdc.gov/youthonline/App/Results.aspx?LID=KS>.
- <sup>5</sup> U.S. Food and Drug Administration, “Compliance Check Inspections of Tobacco Product Retailers,” September 30, 2019, [https://www.accessdata.fda.gov/scripts/oc/inspections/oc\\_insp\\_searching.cfm](https://www.accessdata.fda.gov/scripts/oc/inspections/oc_insp_searching.cfm).
- <sup>6</sup> Truth Initiative, “Tobacco use in Kansas,” June 28, 2019, <https://truthinitiative.org/research-resources/smoking-region/tobacco-use-kansas-2019>.
- <sup>7</sup> Royal College of Physicians, *Nicotine without Smoke: Tobacco Harm Reduction*, April 2016, <https://www.rcplondon.ac.uk/projects/outputs/nicotinewithout-smoke-tobacco-harm-reduction-0>.
- <sup>8</sup> A. McNeill et al., “Evidence review of e-cigarettes and heated tobacco products 2018,” Public Health England, February 2018, [https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment\\_data/file/684963/Evidence\\_review\\_of\\_e-cigarettes\\_and\\_heated\\_tobacco\\_products\\_2018.pdf](https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/684963/Evidence_review_of_e-cigarettes_and_heated_tobacco_products_2018.pdf).
- <sup>9</sup> The American Cancer Society, “What Do We Know About E-Cigarettes?” June 19, 2019, <https://web.archive.org/web/20190806152535/https://www.cancer.org/cancer/cancer-causes/tobacco-and-cancer/e-cigarettes.html>.

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# Policy Tip Sheet



POLICY ANALYSIS FROM  
THE HEARTLAND INSTITUTE

## Tobacco Harm Reduction 101: Kentucky

Since their introduction to the U.S. market in 2007, e-cigarettes and vaping devices—tobacco harm reduction products that are 95 percent safer than combustible cigarettes—have helped more than three million American adults quit smoking.

### 1. Economic Impact

According to the Vapor Technology Association, in 2018, the industry created 2,546 direct vaping-related jobs, including manufacturing, retail and wholesale jobs in Kentucky, which generated \$97 million in wages alone.<sup>1</sup> Moreover, the industry has created hundreds of secondary jobs in Kentucky, bringing the total economic impact in 2018 to \$942,243,300. In the same year, Kentucky received more than \$45 million in state taxes attributable to the vaping industry. These figures do not include sales in convenience stores, which sell vapor products including disposables and prefilled cartridges. In 2016, sales of these products in Kentucky eclipsed \$9 million.<sup>2</sup>

### 2. State Health Department Data

As of December 20, 2019, the Kentucky Cabinet for Health and Family Services (KCHFS) has confirmed six cases of vaping-related lung illnesses.<sup>3</sup> Although other state health departments have provided additional patient information—including age, gender, and substances vaped—KCHFS has only reported the total number of cases. This is alarming because many state health departments have already linked vaping-related lung illnesses to the use of products containing tetrahydrocannabinol (THC) and provided this information in their own updates. *The Heartland Institute gives KCHFS a grade of F for information available on vaping-related lung illnesses.*

### 3. More Information Needed

The most recent report on youth tobacco use in Kentucky comes from the draft report of the 2019 Kentucky High School Youth Risk Behavior Survey.<sup>4</sup> According to those results, in 2019, 73.9 percent of Kentucky high school students reported not using e-cigarettes in the 30 days prior to the survey. Only 8.7 percent of high school students reported daily use of vapor products. More data is needed to understand the effects of public health campaigns on youth e-cigarette use.

### 4. Youth Sales Miniscule

From January 1, 2018 to September 30, 2019, the U.S. Food and Drug Administration (FDA) administered 5,622 tobacco age compliance inspections in Kentucky, in which the agency used a minor in an attempt to purchase tobacco products.<sup>5</sup> Of those, only 358 or 6 percent, resulted in a sale to a minor. Of the violations, 100 (28 percent of violations and 1 percent of all compliance checks) involved the sale of e-cigarettes or vaping devices. The number of violations involving sales of cigars and cigarettes were 142 and 107, respectively, during the same period.

### 5. Misspent Money

In 2019, Kentucky received an estimated \$507.3 million in tobacco taxes and tobacco settlement payments. In the same year, the state spent only \$3.8 million, or 1 percent, on funding tobacco control programs, including education and prevention.<sup>6</sup> Kentucky invests \$0.65 per smoker in the state's quit line, significantly less than the national average of \$2.21 per smoker.

### Policy Solution

Electronic cigarettes and vaping devices have proven to be tremendous tobacco harm reduction tools, helping many smokers transition away from combustible cigarettes. Despite recent fearmongering, their use is significantly safer than traditional cigarettes, as noted by numerous public health groups including the Royal College of Physicians,<sup>7</sup> Public Health England,<sup>8</sup> and the American Cancer Society.<sup>9</sup> Rather than restricting their use, and undoubtedly reducing public health gains and millions of dollars in economic output, lawmakers should dedicate existing tobacco funds on programs that actually reduce youth usage.

### Key Points

1

Kentucky's vaping industry provided more than \$942 million in economic activity in 2018 while generating 2,546 vaping-related jobs. Sales of disposables and prefilled cartridges in Kentucky exceeded \$9 million in 2016.

2

As of December 20, 2019, KCHFS has reported six cases of vaping-related lung illness. KCHFS does not provide information on age, gender, or substances vaped. KCHFS earns an **F-ranking** for its reporting on vaping-related lung illnesses.

3

During 2016-2017, only 8.7 percent of Kentucky high school students reported using e-cigarettes daily, while 73.9 percent reported not vaping. More data is needed.

4

Only 1 percent of FDA retail compliance checks resulted in sales of e-cigarettes from January 1, 2018 to September 30, 2019.

5

Kentucky spends very little on tobacco prevention. In 2019, Kentucky dedicated only \$3.8 million on tobacco control, or 1 percent of what the state received in tobacco settlement payments and taxes.

# Notes

## **Tobacco Harm Reduction 101: Kentucky**

### **References**

- <sup>1</sup> Vapor Technology Association, “The Economic Impact of the Vapor Industry KENTUCKY,” 2019, <https://vta.guerrillaeconomics.net/reports/12f9f5d6-a52e-4d80-95ce-41e5b8407612?>.
- <sup>2</sup> Teresa W. Wang et al., “National and State-Specific Unit Sales and Prices for Electronic Cigarettes, United States, 2012-2016,” *Preventing Chronic Disease*, Centers for Disease Control and Prevention, August 2, 2018, [https://www.cdc.gov/pcd/issues/2018/17\\_0555.htm](https://www.cdc.gov/pcd/issues/2018/17_0555.htm).
- <sup>3</sup> Kentucky Cabinet for Health and Family Services, “Severe Lung Injury and Vaping,” December 20, 2019, <https://chfs.ky.gov/agencies/dph/dmch/hpb/Pages/pdinfo.aspx>.
- <sup>4</sup> Kentucky Department of Education, “Youth Risk Behavior Survey,” December 3, 2019, [https://education.ky.gov/curriculum/CSH/data/Pages/Youth-Risk-Behavior-Survey-\(YRBS\).aspx](https://education.ky.gov/curriculum/CSH/data/Pages/Youth-Risk-Behavior-Survey-(YRBS).aspx).
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- <sup>9</sup> The American Cancer Society, “What Do We Know About E-Cigarettes?” June 19, 2019, <https://web.archive.org/web/20190806152535/https://www.cancer.org/cancer/cancer-causes/tobacco-and-cancer/e-cigarettes.html>.

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# Policy Tip Sheet



POLICY ANALYSIS FROM  
THE HEARTLAND INSTITUTE

## Tobacco Harm Reduction 101: Louisiana

Since their introduction to the U.S. market in 2007, e-cigarettes and vaping devices—tobacco harm reduction products that are 95 percent safer than combustible cigarettes—have helped more than three million American adults quit smoking.

### 1. Economic Impact

According to the Vapor Technology Association, in 2018, the industry created 1,301 direct vaping-related jobs, including manufacturing, retail, and wholesale jobs in Louisiana, which generated \$45 million in wages alone.<sup>1</sup> Moreover, the industry has created hundreds of secondary jobs in the Pelican State, bringing the total economic impact in 2018 to \$492,639,500. In the same year, Louisiana received more than \$23 million in state taxes attributable to the vaping industry. These figures do not include sales in convenience stores, which sell vapor products including disposables and prefilled cartridges. In 2016, sales of these products in Louisiana eclipsed \$3.7 million.<sup>2</sup>

### 2. State Health Department Data

As of January 17, 2020, the Louisiana Department of Health (LDH) has reported 35 cases of vaping-related lung illnesses, including two deaths.<sup>3</sup> The age of patients ranges from 17 to 71 years-old, with a median age of 30. LDH notes that 24 patients report vaping tetrahydrocannabinol (THC). *The Heartland Institute gives LDH a grade of A for information available on vaping-related lung illnesses.*

### 3. More Information Needed

The most recent report on youth e-cigarette use in Louisiana is from the 2019 Youth Vaping Report.<sup>4</sup> According to the report, in 2019, 31.6 percent of Louisiana high school students reported using a vapor product on at least one day in the 30 days prior to the survey. Moreover, 54.2 percent of Louisiana high school students reported using vapor products because of “curiosity.” There is no data on frequent or current use in the 2019 report, but according to the 2017 Louisiana Youth Risk Behavior Survey, in 2017, only 1.4 percent Louisiana high school students reported daily e-cigarette use.<sup>5</sup> More data is needed to understand the effects of public health campaigns on youth e-cigarette use.

### 4. Youth Sales Miniscule

From January 1, 2018 to September 30, 2019, the U.S. Food and Drug Administration (FDA) administered 7,398 tobacco age compliance inspections in Louisiana, in which the agency used a minor in an attempt to purchase tobacco products.<sup>6</sup> Of those, 1,032, or 14 percent, resulted in a sale to a minor. Of the violations, 82 (7 percent of violations and 1 percent of all compliance checks) involved the sale of e-cigarettes or vaping devices. The number of violations involving sales of cigars and cigarettes were 436 and 498, respectively, during the same period.

### 5. Misspent Money

In 2019, Louisiana received an estimated \$459.6 million in tobacco taxes and tobacco settlement payments. In the same year, the state spent only \$5.4 million, or 1 percent, on funding tobacco control programs, including education and prevention.<sup>7</sup> The lack of funding is most notable in the state’s telephone quit line, of which Louisiana spends \$1.27 per smoker, lower than the national average of \$2.21.

### Policy Solution

Electronic cigarettes and vaping devices have proven to be tremendous tobacco harm reduction tools, helping many smokers transition away from combustible cigarettes. Despite recent fearmongering, their use is significantly safer than traditional cigarettes, as noted by numerous public health groups including the Royal College of Physicians,<sup>8</sup> Public Health England,<sup>9</sup> and the American Cancer Society.<sup>10</sup> Rather than restricting their use, and undoubtedly reducing public health gains and millions of dollars in economic output, lawmakers should dedicate existing tobacco funds on programs that actually reduce youth usage.

### Key Points

- 1 Louisiana’s vaping industry provided more than \$492 million in economic activity in 2018 while generating 1,301 direct vaping-related jobs. Sales of disposables and prefilled cartridges in Louisiana exceeded \$3.7 million in 2016.
- 2 As of January 17, 2020, LDH has reported 35 cases of vaping-related lung illnesses, including two deaths. LDH has reported that 24 of Louisiana’s case patients have reported vaping THC. LDH earns an A for its transparency on vaping-related lung illnesses.
- 3 In 2017, only 1.6 percent of Louisiana high school students reported daily e-cigarette use. More data is needed.
- 4 Only 2 percent of FDA retail compliance checks in Louisiana resulted in sales of e-cigarettes to minors from January 1, 2018 to September 30, 2019.
- 5 Louisiana spends very little on tobacco prevention. In 2019, Louisiana dedicated only \$5 million on tobacco control, or 1 percent of what the state received in tobacco settlement payments and taxes.

# Notes

## **Tobacco Harm Reduction 101: Louisiana**

### **References**

- <sup>1</sup> Vapor Technology Association, “The Economic Impact of the Vapor Industry LOUISIANA,” 2019, <https://vta.guerrillaeconomics.net/reports/3b13c238-9b10-4d51-9e50-41504b2c9080?>.
- <sup>2</sup> Teresa W. Wang et al., “National and State-Specific Unit Sales and Prices for Electronic Cigarettes, United States, 2012-2016,” *Preventing Chronic Disease*, Centers for Disease Control and Prevention, August 2, 2018, [https://www.cdc.gov/pcd/issues/2018/17\\_0555.htm](https://www.cdc.gov/pcd/issues/2018/17_0555.htm).
- <sup>3</sup> Louisiana Department of Health, “Vaping in Louisiana,” January 17, 2020, <http://ldh.la.gov/index.cfm/page/3724>. Accessed January 21, 2020.
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- <sup>5</sup> Centers for Disease Control and Prevention, “High School YRBS Louisiana 2017 Results,” 2017, <https://nccd.cdc.gov/youthonline/App/Results.aspx?LID=LA>.
- <sup>6</sup> U.S. Food and Drug Administration, “Compliance Check Inspections of Tobacco Product Retailers,” September 30, 2019, [https://www.accessdata.fda.gov/scripts/oc/inspections/oc\\_insp\\_searching.cfm](https://www.accessdata.fda.gov/scripts/oc/inspections/oc_insp_searching.cfm).
- <sup>7</sup> Truth Initiative, “Tobacco use in Louisiana,” June 28, 2019, <https://truthinitiative.org/research-resources/smoking-region/tobacco-use-louisiana-2019>.
- <sup>8</sup> Royal College of Physicians, Nicotine without Smoke: Tobacco Harm Reduction, April 2016, <https://www.rcplondon.ac.uk/projects/outputs/nicotinewithout-smoke-tobacco-harm-reduction-0>.
- <sup>9</sup> A. McNeill et al., “Evidence review of e-cigarettes and heated tobacco products 2018,” Public Health England, February 2018, [https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment\\_data/file/684963/Evidence\\_review\\_of\\_e-cigarettes\\_and\\_heated\\_tobacco\\_products\\_2018.pdf](https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/684963/Evidence_review_of_e-cigarettes_and_heated_tobacco_products_2018.pdf).
- <sup>10</sup> The American Cancer Society, “What Do We Know About E-Cigarettes?” June 19, 2019, <https://web.archive.org/web/20190806152535/https://www.cancer.org/cancer/cancer-causes/tobacco-and-cancer/e-cigarettes.html>.

### **For More Information, please refer to:**

#### **Tobacco Harm Reduction 101: A Guidebook for Policymakers**

<https://www.heartland.org/publications-resources/publications/latest-heartland-policy-booklet-addresses-vaping-myths>

This booklet from The Heartland Institute aims to inform key stakeholders on the much-needed information on the benefits of electronic cigarettes and vaping devices. *Tobacco Harm Reduction 101* details the history of e-cigarettes, including regulatory actions on these products. The booklet also explains the role of nicotine, addresses tax policy and debunks many of the myths associated with e-cigarettes, including assertions about “popcorn lung,” formaldehyde, and the so-called youth vaping epidemic.

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# Policy Tip Sheet



POLICY ANALYSIS FROM  
THE HEARTLAND INSTITUTE

## Tobacco Harm Reduction 101: Maine

Since their introduction to the U.S. market in 2007, e-cigarettes and vaping devices—tobacco harm reduction products that are 95 percent safer than combustible cigarettes—have helped more than three million American adults quit smoking.

### 1. Economic Impact

According to the Vapor Technology Association, in 2018, the industry created 313 direct vaping-related jobs, including manufacturing, retail, and wholesale jobs in Maine, which generated \$6.6 million in wages alone.<sup>1</sup> Moreover, the industry has created hundreds of secondary jobs in the Pine Tree State, bringing the total economic impact in 2018 to \$51,426,100. In the same year, Maine received more than \$4 million in state taxes attributable to the vaping industry. These figures do not include sales in convenience stores, which sell vapor products including disposables and prefilled cartridges. In 2016, sales of these products in Maine eclipsed \$4.2 million.<sup>2</sup>

### 2. State Health Department Data

As of January 2, 2020, the Maine Center for Disease Control and Prevention (MCDCP) has reported nine confirmed cases of vaping-related lung illnesses.<sup>3</sup> According to MCDCP, six of the patients are over the age of 21. MCDCP claims that tetrahydrocannabinol (THC) is present in “most samples” and “most patients” report vaping THC. Although MCDCP notes the role of THC in recent vaping-related lung illnesses, the agency does not provide specific information including percentage of patients reporting using THC. *The Heartland Institute gives MCDCP a grade of C for information available on vaping-related lung illnesses.*

### 3. More Information Needed

The most recent report on youth e-cigarette use in Maine is from the 2019 Maine Integrated Youth Health Survey, which found that 28.7 percent of Maine high school students reported using a vapor product at least once, in the 30 days prior to the survey.<sup>4</sup> There is no information on frequent and/or current use, but according to the 2017 Maine Youth Risk Behavior Survey, in 2017, 34.8 percent of Maine high school students had reported using an e-cigarette in the past 30 days, and only 1.7 percent reported daily use,<sup>5</sup> indicating youth e-cigarette use has decreased. More data is needed to understand the effects of public health campaigns on youth e-cigarette use.

### 4. Youth Sales Miniscule

From January 1, 2018 to September 30, 2019, the U.S. Food and Drug Administration (FDA) administered 3,154 tobacco age compliance inspections in Maine, in which the agency used a minor in an attempt to purchase tobacco products.<sup>6</sup> Of those, 175, or 5 percent, resulted in a sale to a minor. Of the violations, 150 (33 percent of violations and 1 percent of all compliance checks) involved the sale of e-cigarettes or vaping devices. The number of violations involving sales of cigars and cigarettes were 39 and 76, respectively, during the same period.

### 5. Misspent Money

In 2019, Maine received an estimated \$188.5 million in tobacco taxes and tobacco settlement payments. In the same year, the state spent only \$4.8 million, or 2 percent, on funding tobacco control programs, including education and prevention.<sup>7</sup>

### Policy Solution

Electronic cigarettes and vaping devices have proven to be tremendous tobacco harm reduction tools, helping many smokers transition away from combustible cigarettes. Despite recent fearmongering, their use is significantly safer than traditional cigarettes, as noted by numerous public health groups including the Royal College of Physicians,<sup>8</sup> Public Health England,<sup>9</sup> and the American Cancer Society.<sup>10</sup> Rather than restricting their use, and undoubtedly reducing public health gains and millions of dollars in economic output, lawmakers should dedicate existing tobacco funds on programs that actually reduce youth usage.

### Key Points

1

Maine’s vaping industry provided more than \$51 million in economic activity in 2018 while generating 313 direct vaping-related jobs. Sales of disposables and prefilled cartridges in Maine exceeded \$4.2 million in 2016.

2

As of December 31, 2019, MCDCP has reported nine cases of vaping-related lung illness, with most patients reporting having vaped THC, but no specific details. MCDCP earns a C for its reporting on vaping-related lung illnesses.

3

In 2019, only 28.7 percent of Maine high school students reported using vapor products on at least one day in the previous 30 days, a decrease from 34.8 percent in 2017. More data is needed.

4

Only 1 percent of FDA retail compliance checks in Maine resulted in sales of e-cigarettes to minors from January 1, 2018 to September 30, 2019.

5

Maine spends very little on tobacco prevention. In 2019, Maine dedicated only \$4.8 million on tobacco control, or 2 percent of what the state received in tobacco settlement payments and taxes.

# Notes

## **Tobacco Harm Reduction 101: Maine**

### **References**

- <sup>1</sup> Vapor Technology Association, “The Economic Impact of the Vapor Industry MAINE,” 2019, <https://vta.guerrillaeconomics.net/reports/2027bdfd-f427-4bfa-a57b-5258c91973d1?>
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- <sup>4</sup> Maine Department of Health and Human Services, “Maine Integrated Youth Health Survey,” 2019, [https://data.mainepublichealth.gov/miyhs/files/2019\\_Reports/Detailed\\_Reports/HS/MIYHS2019\\_Detailed\\_Reports\\_HS\\_State/Maine\\_High\\_School\\_Detailed\\_Tables.pdf](https://data.mainepublichealth.gov/miyhs/files/2019_Reports/Detailed_Reports/HS/MIYHS2019_Detailed_Reports_HS_State/Maine_High_School_Detailed_Tables.pdf).
- <sup>5</sup> Centers for Disease Control and Prevention, “High School YRBS Maine 2017 Results,” 2017, <https://nccd.cdc.gov/youthonline/App/Results.aspx?LID=ME>.
- <sup>6</sup> U.S. Food and Drug Administration, “Compliance Check Inspections of Tobacco Product Retailers,” September 30, 2019, [https://www.accessdata.fda.gov/scripts/oc/inspections/oc\\_insp\\_searching.cfm](https://www.accessdata.fda.gov/scripts/oc/inspections/oc_insp_searching.cfm).
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- <sup>9</sup> A. McNeill et al., “Evidence review of e-cigarettes and heated tobacco products 2018,” Public Health England, February 2018, [https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment\\_data/file/684963/Evidence\\_review\\_of\\_e-cigarettes\\_and\\_heated\\_tobacco\\_products\\_2018.pdf](https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/684963/Evidence_review_of_e-cigarettes_and_heated_tobacco_products_2018.pdf).
- <sup>10</sup> The American Cancer Society, “What Do We Know About E-Cigarettes?” June 19, 2019, <https://web.archive.org/web/20190806152535/https://www.cancer.org/cancer/cancer-causes/tobacco-and-cancer/e-cigarettes.html>.

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This booklet from The Heartland Institute aims to inform key stakeholders on the much-needed information on the benefits of electronic cigarettes and vaping devices. *Tobacco Harm Reduction 101* details the history of e-cigarettes, including regulatory actions on these products. The booklet also explains the role of nicotine, addresses tax policy and debunks many of the myths associated with e-cigarettes, including assertions about “popcorn lung,” formaldehyde, and the so-called youth vaping epidemic.

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# Policy Tip Sheet



POLICY ANALYSIS FROM  
THE HEARTLAND INSTITUTE

## Tobacco Harm Reduction 101: Maryland

Since their introduction to the U.S. market in 2007, e-cigarettes and vaping devices—tobacco harm reduction products that are 95 percent safer than combustible cigarettes—have helped more than three million American adults quit smoking.

### 1. Economic Impact

According to the Vapor Technology Association, in 2018, the industry created 1,243 direct vaping-related jobs, including manufacturing, retail, and wholesale jobs in Maryland, which generated \$54 million in wages alone.<sup>1</sup> Moreover, the industry has created hundreds of secondary jobs in the Old Line State, bringing the total economic impact in 2018 to \$389,390,600. In the same year, Maryland received more than \$31 million in state taxes attributable to the vaping industry. These figures do not include sales in convenience stores, which sell vapor products including disposables and prefilled cartridges. In 2016, sales of these products in Maryland eclipsed \$10 million.<sup>2</sup>

### 2. State Health Department Data

As of December 24, 2019, the Maryland Department of Health (MDH) has reported 57 cases of vaping-related lung illnesses. Although other state health departments have provided additional patient information—including age, gender, and substances vaped—MDH has only reported the total number of cases, but did note that vitamin E acetate had been found in the lung fluid of three Maryland patients. Vitamin E acetate has been linked to vaping products containing tetrahydrocannabinol (THC). *The Heartland Institute gives MDH a grade of D for information available on vaping-related lung illnesses.*

### 3. More Information Needed

The most recent report on youth e-cigarette use in Maryland is from the 2017 Maryland Youth Risk Behavior Survey.<sup>3</sup> In 2017, 35.3 percent of Maryland high school students reported using a vapor product on at least one occasion in the 30 days prior to the survey. Only 1.5 percent of Maryland high school students reported daily e-cigarette use. More data is needed to understand the effects of public health campaigns on youth e-cigarette use.

### 4. Youth Sales Miniscule

From January 1, 2018 to September 30, 2019, the U.S. Food and Drug Administration (FDA) administered 4,063 tobacco age compliance inspections in Maryland, in which the agency used a minor in an attempt to purchase tobacco products.<sup>4</sup> Of those, 782, or 19 percent, resulted in a sale to a minor. Of the violations, 182 (23 percent of violations and 4 percent of all compliance checks) involved the sale of e-cigarettes or vaping devices. The number of violations involving sales of cigars and cigarettes were 217 and 375, respectively, during the same period.

### 5. Misspent Money

In 2019, Maryland received an estimated \$525 million in tobacco taxes and tobacco settlement payments. In the same year, the state spent only \$10.5 million, or 2 percent, on funding tobacco control programs, including education and prevention.<sup>5</sup>

### Policy Solution

Electronic cigarettes and vaping devices have proven to be tremendous tobacco harm reduction tools, helping many smokers transition away from combustible cigarettes. Despite recent fearmongering, their use is significantly safer than traditional cigarettes, as noted by numerous public health groups including the Royal College of Physicians,<sup>6</sup> Public Health England,<sup>7</sup> and the American Cancer Society.<sup>8</sup> Rather than restricting their use, and undoubtedly reducing public health gains and millions of dollars in economic output, lawmakers should dedicate existing tobacco funds on programs that actually reduce youth use.

### Key Points

- 1 Maryland's vaping industry provided more than \$389 million in economic activity in 2018 while generating 1,243 direct vaping-related jobs. Sales of disposables and prefilled cartridges in Maryland exceeded \$10 million in 2016.
- 2 As of December 24, 2019, MDH has reported 57 cases of vaping-related lung illness. MDH reports do not offer details on age, gender, or substances vaped. MDH earns a **D** for its reporting on vaping-related lung illnesses.
- 3 In 2017, only 1.5 percent of Maryland high school students reported using vapor products daily. More data is needed.
- 4 Only 4 percent of FDA retail compliance checks in Maryland resulted in sales of e-cigarettes to minors from January 1, 2018 to September 30, 2019.
- 5 Maryland spends very little on tobacco prevention. In 2019, Maryland dedicated only \$10.5 million on tobacco control, or 2 percent of what the state received in tobacco settlement payments and taxes.

# Notes

## **Tobacco Harm Reduction 101: Maryland**

### **References**

- <sup>1</sup> Vapor Technology Association, “The Economic Impact of the Vapor Industry MARYLAND,” 2019, <https://vta.guerrillaeconomics.net/reports/d87faa01-f87e-4155-86dc-b1de384fb662?>.
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# Policy Tip Sheet

POLICY ANALYSIS FROM  
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## Tobacco Harm Reduction 101: Massachusetts

Since their introduction to the U.S. market in 2007, e-cigarettes and vaping devices—tobacco harm reduction products that are 95 percent safer than combustible cigarettes—have helped more than three million American adults quit smoking.

### 1. Economic Impact

According to the Vapor Technology Association, in 2018, the industry created 1,425 direct vaping-related jobs, including manufacturing, retail and wholesale jobs in Massachusetts, which generated \$54 million in wages alone.<sup>1</sup> Moreover, the industry has created hundreds of secondary jobs in Massachusetts, bringing the total economic impact in 2018 to \$333,428,500. In the same year, Massachusetts received more than \$183 million in state taxes attributable to the vaping industry. These figures do not include sales in convenience stores, which sell vapor products including disposables and prefilled cartridges. In 2016, sales of these products in Massachusetts eclipsed \$18.8 million.<sup>2</sup>

### 2. State Health Department Data

As of December 26, 2019, the Massachusetts Department of Public Health (MDPH) has reported 105 cases of vaping-related lung illnesses.<sup>3</sup> MDPH has provided detailed information on the cases, including age statistics, gender, and substances vaped. According to MDPH, 55 percent of patients are over the age of 30 and 52 percent of cases are female. Further, 60 percent of patients reported vaping tetrahydrocannabinol (THC). *The Heartland Institute gives MDPH a grade of A for information available on vaping-related lung illnesses*

### 3. More Information Needed

The most recent report on youth tobacco use in Massachusetts comes from the Massachusetts 2017 Youth Risk Behavior Survey.<sup>4</sup> According to those results, in 2017, 20.1 percent of Massachusetts high school students reported current use of e-cigarettes, or using an e-cigarette at least once in the 30 days prior to the survey. Further, only 2.1 of high school students reported using vaping products daily. More data is needed to understand the effects of public health campaigns on youth e-cigarette use. More data is needed to understand the effects of public health campaigns on youth e-cigarette use.

### 4. Youth Sales Miniscule

From January 1, 2018 to September 30, 2019, the U.S. Food and Drug Administration (FDA) administered 10,524 tobacco age compliance inspections in Massachusetts, in which the agency used a minor in an attempt to purchase tobacco products.<sup>5</sup> Of those, only 646, or 6 percent, resulted in a sale to a minor. Of the violations, 254 (2 percent of all compliance checks) involved the sale of e-cigarettes or vaping devices. The number of violations involving sales of cigars and cigarettes were 160 and 226, respectively, during the same period.

### 5. Misspent Money

In 2019, Massachusetts received an estimated \$645.5 million in tobacco taxes and tobacco settlement payments. In the same year, the state spent only \$4.2 million, or less than 1 percent, on funding tobacco control programs, including education and prevention.<sup>6</sup> Massachusetts invests \$1.37 per smoker in the state's quit line, compared to the national average of \$2.21 per smoker.

### Policy Solution

Electronic cigarettes and vaping devices have proven to be tremendous tobacco harm reduction tools, helping many smokers transition away from combustible cigarettes. Despite recent fearmongering, their use is significantly safer than traditional cigarettes, as noted by numerous public health groups including the Royal College of Physicians,<sup>7</sup> Public Health England,<sup>8</sup> and the American Cancer Society.<sup>9</sup> Rather than restricting their use, and undoubtedly reducing public health gains and millions of dollars in economic output, lawmakers should dedicate existing tobacco funds on programs that actually reduce youth usage.

### Key Points

1

Massachusetts's vaping industry provided more than \$333 million in economic activity in 2018 while generating 1,425 vaping-related jobs. Sales of disposables and prefilled cartridges in Massachusetts exceeded \$18.8 million in 2016.

2

As of December 26, MDPH has reported 105 cases of vaping-related lung illnesses and includes information on age, gender, and substances vaped. 60 percent of Massachusetts patients reported vaping THC. MDPH earns an **A-ranking** for its reporting on vaping-related lung illnesses.

3

In 2017, only 2.1 percent of Massachusetts high school students reported daily use of vapor products. More data is needed.

4

Only 2 percent of FDA retail compliance checks resulted in sales of e-cigarettes from January 1, 2018 to September 30, 2019.

5

Massachusetts spends very little on tobacco prevention. In 2019, Massachusetts dedicated only \$4.2 million on tobacco control, or less than 1 percent of what the state received in tobacco settlement payments and taxes.

# Notes

## ***Tobacco Harm Reduction 101: Massachusetts***

### ***References***

- <sup>1</sup> Vapor Technology Association, “The Economic Impact of the Vapor Industry MASSACHUSETTS,” 2019, <https://vta.guerrillaeconomics.net/reports/5ae23853-f65d-416e-b5e4-9f52f03e63f3?>
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# Policy Tip Sheet



POLICY ANALYSIS FROM  
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## Tobacco Harm Reduction 101: Michigan

Since their introduction to the U.S. market in 2007, e-cigarettes and vaping devices—tobacco harm reduction products that are 95 percent safer than combustible cigarettes—have helped more than three million American adults quit smoking.

### 1. Economic Impact

According to the Vapor Technology Association, in 2018, the industry created 2,660 direct vaping-related jobs, including manufacturing, retail, and wholesale jobs in Michigan, which generated \$75 million in wages alone.<sup>1</sup> Moreover, the industry has created hundreds of secondary jobs in the Great Lakes State, bringing the total economic impact in 2018 to \$608,284,800. In the same year, Michigan received more than \$38 million in state taxes attributable to the vaping industry. These figures do not include sales in convenience stores, which sell vapor products including disposables and prefilled cartridges. In 2016, sales of these products in Michigan eclipsed \$16.3 million.<sup>2</sup>

### 2. State Health Department Data

As of January 9, 2020, the Michigan Department of Health and Human Services (MDHHS) has reported 35 confirmed and 30 probable cases of vaping-related lung illnesses,<sup>3</sup> including three deaths.<sup>4</sup> MDHHS reports that 82.5 percent of 63 patients report using vaping products containing tetrahydrocannabinol (THC). Although, MDHHS provides information on substances vaped, other state health departments are also providing information on ages and genders. *The Heartland Institute gives MDHHS a grade of B for information available on vaping-related lung illnesses.*

### 3. More Information Needed

The most recent report on youth e-cigarette use in Michigan is from the 2017 Michigan Youth Risk Behavior Survey.<sup>5</sup> In 2017, only 14.8 percent of Michigan high school students reported using a vapor product on at least one occasion in the 30 days prior to the survey. Only 2.9 percent of Michigan high school students reported daily e-cigarette use. More data is needed to understand the effects of public health campaigns on youth e-cigarette use.

### 4. Youth Sales Miniscule

From January 1, 2018 to September 30, 2019, the U.S. Food and Drug Administration (FDA) administered 6,125 tobacco age compliance inspections in Michigan, in which the agency used a minor in an attempt to purchase tobacco products.<sup>6</sup> Of those, 1,241 or 20 percent, resulted in a sale to a minor. Of the violations, 182 (25 percent of violations and 5 percent of all compliance checks) involved the sale of e-cigarettes or vaping devices. The number of violations involving sales of cigars and cigarettes were 591 and 331, respectively, during the same period.

### 5. Misspent Money

In 2019, Michigan received an estimated \$1.2155 billion in tobacco taxes and tobacco settlement payments. In the same year, the state spent only \$1.6 million, or less than 1 percent, on funding tobacco control programs, including education and prevention.<sup>7</sup>

### Policy Solution

Electronic cigarettes and vaping devices have proven to be tremendous tobacco harm reduction tools, helping many smokers transition away from combustible cigarettes. Despite recent fearmongering, their use is significantly safer than traditional cigarettes, as noted by numerous public health groups including the Royal College of Physicians,<sup>8</sup> Public Health England,<sup>9</sup> and the American Cancer Society.<sup>10</sup> Rather than restricting their use, and undoubtedly reducing public health gains and millions of dollars in economic output, lawmakers should dedicate existing tobacco funds on programs that actually reduce youth usage.

### Key Points

1

Michigan's vaping industry provided more than \$608 million in economic activity in 2018 while generating 2,660 direct vaping-related jobs. Sales of disposables and prefilled cartridges in Michigan exceeded \$16.3 million in 2016.

2

As of January 9, 2020, MDHHS has reported 35 confirmed and 30 probable cases of vaping-related lung illnesses. MDHHS reports that 82.5 percent of patients report vaping THC. MDHHS earns a **B** for its reporting on vaping-related lung illnesses.

3

In 2017, only 2.9 percent of Michigan high school students reported using vapor products daily. More data is needed.

4

Only 5 percent of FDA retail compliance checks in Michigan resulted in sales of e-cigarettes to minors from January 1, 2018 to September 30, 2019.

5

Michigan spends very little on tobacco prevention. In 2019, Michigan dedicated only \$1.6 million on tobacco control, or less than 1 percent of what the state received in tobacco settlement payments and taxes.

# Notes

## **Tobacco Harm Reduction 101: Michigan**

### **References**

- <sup>1</sup> Vapor Technology Association, “The Economic Impact of the Vapor Industry MICHIGAN,” 2019, <https://vta.guerrillaeconomics.net/reports/ee2b0d04-2f54-43df-8c24-eb4b5cecf5ba?>.
- <sup>2</sup> Teresa W. Wang et al., “National and State-Specific Unit Sales and Prices for Electronic Cigarettes, United States, 2012-2016,” *Preventing Chronic Disease*, Centers for Disease Control and Prevention, August 2, 2018, [https://www.cdc.gov/pcd/issues/2018/17\\_0555.htm](https://www.cdc.gov/pcd/issues/2018/17_0555.htm).
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- <sup>6</sup> U.S. Food and Drug Administration, “Compliance Check Inspections of Tobacco Product Retailers,” September 30, 2019, [https://www.accessdata.fda.gov/scripts/oc/inspections/oc\\_insp\\_searching.cfm](https://www.accessdata.fda.gov/scripts/oc/inspections/oc_insp_searching.cfm).
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- <sup>8</sup> Royal College of Physicians, Nicotine without Smoke: Tobacco Harm Reduction, April 2016, <https://www.rcplondon.ac.uk/projects/outputs/nicotinewithout-smoke-tobacco-harm-reduction-0>.
- <sup>9</sup> A. McNeill et al., “Evidence review of e-cigarettes and heated tobacco products 2018,” Public Health England, February 2018, [https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment\\_data/file/684963/Evidence\\_review\\_of\\_e-cigarettes\\_and\\_heated\\_tobacco\\_products\\_2018.pdf](https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/684963/Evidence_review_of_e-cigarettes_and_heated_tobacco_products_2018.pdf).
- <sup>10</sup> The American Cancer Society, “What Do We Know About E-Cigarettes?” June 19, 2019, <https://web.archive.org/web/20190806152535/https://www.cancer.org/cancer/cancer-causes/tobacco-and-cancer/e-cigarettes.html>.

### **For More Information, please refer to:**

#### **Tobacco Harm Reduction 101: A Guidebook for Policymakers**

<https://www.heartland.org/publications-resources/publications/latest-heartland-policy-booklet-addresses-vaping-myths>

This booklet from The Heartland Institute aims to inform key stakeholders on the much-needed information on the benefits of electronic cigarettes and vaping devices. *Tobacco Harm Reduction 101* details the history of e-cigarettes, including regulatory actions on these products. The booklet also explains the role of nicotine, addresses tax policy and debunks many of the myths associated with e-cigarettes, including assertions about “popcorn lung,” formaldehyde, and the so-called youth vaping epidemic.

Nothing in this *Policy Tip Sheet* is intended to influence the passage of legislation, and it does not necessarily represent the views of The Heartland Institute. For further information on this and other topics, visit the *Budget & Tax News* website, [The Heartland Institute’s website](#), and *PolicyBot*, Heartland’s free online research database.

The Heartland Institute can send an expert to your state to testify or brief your caucus; host an event in your state; or send you further information on a topic. Please don’t hesitate to contact us if we can be of assistance! If you have any questions or comments, contact Heartland’s government relations department, at [governmentsrelations@heartland.org](mailto:governmentsrelations@heartland.org) or 312/377-4000.

# Policy Tip Sheet



POLICY ANALYSIS FROM  
THE HEARTLAND INSTITUTE

## Tobacco Harm Reduction 101: Minnesota

Since their introduction to the U.S. market in 2007, e-cigarettes and vaping devices—tobacco harm reduction products that are 95 percent safer than combustible cigarettes—have helped more than three million American adults quit smoking.

### 1. Economic Impact

According to the Vapor Technology Association, in 2018, the industry created 1,152 direct vaping-related jobs, including manufacturing, retail, and wholesale jobs in Minnesota, which generated \$44 million in wages alone.<sup>1</sup> Moreover, the industry has created hundreds of secondary jobs in the Gopher State, bringing the total economic impact in 2018 to \$336,366,200. In the same year, Minnesota received more than \$20 million in state taxes attributable to the vaping industry. These figures do not include sales in convenience stores, which sell vapor products including disposables and prefilled cartridges. In 2016, average national sales of these products eclipsed \$2.6 million.<sup>2</sup>

### 2. State Health Department Data

As of December 30, 2019, the Minnesota Department of Health (MDH) has reported 141 confirmed or probable cases of vaping-related lung illnesses, including three deaths.<sup>3</sup> MDH does not offer any other details, but notes that patients have reported vaping products containing tetrahydrocannabinol (THC). The state's first death was linked to a THC-containing vapor product.<sup>4</sup> THC was also linked to the state's second death, while the third deceased patient vaped an "unknown" substance, in addition to nicotine.<sup>5</sup> MDH has additionally tested lung fluid samples and products, finding THC in 11 of 12. MDH also found vitamin E acetate in 52 percent of 46 illicit THC-containing vapor products.<sup>6</sup> *The Heartland Institute gives MDH a grade of C for information available on vaping-related lung illnesses.*

### 3. More Information Needed

The most recent report on youth e-cigarette use in Minnesota is from the 2017 Minnesota Youth Risk Behavior Survey.<sup>7</sup> According to the survey, in 2019, only 1.5 percent of Minnesota 9th and 11th grade students used an e-cigarette daily. Further, 89.2 percent of Minnesota 9th and 11th graders reported *not using* a vapor product on any day in the 30 days prior to the survey. More data is needed to understand the effects of public health campaigns on youth e-cigarette use.

### 4. Youth Sales Miniscule

From January 1, 2018 to September 30, 2019, the U.S. Food and Drug Administration (FDA) administered 7,037 tobacco age compliance inspections in Minnesota, in which the agency used a minor in an attempt to purchase tobacco products.<sup>8</sup> Of those, 573, or 8 percent, resulted in a sale to a minor. Of the violations, 196 (34 percent of violations and 2 percent of all compliance checks) involved the sale of e-cigarettes or vaping devices. The number of violations involving sales of cigars and cigarettes were 193 and 178, respectively, during the same period.

### 5. Misspent Money

In 2019, Minnesota received an estimated \$703.6 million in tobacco taxes and tobacco settlement payments. In the same year, the state spent only \$17.3 million, or 2 percent on funding tobacco control programs, including education and prevention.<sup>9</sup>

### Policy Solution

Electronic cigarettes and vaping devices have proven to be tremendous tobacco harm reduction tools, helping many smokers transition away from combustible cigarettes. Despite recent fearmongering, their use is significantly safer than traditional cigarettes, as noted by numerous public health groups including the Royal College of Physicians,<sup>10</sup> Public Health England,<sup>11</sup> and the American Cancer Society.<sup>12</sup> Rather than restricting their use, and undoubtedly reducing public health gains and millions of dollars in economic output, lawmakers should dedicate existing tobacco funds on programs that actually reduce youth usage.

### Key Points

1

Minnesota's vaping industry provided more than \$336 million in economic activity in 2018 while generating 1,152 direct vaping-related jobs. The national average of sales of disposables and prefilled cartridges exceeded \$2.6 million in 2016.

2

As of December 30, 2019, MDH has reported 141 confirmed or probable cases of vaping-related lung illnesses, including three deaths. MDH does not offer further information, but reported that two of the deceased patients had vaped THC. MDH earns a C for its reporting on vaping-related lung illnesses.

3

In 2019, only 1.5 percent of Minnesota 9th and 11th grade students reported daily e-cigarette use, and 89.2 percent reported not using e-cigarettes in the previous 30 days. More data is needed.

4

Only 2 percent of FDA retail compliance checks in Minnesota resulted in sales of e-cigarettes to minors from January 1, 2018 to September 30, 2019.

5

Minnesota spends very little on tobacco prevention. In 2019, Minnesota dedicated only \$17.3 million or 2 percent of what the state received in tobacco settlement payments and taxes.

# Notes

## **Tobacco Harm Reduction 101: Minnesota**

### **References**

- <sup>1</sup> Vapor Technology Association, “The Economic Impact of the Vapor Industry MINNESOTA,” 2019, <https://vta.guerrillaeconomics.net/reports/e4e2ad3b-ca91-427e-9bf3-056543b2355b?>
- <sup>2</sup> Teresa W. Wang et al., “National and State-Specific Unit Sales and Prices for Electronic Cigarettes, United States, 2012-2016,” *Preventing Chronic Disease*, Centers for Disease Control and Prevention, August 2, 2018, [https://www.cdc.gov/pcd/issues/2018/17\\_0555.htm](https://www.cdc.gov/pcd/issues/2018/17_0555.htm).
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- <sup>7</sup> Minnesota Department of Education, “Minnesota Student Survey Reports 2013-2019,” 2019, <https://public.education.mn.gov/MDEAnalytics/DataTopic.jsp?TOPICID=242>.
- <sup>8</sup> U.S. Food and Drug Administration, “Compliance Check Inspections of Tobacco Product Retailers,” September 30, 2019, [https://www.accessdata.fda.gov/scripts/oc/inspections/oc\\_insp\\_searching.cfm](https://www.accessdata.fda.gov/scripts/oc/inspections/oc_insp_searching.cfm).
- <sup>9</sup> Truth Initiative, “Tobacco use in Minnesota,” June 28, 2019, <https://truthinitiative.org/research-resources/smoking-region/tobacco-use-minnesota-2019>.
- <sup>10</sup> Royal College of Physicians, *Nicotine without Smoke: Tobacco Harm Reduction*, April 2016, <https://www.rcplondon.ac.uk/projects/outputs/nicotinewithout-smoke-tobacco-harm-reduction-0>.
- <sup>11</sup> A. McNeill et al., “Evidence review of e-cigarettes and heated tobacco products 2018,” Public Health England, February 2018, [https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment\\_data/file/684963/Evidence\\_review\\_of\\_e-cigarettes\\_and\\_heated\\_tobacco\\_products\\_2018.pdf](https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/684963/Evidence_review_of_e-cigarettes_and_heated_tobacco_products_2018.pdf).
- <sup>12</sup> The American Cancer Society, “What Do We Know About E-Cigarettes?” June 19, 2019, <https://web.archive.org/web/20190806152535/https://www.cancer.org/cancer/cancer-causes/tobacco-and-cancer/e-cigarettes.html>.

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# Policy Tip Sheet



POLICY ANALYSIS FROM  
THE HEARTLAND INSTITUTE

## Tobacco Harm Reduction 101: Mississippi

Since their introduction to the U.S. market in 2007, e-cigarettes and vaping devices—tobacco harm reduction products that are 95 percent safer than combustible cigarettes—have helped more than three million American adults quit smoking.

### 1. Economic Impact

According to the Vapor Technology Association, in 2018, the industry created 963 direct vaping-related jobs, including manufacturing, retail, and wholesale jobs in Mississippi, which generated \$19 million in wages alone.<sup>1</sup> Moreover, the industry has created hundreds of secondary jobs in the Magnolia State, bringing the total economic impact in 2018 to \$169,923,900. In the same year, Mississippi received more than \$12 million in state taxes attributable to the vaping industry. These figures do not include sales in convenience stores, which sell vapor products including disposables and prefilled cartridges. In 2016, sales of these products in Mississippi eclipsed \$4.3 million.<sup>2</sup>

### 2. State Health Department Data

As of November 26, 2019, the Mississippi State Department of Health (MSDH) has reported 11 confirmed and probable cases of vaping-related lung illnesses.<sup>3</sup> All patients are over the age of 18 and 73 percent are male. Further, 73 percent report using vaping devices containing tetrahydrocannabinol (THC) and/or cannabidiol (CBD). *The Heartland Institute gives MSDH a grade of A for information available on vaping-related lung illnesses.*

### 3. More Information Needed

The most recent report on youth e-cigarette use in Mississippi is from the 2019 Mississippi Youth Tobacco Survey.<sup>4</sup> According to the results, in 2018, only 6.6 percent of Mississippi high school students reported using vapor products “on at least 20 of the past 30 days” prior to the survey. Further, 62 percent of respondents reported never having tried an e-cigarette or vaping device. More data is needed to understand the effects of public health campaigns on youth e-cigarette use.

### 4. Youth Sales Miniscule

From January 1, 2018 to September 30, 2019, the U.S. Food and Drug Administration (FDA) administered 6,058 tobacco age compliance inspections in Mississippi, in which the agency used a minor in an attempt to purchase tobacco products.<sup>5</sup> Of those, 474 or 8 percent, resulted in a sale to a minor. Of the violations, 154 (32 percent of violations and 2 percent of all compliance checks) involved the sale of e-cigarettes or vaping devices. The number of violations involving sales of cigars and cigarettes were 138 and 171, respectively, during the same period.

### 5. Misspent Money

In 2019, Mississippi received an estimated \$248.8 million in tobacco taxes and tobacco settlement payments. In the same year, the state spent only \$8.4 million, or 3 percent, on funding tobacco control programs, including education and prevention.<sup>6</sup>

### Policy Solution

Electronic cigarettes and vaping devices have proven to be tremendous tobacco harm reduction tools, helping many smokers transition away from combustible cigarettes. Despite recent fearmongering, their use is significantly safer than traditional cigarettes, as noted by numerous public health groups including the Royal College of Physicians,<sup>7</sup> Public Health England,<sup>8</sup> and the American Cancer Society.<sup>9</sup> Rather than restricting their use, and undoubtedly reducing public health gains and millions of dollars in economic output, lawmakers should dedicate existing tobacco funds on programs that actually reduce youth usage.

### Key Points

1

Mississippi’s vaping industry provided more than \$169 million in economic activity in 2018 while generating 963 direct vaping-related jobs. Sales of disposables and prefilled cartridges in Mississippi exceeded \$4.3 million in 2016.

2

As of November 26, 2019, MSDH has reported 11 cases of vaping-related lung illness. MSDH notes that 73 percent of patients reported vaping THC and/or CBD vaping products. MSDH earns an A for its reporting on vaping-related lung illnesses.

3

In 2018, 6.6 percent of Mississippi high school students reported using vapor products on 20 or more days, while 62 percent reported never trying vapor products. More data is needed.

4

Only 2 percent of FDA retail compliance checks in Mississippi resulted in sales of e-cigarettes to minors from January 1, 2018 to September 30, 2019.

5

Mississippi spends very little on tobacco prevention. In 2019, Mississippi dedicated only \$8.4 million on tobacco control, or 3 percent of what the state received in tobacco settlement payments and taxes.

# Notes

## ***Tobacco Harm Reduction 101: Mississippi***

### ***References***

- <sup>1</sup> Vapor Technology Association, “The Economic Impact of the Vapor Industry MISSISSIPPI,” 2019, <https://vta.guerrillaeconomics.net/reports/b1921932-3646-418c-9e75-84afd30d5d76?>.
- <sup>2</sup> Teresa W. Wang et al., “National and State-Specific Unit Sales and Prices for Electronic Cigarettes, United States, 2012-2016,” *Preventing Chronic Disease*, Centers for Disease Control and Prevention, August 2, 2018, [https://www.cdc.gov/pcd/issues/2018/17\\_0555.htm](https://www.cdc.gov/pcd/issues/2018/17_0555.htm).
- <sup>3</sup> Mississippi State Department of Health, “Mississippi Outbreak Information: Vaping-Related Lung Illness,” November 26, 2019, [https://msdh.ms.gov/msdhsite/\\_static/14,0,418.html](https://msdh.ms.gov/msdhsite/_static/14,0,418.html). Accessed January 9, 2020.
- <sup>4</sup> Nell Valentine, MS and Robert McMillen, PhD., “The Mississippi Youth Tobacco Survey,” Social Science Research Center, Mississippi State University, 2019, <https://mstobaccodata.org/wp-content/uploads/2019/06/YTS-publication-2019.pdf>.
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- <sup>9</sup> The American Cancer Society, “What Do We Know About E-Cigarettes?” June 19, 2019, <https://web.archive.org/web/20190806152535/https://www.cancer.org/cancer/cancer-causes/tobacco-and-cancer/e-cigarettes.html>.

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# Policy Tip Sheet



POLICY ANALYSIS FROM  
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## Tobacco Harm Reduction 101: Missouri

Since their introduction to the U.S. market in 2007, e-cigarettes and vaping devices—tobacco harm reduction products that are 95 percent safer than combustible cigarettes—have helped more than three million American adults quit smoking.

### 1. Economic Impact

According to the Vapor Technology Association, in 2018, the industry created 2,253 direct vaping-related jobs, including manufacturing, retail, and wholesale jobs in Missouri, which generated \$62 million in wages alone.<sup>1</sup> Moreover, the industry has created hundreds of secondary jobs in the Show-Me State, bringing the total economic impact in 2018 to \$475,193,800. In the same year, Missouri received more than \$25 million in state taxes attributable to the vaping industry. These figures do not include sales in convenience stores, which sell vapor products including disposables and prefilled cartridges. In 2016, sales of these products in Missouri eclipsed \$6 million.<sup>2</sup>

### 2. State Health Department Data

As of November 26, 2019, the Missouri Department of Health and Senior Services (MDHSS) has reported 36 cases of vaping-related lung illnesses, including two deaths.<sup>3</sup> MDHSS reports that 81 percent of patients are male and ages range from 15 to 55 years, with a median age of 22 years old. Unlike other state health departments, MDHSS does not offer information on substances vaped, despite other states finding a majority of patients report vaping products containing tetrahydrocannabinol (THC). *The Heartland Institute gives MDHSS a grade of D for information available on vaping-related lung illnesses.*

### 3. More Information Needed

The most recent report on youth e-cigarette use in Missouri is from the 2017 Missouri Youth Risk Behavior Survey.<sup>4</sup> In 2017, 39.9 percent of Missouri high school students reported using a vapor product on at least one occasion in the 30 days prior to the survey. There is no information on frequent and/or daily use. More data is needed to understand the effects of public health campaigns on youth e-cigarette use.

### 4. Youth Sales Miniscule

From January 1, 2018 to September 30, 2019, the U.S. Food and Drug Administration (FDA) administered 7,310 tobacco age compliance inspections in Missouri, in which the agency used a minor in an attempt to purchase tobacco products.<sup>5</sup> Of those, 1,192, or 16 percent, resulted in a sale to a minor. Of the violations, 318 (27 percent of violations and 4 percent of all compliance checks) involved the sale of e-cigarettes or vaping devices. The number of violations involving sales of cigars and cigarettes were 567 and 212, respectively, during the same period.

### 5. Misspent Money

In 2019, Missouri received an estimated \$258.9 million in tobacco taxes and tobacco settlement payments. In the same year, the state spent only \$48,500, or less than 1 percent, on funding tobacco control programs, including education and prevention.<sup>6</sup> The lack of funding is notable in the state's telephone quit line, of which Missouri invests only \$0.51 per smoker, significantly lower than the national average of \$2.21.

### Policy Solution

Electronic cigarettes and vaping devices have proven to be tremendous tobacco harm reduction tools, helping many smokers transition away from combustible cigarettes. Despite recent fearmongering, their use is significantly safer than traditional cigarettes, as noted by numerous public health groups including the Royal College of Physicians,<sup>7</sup> Public Health England,<sup>8</sup> and the American Cancer Society.<sup>9</sup> Rather than restricting their use, and undoubtedly reducing public health gains and millions of dollars in economic output, lawmakers should dedicate existing tobacco funds on programs that actually reduce youth usage.

### Key Points

1

Missouri's vaping industry provided more than \$475 million in economic activity in 2018, while generating 2,253 direct vaping-related jobs. Sales of disposables and prefilled cartridges in Missouri exceeded \$6 million in 2016.

2

As of November 26, 2019, MDHSS has reported 36 cases of vaping-related lung illnesses. MDHSS does not include information on substances vaped. MDHSS earns a **D** for its reporting on vaping-related lung illnesses.

3

In 2017, only 39.9 percent of Missouri high school students reported using vapor products on at least one occasion in the 30 days prior to the survey. There is no information on frequent and/or daily use. More data is needed.

4

Only 4 percent of FDA retail compliance checks in Missouri resulted in sales of e-cigarettes to minors from January 1, 2018 to September 30, 2019.

5

Missouri spends very little on tobacco prevention. In 2019, Missouri dedicated only \$48,500 on tobacco control, or less than 1 percent of what the state received in tobacco settlement payments and taxes.

# Notes

## **Tobacco Harm Reduction 101: Missouri**

### **References**

- <sup>1</sup> Vapor Technology Association, “The Economic Impact of the Vapor Industry MISSOURI,” 2019, <https://vta.guerrillaeconomics.net/reports/d8e2b28e-1557-4769-a4c9-7e7bccfed2e9?>.
- <sup>2</sup> Teresa W. Wang et al., “National and State-Specific Unit Sales and Prices for Electronic Cigarettes, United States, 2012-2016,” *Preventing Chronic Disease*, Centers for Disease Control and Prevention, August 2, 2018, [https://www.cdc.gov/pcd/issues/2018/17\\_0555.htm](https://www.cdc.gov/pcd/issues/2018/17_0555.htm).
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- <sup>4</sup> Missouri Department of Health and Senior Services, “Health Risks Behaviors among Missouri Middle School and High School Students: Results from the 2017 Youth Risk Behavior Survey and the 2017 Youth Tobacco Survey,” November, 2017, <https://health.mo.gov/data/yrbss/pdf/2017report.pdf>.
- <sup>5</sup> U.S. Food and Drug Administration, “Compliance Check Inspections of Tobacco Product Retailers,” September 30, 2019, [https://www.accessdata.fda.gov/scripts/oc/inspections/oc\\_insp\\_searching.cfm](https://www.accessdata.fda.gov/scripts/oc/inspections/oc_insp_searching.cfm).
- <sup>6</sup> Truth Initiative, “Tobacco use in Missouri,” June 28, 2019, <https://truthinitiative.org/research-resources/smoking-region/tobacco-use-missouri-2019>.
- <sup>7</sup> Royal College of Physicians, *Nicotine without Smoke: Tobacco Harm Reduction*, April 2016, <https://www.rcplondon.ac.uk/projects/outputs/nicotinewithout-smoke-tobacco-harm-reduction-0>.
- <sup>8</sup> A. McNeill et al., “Evidence review of e-cigarettes and heated tobacco products 2018,” Public Health England, February 2018, [https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment\\_data/file/684963/Evidence\\_review\\_of\\_e-cigarettes\\_and\\_heated\\_tobacco\\_products\\_2018.pdf](https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/684963/Evidence_review_of_e-cigarettes_and_heated_tobacco_products_2018.pdf).
- <sup>9</sup> The American Cancer Society, “What Do We Know About E-Cigarettes?” June 19, 2019, <https://web.archive.org/web/20190806152535/https://www.cancer.org/cancer/cancer-causes/tobacco-and-cancer/e-cigarettes.html>.

### **For More Information, please refer to:**

#### **Tobacco Harm Reduction 101: A Guidebook for Policymakers**

<https://www.heartland.org/publications-resources/publications/latest-heartland-policy-booklet-addresses-vaping-myths>

This booklet from The Heartland Institute aims to inform key stakeholders on the much-needed information on the benefits of electronic cigarettes and vaping devices. *Tobacco Harm Reduction 101* details the history of e-cigarettes, including regulatory actions on these products. The booklet also explains the role of nicotine, addresses tax policy and debunks many of the myths associated with e-cigarettes, including assertions about “popcorn lung,” formaldehyde, and the so-called youth vaping epidemic.

Nothing in this *Policy Tip Sheet* is intended to influence the passage of legislation, and it does not necessarily represent the views of The Heartland Institute. For further information on this and other topics, visit the [Budget & Tax News](#) website, [The Heartland Institute’s website](#), and [PolicyBot](#), Heartland’s free online research database.

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# Policy Tip Sheet



POLICY ANALYSIS FROM  
THE HEARTLAND INSTITUTE

## Tobacco Harm Reduction 101: Montana

Since their introduction to the U.S. market in 2007, e-cigarettes and vaping devices—tobacco harm reduction products that are 95 percent safer than combustible cigarettes—have helped more than three million American adults quit smoking.

### 1. Economic Impact

According to the Vapor Technology Association, in 2018, the industry created 313 direct vaping-related jobs, including manufacturing, retail, and wholesale jobs in Montana, which generated \$11 million in wages alone.<sup>1</sup> Moreover, the industry has created hundreds of secondary jobs in Big Sky Country, bringing the total economic impact in 2018 to \$67,507,100. In the same year, Montana received more than \$2 million in state taxes attributable to the vaping industry. These figures do not include sales in convenience stores, which sell vapor products including disposables and prefilled cartridges. In 2016, sales of these products in Montana eclipsed \$719,000.<sup>2</sup>

### 2. State Health Department Data

As of January 7, 2020, the Montana Department of Public Health and Human Services (MDPHHS) has reported seven cases of vaping-related lung illnesses, including one death.<sup>3</sup> MDPHHS notes that tetrahydrocannabinol (THC) “is present in most samples tested,” but the agency does not give specific case counts, nor other information—including age and gender. *The Heartland Institute gives MDPHHS a grade of D for information available on vaping-related lung illnesses.*

### 3. More Information Needed

The most recent report on youth e-cigarette use in Montana is from the 2019 Montana Youth Risk Behavior Survey.<sup>4</sup> According to the survey, in 2019, only 8.7 percent of Montana high school students reported daily e-cigarette use. Further, only 7.0 percent of Montana high school students cited “flavors” as a reason for vapor product use. Additionally, 13.5 percent of Montana high school students reported using e-cigarettes in 2019 because a friend or family member used them. More data is needed to understand the effects of public health campaigns on youth e-cigarette use.

### 4. Youth Sales Miniscule

From January 1, 2018 to September 30, 2019, the U.S. Food and Drug Administration (FDA) administered 2,214 tobacco age compliance inspections in Montana, in which the agency used a minor in an attempt to purchase tobacco products.<sup>5</sup> Of those, 76, or 3 percent, resulted in a sale to a minor. Of the violations, 26 (34 percent of violations and 1 percent of all compliance checks) involved the sale of e-cigarettes or vaping devices. The number of violations involving sales of cigars and cigarettes were 20 and 25, respectively, during the same period.

### 5. Misspent Money

In 2019, Montana received an estimated \$108.5 million in tobacco taxes and tobacco settlement payments. In the same year, the state spent only \$5 million, or 4 percent on funding tobacco control programs, including education and prevention.<sup>6</sup>

### Policy Solution

Electronic cigarettes and vaping devices have proven to be tremendous tobacco harm reduction tools, helping many smokers transition away from combustible cigarettes. Despite recent fearmongering, their use is significantly safer than traditional cigarettes, as noted by numerous public health groups including the Royal College of Physicians,<sup>7</sup> Public Health England,<sup>8</sup> and the American Cancer Society.<sup>9</sup> Rather than restricting their use, and undoubtedly reducing public health gains and millions of dollars in economic output, lawmakers should dedicate existing tobacco funds on programs that actually reduce youth usage.

### Key Points

1

Montana’s vaping industry provided more than \$67 million in economic activity in 2018 while generating 313 direct vaping-related jobs. Sales of disposables and prefilled cartridges in Montana exceeded \$719,000 in 2016.

2

As of January 7, 2020, MDPHHS has reported seven cases of vaping-related lung illnesses, including one death. MDPHHS notes the use of THC-containing vapor products, but does not give specific case counts. MDPHHS earns a **D** for its reporting on vaping-related lung illnesses.

3

In 2019, only 8.7 percent of Montana high school students reported daily e-cigarette use. Further, only 7.0 percent cited flavors as a reason for e-cigarette use. More data is needed.

4

Only 1 percent of FDA retail compliance checks in Montana resulted in sales of e-cigarettes to minors from January 1, 2018 to September 30, 2019.

5

Montana spends very little on tobacco prevention. In 2019, Montana dedicated only \$5 million on tobacco control, or 4 percent of what the state received in tobacco settlement payments and taxes.

# Notes

## **Tobacco Harm Reduction 101: Montana**

### **References**

- <sup>1</sup> Vapor Technology Association, “The Economic Impact of the Vapor Industry MONTANA,” 2019, <https://vta.guerrillaeconomics.net/reports/beb14eb6-3027-416f-8da4-00d388afa489?/>
- <sup>2</sup> Teresa W. Wang et al., “National and State-Specific Unit Sales and Prices for Electronic Cigarettes, United States, 2012-2016,” *Preventing Chronic Disease*, Centers for Disease Control and Prevention, August 2, 2018, [https://www.cdc.gov/pcd/issues/2018/17\\_0555.htm](https://www.cdc.gov/pcd/issues/2018/17_0555.htm).
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- <sup>4</sup> Montana Office of Public Instruction, “2019 Montana Youth Risk Behavior Survey,” 2019, [https://opi.mt.gov/Portals/182/Page%20Files/YRBS/2019YRBS/2019\\_MT\\_YRBS\\_FullReport.pdf?ver=2019-08-23-083248-820/](https://opi.mt.gov/Portals/182/Page%20Files/YRBS/2019YRBS/2019_MT_YRBS_FullReport.pdf?ver=2019-08-23-083248-820/).
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- <sup>6</sup> Truth Initiative, “Tobacco use in Montana,” June 28, 2019, <https://truthinitiative.org/research-resources/smoking-region/tobacco-use-montana-2019>.
- <sup>7</sup> Royal College of Physicians, *Nicotine without Smoke: Tobacco Harm Reduction*, April 2016, <https://www.rcplondon.ac.uk/projects/outputs/nicotinewithout-smoke-tobacco-harm-reduction-0>.
- <sup>8</sup> A. McNeill et al., “Evidence review of e-cigarettes and heated tobacco products 2018,” Public Health England, February 2018, [https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment\\_data/file/684963/Evidence\\_review\\_of\\_e-cigarettes\\_and\\_heated\\_tobacco\\_products\\_2018.pdf](https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/684963/Evidence_review_of_e-cigarettes_and_heated_tobacco_products_2018.pdf).
- <sup>9</sup> The American Cancer Society, “What Do We Know About E-Cigarettes?” June 19, 2019, <https://web.archive.org/web/20190806152535/https://www.cancer.org/cancer/cancer-causes/tobacco-and-cancer/e-cigarettes.html>.

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<https://www.heartland.org/publications-resources/publications/latest-heartland-policy-booklet-addresses-vaping-myths>

This booklet from The Heartland Institute aims to inform key stakeholders on the much-needed information on the benefits of electronic cigarettes and vaping devices. *Tobacco Harm Reduction 101* details the history of e-cigarettes, including regulatory actions on these products. The booklet also explains the role of nicotine, addresses tax policy and debunks many of the myths associated with e-cigarettes, including assertions about “popcorn lung,” formaldehyde, and the so-called youth vaping epidemic.

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# Policy Tip Sheet



POLICY ANALYSIS FROM  
THE HEARTLAND INSTITUTE

## Tobacco Harm Reduction 101: Nebraska

Since their introduction to the U.S. market in 2007, e-cigarettes and vaping devices—tobacco harm reduction products that are 95 percent safer than combustible cigarettes—have helped more than three million American adults quit smoking.

### 1. Economic Impact

According to the Vapor Technology Association, in 2018, the industry created 667 direct vaping-related jobs, including manufacturing, retail, and wholesale jobs in Nebraska, which generated \$19 million in wages alone.<sup>1</sup> Moreover, the industry has created hundreds of secondary jobs in the Cornhusker State, bringing the total economic impact in 2018 to \$169,086,200. In the same year, Nebraska received more than \$7 million in state taxes attributable to the vaping industry. These figures do not include sales in convenience stores, which sell vapor products including disposables and prefilled cartridges. In 2016, sales of these products in Nebraska eclipsed \$3.3 million.<sup>2</sup>

### 2. State Health Department Data

As of November 26, 2019, the Nebraska Department of Health and Human Services (NDHHS) has reported 11 cases of vaping-related lung illnesses, including one death. Although other state health departments have provided additional patient information—including age, gender, and substances vaped—NDHHS has only reported the total number of cases. This is alarming because many state health departments have already linked vaping-related lung illnesses to the use of products containing tetrahydrocannabinol (THC) and provided this information in their own updates. *The Heartland Institute gives NDHHS a grade of F for information available on vaping-related lung illnesses.*

### 3. More Information Needed

The most recent report on youth e-cigarette use in Nebraska is from the 2018 Nebraska Risk and Protective Factor Student Survey.<sup>3</sup> According to the results, in 2018, 31 percent of Nebraska 10th and 12th grade students reported using a vapor product on at least one occasion in the 30 days prior to the survey. There is no information on frequent and/or daily use. More data is needed to understand the effects of public health campaigns on youth e-cigarette use.

### 4. Youth Sales Miniscule

From January 1, 2018 to September 30, 2019, the U.S. Food and Drug Administration (FDA) administered 1,807 tobacco age compliance inspections in Nebraska, in which the agency used a minor in an attempt to purchase tobacco products.<sup>4</sup> Of those, 191 or 10 percent, resulted in a sale to a minor. Of the violations, 38 (19 percent of violations and 2 percent of all compliance checks) involved the sale of e-cigarettes or vaping devices. The number of violations involving sales of cigars and cigarettes were 20 and 124, respectively, during the same period.

### 5. Misspent Money

In 2019, Nebraska received an estimated \$105 million in tobacco taxes and tobacco settlement payments. In the same year, the state spent only \$2.6 million, or 2 percent, on funding tobacco control programs, including education and prevention.<sup>5</sup> The lack of funding is notable in the state's telephone quit line, of which Nebraska invests only \$1.62 per smoker, lower than the national average of \$2.21.

### Policy Solution

Electronic cigarettes and vaping devices have proven to be tremendous tobacco harm reduction tools, helping many smokers transition away from combustible cigarettes. Despite recent fearmongering, their use is significantly safer than traditional cigarettes, as noted by numerous public health groups including the Royal College of Physicians,<sup>6</sup> Public Health England,<sup>7</sup> and the American Cancer Society.<sup>8</sup> Rather than restricting their use, and undoubtedly reducing public health gains and millions of dollars in economic output, lawmakers should dedicate existing tobacco funds on programs that actually reduce youth usage.

### Key Points

- 1 Nebraska's vaping industry provided more than \$169 million in economic activity in 2018 while generating 667 direct vaping-related jobs. Sales of disposables and prefilled cartridges in Nebraska exceeded \$3.3 million in 2016.
- 2 As of November 26, 2019, NDHHS has reported 11 cases of vaping-related lung illnesses, including one death. NDHHS does not include information on substances vaped. NDHHS earns an F for its reporting on vaping-related lung illnesses.
- 3 In 2018, only 31 percent of Nebraska high school students reported using vapor products on at least one occasion in the 30 days prior to the survey. There is no information on frequent and/or daily use. More data is needed.
- 4 Only 2 percent of FDA retail compliance checks in Nebraska resulted in sales of e-cigarettes to minors from January 1, 2018 to September 30, 2019.
- 5 Nebraska spends very little on tobacco prevention. In 2019, Nebraska dedicated only \$2.6 million on tobacco control, or 2 percent of what the state received in tobacco settlement payments and taxes.

# Notes

## **Tobacco Harm Reduction 101: Nebraska**

### **References**

- <sup>1</sup> Vapor Technology Association, “The Economic Impact of the Vapor Industry NEBRASKA,” 2019, <https://vta.guerrillaeconomics.net/reports/3a622a3d-b201-4e40-bdaa-347d24355e0b?>
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- <sup>4</sup> U.S. Food and Drug Administration, “Compliance Check Inspections of Tobacco Product Retailers,” September 30, 2019, [https://www.accessdata.fda.gov/scripts/oc/inspections/oc\\_insp\\_searching.cfm](https://www.accessdata.fda.gov/scripts/oc/inspections/oc_insp_searching.cfm).
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- <sup>8</sup> The American Cancer Society, “What Do We Know About E-Cigarettes?” June 19, 2019, <https://web.archive.org/web/20190806152535/https://www.cancer.org/cancer/cancer-causes/tobacco-and-cancer/e-cigarettes.html>.

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# Policy Tip Sheet



POLICY ANALYSIS FROM  
THE HEARTLAND INSTITUTE

## Tobacco Harm Reduction 101: Nevada

Since their introduction to the U.S. market in 2007, e-cigarettes and vaping devices—tobacco harm reduction products that are 95 percent safer than combustible cigarettes—have helped more than three million American adults quit smoking.

### 1. Economic Impact

According to the Vapor Technology Association, in 2018, the industry created 973 direct vaping-related jobs, including manufacturing, retail, and wholesale jobs in Nevada, which generated \$28 million in wages alone.<sup>1</sup> Moreover, the industry has created hundreds of secondary jobs in the Silver State, bringing the total economic impact in 2018 to \$204,179,700. In the same year, Nevada received more than \$15 million in state taxes attributable to the vaping industry. These figures do not include sales in convenience stores, which sell vapor products including disposables and prefilled cartridges. In 2016, sales of these products in Nevada eclipsed \$7.3 million.<sup>2</sup>

### 2. State Health Department Data

As of December 18, 2019, the Southern Nevada Health District (SNHD) has reported six cases of vaping-related lung illnesses in Clark County, Nevada.<sup>3</sup> The Nevada Department of Health and Human Services (NDHHS) does not provide any information on vaping-related lung illnesses on its website. SNHD provides age ranges and substances vaped. Of the patients, five, or 83 percent, reported using vapor products containing tetrahydrocannabinol (THC). *The Heartland Institute gives SNHD a grade of A for information available on vaping-related lung illnesses.*

### 3. More Information Needed

The most recent report on youth e-cigarette use in Nevada is from the 2017 Nevada Youth Risk Behavior Survey.<sup>4</sup> According to the survey, in 2017, only 15 percent of Nevada high school students had reported using a vapor product on at least one day, in the 30 days prior to the survey. There is no information on frequent and/or daily use. More data is needed to understand the effects of public health campaigns on youth e-cigarette use.

### 4. Youth Sales Miniscule

From January 1, 2018 to September 30, 2019, the U.S. Food and Drug Administration (FDA) administered 6,718 tobacco age compliance inspections in Nevada, in which the agency used a minor in an attempt to purchase tobacco products.<sup>5</sup> Of those, 62, or 19 percent, resulted in a sale to a minor. Of the violations, 11 (17 percent of violations and 3 percent of all compliance checks) involved the sale of e-cigarettes or vaping devices. The number of violations involving sales of cigars and cigarettes were 12 and 37, respectively, during the same period.

### 5. Misspent Money

In 2019, Nevada received an estimated \$230.4 million in tobacco taxes and tobacco settlement payments. In the same year, the state spent \$1 million, or less than 1 percent, on funding tobacco control programs, including education and prevention.<sup>6</sup> The lack of funding is most notable in the state's telephone quit line, of which Nevada spends \$0.75 per smoker, significantly lower than the national average of \$2.21.

### Policy Solution

Electronic cigarettes and vaping devices have proven to be tremendous tobacco harm reduction tools, helping many smokers transition away from combustible cigarettes. Despite recent fearmongering, their use is significantly safer than traditional cigarettes, as noted by numerous public health groups including the Royal College of Physicians,<sup>7</sup> Public Health England,<sup>8</sup> and the American Cancer Society.<sup>9</sup> Rather than restricting their use, and undoubtedly reducing public health gains and millions of dollars in economic output, lawmakers should dedicate existing tobacco funds on programs that actually reduce youth usage.

### Key Points

1

Nevada's vaping industry provided more than \$204 million in economic activity in 2018 while generating 973 direct vaping-related jobs. Sales of disposables and prefilled cartridges in Nevada exceeded \$7.3 million in 2016.

2

As of December 18, 2019, SNHD has reported six cases of vaping related lung injury, noting that 83 percent of patients report vaping THC. NDHHS does not provide state reports. SNHD deserves an A for its transparency on vaping-related lung illnesses.

3

In 2017, only 15 percent of Nevada high school students reported using an e-cigarette on at least one day, in the 30 days prior. There is no information on frequent and/or daily use. More data is needed.

4

Only 3 percent of FDA retail compliance checks in Nevada resulted in sales of e-cigarettes to minors from January 1, 2018 to September 30, 2019.

5

Nevada spends very little on tobacco prevention. In 2019, Nevada dedicated only \$1 million to tobacco control programs including education and prevention, or less than 1 percent of what the state received in tobacco settlement payments and taxes.

# Notes

## **Tobacco Harm Reduction 101: Nevada**

### **References**

- <sup>1</sup> Vapor Technology Association, “The Economic Impact of the Vapor Industry NEVADA,” 2019, <https://vta.guerrillaeconomics.net/reports/578b827c-2255-4bc4-8985-9624030c6ebe?>.
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- <sup>3</sup> Southern Nevada Health District, “Outbreak – Vaping/E-Cigarette Related Lung Injuries,” December 18, 2019, <https://www.southernnevadahealthdistrict.org/Health-Topics/nevada-clean-indoor-air-act/outbreak-vaping-e-cigarette-related-lung-injuries/>.
- <sup>4</sup> Nevada Department of Health and Human Services, “2017 Nevada High School Youth Risk Behavior Survey (YRBS) Report,” 2017, <https://scholarworks.unr.edu/bitstream/handle/11714/5007/2017%20Nevada%20High%20School%20YRBS%2012.3.pdf?sequence=1&isAllowed=y>.
- <sup>5</sup> U.S. Food and Drug Administration, “Compliance Check Inspections of Tobacco Product Retailers,” September 30, 2019, [https://www.accessdata.fda.gov/scripts/oc/inspections/oc\\_insp\\_searching.cfm](https://www.accessdata.fda.gov/scripts/oc/inspections/oc_insp_searching.cfm).
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- <sup>9</sup> The American Cancer Society, “What Do We Know About E-Cigarettes?” June 19, 2019, <https://web.archive.org/web/20190806152535/https://www.cancer.org/cancer/cancer-causes/tobacco-and-cancer/e-cigarettes.html>.

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# Policy Tip Sheet



POLICY ANALYSIS FROM  
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## Tobacco Harm Reduction 101: New Hampshire

Since their introduction to the U.S. market in 2007, e-cigarettes and vaping devices—tobacco harm reduction products that are 95 percent safer than combustible cigarettes—have helped more than three million American adults quit smoking.

### 1. Economic Impact

According to the Vapor Technology Association, in 2018, the industry created 360 direct vaping-related jobs, including manufacturing, retail, and wholesale jobs in New Hampshire, which generated \$11 million in wages alone.<sup>1</sup> Moreover, the industry has created hundreds of secondary jobs in the Granite State, bringing the total economic impact in 2018 to \$77,357,800. In the same year, New Hampshire received more than \$3 million in state taxes attributable to the vaping industry. These figures do not include sales in convenience stores, which sell vapor products including disposables and prefilled cartridges. In 2016, sales of these products in New Hampshire eclipsed \$6.1 million.<sup>2</sup>

### 2. State Health Department Data

As of October 7, 2019, the New Hampshire Division of Public Health Services (NHPHS) has reported the state's first probable case of a vaping-related lung illness.<sup>3</sup> There is information on age, gender, or substance vaped by the particular patient, but NHPHS noted that most patients in statewide reports indicated they had vaped tetrahydrocannabinol (THC). *The Heartland Institute gives NHPHS a grade of D for information available on vaping-related lung illnesses.*

### 3. More Information Needed

The most recent report on youth e-cigarette use in New Hampshire is from the 2017 New Hampshire Youth Risk Behavior Survey.<sup>4</sup> According to the survey, in 2017, 76 percent of New Hampshire high school students reported *not using* a vapor product in the 30 days prior to the survey, and only 3.9 percent reported daily use. More data is needed to understand the effects of public health campaigns on youth e-cigarette use.

### 4. Youth Sales Miniscule

From January 1, 2018 to September 30, 2019, the U.S. Food and Drug Administration (FDA) administered 1,106 tobacco age compliance inspections in New Hampshire, in which the agency used a minor in an attempt to purchase tobacco products.<sup>5</sup> Of those, 157, or 14 percent, resulted in a sale to a minor. Of the violations, 60 (38 percent of violations and 5 percent of all compliance checks) involved the sale of e-cigarettes or vaping devices. The number of violations involving sales of cigars and cigarettes were 10 and 87, respectively, during the same period.

### 5. Misspent Money

In 2019, New Hampshire received an estimated \$254.9 million in tobacco taxes and tobacco settlement payments. In the same year, the state spent only \$140,000, or less than 1 percent, on funding tobacco control programs, including education and prevention.<sup>6</sup> The lack of funding is notable in the state's telephone quit line, of which New Hampshire invests only \$2.12 per smoker, compared to the national average of \$2.21.

### Policy Solution

Electronic cigarettes and vaping devices have proven to be tremendous tobacco harm reduction tools, helping many smokers transition away from combustible cigarettes. Despite recent fearmongering, their use is significantly safer than traditional cigarettes, as noted by numerous public health groups including the Royal College of Physicians,<sup>7</sup> Public Health England,<sup>8</sup> and the American Cancer Society.<sup>9</sup> Rather than restricting their use, and undoubtedly reducing public health gains and millions of dollars in economic output, lawmakers should dedicate existing tobacco funds on programs that actually reduce youth usage.

### Key Points

- 1 New Hampshire's vaping industry provided more than \$77 million in economic activity in 2018 while generating 360 direct vaping-related jobs. Sales of disposables and prefilled cartridges in New Hampshire exceeded \$6.1 million in 2016.
- 2 As of October 7, 2019, NHPHS has reported one case of vaping-related lung illness, noting other state health departments finding patients vaping THC prior to illness. NHPHS earns a **D** for its reporting on vaping-related lung illnesses.
- 3 In 2019, only 3.9 percent of New Hampshire high school students reported daily e-cigarette use. More data is needed.
- 4 Only 5 percent of FDA retail compliance checks in New Hampshire resulted in sales of e-cigarettes to minors from January 1, 2018 to September 30, 2019.
- 5 New Hampshire spends very little on tobacco prevention. In 2019, New Hampshire dedicated only \$140,000 on tobacco control, or less than 1 percent of what the state received in tobacco settlement payments and taxes.

# Notes

## **Tobacco Harm Reduction 101: New Hampshire**

### **References**

- <sup>1</sup> Vapor Technology Association, “The Economic Impact of the Vapor Industry NEW HAMPSHIRE,” 2019, <https://vta.guerrillaeconomics.net/reports/46d2314b-b4da-4438-af7e-48c2b09b39d4?>
- <sup>2</sup> Teresa W. Wang et al., “National and State-Specific Unit Sales and Prices for Electronic Cigarettes, United States, 2012-2016,” *Preventing Chronic Disease*, Centers for Disease Control and Prevention, August 2, 2018, [https://www.cdc.gov/pcd/issues/2018/17\\_0555.htm](https://www.cdc.gov/pcd/issues/2018/17_0555.htm).
- <sup>3</sup> New Hampshire Division of Public Services, “Vaping-Associated Lung Injury Identified in NH,” *Fact Sheet*, New Hampshire Department of Health and Human Services, October 7, 2019, <https://www.dhhs.nh.gov/dphs/cdcs/alerts/documents/vaping-lung-injury-nh.pdf>.
- <sup>4</sup> New Hampshire Department of Health and Human Services, “New Hampshire High School Survey,” 2017 Youth Risk Behavior Survey Results, 2017, <https://www.dhhs.nh.gov/dphs/hsdm/documents/hs-summary-yrbs-results-2017.pdf>.
- <sup>5</sup> U.S. Food and Drug Administration, “Compliance Check Inspections of Tobacco Product Retailers,” September 30, 2019, [https://www.accessdata.fda.gov/scripts/oc/inspections/oc\\_insp\\_searching.cfm](https://www.accessdata.fda.gov/scripts/oc/inspections/oc_insp_searching.cfm).
- <sup>6</sup> Truth Initiative, “Tobacco use in New Hampshire,” June 28, 2019, <https://truthinitiative.org/research-resources/smoking-region/tobacco-use-new-hampshire-2019>.
- <sup>7</sup> Royal College of Physicians, *Nicotine without Smoke: Tobacco Harm Reduction*, April 2016, <https://www.rcplondon.ac.uk/projects/outputs/nicotinewithout-smoke-tobacco-harm-reduction-0>.
- <sup>8</sup> A. McNeill et al., “Evidence review of e-cigarettes and heated tobacco products 2018,” Public Health England, February 2018, [https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment\\_data/file/684963/Evidence\\_review\\_of\\_e-cigarettes\\_and\\_heated\\_tobacco\\_products\\_2018.pdf](https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/684963/Evidence_review_of_e-cigarettes_and_heated_tobacco_products_2018.pdf).
- <sup>9</sup> The American Cancer Society, “What Do We Know About E-Cigarettes?” June 19, 2019, <https://web.archive.org/web/20190806152535/https://www.cancer.org/cancer/cancer-causes/tobacco-and-cancer/e-cigarettes.html>.

### **For More Information, please refer to:**

#### **Tobacco Harm Reduction 101: A Guidebook for Policymakers**

<https://www.heartland.org/publications-resources/publications/latest-heartland-policy-booklet-addresses-vaping-myths>

This booklet from The Heartland Institute aims to inform key stakeholders on the much-needed information on the benefits of electronic cigarettes and vaping devices. *Tobacco Harm Reduction 101* details the history of e-cigarettes, including regulatory actions on these products. The booklet also explains the role of nicotine, addresses tax policy and debunks many of the myths associated with e-cigarettes, including assertions about “popcorn lung,” formaldehyde, and the so-called youth vaping epidemic.

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# Policy Tip Sheet



POLICY ANALYSIS FROM  
THE HEARTLAND INSTITUTE

## Tobacco Harm Reduction 101: New Jersey

Since their introduction to the U.S. market in 2007, e-cigarettes and vaping devices—tobacco harm reduction products that are 95 percent safer than combustible cigarettes—have helped more than three million American adults quit smoking.

### 1. Economic Impact

According to the Vapor Technology Association, in 2018, the industry created 2,119 direct vaping-related jobs, including manufacturing, retail, and wholesale jobs in New Jersey, which generated \$91 million in wages alone.<sup>1</sup> Moreover, the industry has created hundreds of secondary jobs in the Garden State, bringing the total economic impact in 2018 to \$565,949,300. In the same year, New Jersey received more than \$41 million in state taxes attributable to the vaping industry. These figures do not include sales in convenience stores, which sell vapor products including disposables and prefilled cartridges. In 2016, sales of these products in New Jersey eclipsed \$34.4 million.<sup>2</sup>

### 2. State Health Department Data

As of December 31, 2019, the New Jersey Department of Health (NJDH) has reported 56 confirmed cases of vaping-related lung illnesses, including one death.<sup>3</sup> An additional 11 cases are under investigation. Of the confirmed cases, the age of patients ranges from 14 to 75 years old, with a median age of 21, and 64 percent of patients are male. Unlike other health departments, NJDH is not providing information on substances vaped, despite many health departments finding most patients have reported vaping tetrahydrocannabinol (THC). *The Heartland Institute gives NJDH a grade of D for information available on vaping-related lung illnesses.*

### 3. More Information Needed

The most recent report on youth e-cigarette use in New Jersey is from the 2016 New Jersey Youth Tobacco Survey.<sup>4</sup> According to those results, in 2016, 21 percent of New Jersey high school students had ever used a vapor product and only 9.6 percent reported using an e-cigarette on at least one occasion in the 30 days prior to the survey. There is no information on frequent and/or daily use. More data is needed to understand the effects of public health campaigns on youth e-cigarette use.

### 4. Youth Sales Miniscule

From January 1, 2018 to September 30, 2019, the U.S. Food and Drug Administration (FDA) administered 7,932 tobacco age compliance inspections in New Jersey, in which the agency used a minor in an attempt to purchase tobacco products.<sup>5</sup> Of those, 850, or 10 percent, resulted in a sale to a minor. Of the violations, 150 (17 percent of violations and 1 percent of all compliance checks) involved the sale of e-cigarettes or vaping devices. The number of violations involving sales of cigars and cigarettes were 240 and 435, respectively, during the same period.

### 5. Misspent Money

In 2019, New Jersey received an estimated \$919.6 million in tobacco taxes and tobacco settlement payments. In the same year, the state spent only \$7.2 million, or less than 1 percent, on funding tobacco control programs, including education and prevention.<sup>6</sup>

### Policy Solution

Electronic cigarettes and vaping devices have proven to be tremendous tobacco harm reduction tools, helping many smokers transition away from combustible cigarettes. Despite recent fearmongering, their use is significantly safer than traditional cigarettes, as noted by numerous public health groups including the Royal College of Physicians,<sup>7</sup> Public Health England,<sup>8</sup> and the American Cancer Society.<sup>9</sup> Rather than restricting their use, and undoubtedly reducing public health gains and millions of dollars in economic output, lawmakers should dedicate existing tobacco funds on programs that actually reduce youth use.

### Key Points

- 1 New Jersey's vaping industry provided more than \$565 million in economic activity in 2018 while generating 2,119 direct vaping-related jobs. Sales of disposables and prefilled cartridges in New Jersey exceeded \$34.4 million in 2016.
- 2 As of December 31, 2019, NJDH has reported 56 cases of vaping-related lung illness, including one death. NJDH reports do not offer details on substances vaped. NJDH earns a **D** for its reporting on vaping-related lung illnesses.
- 3 In 2016, only 9.6 percent of New Jersey high school students reported using vapor products on at least one day in the previous 30 days. There is no data on frequent and/or daily use. More data is needed.
- 4 Only 1 percent of FDA retail compliance checks in New Jersey resulted in sales of e-cigarettes to minors from January 1, 2018 to September 30, 2019.
- 5 New Jersey spends very little on tobacco prevention. In 2019, New Jersey dedicated only \$7.2 million on tobacco control, or less than 1 percent of what the state received in tobacco settlement payments and taxes.

# Notes

## **Tobacco Harm Reduction 101: New Jersey**

### **References**

- <sup>1</sup> Vapor Technology Association, “The Economic Impact of the Vapor Industry NEW JERSEY,” 2019, <https://vta.guerrillaeconomics.net/reports/d405613d-bfc4-4ea9-aa3f-1b98547ecc04?>
- <sup>2</sup> Teresa W. Wang et al., “National and State-Specific Unit Sales and Prices for Electronic Cigarettes, United States, 2012-2016,” *Preventing Chronic Disease*, Centers for Disease Control and Prevention, August 2, 2018, [https://www.cdc.gov/pcd/issues/2018/17\\_0555.htm](https://www.cdc.gov/pcd/issues/2018/17_0555.htm).
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- <sup>4</sup> New Jersey Department of Health, “2016 New Jersey Youth Tobacco Survey,” 2016, [https://www.nj.gov/health/fhs/tobacco/documents/NJYTS%202016%20State%20Report\\_Final.pdf](https://www.nj.gov/health/fhs/tobacco/documents/NJYTS%202016%20State%20Report_Final.pdf).
- <sup>5</sup> U.S. Food and Drug Administration, “Compliance Check Inspections of Tobacco Product Retailers,” September 30, 2019, [https://www.accessdata.fda.gov/scripts/oc/inspections/oc\\_insp\\_searching.cfm](https://www.accessdata.fda.gov/scripts/oc/inspections/oc_insp_searching.cfm).
- <sup>6</sup> Truth Initiative, “Tobacco use in New Jersey,” June 28, 2019, <https://truthinitiative.org/research-resources/smoking-region/tobacco-use-new-jersey-2019>.
- <sup>7</sup> Royal College of Physicians, Nicotine without Smoke: Tobacco Harm Reduction, April 2016, <https://www.rcplondon.ac.uk/projects/outputs/nicotinewithout-smoke-tobacco-harm-reduction-0>.
- <sup>8</sup> A. McNeill et al., “Evidence review of e-cigarettes and heated tobacco products 2018,” Public Health England, February 2018, [https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment\\_data/file/684963/Evidence\\_review\\_of\\_e-cigarettes\\_and\\_heated\\_tobacco\\_products\\_2018.pdf](https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/684963/Evidence_review_of_e-cigarettes_and_heated_tobacco_products_2018.pdf).
- <sup>9</sup> The American Cancer Society, “What Do We Know About E-Cigarettes?” June 19, 2019, <https://web.archive.org/web/20190806152535/https://www.cancer.org/cancer/cancer-causes/tobacco-and-cancer/e-cigarettes.html>.

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# Policy Tip Sheet



POLICY ANALYSIS FROM  
THE HEARTLAND INSTITUTE

## Tobacco Harm Reduction 101: New Mexico

Since their introduction to the U.S. market in 2007, e-cigarettes and vaping devices—tobacco harm reduction products that are 95 percent safer than combustible cigarettes—have helped more than three million American adults quit smoking.

### 1. Economic Impact

According to the Vapor Technology Association, in 2018, the industry created 625 direct vaping-related jobs, including manufacturing, retail, and wholesale jobs in New Mexico, which generated \$11 million in wages alone.<sup>1</sup> Moreover, the industry has created hundreds of secondary jobs in the Land of Enchantment, bringing the total economic impact in 2018 to \$114,951,800. In the same year, New Mexico received more than \$6.8 million in state taxes attributable to the vaping industry. These figures do not include sales in convenience stores, which sell vapor products including disposables and prefilled cartridges. In 2016, sales of these products in New Mexico eclipsed \$1.4 million.<sup>2</sup>

### 2. State Health Department Data

As of January 16, 2020, the New Mexico Department of Health (NMDH) has reported 22 cases of vaping-related lung illness.<sup>3</sup> The age of patients ranges from 13 to 61 years-old. NMDH was able to obtain information on substances vaped from 13 patients, noting that 10 reported using vaping devices containing tetrahydrocannabinol (THC). *The Heartland Institute gives NMDH a grade of B for information available on vaping-related lung illnesses.*

### 3. More Information Needed

The most recent report on youth e-cigarette use in New Mexico is from the 2017 New Mexico Youth Risk Behavior Survey.<sup>4</sup> According to the survey, in 2017, only 2.7 percent of New Mexico high school students reported daily e-cigarette use. Further, more than 75 percent of New Mexico high school students reported *not using* a vapor product in the 30 days prior to the survey. More data is needed to understand the effects of public health campaigns on youth e-cigarette use.

### 4. Youth Sales Miniscule

From January 1, 2018 to September 30, 2019, the U.S. Food and Drug Administration (FDA) administered 1,833 tobacco age compliance inspections in New Mexico, in which the agency used a minor in an attempt to purchase tobacco products.<sup>5</sup> Of those, 183, or 9 percent, resulted in a sale to a minor. Of the violations, 67 (36 percent of violations and 3 percent of all compliance checks) involved the sale of e-cigarettes or vaping devices. The number of violations involving sales of cigars and cigarettes were 58 and 35, respectively, during the same period.

### 5. Misspent Money

In 2019, New Mexico received an estimated \$131.5 million in tobacco taxes and tobacco settlement payments. In the same year, the state spent \$5.7 million, or 4 percent, on funding tobacco control programs, including education and prevention.<sup>6</sup>

### Policy Solution

Electronic cigarettes and vaping devices have proven to be tremendous tobacco harm reduction tools, helping many smokers transition away from combustible cigarettes. Despite recent fearmongering, their use is significantly safer than traditional cigarettes, as noted by numerous public health groups including the Royal College of Physicians,<sup>7</sup> Public Health England,<sup>8</sup> and the American Cancer Society.<sup>9</sup> Rather than restricting their use, and undoubtedly reducing public health gains and millions of dollars in economic output, lawmakers should dedicate existing tobacco funds on programs that actually reduce youth usage.

### Key Points

1

New Mexico's vaping industry provided more than \$114 million in economic activity in 2018 while generating 625 direct vaping-related jobs. Sales of disposables and prefilled cartridges in New Mexico exceeded \$1.4 million in 2016.

2

As of January 16, 2020, NMDH has reported 22 cases of vaping-related lung illnesses. Of the patients with information on substances vaped, 77 percent report using a THC-containing vapor product. NMDH earns a C for its reporting on vaping-related lung illnesses.

3

In 2017, only 2.7 percent of New Mexico high school students reported daily e-cigarette use. More data is needed.

4

Only 3 percent of FDA retail compliance checks in New Mexico resulted in sales of e-cigarettes to minors from January 1, 2018 to September 30, 2019.

5

New Mexico spends very little on tobacco prevention. In 2019, New Mexico dedicated \$5.7 million on tobacco control, or 4 percent of what the state received in tobacco settlement payments and taxes.

# Notes

## **Tobacco Harm Reduction 101: New Mexico**

### **References**

- <sup>1</sup> Vapor Technology Association, “The Economic Impact of the Vapor Industry NEW MEXICO,” 2019, <https://vta.guerrillaeconomics.net/reports/106ffdeb-6839-4cdc-a426-df25ed0a1b04?>.
- <sup>2</sup> Teresa W. Wang et al., “National and State-Specific Unit Sales and Prices for Electronic Cigarettes, United States, 2012-2016,” *Preventing Chronic Disease*, Centers for Disease Control and Prevention, August 2, 2018, [https://www.cdc.gov/pcd/issues/2018/17\\_0555.htm](https://www.cdc.gov/pcd/issues/2018/17_0555.htm).
- <sup>3</sup> New Mexico Department of Health, “Vaping-Related Lung Injury,” January 16, 2020, <https://nmhealth.org/about/erd/eheb/vri/>. Accessed January 16, 2020.
- <sup>4</sup> Centers for Disease Control and Prevention, “High School YRBS New Mexico 2017 Results,” 2017, <https://nccd.cdc.gov/youthonline/App/Results.aspx?LID=NM>.
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- <sup>7</sup> Royal College of Physicians, Nicotine without Smoke: Tobacco Harm Reduction, April 2016, <https://www.rcplondon.ac.uk/projects/outputs/nicotinewithout-smoke-tobacco-harm-reduction-0>.
- <sup>8</sup> A. McNeill et al., “Evidence review of e-cigarettes and heated tobacco products 2018,” Public Health England, February 2018, [https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment\\_data/file/684963/Evidence\\_review\\_of\\_e-cigarettes\\_and\\_heated\\_tobacco\\_products\\_2018.pdf](https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/684963/Evidence_review_of_e-cigarettes_and_heated_tobacco_products_2018.pdf).
- <sup>9</sup> The American Cancer Society, “What Do We Know About E-Cigarettes?” June 19, 2019, <https://web.archive.org/web/20190806152535/https://www.cancer.org/cancer/cancer-causes/tobacco-and-cancer/e-cigarettes.html>.

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# Policy Tip Sheet



POLICY ANALYSIS FROM  
THE HEARTLAND INSTITUTE

## Tobacco Harm Reduction 101: New York

Since their introduction to the U.S. market in 2007, e-cigarettes and vaping devices—tobacco harm reduction products that are 95 percent safer than combustible cigarettes—have helped more than three million American adults quit smoking.

### 1. Economic Impact

According to the Vapor Technology Association, in 2018, the industry created 4,416 direct vaping-related jobs, including manufacturing, retail, and wholesale jobs in New York, which generated \$237 million in wages alone.<sup>1</sup> Moreover, the industry has created hundreds of secondary jobs in the Empire State, bringing the total economic impact in 2018 to \$1,197,229,300. In the same year, New York received more than \$99 million in state taxes attributable to the vaping industry. These figures do not include sales in convenience stores, which sell vapor products including disposables and prefilled cartridges. In 2016, sales of these products in New York eclipsed \$54 million.<sup>2</sup>

### 2. State Health Department Data

As of January 7, 2020, the New York State Health Department (NYSHD) has reported 150 confirmed and probable cases of vaping-related lung illnesses,<sup>3</sup> including two deaths.<sup>4</sup> Patients range in age from 14 to 71 years old. Weekly updates do not provide breakdowns on substances vaped. In November 2019, NYSHD noted that 84 percent of patients reported vaping “cannabinoid-containing” products, including tetrahydrocannabinol (THC).<sup>5</sup> NYSHD was one of the first health departments to examine the role of vitamin E acetate. *The Heartland Institute gives NYSHD a grade of B for information available on vaping-related lung illnesses.*

### 3. More Information Needed

The most recent report on youth e-cigarette use in New York is from the 2017 Youth Risk Behavior Survey, which found that 14.5 percent of New York high school students reported using a vapor product at least once, in the 30 days prior to the survey.<sup>6</sup> Further, only 1.5 percent of New York high school students reported daily e-cigarette use. More data is needed to understand the effects of public health campaigns on youth e-cigarette use.

### 4. Youth Sales Miniscule

From January 1, 2018 to September 30, 2019, the U.S. Food and Drug Administration (FDA) administered 11,024 tobacco age compliance inspections in New York, in which the agency used a minor in an attempt to purchase tobacco products.<sup>7</sup> Of those, 756, or 6 percent, resulted in a sale to a minor. Of the violations, 83 (10 percent of violations and less than 1 percent of all compliance checks) involved the sale of e-cigarettes or vaping devices. The number of violations involving sales of cigars and cigarettes were 371 and 287, respectively, during the same period.

### 5. Misspent Money

In 2019, New York received an estimated \$2.0371 billion in tobacco taxes and tobacco settlement payments. In the same year, the state spent only \$39.4 million, or 2 percent, on funding tobacco control programs, including education and prevention.<sup>8</sup>

### Policy Solution

Electronic cigarettes and vaping devices have proven to be tremendous tobacco harm reduction tools, helping many smokers transition away from combustible cigarettes. Despite recent fearmongering, their use is significantly safer than traditional cigarettes, as noted by numerous public health groups including the Royal College of Physicians,<sup>9</sup> Public Health England,<sup>10</sup> and the American Cancer Society.<sup>11</sup> Rather than restricting their use, and undoubtedly reducing public health gains and millions of dollars in economic output, lawmakers should dedicate existing tobacco funds on programs that actually reduce youth use.

### Key Points

- 1 New York’s vaping industry provided more than \$1.9 billion in economic activity in 2018 while generating 4,416 direct vaping-related jobs. Sales of disposables and prefilled cartridges in New York exceeded \$54 million in 2016.
- 2 As of January 7, 2020, NYSHD has reported 150 confirmed and probable cases of vaping-related lung illness, including two deaths. Earlier reports note a majority of patients report vaping THC. NYSHD earns a **B** for its reporting on vaping-related lung illnesses.
- 3 In 2017, only 1.5 percent of New York high school students reported daily e-cigarette use. More data is needed.
- 4 Only 1 percent of FDA retail compliance checks in New York resulted in sales of e-cigarettes to minors from January 1, 2018 to September 30, 2019.
- 5 New York spends very little on tobacco prevention. In 2019, New York dedicated only \$39.4 million on tobacco control, or 2 percent of what the state received in tobacco settlement payments and taxes.

# Notes

## **Tobacco Harm Reduction 101: New York**

### **References**

- <sup>1</sup> Vapor Technology Association, “The Economic Impact of the Vapor Industry NEW YORK,” 2019, <https://vta.guerrillaeconomics.net/reports/a47fa077-8ecd-49ec-aa95-3ad281a71ab7?>
- <sup>2</sup> Teresa W. Wang et al., “National and State-Specific Unit Sales and Prices for Electronic Cigarettes, United States, 2012-2016,” *Preventing Chronic Disease*, Centers for Disease Control and Prevention, August 2, 2018, [https://www.cdc.gov/pcd/issues/2018/17\\_0555.htm](https://www.cdc.gov/pcd/issues/2018/17_0555.htm).
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### **For More Information, please refer to:**

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<https://www.heartland.org/publications-resources/publications/latest-heartland-policy-booklet-addresses-vaping-myths>

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# Policy Tip Sheet

POLICY ANALYSIS FROM  
THE HEARTLAND INSTITUTE

## Tobacco Harm Reduction 101: North Carolina

Since their introduction to the U.S. market in 2007, e-cigarettes and vaping devices—tobacco harm reduction products that are 95 percent safer than combustible cigarettes—have helped more than three million American adults quit smoking.

### 1. Economic Impact

According to the Vapor Technology Association, in 2018, the industry created 3,645 direct vaping-related jobs, including manufacturing, retail, and wholesale jobs in North Carolina, which generated \$106 million in wages alone.<sup>1</sup> Moreover, the industry has created hundreds of secondary jobs in the Tar Heel State, bringing the total economic impact in 2018 to \$801,218,900. In the same year, North Carolina received more than \$44 million in state taxes attributable to the vaping industry. These figures do not include sales in convenience stores, which sell vapor products including disposables and prefilled cartridges. In 2016, sales of these products in North Carolina eclipsed \$16.5 million.<sup>2</sup>

### 2. State Health Department Data

As of January 23, 2020, the North Carolina Department of Health and Human Services (NCDHHS) has reported 76 cases of vaping-related lung illnesses in North Carolina.<sup>3</sup> The age of patients ranges from 13 to 72 years-old, with a median age of 25 years. To date, 64 percent of patients are male. NCDHHS interviewed a subgroup of 20 patients, with 80 percent reporting to have used vapor products containing tetrahydrocannabinol (THC).

*The Heartland Institute gives NCDHHS a grade of C for information available on vaping-related lung illnesses.*

### 3. More Information Needed

The most recent report on youth e-cigarette use in North Carolina is from the 2017 North Carolina Youth Risk Behavior Survey.<sup>4</sup> According to the survey, in 2017, only 3 percent of North Carolina high school students reported current daily e-cigarette use. Further, according to the 2017 North Carolina Youth Tobacco Survey, only “1 in 4” North Carolina high school students cited “flavors” as a reason to use vapor products.<sup>5</sup> More data is needed to understand the effects of public health campaigns on youth e-cigarette use.

### 4. Youth Sales Miniscule

From January 1, 2018 to September 30, 2019, the U.S. Food and Drug Administration (FDA) administered 5,409 tobacco age compliance inspections in North Carolina, in which the agency used a minor in an attempt to purchase tobacco products.<sup>6</sup> Of those, 1,433 or 26 percent, resulted in a sale to a minor. Of the violations, 582 (10 percent of all compliance checks) involved the sale of e-cigarettes or vaping devices. The number of violations involving sales of cigars and cigarettes were 648 and 173, respectively, during the same period.

### 5. Misspent Money

In 2019, North Carolina received an estimated \$450.4 million in tobacco taxes and tobacco settlement payments. In the same year, the state spent \$1 million, or less than 1 percent, on funding tobacco control programs, including education and prevention.<sup>7</sup>

### Policy Solution

Electronic cigarettes and vaping devices have proven to be tremendous tobacco harm reduction tools, helping many smokers transition away from combustible cigarettes. Despite recent fearmongering, their use is significantly safer than traditional cigarettes, as noted by numerous public health groups including the Royal College of Physicians,<sup>8</sup> Public Health England,<sup>9</sup> and the American Cancer Society.<sup>10</sup> Rather than restricting their use, and undoubtedly reducing public health gains and millions of dollars in economic output, lawmakers should dedicate existing tobacco funds on programs that actually reduce youth usage.

### Key Points

- 1 North Carolina’s vaping industry provided more than \$801 million in economic activity in 2018 while generating 3,645 direct vaping-related jobs. Sales of disposables and prefilled cartridges in North Carolina exceeded \$16.5 million in 2016.
- 2 As of January 23, 2020, NCDHHS has reported 76 cases of vaping-related lung injuries. An earlier report on a subset of cases noted that 80 percent of patients reported vaping THC. NCDHHS earns a C for its transparency on vaping-related lung illnesses.
- 3 In 2017, only 3 percent of North Carolina high school students reported daily e-cigarette use, only a quarter cited using vapor products because of flavors. More data is needed.
- 4 Only 10 percent of FDA retail compliance checks in North Carolina resulted in sales of e-cigarettes to minors from January 1, 2018 to September 30, 2019.
- 5 North Carolina spends very little on tobacco prevention. In 2019, North Carolina dedicated only \$2.4 million to tobacco control programs including education and prevention, or less than 1 percent of what the state received in tobacco settlement payments and taxes.

# Notes

## **Tobacco Harm Reduction 101: North Carolina**

### **References**

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- <sup>10</sup> The American Cancer Society, “What Do We Know About E-Cigarettes?” June 19, 2019, <https://web.archive.org/web/20190806152535/https://www.cancer.org/cancer/cancer-causes/tobacco-and-cancer/e-cigarettes.html>.

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# Policy Tip Sheet



POLICY ANALYSIS FROM  
THE HEARTLAND INSTITUTE

## Tobacco Harm Reduction 101: North Dakota

Since their introduction to the U.S. market in 2007, e-cigarettes and vaping devices—tobacco harm reduction products that are 95 percent safer than combustible cigarettes—have helped more than three million American adults quit smoking.

### 1. Economic Impact

According to the Vapor Technology Association, in 2018, the industry created 151 direct vaping-related jobs, including manufacturing, retail, and wholesale jobs in North Dakota, which generated \$7.7 million in wages alone.<sup>1</sup> Moreover, the industry has created hundreds of secondary jobs in the Roughrider State, bringing the total economic impact in 2018 to \$46,755,200. In the same year, North Dakota received more than \$1.7 million in state taxes attributable to the vaping industry. These figures do not include sales in convenience stores, which sell vapor products including disposables and prefilled cartridges. In 2016, sales of these products in North Dakota eclipsed \$475,000.<sup>2</sup>

### 2. State Health Department Data

As of January 24, 2020, the North Dakota Department of Health (NDDH) has reported 20 confirmed or probable cases of vaping-related lung illnesses.<sup>3</sup> NDDH provides an age breakdown, with 18 patients over the age of 18 and 13 of the patients are male. NDDH does not provide information on substances vaped. In an October, 2019, report, NDDH noted that most North Dakota cases involved the use of vapor products containing tetrahydrocannabinol (THC).<sup>4</sup> NDDH does not include this information in their updated reports. *The Heartland Institute gives NDDH a grade of C for information available on vaping-related lung illnesses.*

### 3. More Information Needed

The most recent report on youth e-cigarette use in North Dakota is from the 2019 Youth Risk Behavior Survey.<sup>5</sup> According to the survey, in 2019, 33.1 percent of North Dakota high school students had reported using a vapor product on at least one day, in the 30 days prior to the survey. Further, only 8.3 percent of high school students reported daily vapor product use. More data is needed to understand the effects of public health campaigns on youth e-cigarette use.

### 4. Youth Sales Miniscule

From January 1, 2018 to September 30, 2019, the U.S. Food and Drug Administration (FDA) administered 649 tobacco age compliance inspections in North Dakota, in which the agency used a minor in an attempt to purchase tobacco products.<sup>6</sup> Of those, 128, or 19 percent, resulted in a sale to a minor. Of the violations, 7 (5 percent of violations and 1 percent of all compliance checks) involved the sale of e-cigarettes or vaping devices. The number of violations involving sales of cigars and cigarettes were 16 and 102, respectively, during the same period.

### 5. Misspent Money

In 2019, North Dakota received an estimated \$53.6 million in tobacco taxes and tobacco settlement payments. In the same year, the state spent \$5.8 million, or less than 10 percent, on funding tobacco control programs, including education and prevention.<sup>7</sup>

### Policy Solution

Electronic cigarettes and vaping devices have proven to be tremendous tobacco harm reduction tools, helping many smokers transition away from combustible cigarettes. Despite recent fearmongering, their use is significantly safer than traditional cigarettes, as noted by numerous public health groups including the Royal College of Physicians,<sup>8</sup> Public Health England,<sup>9</sup> and the American Cancer Society.<sup>10</sup> Rather than restricting their use, and undoubtedly reducing public health gains and millions of dollars in economic output, lawmakers should dedicate existing tobacco funds on programs that actually reduce youth usage.

### Key Points

- 1 North Dakota's vaping industry provided more than \$46 million in economic activity in 2018 while generating 151 direct vaping-related jobs. Sales of disposables and prefilled cartridges in North Dakota exceeded \$475,000 in 2016.
- 2 As of January 24, 2020, NDDH has reported 20 confirmed or probable vaping-related lung illnesses. Earlier reports from NDDH note most patients used a vapor product containing THC. NDDH earns a C for its transparency on vaping-related lung illnesses.
- 3 In 2019, only 8.3 percent of North Dakota high school students reported daily e-cigarette use. More data is needed.
- 4 Only 1 percent of FDA retail compliance checks in North Dakota resulted in sales of e-cigarettes to minors from January 1, 2018 to September 30, 2019.
- 5 North Dakota spends very little on tobacco prevention. In 2019, North Dakota dedicated only \$5.8 million to tobacco control programs including education and prevention, or 10 percent of what the state received in tobacco settlement payments and taxes.

# Notes

## **Tobacco Harm Reduction 101: North Dakota**

### **References**

- <sup>1</sup> Vapor Technology Association, “The Economic Impact of the Vapor Industry NORTH DAKOTA,” 2019, <https://vta.guerrillaeconomics.net/reports/578b827c-2255-4bc4-8985-9624030c6ebe?>.
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# Policy Tip Sheet



POLICY ANALYSIS FROM  
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## Tobacco Harm Reduction 101: Ohio

Since their introduction to the U.S. market in 2007, e-cigarettes and vaping devices—tobacco harm reduction products that are 95 percent safer than combustible cigarettes—have helped more than three million American adults quit smoking.

### 1. Economic Impact

According to the Vapor Technology Association, in 2018, the industry created 3,930 direct vaping-related jobs, including manufacturing, retail and wholesale jobs in Ohio, which generated \$114 million in wages alone.<sup>1</sup> Moreover, the industry has created hundreds of secondary jobs in Ohio, bringing the total economic impact in 2018 to \$907,464,600. In the same year, Ohio received more than \$57 million in state taxes attributable to the vaping industry. These figures do not include sales in convenience stores, which sell vapor products including disposables and prefilled cartridges. In 2016, sales of these products in Ohio eclipsed \$27.9 million.<sup>2</sup>

### 2. State Health Department Data

As of January 9, 2020 the Ohio Department of Health (ODH) has reported 92 cases of vaping-related lung illnesses.<sup>3</sup> The age of patients ranges from 15 to 65 years, with a median age of 25 years, and 68 percent of patients are male. Although other state health departments are providing information on substances vaped, ODH is not providing this data. This is alarming because many state health departments have already linked vaping-related lung illnesses to the use of products containing tetrahydrocannabinol (THC) and provided this information in their own updates. *The Heartland Institute gives ODH a grade of F for information available on vaping-related lung illnesses.*

### 3. More Information Needed

The most recent report on youth tobacco use in Ohio comes from the draft report of the 2016-2017 Ohio Health Youth Environments Survey (OHYES!).<sup>4</sup> According to those results, during 2016 and 2017, only 1.38 percent of Ohio students in grades 7th through 12th, reported using e-cigarettes every day in the past 30 days. Further, more than 90 percent of respondents reported not using any vaping product. More data is needed to understand the effects of public health campaigns on youth e-cigarette use.

### 4. Youth Sales Miniscule

From January 1, 2018 to September 30, 2019, the U.S. Food and Drug Administration (FDA) administered 16,705 tobacco age compliance inspections in Ohio, in which the agency used a minor in an attempt to purchase tobacco products.<sup>5</sup> Of those, only 3,709 or 22 percent, resulted in a sale to a minor. Of the violations, 243 (6 percent of violations and 1 percent of all compliance checks) involved the sale of e-cigarettes or vaping devices. The number of violations involving sales of cigars and cigarettes were 2,596 and 634, respectively, during the same period.

### 5. Misspent Money

In 2019, Ohio received an estimated \$1.2925 billion in tobacco taxes and tobacco settlement payments. In the same year, the state spent only \$13 million, or 1 percent, on funding tobacco control programs, including education and prevention.<sup>6</sup> Ohio invests \$1.25 per smoker in the state's quit line, less than the national average of \$2.21 per smoker.

### Policy Solution

Electronic cigarettes and vaping devices have proven to be tremendous tobacco harm reduction tools, helping many smokers transition away from combustible cigarettes. Despite recent fearmongering, their use is significantly safer than traditional cigarettes, as noted by numerous public health groups including the Royal College of Physicians,<sup>7</sup> Public Health England,<sup>8</sup> and the American Cancer Society.<sup>9</sup> Rather than restricting their use, and undoubtedly reducing public health gains and millions of dollars in economic output, lawmakers should dedicate existing tobacco funds on programs that actually reduce youth usage.

### Key Points

- 1 Ohio's vaping industry provided more than \$900 million in economic activity in 2018 while generating 3,930 vaping-related jobs. Sales of disposables and prefilled cartridges in Ohio exceeded \$27.9 million in 2016.
- 2 As of January 9, 2020, ODH has reported 92 cases of vaping-related lung illness. ODH does not provide information on substances vaped. ODH earns an **F-ranking** for its reporting on vaping-related lung illnesses.
- 3 During 2016-2017, only 1.38 percent of Ohio high school students reported using e-cigarettes daily. More data is needed.
- 4 Only 1 percent of FDA retail compliance checks in Ohio resulted in sales of e-cigarettes to minors from January 1, 2018 to September 30, 2019.
- 5 Ohio spends very little on tobacco prevention. In 2019, Ohio dedicated only \$13 million on tobacco control, or 1 percent of what the state received in tobacco settlement payments and taxes.

# Notes

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### **References**

- <sup>1</sup> Vapor Technology Association, “The Economic Impact of the Vapor Industry OHIO,” 2019, <https://vta.guerrillaeconomics.net/reports/c555ad4d-d70c-48b4-b824-82cc9e06fe4c?>
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The Heartland Institute can send an expert to your state to testify or brief your caucus; host an event in your state; or send you further information on a topic. Please don’t hesitate to contact us if we can be of assistance! If you have any questions or comments, contact Heartland’s government relations department, at [governmentrelations@heartland.org](mailto:governmentrelations@heartland.org) or 312/377-4000.

# Policy Tip Sheet



POLICY ANALYSIS FROM  
THE HEARTLAND INSTITUTE

## Tobacco Harm Reduction 101: Oklahoma

Since their introduction to the U.S. market in 2007, e-cigarettes and vaping devices—tobacco harm reduction products that are 95 percent safer than combustible cigarettes—have helped more than three million American adults quit smoking.

### 1. Economic Impact

According to the Vapor Technology Association, in 2018, the industry created 1,933 direct vaping-related jobs, including manufacturing, retail, and wholesale jobs in Oklahoma, which generated \$47.6 million in wages alone.<sup>1</sup> Moreover, the industry has created hundreds of secondary jobs in the Sooner State, bringing the total economic impact in 2018 to \$360,051,400. In the same year, Oklahoma received more than \$20 million in state taxes attributable to the vaping industry. These figures do not include sales in convenience stores, which sell vapor products including disposables and prefilled cartridges. In 2016, sales of these products in Oklahoma eclipsed \$3.5 million.<sup>2</sup>

### 2. State Health Department Data

As of January 15, 2020, the Oklahoma State Department of Health (OSDH) has reported five cases of vaping-related lung illnesses in Oklahoma.<sup>3</sup> OSDH provides information in age groupings, noting that three of the patients are over the age of 18. There is no information on gender and/or substances vaped. This is alarming because many state health departments have already linked vaping-related lung illnesses to the use of products containing tetrahydrocannabinol (THC) and provided this information in their own updates. *The Heartland Institute gives OSDH a grade of D for information available on vaping-related lung illnesses.*

### 3. More Information Needed

The most recent report on youth e-cigarette use in Oklahoma is from the 2017 Oklahoma Youth Risk Behavior Survey.<sup>4</sup> According to the survey, in 2017, 16.4 percent of Oklahoma high school students had reported using a vapor product on at least one day, in the 30 days prior to the survey. Further, only 1.9 percent of Oklahoma high school students reported daily e-cigarette use. More data is needed to understand the effects of public health campaigns on youth e-cigarette use.

### 4. Youth Sales Miniscule

From January 1, 2018 to September 30, 2019, the U.S. Food and Drug Administration (FDA) administered 2,887 tobacco age compliance inspections in Oklahoma, in which the agency used a minor in an attempt to purchase tobacco products.<sup>5</sup> Of those, 610, or 21 percent, resulted in a sale to a minor. Of the violations, 97 (15 percent of violations and 3 percent of all compliance checks) involved the sale of e-cigarettes or vaping devices. The number of violations involving sales of cigars and cigarettes were 304 and 168, respectively, during the same period.

### 5. Misspent Money

In 2019, Oklahoma received an estimated \$525.6 million in tobacco taxes and tobacco settlement payments. In the same year, the state spent \$21.3 million, or 4 percent, on funding tobacco control programs, including education and prevention.<sup>6</sup>

### Policy Solution

Electronic cigarettes and vaping devices have proven to be tremendous tobacco harm reduction tools, helping many smokers transition away from combustible cigarettes. Despite recent fearmongering, their use is significantly safer than traditional cigarettes, as noted by numerous public health groups including the Royal College of Physicians,<sup>7</sup> Public Health England,<sup>8</sup> and the American Cancer Society.<sup>9</sup> Rather than restricting their use, and undoubtedly reducing public health gains and millions of dollars in economic output, lawmakers should dedicate existing tobacco funds on programs that actually reduce youth usage.

### Key Points

- 1 Oklahoma's vaping industry provided more than \$360 million in economic activity in 2018 while generating 1,933 direct vaping-related jobs. Sales of disposables and prefilled cartridges in Oklahoma exceeded \$3.5 million in 2016.
- 2 As of January 15, 2020, OSDH has reported five cases of vaping-related lung illnesses. OSDH offers no information on substances vaped. OSDH earns a **D** for its transparency on vaping-related lung illnesses.
- 3 In 2017, only 1.9 percent of Oklahoma high school students reported daily e-cigarette use. More data is needed.
- 4 Only 3 percent of FDA retail compliance checks in Oklahoma resulted in sales of e-cigarettes to minors from January 1, 2018 to September 30, 2019.
- 5 Oklahoma spends very little on tobacco prevention. In 2019, Oklahoma dedicated only \$21.3 million to tobacco control programs including education and prevention, or 4 percent of what the state received in tobacco settlement payments and taxes.

# Notes

## **Tobacco Harm Reduction 101: Oklahoma**

### **References**

- <sup>1</sup> Vapor Technology Association, “The Economic Impact of the Vapor Industry OKLAHOMA,” 2019, <https://vta.guerrillaeconomics.net/reports/f589e30a-bd9c-4fea-8163-da3956156749?>
- <sup>2</sup> Teresa W. Wang et al., “National and State-Specific Unit Sales and Prices for Electronic Cigarettes, United States, 2012-2016,” *Preventing Chronic Disease*, Centers for Disease Control and Prevention, August 2, 2018, [https://www.cdc.gov/pcd/issues/2018/17\\_0555.htm](https://www.cdc.gov/pcd/issues/2018/17_0555.htm).
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- <sup>6</sup> Truth Initiative, “Tobacco use in Oklahoma,” June 28, 2019, <https://truthinitiative.org/research-resources/smoking-region/tobacco-use-oklahoma-2019>.
- <sup>7</sup> Royal College of Physicians, *Nicotine without Smoke: Tobacco Harm Reduction*, April 2016, <https://www.rcplondon.ac.uk/projects/outputs/nicotinewithout-smoke-tobacco-harm-reduction-0>.
- <sup>8</sup> A. McNeill et al., “Evidence review of e-cigarettes and heated tobacco products 2018,” Public Health England, February 2018, [https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment\\_data/file/684963/Evidence\\_review\\_of\\_e-cigarettes\\_and\\_heated\\_tobacco\\_products\\_2018.pdf](https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/684963/Evidence_review_of_e-cigarettes_and_heated_tobacco_products_2018.pdf).
- <sup>9</sup> The American Cancer Society, “What Do We Know About E-Cigarettes?” June 19, 2019, <https://web.archive.org/web/20190806152535/https://www.cancer.org/cancer/cancer-causes/tobacco-and-cancer/e-cigarettes.html>.

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#### **Tobacco Harm Reduction 101: A Guidebook for Policymakers**

<https://www.heartland.org/publications-resources/publications/latest-heartland-policy-booklet-addresses-vaping-myths>

This booklet from The Heartland Institute aims to inform key stakeholders on the much-needed information on the benefits of electronic cigarettes and vaping devices. *Tobacco Harm Reduction 101* details the history of e-cigarettes, including regulatory actions on these products. The booklet also explains the role of nicotine, addresses tax policy and debunks many of the myths associated with e-cigarettes, including assertions about “popcorn lung,” formaldehyde, and the so-called youth vaping epidemic.

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# Policy Tip Sheet



POLICY ANALYSIS FROM  
THE HEARTLAND INSTITUTE

## Tobacco Harm Reduction 101: Oregon

Since their introduction to the U.S. market in 2007, e-cigarettes and vaping devices—tobacco harm reduction products that are 95 percent safer than combustible cigarettes—have helped more than three million American adults quit smoking.

### 1. Economic Impact

According to the Vapor Technology Association, in 2018, the industry created 963 direct vaping-related jobs, including manufacturing, retail, and wholesale jobs in Oregon, which generated \$28 million in wages alone.<sup>1</sup> Moreover, the industry has created hundreds of secondary jobs in the Beaver State, bringing the total economic impact in 2018 to \$215,712,400. In the same year, Oregon received more than \$9 million in state taxes attributable to the vaping industry. These figures do not include sales in convenience stores, which sell vapor products including disposables and prefilled cartridges. In 2016, sales of these products in Oregon eclipsed \$6 million.<sup>2</sup>

### 2. State Health Department Data

As of January 2, 2020, the Oregon Health Authority (OHA) has reported 22 cases of vaping-related lung illnesses, including two deaths.<sup>3</sup> The median age of patients is 34, with over 77 of patients over the age of 25. Additionally, 54.5 percent of patients are female. OHA notes patients have admitted to using a mix of substances, including tetrahydrocannabinol (THC) and nicotine-containing vaping products. Further, both reported deaths have been attributed to the use of THC vaping devices.<sup>4</sup> One reported death has been linked to a product that was purchased at a dispensary.<sup>5</sup> *The Heartland Institute gives OHA a grade of B for information available on vaping-related lung illnesses.*

### 3. More Information Needed

The most recent report on youth e-cigarette use in Oregon is from the 2019 Oregon Health Teens Survey.<sup>6</sup> According to those results, in 2019, in the 30 days prior to taking the survey, 78.6 percent of Oregon 11th grade students reported *not using* a vapor product at any point. Further, only 4.4 percent of Oregon 11th graders reported daily e-cigarette use. It should be noted, that in the past 30 days, 20.4 percent of Oregon 11th graders reported using marijuana, with 44.2 percent reporting having vaped it. More data is needed to understand the effects of public health campaigns on youth e-cigarette use.

### 4. Youth Sales Miniscule

From January 1, 2018 to September 30, 2019, the U.S. Food and Drug Administration (FDA) administered 2,504 tobacco age compliance inspections in Oregon, in which the agency used a minor in an attempt to purchase tobacco products.<sup>7</sup> Of those, 212 or 8 percent, resulted in a sale to a minor. Of the violations, 20 (9 percent of violations and less than 1 percent of all compliance checks) involved the sale of e-cigarettes or vaping devices. The number of violations involving sales of cigars and cigarettes were 43 and 147, respectively, during the same period.

### 5. Misspent Money

In 2019, Oregon received an estimated \$338.8 million in tobacco taxes and tobacco settlement payments. In the same year, the state spent only \$10 million, or 2 percent on funding tobacco control programs, including education and prevention.<sup>8</sup> The lack of funding is notable in the state's telephone quit line, of which Oregon dedicates only \$0.80 per smoker, much lower than the national average of \$2.21.

### Policy Solution

Electronic cigarettes and vaping devices have proven to be tremendous tobacco harm reduction tools, helping many smokers transition away from combustible cigarettes. Despite recent fearmongering, their use is significantly safer than traditional cigarettes, as noted by numerous public health groups including the Royal College of Physicians,<sup>9</sup> Public Health England,<sup>10</sup> and the American Cancer Society.<sup>11</sup> Rather than restricting their use, and undoubtedly reducing public health gains and millions of dollars in economic output, lawmakers should dedicate existing tobacco funds on programs that actually reduce youth usage.

### Key Points

1

Oregon's vaping industry provided more than \$215 million in economic activity in 2018 while generating 963 direct vaping-related jobs. Sales of disposables and prefilled cartridges in Oregon exceeded \$6 million in 2016.

2

As of January 2, 2020, OHA has reported 22 cases of vaping-related lung illnesses, including two deaths. OHA notes the use of THC-containing vaping devices, and both deaths have been associated with such products, including one purchased at a dispensary. OHA earns a **B** for its reporting on vaping-related lung illnesses.

3

In 2019, only 4.4 percent of Oregon high school students reported daily e-cigarette use. More data is needed.

4

Less than 1 percent of FDA retail compliance checks in Oregon resulted in sales of e-cigarettes to minors from January 1, 2018 to September 30, 2019.

5

Oregon spends very little on tobacco prevention. In 2019, Oregon dedicated only \$10 million on tobacco control, or 2 percent of what the state received in tobacco settlement payments and taxes.

# Notes

## **Tobacco Harm Reduction 101: Oregon**

### **References**

- <sup>1</sup> Vapor Technology Association, “The Economic Impact of the Vapor Industry OREGON,” 2019, <https://vta.guerrillaeconomics.net/reports/beb14eb6-3027-416f-8da4-00d388afa489?/>
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- <sup>3</sup> Acute and Communicable Disease Public Health Division, “Oregon Vaping Illness Investigation,” Oregon Health Authority, January 2, 2020, <https://www.oregon.gov/oha/PH/DISEASESCONDITIONS/COMMUNICABLEDISEASE/Pages/vaping-illness.aspx>. Accessed January 15, 2020.
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- <sup>7</sup> U.S. Food and Drug Administration, “Compliance Check Inspections of Tobacco Product Retailers,” September 30, 2019, [https://www.accessdata.fda.gov/scripts/oc/inspections/oc\\_insp\\_searching.cfm](https://www.accessdata.fda.gov/scripts/oc/inspections/oc_insp_searching.cfm).
- <sup>8</sup> Truth Initiative, “Tobacco use in Oregon,” June 28, 2019, <https://truthinitiative.org/research-resources/smoking-region/tobacco-use-oregon-2019>.
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- <sup>10</sup> A. McNeill *et al.*, “Evidence review of e-cigarettes and heated tobacco products 2018,” Public Health England, February 2018, [https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment\\_data/file/684963/Evidence\\_review\\_of\\_e-cigarettes\\_and\\_heated\\_tobacco\\_products\\_2018.pdf](https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/684963/Evidence_review_of_e-cigarettes_and_heated_tobacco_products_2018.pdf).
- <sup>11</sup> The American Cancer Society, “What Do We Know About E-Cigarettes?” June 19, 2019, <https://web.archive.org/web/20190806152535/https://www.cancer.org/cancer/cancer-causes/tobacco-and-cancer/e-cigarettes.html>.

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# Policy Tip Sheet



POLICY ANALYSIS FROM  
THE HEARTLAND INSTITUTE

## Tobacco Harm Reduction 101: Pennsylvania

Since their introduction to the U.S. market in 2007, e-cigarettes and vaping devices—tobacco harm reduction products that are 95 percent safer than combustible cigarettes—have helped more than three million American adults quit smoking.

### 1. Economic Impact

According to the Vapor Technology Association, in 2018, the industry created 3,751 direct vaping-related jobs, including manufacturing, retail, and wholesale jobs in Pennsylvania, which generated \$117 million in wages alone.<sup>1</sup> Moreover, the industry has created hundreds of secondary jobs in the Keystone State, bringing the total economic impact in 2018 to \$893,070,400. In the same year, Pennsylvania received more than \$53 million in state taxes attributable to the vaping industry. These figures do not include sales in convenience stores, which sell vapor products including disposables and prefilled cartridges. In 2016, sales of these products in Pennsylvania eclipsed \$19.8 million.<sup>2</sup>

### 2. State Health Department Data

As of October 4, 2019 the Pennsylvania Department of Health (PDH) has reported nine confirmed cases of vaping-related lung injury, including one death.<sup>3</sup> An August PDH health advisory noted that “in most cases, patients reported” using vaping devices containing tetrahydrocannabinol (THC).<sup>4</sup> Other state health departments provide more detailed information – age, gender, percentage reporting substances vaped, but PDH does not, nor provide timely updates. *The Heartland Institute gives PDH a grade of D for information available on vaping-related lung illnesses.*

### 3. More Information Needed

The most recent report on youth e-cigarette use in Pennsylvania is from the 2017 Pennsylvania Youth Survey.<sup>5</sup> According to the results, in 2017, 23.7 percent of Pennsylvania 10th and 12th grade students reported using vapor products on at least one day in the 30 days prior to the survey. There is no information on frequent and/or daily use. More data is needed to understand the effects of public health campaigns on youth e-cigarette use.

### 4. Youth Sales Miniscule

From January 1, 2018 to September 30, 2019, the U.S. Food and Drug Administration (FDA) administered 7,493 tobacco age compliance inspections in Pennsylvania, in which the agency used a minor in an attempt to purchase tobacco products.<sup>6</sup> Of those, 1,042 or 14 percent, resulted in a sale to a minor. Of the violations, 83 (7 percent of violations and 1 percent of all compliance checks) involved the sale of e-cigarettes or vaping devices. The number of violations involving sales of cigars and cigarettes were 494 and 380, respectively, during the same period.

### 5. Misspent Money

In 2019, Pennsylvania received an estimated \$1.7 billion in tobacco taxes and tobacco settlement payments. In the same year, the state spent only \$15.5 million, or less than 1 percent on funding tobacco control programs, including education and prevention.<sup>7</sup> The lack of funding is notable in the state’s telephone quit line, of which Pennsylvania invests only \$1.47 per smoker, less than the national average of \$2.21.

### Policy Solution

Electronic cigarettes and vaping devices have proven to be tremendous tobacco harm reduction tools, helping many smokers transition away from combustible cigarettes. Despite recent fearmongering, their use is significantly safer than traditional cigarettes, as noted by numerous public health groups including the Royal College of Physicians,<sup>8</sup> Public Health England,<sup>9</sup> and the American Cancer Society.<sup>10</sup> Rather than restricting their use, and undoubtedly reducing public health gains and millions of dollars in economic output, lawmakers should dedicate existing tobacco funds on programs that actually reduce youth usage.

### Key Points

1

Pennsylvania’s vaping industry provided more than \$893 million in economic activity in 2018 while generating 3,751 direct vaping-related jobs. Sales of disposables and prefilled cartridges in Pennsylvania exceeded \$19.8 million in 2016.

2

As of October 4, 2019, PDH has reported nine cases of vaping-related lung illness, including one death. PDH noted in August, 2019 that “most” patients reported vaping THC. PDH earns a **D** for its reporting on vaping-related lung illnesses.

3

In 2017, 23.7 percent of Pennsylvania high school students reported using vapor products at least once in the 30 days prior to the survey. There is no information on frequent and/or daily use. More data is needed.

4

Only 1 percent of FDA retail compliance checks resulted in sales of e-cigarettes to minors from January 1, 2018 to September 30, 2019.

5

Pennsylvania spends very little on tobacco prevention. In 2019, Pennsylvania dedicated only \$15.5 million on tobacco control, or less than 1 percent of what the state received in tobacco settlement payments and taxes.

# Notes

## **Tobacco Harm Reduction 101: Pennsylvania**

### **References**

- <sup>1</sup> Vapor Technology Association, “The Economic Impact of the Vapor Industry MISSISSIPPI,” 2019, <https://vta.guerrillaeconomics.net/reports/059000e8-bb48-426c-bdaa-8c00559fbaa7?>.
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- <sup>4</sup> Pennsylvania Department of Health, “Health Advisory: Severe Acute Pulmonary Disease Associated with Vaping,” August 16, 2019, <https://www.health.pa.gov/topics/Documents/HAN/2019-PAHAN--454-08-16-ADV-Vaping.pdf>.
- <sup>5</sup> Pennsylvania Commission on Crime and Delinquency, “Pennsylvania Youth Survey State Report 2017,” 2017, <https://www.pccd.pa.gov/Juvenile-Justice/Documents/PAYS/2017%20PAYS%20State%20Report%20Final.pdf>.
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# Policy Tip Sheet



POLICY ANALYSIS FROM  
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## Tobacco Harm Reduction 101: Rhode Island

Since their introduction to the U.S. market in 2007, e-cigarettes and vaping devices—tobacco harm reduction products that are 95 percent safer than combustible cigarettes—have helped more than three million American adults quit smoking.

### 1. Economic Impact

According to the Vapor Technology Association, in 2018, the industry created 271 direct vaping-related jobs, including manufacturing, retail, and wholesale jobs in Rhode Island, which generated \$8 million in wages alone.<sup>1</sup> Moreover, the industry has created hundreds of secondary jobs in the Ocean State, bringing the total economic impact in 2018 to \$54,082,500. In the same year, Rhode Island received more than \$18 million in state taxes attributable to the vaping industry. These figures do not include sales in convenience stores, which sell vapor products including disposables and prefilled cartridges. In 2016, sales of these products in Rhode Island eclipsed \$2.2 million.<sup>2</sup>

### 2. State Health Department Data

As of October 3, 2019, the Rhode Island Department of Health (RIDH) has reported two cases of vaping-related lung illnesses, with individuals being between 18 and 35 years of age.<sup>3</sup> RIDH noted that the “latest findings from the investigation suggest that products containing tetrahydrocannabinol (THC) play a role in the outbreak.” Although, RIDH notes that THC may play a role in the states’ lung illness outbreak, other state health departments are offering more detailed data on the number of patients using THC. *The Heartland Institute gives RIDH a grade of C for information available on vaping-related lung illnesses.*

### 3. More Information Needed

The most recent report on youth e-cigarette use in Rhode Island is from the 2019 Rhode Island Youth Risk Behavior Survey.<sup>4</sup> According to the results, in the 30 days prior to the survey, nearly 70 percent of high school students reported vaping 0 days. Only 7.3 percent of Rhode Island high school students reported vaping all 30 days prior to the survey. Further, high school students reporting e-cigarette use, 12.5 percent cited friends and family members for e-cigarette initiation, and only 4.5 percent of Rhode Island high school students reported flavors as a reason to use vape products. More data is needed to understand the effects of public health campaigns on youth e-cigarette use.

### 4. Youth Sales Miniscule

From January 1, 2018 to September 30, 2019, the U.S. Food and Drug Administration (FDA) administered 1,952 tobacco age compliance inspections in Rhode Island, in which the agency used a minor in an attempt to purchase tobacco products.<sup>5</sup> Of those, 184, or 9 percent, resulted in a sale to a minor. Of the violations, 65 (35 percent of violations and 1 percent of all compliance checks) involved the sale of e-cigarettes or vaping devices. The number of violations involving sales of cigars and cigarettes were 55 and 64, respectively, during the same period.

### 5. Misspent Money

In 2019, Rhode Island received an estimated \$195 million in tobacco taxes and tobacco settlement payments. In the same year, the state spent only \$390,926, or less than 1 percent, on funding tobacco control programs, including education and prevention.<sup>6</sup> The lack of funding is notable in the state’s telephone quit line, of which Rhode Island invests only \$1.00 per smoker, much lower than the national average of \$2.21.

### Policy Solution

Electronic cigarettes and vaping devices have proven to be tremendous tobacco harm reduction tools, helping many smokers transition away from combustible cigarettes. Despite recent fearmongering, their use is significantly safer than traditional cigarettes, as noted by numerous public health groups including the Royal College of Physicians,<sup>7</sup> Public Health England,<sup>8</sup> and the American Cancer Society.<sup>9</sup> Rather than restricting their use, and undoubtedly reducing public health gains and millions of dollars in economic output, lawmakers should dedicate existing tobacco funds on programs that actually reduce youth usage.

### Key Points

- 1 Rhode Island’s vaping industry provided more than \$54 million in economic activity in 2018 while generating 271 direct vaping-related jobs. Sales of disposables and prefilled cartridges in Rhode Island exceeded \$2.2 million in 2016.
- 2 As of October 3, RIDH has reported two vaping-related lung illnesses, including age ranges. RIDH notes the role of THC in the outbreak, but does not provide thorough data. RIDH earns a C for its reporting on vaping-related lung illnesses.
- 3 In 2019, 7.3 percent of Rhode Island high school students reported daily use of vapor products; nearly 70 percent reported not using e-cigarettes. Only 4.5 percent cited flavors as a reason for e-cigarette use.
- 4 Only 1 percent of FDA retail compliance checks in Rhode Island resulted in sales of e-cigarettes to minors from January 1, 2018 to September 30, 2019.
- 5 Rhode Island spends very little on tobacco prevention. In 2019, Rhode Island dedicated only \$390,926 on tobacco control, or less than 1 percent of what the state received in tobacco settlement payments and taxes.

# Notes

## **Tobacco Harm Reduction 101: Rhode Island**

### **References**

- <sup>1</sup> Vapor Technology Association, “The Economic Impact of the Vapor Industry RHODE ISLAND,” 2019, [https://vta.guerrillaeconomics.net/reports/8d469ccd-8cd7-49cc-811e-e54b50bc1762?.](https://vta.guerrillaeconomics.net/reports/8d469ccd-8cd7-49cc-811e-e54b50bc1762?)
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- <sup>3</sup> Rhode Island Department of Health, “Two Rhode Island Cases Added to National Investigation into Vaping and Lung Injury,” October 3, 2019, <https://www.ri.gov/press/view/36841>.
- <sup>4</sup> Rhode Island Department of Health, “2019 Youth Risk Behavior Survey Results, Rhode Island High School Survey,” 2019, <https://health.ri.gov/materialbyothers/yrebs/2019HighSchoolDetailTables.pdf>.
- <sup>5</sup> U.S. Food and Drug Administration, “Compliance Check Inspections of Tobacco Product Retailers,” September 30, 2019, [https://www.accessdata.fda.gov/scripts/oc/inspections/oc\\_insp\\_searching.cfm](https://www.accessdata.fda.gov/scripts/oc/inspections/oc_insp_searching.cfm).
- <sup>6</sup> Truth Initiative, “Tobacco use in Rhode Island,” June 28, 2019, <https://truthinitiative.org/research-resources/smoking-region/tobacco-use-rhode-island-2019>.
- <sup>7</sup> Royal College of Physicians, *Nicotine without Smoke: Tobacco Harm Reduction*, April 2016, <https://www.rcplondon.ac.uk/projects/outputs/nicotinewithout-smoke-tobacco-harm-reduction-0>.
- <sup>8</sup> A. McNeill et al., “Evidence review of e-cigarettes and heated tobacco products 2018,” Public Health England, February 2018, [https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment\\_data/file/684963/Evidence\\_review\\_of\\_e-cigarettes\\_and\\_heated\\_tobacco\\_products\\_2018.pdf](https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/684963/Evidence_review_of_e-cigarettes_and_heated_tobacco_products_2018.pdf).
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### **For More Information, please refer to:**

#### **Tobacco Harm Reduction 101: A Guidebook for Policymakers**

<https://www.heartland.org/publications-resources/publications/latest-heartland-policy-booklet-addresses-vaping-myths>

This booklet from The Heartland Institute aims to inform key stakeholders on the much-needed information on the benefits of electronic cigarettes and vaping devices. *Tobacco Harm Reduction 101* details the history of e-cigarettes, including regulatory actions on these products. The booklet also explains the role of nicotine, addresses tax policy and debunks many of the myths associated with e-cigarettes, including assertions about “popcorn lung,” formaldehyde, and the so-called youth vaping epidemic.

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The Heartland Institute can send an expert to your state to testify or brief your caucus; host an event in your state; or send you further information on a topic. Please don’t hesitate to contact us if we can be of assistance! If you have any questions or comments, contact Heartland’s government relations department, at [governmentsrelations@heartland.org](mailto:governmentsrelations@heartland.org) or 312/377-4000.

# Policy Tip Sheet

POLICY ANALYSIS FROM  
THE HEARTLAND INSTITUTE

## Tobacco Harm Reduction 101: South Carolina

Since their introduction to the U.S. market in 2007, e-cigarettes and vaping devices—tobacco harm reduction products that are 95 percent safer than combustible cigarettes—have helped more than three million American adults quit smoking.

### 1. Economic Impact

According to the Vapor Technology Association, in 2018, the industry created 1,671 direct vaping-related jobs, including manufacturing, retail, and wholesale jobs in South Carolina, which generated \$45 million in wages alone.<sup>1</sup> Moreover, the industry has created hundreds of secondary jobs in the Palmetto State, bringing the total economic impact in 2018 to \$369,766,200. In the same year, South Carolina received more than \$21 million in state taxes attributable to the vaping industry. These figures do not include sales in convenience stores, which sell vapor products including disposables and prefilled cartridges. In 2016, sales of these products in South Carolina eclipsed \$8 million.<sup>2</sup>

### 2. State Health Department Data

As of January 7, 2020, the South Carolina Department of Health and Environmental Control (SCDHEC) has reported 39 cases of vaping-related lung illnesses, including one death.<sup>3</sup> Patients range in age from 13 to 69 years-old. There is no other data available including median age, gender, and substances vaped. This is alarming because many state health departments have already linked vaping-related lung illnesses to the use of products containing tetrahydrocannabinol (THC) and provided this information in their own updates. *The Heartland Institute gives SCDHEC a grade of F for information available on vaping-related lung illnesses.*

### 3. More Information Needed

The most recent report on youth e-cigarette use in South Carolina is from the 2017 South Carolina Youth Risk Behavior Survey.<sup>4</sup> According to the survey, in 2017, 88.1 percent of South Carolina high school students reported *not using* a vapor product in the 30 days prior to the survey. Further, in 2017, only 1.5 percent of South Carolina high school students reported daily e-cigarette use. More data is needed to understand the effects of public health campaigns on youth e-cigarette use.

### 4. Youth Sales Miniscule

From January 1, 2018 to September 30, 2019, the U.S. Food and Drug Administration (FDA) administered 8,274 tobacco age compliance inspections in South Carolina, in which the agency used a minor in an attempt to purchase tobacco products.<sup>5</sup> Of those, 961, or 11 percent, resulted in a sale to a minor. Of the violations, 122 (13 percent of violations and 1 percent of all compliance checks) involved the sale of e-cigarettes or vaping devices. The number of violations involving sales of cigars and cigarettes were 465 and 305, respectively, during the same period.

### 5. Misspent Money

In 2019, South Carolina received an estimated \$238.2 million in tobacco taxes and tobacco settlement payments. In the same year, the state spent only \$5 million, or 2 percent, on funding tobacco control programs, including education and prevention.<sup>6</sup>

### Policy Solution

Electronic cigarettes and vaping devices have proven to be tremendous tobacco harm reduction tools, helping many smokers transition away from combustible cigarettes. Despite recent fearmongering, their use is significantly safer than traditional cigarettes, as noted by numerous public health groups including the Royal College of Physicians,<sup>7</sup> Public Health England,<sup>8</sup> and the American Cancer Society.<sup>9</sup> Rather than restricting their use, and undoubtedly reducing public health gains and millions of dollars in economic output, lawmakers should dedicate existing tobacco funds on programs that actually reduce youth usage.

### Key Points

1

South Carolina's vaping industry provided more than \$369 million in economic activity in 2018 while generating 1,671 direct vaping-related jobs. Sales of disposables and prefilled cartridges in South Carolina exceeded \$8 million in 2016.

2

As of January 7, 2020, SCDHEC has reported 39 cases of vaping-related lung illnesses, including one death. SCDHEC does not give any information on substances vaped. SCDHEC earns an **F** for its reporting on vaping-related lung illnesses.

3

In 2017, only 1.5 percent of South Carolina high school students reported daily e-cigarette use. More data is needed.

4

Only 1 percent of FDA retail compliance checks in South Carolina resulted in sales of e-cigarettes to minors from January 1, 2018 to September 30, 2019.

5

South Carolina spends very little on tobacco prevention. In 2019, South Carolina dedicated only \$5 million on tobacco control, or 2 percent of what the state received in tobacco settlement payments and taxes.

# Notes

## ***Tobacco Harm Reduction 101: South Carolina***

### ***References***

- <sup>1</sup> Vapor Technology Association, “The Economic Impact of the Vapor Industry SOUTH CAROLINA,” 2019, <https://vta.guerrillaeconomics.net/reports/d35ab2ad-283d-495e-8810-bff6763a1e22?>
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- <sup>3</sup> South Carolina Department of Health and Environmental Control, “E-Cigarette and Vaping Product Use Associated Lung Injury (EVALI),” January 7, 2020, <https://www.scdhec.gov/e-cigarette-vaping-product-use-associated-lung-injury-evali>. Accessed January 16, 2020.
- <sup>4</sup> South Carolina Department of Education, “South Carolina High School Survey,” 2017 Youth Risk Behavior Survey, 2017, <https://ed.sc.gov/districts-schools/school-safety/health-safety-surveys/sc-youth-risk-behaviors-survey-yrbs/2017-use-of-tobacco-alcohol-and-drugs/>.
- <sup>5</sup> U.S. Food and Drug Administration, “Compliance Check Inspections of Tobacco Product Retailers,” September 30, 2019, [https://www.accessdata.fda.gov/scripts/oc/inspections/oc\\_insp\\_searching.cfm](https://www.accessdata.fda.gov/scripts/oc/inspections/oc_insp_searching.cfm).
- <sup>6</sup> Truth Initiative, “Tobacco use in South Carolina,” June 28, 2019, <https://truthinitiative.org/research-resources/smoking-region/tobacco-use-south-carolina-2019>.
- <sup>7</sup> Royal College of Physicians, Nicotine without Smoke: Tobacco Harm Reduction, April 2016, <https://www.rcplondon.ac.uk/projects/outputs/nicotinewithout-smoke-tobacco-harm-reduction-0>.
- <sup>8</sup> A. McNeill et al., “Evidence review of e-cigarettes and heated tobacco products 2018,” Public Health England, February 2018, [https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment\\_data/file/684963/Evidence\\_review\\_of\\_e-cigarettes\\_and\\_heated\\_tobacco\\_products\\_2018.pdf](https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/684963/Evidence_review_of_e-cigarettes_and_heated_tobacco_products_2018.pdf).
- <sup>9</sup> The American Cancer Society, “What Do We Know About E-Cigarettes?” June 19, 2019, <https://web.archive.org/web/20190806152535/https://www.cancer.org/cancer/cancer-causes/tobacco-and-cancer/e-cigarettes.html>.

### ***For More Information, please refer to:***

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The Heartland Institute can send an expert to your state to testify or brief your caucus; host an event in your state; or send you further information on a topic. Please don’t hesitate to contact us if we can be of assistance! If you have any questions or comments, contact Heartland’s government relations department, at [governmentsrelations@heartland.org](mailto:governmentsrelations@heartland.org) or 312/377-4000.

# Policy Tip Sheet



POLICY ANALYSIS FROM  
THE HEARTLAND INSTITUTE

## Tobacco Harm Reduction 101: South Dakota

Since their introduction to the U.S. market in 2007, e-cigarettes and vaping devices—tobacco harm reduction products that are 95 percent safer than combustible cigarettes—have helped more than three million American adults quit smoking.

### 1. Economic Impact

According to the Vapor Technology Association, in 2018, the industry created 271 direct vaping-related jobs, including manufacturing, retail, and wholesale jobs in South Dakota, which generated \$71 million in wages alone.<sup>1</sup> Moreover, the industry has created hundreds of secondary jobs in the Mount Rushmore State, bringing the total economic impact in 2018 to \$220,537,500. In the same year, South Dakota received more than \$8 million in state taxes attributable to the vaping industry. These figures do not include sales in convenience stores, which sell vapor products including disposables and prefilled cartridges. In 2016, sales of these products in South Dakota eclipsed \$3 million.<sup>2</sup>

### 2. State Health Department Data

Since November 2019, the South Dakota Department of Health (SDDH) is reporting 13 cases of vaping-related lung illnesses.<sup>3</sup> Patients range in age from 16 to 44 years-old. There is no other data available including median age, gender, and substances vaped. This is alarming because many state health departments have already linked vaping-related lung illnesses to the use of products containing tetrahydrocannabinol (THC) and provided this information in their own updates. *The Heartland Institute gives SDDH a grade of F for information available on vaping-related lung illnesses.*

### 3. More Information Needed

The most recent report on youth e-cigarette use in South Dakota is from the 2015 South Dakota Youth Risk Behavior Survey.<sup>4</sup> According to the survey, in 2015, only 2.3 percent of South Dakota high school students reported daily vapor product use. Unfortunately, South Dakota did not have weighted data in 2017 to participate in that year's survey.<sup>5</sup> More data is needed to not only determine youth vapor product use in South Dakota, but to also understand the effects of public health campaigns on youth e-cigarette use.

### 4. Youth Sales Miniscule

From January 1, 2018 to September 30, 2019, the U.S. Food and Drug Administration (FDA) administered 649 tobacco age compliance inspections in South Dakota, in which the agency used a minor in an attempt to purchase tobacco products.<sup>6</sup> Of those, 128, or 19 percent, resulted in a sale to a minor. Of the violations, seven (5 percent of violations and 1 percent of all compliance checks) involved the sale of e-cigarettes or vaping devices. The number of violations involving sales of cigars and cigarettes were 16 and 102, respectively, during the same period.

### 5. Misspent Money

In 2019, South Dakota received an estimated \$86.9 million in tobacco taxes and tobacco settlement payments. In the same year, the state spent only \$4.5 million, or 5 percent, on funding tobacco control programs, including education and prevention.<sup>7</sup>

### Policy Solution

Electronic cigarettes and vaping devices have proven to be tremendous tobacco harm reduction tools, helping many smokers transition away from combustible cigarettes. Despite recent fearmongering, their use is significantly safer than traditional cigarettes, as noted by numerous public health groups including the Royal College of Physicians,<sup>8</sup> Public Health England,<sup>9</sup> and the American Cancer Society.<sup>10</sup> Rather than restricting their use, and undoubtedly reducing public health gains and millions of dollars in economic output, lawmakers should dedicate existing tobacco funds on programs that actually reduce youth usage.

### Key Points

- 1 South Dakota's vaping industry provided more than \$220 million in economic activity in 2018 while generating 271 direct vaping-related jobs. Sales of disposables and prefilled cartridges in South Dakota exceeded \$3 million in 2016.
- 2 Since November 2019, SDDH has reported 13 cases of vaping-related lung illnesses. SDDH does not give any information on substances vaped. SDDH earns an F for its reporting on vaping-related lung illnesses.
- 3 In 2015, only 2.3 percent of South Dakota high school students reported daily e-cigarette use. More data is needed.
- 4 Only 1 percent of FDA retail compliance checks in South Dakota resulted in sales of e-cigarettes to minors from January 1, 2018 to September 30, 2019.
- 5 South Dakota spends very little on tobacco prevention. In 2019, South Dakota dedicated only \$5.8 million on tobacco control, or 10 percent of what the state received in tobacco settlement payments and taxes.

# Notes

## **Tobacco Harm Reduction 101: South Dakota**

### **References**

- <sup>1</sup> Vapor Technology Association, “The Economic Impact of the Vapor Industry SOUTH DAKOTA,” 2019, <https://vta.guerrillaeconomics.net/reports/4ee3de70-83ee-491b-872c-deec0621f556?>.
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- <sup>10</sup> The American Cancer Society, “What Do We Know About E-Cigarettes?” June 19, 2019, <https://web.archive.org/web/20190806152535/https://www.cancer.org/cancer/cancer-causes/tobacco-and-cancer/e-cigarettes.html>.

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# Policy Tip Sheet



POLICY ANALYSIS FROM  
THE HEARTLAND INSTITUTE

## Tobacco Harm Reduction 101: Tennessee

Since their introduction to the U.S. market in 2007, e-cigarettes and vaping devices—tobacco harm reduction products that are 95 percent safer than combustible cigarettes—have helped more than three million American adults quit smoking.

### 1. Economic Impact

According to the Vapor Technology Association, in 2018, the industry created 2,864 direct vaping-related jobs, including manufacturing, retail, and wholesale jobs in Tennessee, which generated \$97 million in wages alone.<sup>1</sup> Moreover, the industry has created hundreds of secondary jobs in the Volunteer State, bringing the total economic impact in 2018 to \$226,362,200. In the same year, Tennessee received more than \$38 million in state taxes attributable to the vaping industry. These figures do not include sales in convenience stores, which sell vapor products including disposables and prefilled cartridges. In 2016, sales of these products in Tennessee eclipsed \$8.3 million.<sup>2</sup>

### 2. State Health Department Data

As of January 9, 2020, the Tennessee Department of Health (TDH) has reported 77 cases of vaping-related lung illness, including two deaths.<sup>3</sup> TDH reports that 64 percent of patients are male, the ages of patients ranges from 15 to 63 years-old, and the median age is 24 years-old. TDH notes that national data suggests vapor products containing tetrahydrocannabinol (THC) “play a major role in the outbreak,” but does not include specific Tennessee case counts, despite other state health departments providing such information. *The Heartland Institute gives TDH a grade of C for information available on vaping-related lung illnesses.*

### 3. More Information Needed

The most recent report on youth e-cigarette use in Tennessee is from the 2017 Tennessee Youth Risk Behavior Survey.<sup>4</sup> According to the survey, in 2017, 11.5 percent of Tennessee high school students reported using a vapor product on at least one day during the 30 days prior to the survey. Further, in 2017, only 1.5 percent of Tennessee high school students reported using vapor products daily. More data is needed to understand the effects of public health campaigns on youth e-cigarette use.

### 4. Youth Sales Miniscule

From January 1, 2018 to September 30, 2019, the U.S. Food and Drug Administration (FDA) administered 4,418 tobacco age compliance inspections in Tennessee, in which the agency used a minor in an attempt to purchase tobacco products.<sup>5</sup> Of those, 889, or 20 percent, resulted in a sale to a minor. Of the violations, 296 (33 percent of violations and 6 percent of all compliance checks) involved the sale of e-cigarettes or vaping devices. The number of violations involving sales of cigars and cigarettes were 410 and 175, respectively, during the same period.

### 5. Misspent Money

In 2019, Tennessee received an estimated \$422 million in tobacco taxes and tobacco settlement payments. In the same year, the state allocated \$0 on funding tobacco control programs, including education and prevention.<sup>6</sup> The lack of funding is most notable in the state’s quit line, of which Tennessee invests \$0.51 per smoker, much less than the national average of \$2.21.

### Policy Solution

Electronic cigarettes and vaping devices have proven to be tremendous tobacco harm reduction tools, helping many smokers transition away from combustible cigarettes. Despite recent fearmongering, their use is significantly safer than traditional cigarettes, as noted by numerous public health groups including the Royal College of Physicians,<sup>7</sup> Public Health England,<sup>8</sup> and the American Cancer Society.<sup>9</sup> Rather than restricting their use, and undoubtedly reducing public health gains and millions of dollars in economic output, lawmakers should dedicate existing tobacco funds on programs that actually reduce youth usage.

### Key Points

- 1 Tennessee’s vaping industry provided more than \$226 million in economic activity in 2018 while generating 2,864 direct vaping-related jobs. Sales of disposables and prefilled cartridges in Tennessee exceeded \$8.3 million in 2016.
- 2 As of January 9, 2020, TDH has reported 77 cases of vaping-related lung illnesses, including two deaths. TDH notes the role of THC-containing vapor products, but does not give case counts for Tennessee. TDH earns a C for its reporting on vaping-related lung illnesses.
- 3 In 2017, only 1.5 percent of Tennessee high school students reported daily e-cigarette use. More data is needed.
- 4 Only 6 percent of FDA retail compliance checks in Tennessee resulted in sales of e-cigarettes to minors from January 1, 2018 to September 30, 2019.
- 5 Tennessee spends very little on tobacco prevention. In 2019, Tennessee dedicated \$0 on tobacco control, despite receiving \$422 million in tobacco settlement payments and taxes.

# Notes

## **Tobacco Harm Reduction 101: Tennessee**

### **References**

- <sup>1</sup> Vapor Technology Association, “The Economic Impact of the Vapor Industry TENNESSEE,” 2019, <https://vta.guerrillaeconomics.net/reports/9025c615-a11f-4fbe-ab28-ffcb85625e1a?>.
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- <sup>3</sup> Tennessee Department of Health, “Vaping-Associated Pulmonary Illness,” January 9, 2020, <https://www.tn.gov/health/cedep/vaping-illness.html>. Accessed January 16, 2020.
- <sup>4</sup> Centers for Disease Control and Prevention, “High School YRBS Tennessee 2017 Results,” 2017, <https://nccd.cdc.gov/youthonline/App/Results.aspx?LID=TN>.
- <sup>5</sup> U.S. Food and Drug Administration, “Compliance Check Inspections of Tobacco Product Retailers,” September 30, 2019, [https://www.accessdata.fda.gov/scripts/oc/inspections/oc\\_insp\\_searching.cfm](https://www.accessdata.fda.gov/scripts/oc/inspections/oc_insp_searching.cfm).
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- <sup>8</sup> A. McNeill et al., “Evidence review of e-cigarettes and heated tobacco products 2018,” Public Health England, February 2018, [https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment\\_data/file/684963/Evidence\\_review\\_of\\_e-cigarettes\\_and\\_heated\\_tobacco\\_products\\_2018.pdf](https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/684963/Evidence_review_of_e-cigarettes_and_heated_tobacco_products_2018.pdf).
- <sup>9</sup> The American Cancer Society, “What Do We Know About E-Cigarettes?” June 19, 2019, <https://web.archive.org/web/20190806152535/https://www.cancer.org/cancer/cancer-causes/tobacco-and-cancer/e-cigarettes.html>.

### **For More Information, please refer to:**

#### **Tobacco Harm Reduction 101: A Guidebook for Policymakers**

<https://www.heartland.org/publications-resources/publications/latest-heartland-policy-booklet-addresses-vaping-myths>

This booklet from The Heartland Institute aims to inform key stakeholders on the much-needed information on the benefits of electronic cigarettes and vaping devices. *Tobacco Harm Reduction 101* details the history of e-cigarettes, including regulatory actions on these products. The booklet also explains the role of nicotine, addresses tax policy and debunks many of the myths associated with e-cigarettes, including assertions about “popcorn lung,” formaldehyde, and the so-called youth vaping epidemic.

Nothing in this *Policy Tip Sheet* is intended to influence the passage of legislation, and it does not necessarily represent the views of The Heartland Institute. For further information on this and other topics, visit the [Budget & Tax News](#) website, [The Heartland Institute’s website](#), and [PolicyBot](#), Heartland’s free online research database.

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# Policy Tip Sheet



POLICY ANALYSIS FROM  
THE HEARTLAND INSTITUTE

## Tobacco Harm Reduction 101: Texas

Since their introduction to the U.S. market in 2007, e-cigarettes and vaping devices—tobacco harm reduction products that are 95 percent safer than combustible cigarettes—have helped more than three million American adults quit smoking.

### 1. Economic Impact

According to the Vapor Technology Association, in 2018, the industry created 8,022 direct vaping-related jobs, including manufacturing, retail, and wholesale jobs in Texas, which generated \$283 million in wages alone.<sup>1</sup> Moreover, the industry has created hundreds of secondary jobs in the Lone Star State, bringing the total economic impact in 2018 to \$807,839,700. In the same year, Texas received more than \$112 million in state taxes attributable to the vaping industry. These figures do not include sales in convenience stores, which sell vapor products including disposables and prefilled cartridges. In 2016, sales of these products in Texas eclipsed \$27.4 million.<sup>2</sup>

### 2. State Health Department Data

As of January 14, 2020, the Texas Department of State Health Services (TDSHS) has reported 237 cases of vaping-related lung illnesses in Texas, including four deaths.<sup>3</sup> The age range of patients ranges from 13 to 75 years-old, with a median patient age of 22. To date, 75 percent of patients are male. Further, 90 percent of patients report vaping tetrahydrocannabinol (THC). *The Heartland Institute gives TDSHS a grade of A for information available on vaping-related lung illnesses.*

### 3. More Information Needed

The most recent report on youth e-cigarette use in Texas is from the 2018 Texas School Survey of Drug and Alcohol Use.<sup>4</sup> According to that survey, in 2018, 16.5 percent of Texas high school students reported using a vapor product on at least one day in the 30 days prior to the survey. The 2018 survey does not include information on frequent and/or daily use. According to the 2017 Texas Youth Risk Behavior Survey, in 2017, only 1.5 percent of Texas high school students reported daily e-cigarette use.<sup>5</sup> More data is needed to understand the effects of public health campaigns on youth e-cigarette use.

### 4. Youth Sales Miniscule

From January 1, 2018 to September 30, 2019, the U.S. Food and Drug Administration (FDA) administered 10,980 tobacco age compliance inspections in Texas, in which the agency used a minor in an attempt to purchase tobacco products.<sup>6</sup> Of those, 1,047 or 10 percent, resulted in a sale to a minor. Of the violations, 337 (32 percent of violations and 3 percent of all compliance checks) involved the sale of e-cigarettes or vaping devices. The number of violations involving sales of cigars and cigarettes were 450 and 250, respectively, during the same period.

### 5. Misspent Money

In 2019, Texas received an estimated \$1.9 billion in tobacco taxes and tobacco settlement payments. In the same year, the state spent only \$4.2 million, or less than 1 percent, on funding tobacco control programs, including education and prevention.<sup>7</sup> The lack of funding is most notable in the state's telephone quit line, of which Texas spends \$0.60 per smoker, lower than the national average of \$2.21.

### Policy Solution

Electronic cigarettes and vaping devices have proven to be tremendous tobacco harm reduction tools, helping many smokers transition away from combustible cigarettes. Despite recent fearmongering, their use is significantly safer than traditional cigarettes, as noted by numerous public health groups including the Royal College of Physicians,<sup>8</sup> Public Health England,<sup>9</sup> and the American Cancer Society.<sup>10</sup> Rather than restricting their use, and undoubtedly reducing public health gains and millions of dollars in economic output, lawmakers should dedicate existing tobacco funds on programs that actually reduce youth usage.

### Key Points

1

Texas's vaping industry provided more than \$807 million in economic activity in 2018 while generating 8,022 direct vaping-related jobs. Sales of disposables and prefilled cartridges in Texas exceeded \$27.4 million in 2016.

2

As of January 14, 2020, TDSHS has reported 237 cases of vaping-related lung illnesses, including four deaths. To date, 90 percent of patients reported using vapor products containing THC. TDSHS earns an A for its transparency on vaping-related lung illnesses.

3

In 2017, only 1.5 percent of Texas high school students reported daily e-cigarette use. More data is needed.

4

Only 3 percent of FDA retail compliance checks in Texas resulted in sales of e-cigarettes to minors from January 1, 2018 to September 30, 2019.

5

Texas spends very little on tobacco prevention. In 2019, Texas dedicated only \$4.2 million on tobacco control, or less than 1 percent of what the state received in tobacco settlement payments and taxes.

# Notes

## **Tobacco Harm Reduction 101: Texas**

### **References**

- <sup>1</sup> Vapor Technology Association, “The Economic Impact of the Vapor Industry TEXAS,” 2019, <https://vta.guerrillaeconomics.net/reports/83c7d43e-db86-418a-8fac-1d56e7ed3aa4?>.
- <sup>2</sup> Teresa W. Wang et al., “National and State-Specific Unit Sales and Prices for Electronic Cigarettes, United States, 2012-2016,” *Preventing Chronic Disease*, Centers for Disease Control and Prevention, August 2, 2018, [https://www.cdc.gov/pcd/issues/2018/17\\_0555.htm](https://www.cdc.gov/pcd/issues/2018/17_0555.htm).
- <sup>3</sup> Texas Department of State Health Services, “Lung Injury Associated with Vaping,” January 14, 2020, <https://www.dshs.state.tx.us/news/updates.shtm#vaping>. Accessed January 26, 2020.
- <sup>4</sup> The Public Policy Research Institute, “Texas School Survey of Drug and Alcohol Use 2018,” Texas A&M University, 2018, <https://texasschoolsurvey.org/Documents/Reports/State/18State712.pdf>.
- <sup>5</sup> Centers for Disease Control and Prevention, “High School Youth Risk Behavior Survey, Texas 2017 Results,” 2017, <https://nccd.cdc.gov/youthonline/App/Results.aspx?LID=TX>.
- <sup>6</sup> U.S. Food and Drug Administration, “Compliance Check Inspections of Tobacco Product Retailers,” September 30, 2019, [https://www.accessdata.fda.gov/scripts/oc/inspections/oc\\_insp\\_searching.cfm](https://www.accessdata.fda.gov/scripts/oc/inspections/oc_insp_searching.cfm).
- <sup>7</sup> Truth Initiative, “Tobacco use in Texas,” June 28, 2019, <https://truthinitiative.org/research-resources/smoking-region/tobacco-use-texas-2019>.
- <sup>8</sup> Royal College of Physicians, Nicotine without Smoke: Tobacco Harm Reduction, April 2016, <https://www.rcplondon.ac.uk/projects/outputs/nicotinewithout-smoke-tobacco-harm-reduction-0>.
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- <sup>10</sup> The American Cancer Society, “What Do We Know About E-Cigarettes?” June 19, 2019, <https://web.archive.org/web/20190806152535/https://www.cancer.org/cancer/cancer-causes/tobacco-and-cancer/e-cigarettes.html>.

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# Policy Tip Sheet



POLICY ANALYSIS FROM  
THE HEARTLAND INSTITUTE

## Tobacco Harm Reduction 101: Utah

Since their introduction to the U.S. market in 2007, e-cigarettes and vaping devices—tobacco harm reduction products that are 95 percent safer than combustible cigarettes—have helped more than three million American adults quit smoking.

### 1. Economic Impact

According to the Vapor Technology Association, in 2018, the industry created 880 direct vaping-related jobs, including manufacturing, retail, and wholesale jobs in Utah, which generated \$21 million in wages alone.<sup>1</sup> Moreover, the industry has created hundreds of secondary jobs in the Beehive State, bringing the total economic impact in 2018 to \$154,090,200. In the same year, Utah received more than \$7 million in state taxes attributable to the vaping industry. These figures do not include sales in convenience stores, which sell vapor products including disposables and prefilled cartridges. In 2016, sales of these products in Utah eclipsed \$6.5 million.<sup>2</sup>

### 2. State Health Department Data

As of January 6, 2020, the Utah Department of Health (UDH) has reported 127 cases of vaping-related lung illnesses, including one death.<sup>3</sup> The median age of patients is 25 and 75 percent are male. To date, 106 of 113 patients report vaping products containing tetrahydrocannabinol (THC). Further, in October, UDH tested cartridges and found vitamin E acetate, a chemical linked to recent vaping-related lung illnesses, in 89 percent of THC-containing product samples and in 0 percent of nicotine-containing product samples. *The Heartland Institute gives UDH a grade of A for information available on vaping-related lung illnesses.*

### 3. More Information Needed

The most recent report on youth e-cigarette use in Utah is from the 2019 Prevention Needs Assessment Survey.<sup>4</sup> According to the survey, in 2019, 28.4 percent of Utah 10th and 12th grade students reported ever using a vapor product and only 14.75 percent reported using an e-cigarette on at least one day in the 30 days prior to the survey. There is not information on frequent and/or current e-cigarette use. More data is needed to understand the effects of public health campaigns on youth e-cigarette use.

### 4. Youth Sales Miniscule

From January 1, 2018 to September 30, 2019, the U.S. Food and Drug Administration (FDA) administered 758 tobacco age compliance inspections in Utah, in which the agency used a minor in an attempt to purchase tobacco products.<sup>5</sup> Of those, 40, or 5 percent, resulted in a sale to a minor. Of the violations, 19 (2 percent of all compliance checks) involved the sale of e-cigarettes or vaping devices. The number of violations involving sales of cigars and cigarettes were 3 and 18, respectively, during the same period.

### 5. Misspent Money

In 2019, Utah received an estimated \$141.9 million in tobacco taxes and tobacco settlement payments. In the same year, the state spent \$7 million, or 4 percent, on funding tobacco control programs, including education and prevention.<sup>6</sup>

### Policy Solution

Electronic cigarettes and vaping devices have proven to be tremendous tobacco harm reduction tools, helping many smokers transition away from combustible cigarettes. Despite recent fearmongering, their use is significantly safer than traditional cigarettes, as noted by numerous public health groups including the Royal College of Physicians,<sup>7</sup> Public Health England,<sup>8</sup> and the American Cancer Society.<sup>9</sup> Rather than restricting their use, and undoubtedly reducing public health gains and millions of dollars in economic output, lawmakers should dedicate existing tobacco funds on programs that actually reduce youth usage.

### Key Points

1

Utah's vaping industry provided more than \$154 million in economic activity in 2018 while generating 880 direct vaping-related jobs. Sales of disposables and prefilled cartridges in Utah exceeded \$6.5 million in 2016.

2

As of January 6, 2020, UDH has reported 127 cases of vaping-related lung illnesses, including one death. UDH notes that 89 percent of patients report vaping THC. UDH earns an A for its transparency on vaping-related lung illnesses.

3

In 2017, only 9.7 percent of Utah high school students reported using an e-cigarette on at least one day, in the 30 days prior. There is no information on frequent and/or daily use. More data is needed.

4

Only 2 percent of FDA retail compliance checks in Utah resulted in sales of e-cigarettes to minors from January 1, 2018 to September 30, 2019.

5

Utah spends very little on tobacco prevention. In 2019, Utah dedicated only \$7 million to tobacco control programs including education and prevention, or less than 4 percent of what the state received in tobacco settlement payments and taxes.

# Notes

## **Tobacco Harm Reduction 101: Utah**

### **References**

- <sup>1</sup> Vapor Technology Association, “The Economic Impact of the Vapor Industry UTAH,” 2019, <https://vta.guerrillaeconomics.net/reports/aa364765-5139-47dc-b862-0951edf12bf7?>.
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- <sup>3</sup> Utah Department of Health, “Lung Injury Outbreak Data,” January 6, 2020, <https://health.utah.gov/lung-disease-investigation/lung-injury-outbreak-data>. Accessed January 26, 2020.
- <sup>4</sup> Utah Department of Human Services, “Prevention Needs Assessment Survey,” Student Health and Risk Prevention, 2019, <https://dsamh.utah.gov/pdf/sharp/2019/State%20of%20Utah%20Report.pdf>.
- <sup>5</sup> U.S. Food and Drug Administration, “Compliance Check Inspections of Tobacco Product Retailers,” September 30, 2019, [https://www.accessdata.fda.gov/scripts/oc/inspections/oc\\_insp\\_searching.cfm](https://www.accessdata.fda.gov/scripts/oc/inspections/oc_insp_searching.cfm).
- <sup>6</sup> Truth Initiative, “Tobacco use in Utah,” June 28, 2019, <https://truthinitiative.org/research-resources/smoking-region/tobacco-use-utah-2019>.
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- <sup>8</sup> A. McNeill et al., “Evidence review of e-cigarettes and heated tobacco products 2018,” Public Health England, February 2018, [https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment\\_data/file/684963/Evidence\\_review\\_of\\_e-cigarettes\\_and\\_heated\\_tobacco\\_products\\_2018.pdf](https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/684963/Evidence_review_of_e-cigarettes_and_heated_tobacco_products_2018.pdf).
- <sup>9</sup> The American Cancer Society, “What Do We Know About E-Cigarettes?” June 19, 2019, <https://web.archive.org/web/20190806152535/https://www.cancer.org/cancer/cancer-causes/tobacco-and-cancer/e-cigarettes.html>.

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# Policy Tip Sheet



POLICY ANALYSIS FROM  
THE HEARTLAND INSTITUTE

## Tobacco Harm Reduction 101: Vermont

Since their introduction to the U.S. market in 2007, e-cigarettes and vaping devices—tobacco harm reduction products that are 95 percent safer than combustible cigarettes—have helped more than three million American adults quit smoking.

### 1. Economic Impact

According to the Vapor Technology Association, in 2018, the industry created 159 direct vaping-related jobs, including manufacturing, retail, and wholesale jobs in Vermont, which generated \$5.4 million in wages alone.<sup>1</sup> Moreover, the industry has created hundreds of secondary jobs in the Green Mountain State, bringing the total economic impact in 2018 to \$34,222,900. In the same year, Vermont received more than \$7 million in state taxes attributable to the vaping industry. These figures do not include sales in convenience stores, which sell vapor products including disposables and prefilled cartridges. In 2016, sales of these products in Vermont eclipsed \$1 million.<sup>2</sup>

### 2. State Health Department Data

As of December 31, 2019, the Vermont Department of Health (VDH) has reported three confirmed cases of vaping-related lung illnesses.<sup>3</sup> According to VDH, “most patients” report using vapor products containing tetrahydrocannabinol (THC). Although other state health departments have provided additional patient information—including age, gender, and percentages of substances vaped—VDH has only reported the total number of cases and notes the role of THC but does not give official case counts. *The Heartland Institute gives VDH a grade of D for information available on vaping-related lung illnesses.*

### 3. More Information Needed

The most recent report on youth e-cigarette use in Vermont is from the 2017 Youth Risk Behavior Survey.<sup>4</sup> According to the survey, in 2017, 12 percent of Vermont high school students reported using a vapor product on at least one occasion in the past 30 days, while only 1.8 percent reported daily e-cigarette use. Further, 35 percent reported using e-cigarettes because their friends and/or family member used them.<sup>5</sup> Only 17 percent of respondents cited flavors as reason for e-cigarette use. More data is needed to understand the effects of public health campaigns on youth e-cigarette use.

### 4. Youth Sales Miniscule

From January 1, 2018 to September 30, 2019, the U.S. Food and Drug Administration (FDA) administered 1,540 tobacco age compliance inspections in Vermont, in which the agency used a minor in an attempt to purchase tobacco products.<sup>6</sup> Of those, 128, or 8 percent, resulted in a sale to a minor. Of the violations, 20 (15 percent of violations and 1 percent of all compliance checks) involved the sale of e-cigarettes or vaping devices. The number of violations involving sales of cigars and cigarettes were 56 and 52, respectively, during the same period.

### 5. Misspent Money

In 2019, Vermont received an estimated \$99.8 million in tobacco taxes and tobacco settlement payments. In the same year, the state spent only \$3.8 million, or 3 percent, on funding tobacco control programs, including education and prevention.<sup>7</sup>

### Policy Solution

Electronic cigarettes and vaping devices have proven to be tremendous tobacco harm reduction tools, helping many smokers transition away from combustible cigarettes. Despite recent fearmongering, their use is significantly safer than traditional cigarettes, as noted by numerous public health groups including the Royal College of Physicians,<sup>8</sup> Public Health England,<sup>9</sup> and the American Cancer Society.<sup>10</sup> Rather than restricting their use, and undoubtedly reducing public health gains and millions of dollars in economic output, lawmakers should dedicate existing tobacco funds on programs that actually reduce youth use.

### Key Points

1

Vermont’s vaping industry provided more than \$34 million in economic activity in 2018 while generating 159 direct vaping-related jobs. Sales of disposables and prefilled cartridges in Vermont exceeded \$1 million in 2016.

2

As of December 31, 2019, VDH has reported three cases of vaping-related lung illnesses, and “most patients” report vaping THC, but does not offer information on ages, gender, or specific case counts. VDH earns a **D** for its reporting on vaping-related lung illnesses.

3

In 2018, only 1.5 percent of Vermont high school students reported daily vapor use. Only 17 percent reported “flavors” for e-cigarette use. More data is needed.

4

Only 1 percent of FDA retail compliance checks in Vermont resulted in sales of e-cigarettes to minors from January 1, 2018 to September 30, 2019.

5

Vermont spends very little on tobacco prevention. In 2019, Vermont dedicated only \$3.8 million on tobacco control, or 3 percent of what the state received in tobacco settlement payments and taxes.

# Notes

## **Tobacco Harm Reduction 101: Vermont**

### **References**

- <sup>1</sup> Vapor Technology Association, “The Economic Impact of the Vapor Industry VERMONT,” 2019, <https://www.healthvermont.gov/response/infectious-disease/lung-injury-associated-e-cigarette-use-2019>.
- <sup>2</sup> Teresa W. Wang *et al.*, “National and State-Specific Unit Sales and Prices for Electronic Cigarettes, United States, 2012-2016,” *Preventing Chronic Disease*, Centers for Disease Control and Prevention, August 2, 2018, [https://www.cdc.gov/pcd/issues/2018/17\\_0555.htm](https://www.cdc.gov/pcd/issues/2018/17_0555.htm).
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- <sup>10</sup> The American Cancer Society, “What Do We Know About E-Cigarettes?” June 19, 2019, <https://web.archive.org/web/20190806152535/https://www.cancer.org/cancer/cancer-causes/tobacco-and-cancer/e-cigarettes.html>.

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# Policy Tip Sheet



POLICY ANALYSIS FROM  
THE HEARTLAND INSTITUTE

## Tobacco Harm Reduction 101: Virginia

Since their introduction to the U.S. market in 2007, e-cigarettes and vaping devices—tobacco harm reduction products that are 95 percent safer than combustible cigarettes—have helped more than three million American adults quit smoking.

### 1. Economic Impact

According to the Vapor Technology Association, in 2018, the industry created 2,762 direct vaping-related jobs, including manufacturing, retail, and wholesale jobs in Virginia, which generated \$93 million in wages alone.<sup>1</sup> Moreover, the industry has created hundreds of secondary jobs in the Old Dominion, bringing the total economic impact in 2018 to \$632,821,200. In the same year, Virginia received more than \$45 million in state taxes attributable to the vaping industry. These figures do not include sales in convenience stores, which sell vapor products including disposables and prefilled cartridges. In 2016, sales of these products in Virginia eclipsed \$12 million.<sup>2</sup>

### 2. State Health Department Data

As of January 7, 2020, the Virginia Department of Health (VDH) has reported 99 cases of vaping-related lung illness, including one death.<sup>3</sup> Previous reports included information on age and gender, but the most up-to-date report by VDH does not offer those details.<sup>4</sup> Further, VDH offers no information on substances vaped, despite other state health departments reporting most of their patients used vapor products containing tetrahydrocannabinol (THC). *The Heartland Institute gives VDH a grade of D for information available on vaping-related lung illnesses.*

### 3. More Information Needed

The most recent report on youth e-cigarette use in Virginia is from the 2017 Youth Risk Behavior Survey.<sup>5</sup> According to the survey, in 2017, 1.9 percent of Virginia high school students reported daily e-cigarette use and more than 88 percent reported *not* using e-cigarettes in the 30 days prior to the survey. Further, of those who had used vapor products, only 6.2 percent reported “flavors” as the main reason for using e-cigarettes, compared to 11.3 percent of Virginia high school students who had responded because friends and/or family members had used them. More data is needed to understand the effects of public health campaigns on youth e-cigarette use.

### 4. Youth Sales Miniscule

From January 1, 2018 to September 30, 2019, the U.S. Food and Drug Administration (FDA) administered 1,441 tobacco age compliance inspections in Virginia, in which the agency used a minor in an attempt to purchase tobacco products.<sup>6</sup> Of those, 251, or 17 percent, resulted in a sale to a minor. Of the violations, 46 (18 percent of violations and 3 percent of all compliance checks) involved the sale of e-cigarettes or vaping devices. The number of violations involving sales of cigars and cigarettes were 117 and 88, respectively, during the same period.

### 5. Misspent Money

In 2019, Virginia received an estimated \$304.4 million in tobacco taxes and tobacco settlement payments. In the same year, the state spent only \$10.8 million, or 3 percent, on funding tobacco control programs, including education and prevention.<sup>7</sup> The lack of funding is most notable in the state’s telephone quit line, of which Virginia invests only \$0.51 per smoker, significantly lower than the national average of \$2.21.

### Policy Solution

Electronic cigarettes and vaping devices have proven to be tremendous tobacco harm reduction tools, helping many smokers transition away from combustible cigarettes. Despite recent fearmongering, their use is significantly safer than traditional cigarettes, as noted by numerous public health groups including the Royal College of Physicians,<sup>8</sup> Public Health England,<sup>9</sup> and the American Cancer Society.<sup>10</sup> Rather than restricting their use, and undoubtedly reducing public health gains and millions of dollars in economic output, lawmakers should dedicate existing tobacco funds on programs that actually reduce youth use.

### Key Points

- 1 Virginia’s vaping industry provided more than \$632 million in economic activity in 2018 while generating 2,762 direct vaping-related jobs. Sales of disposables and prefilled cartridges in Virginia exceeded \$12 million in 2016.
- 2 As of January 7, 2020, VDH has reported 99 cases of vaping-related lung illnesses, including one death. VDH does not offer up-to-date information on age, gender or substances vaped. VDH earns a **D** for its reporting on vaping-related lung illnesses.
- 3 In 2017, only 1.9 percent of Virginia high school students reported daily vapor use. Only 6.2 percent who had used e-cigarettes reported “flavors” as a reason for e-cigarette use. More data is needed.
- 4 Only 3 percent of FDA retail compliance checks in Virginia resulted in sales of e-cigarettes to minors from January 1, 2018 to September 30, 2019.
- 5 Virginia spends very little on tobacco prevention. In 2019, Virginia dedicated only \$10.8 million on tobacco control, or 3 percent of what the state received in tobacco settlement payments and taxes.

# Notes

## **Tobacco Harm Reduction 101: Virginia**

### **References**

- <sup>1</sup> Vapor Technology Association, “The Economic Impact of the Vapor Industry VIRGINIA,” 2019, <https://vta.guerrillaeconomics.net/reports/f17e3788-d2cd-4607-9163-500e5ad2623e?>
- <sup>2</sup> Teresa W. Wang et al., “National and State-Specific Unit Sales and Prices for Electronic Cigarettes, United States, 2012-2016,” *Preventing Chronic Disease*, Centers for Disease Control and Prevention, August 2, 2018, [https://www.cdc.gov/pcd/issues/2018/17\\_0555.htm](https://www.cdc.gov/pcd/issues/2018/17_0555.htm).
- <sup>3</sup> Virginia Department of Health, “Virginia Situational Update,” Lung Injury Associated with E-Cigarette Use, January 7, 2020, <http://www.vdh.virginia.gov/vdhlivewell/vaping/>. Accessed January 12, 2020.
- <sup>4</sup> Virginia Department of Health, “Virginia Department of Health Recommendations Regarding E-Cigarettes and “Vaping” – Severe Lung Illness Associated with E-Cigarette Use,” September 20, 2019, <http://www.vdh.virginia.gov/news/2019-news-releases/virginia-department-of-health-recommendations-regarding-e-cigarettes-and-vaping-severe-lung-illness-associated-with-e-cigarette-use/>.
- <sup>5</sup> Virginia Department of Health, “Virginia High School Survey,” 2017 Youth Risk Behavior Survey Results, April, 2017, <http://www.vdh.virginia.gov/content/uploads/sites/69/2018/04/2017VAH-Detail-Tables.pdf>.
- <sup>6</sup> U.S. Food and Drug Administration, “Compliance Check Inspections of Tobacco Product Retailers,” September 30, 2019, [https://www.accessdata.fda.gov/scripts/oc/inspections/oc\\_insp\\_searching.cfm](https://www.accessdata.fda.gov/scripts/oc/inspections/oc_insp_searching.cfm).
- <sup>7</sup> Truth Initiative, “Tobacco use in Virginia,” June 28, 2019, <https://truthinitiative.org/research-resources/smoking-region/tobacco-use-virginia-2019>.
- <sup>8</sup> Royal College of Physicians, Nicotine without Smoke: Tobacco Harm Reduction, April 2016, <https://www.rcplondon.ac.uk/projects/outputs/nicotinewithout-smoke-tobacco-harm-reduction-0>.
- <sup>9</sup> A. McNeill et al., “Evidence review of e-cigarettes and heated tobacco products 2018,” Public Health England, February 2018, [https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment\\_data/file/684963/Evidence\\_review\\_of\\_e-cigarettes\\_and\\_heated\\_tobacco\\_products\\_2018.pdf](https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/684963/Evidence_review_of_e-cigarettes_and_heated_tobacco_products_2018.pdf).
- <sup>10</sup> The American Cancer Society, “What Do We Know About E-Cigarettes?” June 19, 2019, <https://web.archive.org/web/20190806152535/https://www.cancer.org/cancer/cancer-causes/tobacco-and-cancer/e-cigarettes.html>.

### **For More Information, please refer to:**

#### **Tobacco Harm Reduction 101: A Guidebook for Policymakers**

<https://www.heartland.org/publications-resources/publications/latest-heartland-policy-booklet-addresses-vaping-myths>

This booklet from The Heartland Institute aims to inform key stakeholders on the much-needed information on the benefits of electronic cigarettes and vaping devices. *Tobacco Harm Reduction 101* details the history of e-cigarettes, including regulatory actions on these products. The booklet also explains the role of nicotine, addresses tax policy and debunks many of the myths associated with e-cigarettes, including assertions about “popcorn lung,” formaldehyde, and the so-called youth vaping epidemic.

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The Heartland Institute can send an expert to your state to testify or brief your caucus; host an event in your state; or send you further information on a topic. Please don’t hesitate to contact us if we can be of assistance! If you have any questions or comments, contact Heartland’s government relations department, at [governmentrelations@heartland.org](mailto:governmentrelations@heartland.org) or 312/377-4000.

# Policy Tip Sheet



POLICY ANALYSIS FROM  
THE HEARTLAND INSTITUTE

## Tobacco Harm Reduction 101: Washington

Since their introduction to the U.S. market in 2007, e-cigarettes and vaping devices—tobacco harm reduction products that are 95 percent safer than combustible cigarettes—have helped more than three million American adults quit smoking.

### 1. Economic Impact

According to the Vapor Technology Association, in 2018, the industry created 1,995 direct vaping-related jobs, including manufacturing, retail, and wholesale jobs in Washington, which generated \$68 million in wages alone.<sup>1</sup> Moreover, the industry has created hundreds of secondary jobs in the Evergreen State, bringing the total economic impact in 2018 to \$483,715,400. In the same year, Washington received more than \$40 million in state taxes attributable to the vaping industry. These figures do not include sales in convenience stores, which sell vapor products including disposables and prefilled cartridges. In 2016, sales of these products in Washington eclipsed \$11 million.<sup>2</sup>

### 2. State Health Department Data

As of January 15, 2020, the Washington State Department of Health (WSDH) has reported 23 cases of vaping-related lung illnesses.<sup>3</sup> Patients range in age from 10 to 79 years-old, 54 percent of patients are 30 years of age or older, and 57 percent of patients are male. Further, nine patients report vaping tetrahydrocannabinol (THC), and two patients vaped an “unknown” substance. *The Heartland Institute gives WSDH a grade of A for information available on vaping-related lung illnesses.*

### 3. More Information Needed

The most recent report on youth e-cigarette use in Washington is from the 2018 Healthy Youth Survey.<sup>4</sup> According to the survey, in 2018, only 5.2 percent of Washington 10th and 12th graders reported daily e-cigarette use. Further, 74.6 percent of Washington 10th and 12th grade students reported *not using* a vapor product in the 30 days prior to the survey. More data is needed to understand the effects of public health campaigns on youth e-cigarette use.

### 4. Youth Sales Miniscule

From January 1, 2018 to September 30, 2019, the U.S. Food and Drug Administration (FDA) administered 9,767 tobacco age compliance inspections in Washington, in which the agency used a minor in an attempt to purchase tobacco products.<sup>5</sup> Of those, 1,192, or 12 percent, resulted in a sale to a minor. Of the violations, 381 (31 percent of violations and 3 percent of all compliance checks) involved the sale of e-cigarettes or vaping devices. The number of violations involving sales of cigars and cigarettes were 375 and 432, respectively, during the same period.

### 5. Misspent Money

In 2019, Washington received an estimated \$552.6 million in tobacco taxes and tobacco settlement payments. In the same year, the state spent only \$1.5 million, or less than 1 percent on funding tobacco control programs, including education and prevention.<sup>6</sup>

### Policy Solution

Electronic cigarettes and vaping devices have proven to be tremendous tobacco harm reduction tools, helping many smokers transition away from combustible cigarettes. Despite recent fearmongering, their use is significantly safer than traditional cigarettes, as noted by numerous public health groups including the Royal College of Physicians,<sup>7</sup> Public Health England,<sup>8</sup> and the American Cancer Society.<sup>9</sup> Rather than restricting their use, and undoubtedly reducing public health gains and millions of dollars in economic output, lawmakers should dedicate existing tobacco funds on programs that actually reduce youth usage.

### Key Points

- 1 Washington’s vaping industry provided more than \$483 million in economic activity in 2018 while generating 1,995 direct vaping-related jobs. Sales of disposables and prefilled cartridges in Washington exceeded \$11 million in 2016.
- 2 As of January 15, 2020, WSDH has reported 23 cases of vaping-related lung illnesses, with nine patients reporting having used a THC-containing vapor product. WSDH earns an A for its reporting on vaping-related lung illnesses.
- 3 In 2018, only 5.2 percent of Washington 10th and 12th graders reported daily e-cigarette use. More data is needed.
- 4 Only 3 percent of FDA retail compliance checks in Washington resulted in sales of e-cigarettes to minors from January 1, 2018 to September 30, 2019.
- 5 Washington spends very little on tobacco prevention. In 2019, Washington dedicated only \$1.5 million on tobacco control, or less than 1 percent of what the state received in tobacco settlement payments and taxes.

# Notes

## **Tobacco Harm Reduction 101: Washington**

### **References**

- <sup>1</sup> Vapor Technology Association, “The Economic Impact of the Vapor Industry WASHINGTON,” 2019, <https://vta.guerrillaeconomics.net/reports/7e62a55c-b3cc-4903-8e61-8f69d43288cc?>.
- <sup>2</sup> Teresa W. Wang et al., “National and State-Specific Unit Sales and Prices for Electronic Cigarettes, United States, 2012-2016,” *Preventing Chronic Disease*, Centers for Disease Control and Prevention, August 2, 2018, [https://www.cdc.gov/pcd/issues/2018/17\\_0555.htm](https://www.cdc.gov/pcd/issues/2018/17_0555.htm).
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- <sup>4</sup> Looking Glass Analytics, “Healthy Youth Survey 2018 Report of Results,” March 1, 2019, <https://www.doh.wa.gov/Portals/1/Documents/8350/HYSStateMultiGradeReport.pdf>.
- <sup>5</sup> U.S. Food and Drug Administration, “Compliance Check Inspections of Tobacco Product Retailers,” September 30, 2019, [https://www.accessdata.fda.gov/scripts/oc/inspections/oc\\_insp\\_searching.cfm](https://www.accessdata.fda.gov/scripts/oc/inspections/oc_insp_searching.cfm).
- <sup>6</sup> Truth Initiative, “Tobacco use in Washington,” June 28, 2019, <https://truthinitiative.org/research-resources/smoking-region/tobacco-use-washington-2019>.
- <sup>7</sup> Royal College of Physicians, *Nicotine without Smoke: Tobacco Harm Reduction*, April 2016, <https://www.rcplondon.ac.uk/projects/outputs/nicotinewithout-smoke-tobacco-harm-reduction-0>.
- <sup>8</sup> A. McNeill et al., “Evidence review of e-cigarettes and heated tobacco products 2018,” Public Health England, February 2018, [https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment\\_data/file/684963/Evidence\\_review\\_of\\_e-cigarettes\\_and\\_heated\\_tobacco\\_products\\_2018.pdf](https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/684963/Evidence_review_of_e-cigarettes_and_heated_tobacco_products_2018.pdf).
- <sup>9</sup> The American Cancer Society, “What Do We Know About E-Cigarettes?” June 19, 2019, <https://web.archive.org/web/20190806152535/https://www.cancer.org/cancer/cancer-causes/tobacco-and-cancer/e-cigarettes.html>.

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<https://www.heartland.org/publications-resources/publications/latest-heartland-policy-booklet-addresses-vaping-myths>

This booklet from The Heartland Institute aims to inform key stakeholders on the much-needed information on the benefits of electronic cigarettes and vaping devices. *Tobacco Harm Reduction 101* details the history of e-cigarettes, including regulatory actions on these products. The booklet also explains the role of nicotine, addresses tax policy and debunks many of the myths associated with e-cigarettes, including assertions about “popcorn lung,” formaldehyde, and the so-called youth vaping epidemic.

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# Policy Tip Sheet



POLICY ANALYSIS FROM  
THE HEARTLAND INSTITUTE

## Tobacco Harm Reduction 101: West Virginia

Since their introduction to the U.S. market in 2007, e-cigarettes and vaping devices—tobacco harm reduction products that are 95 percent safer than combustible cigarettes—have helped more than three million American adults quit smoking.

### 1. Economic Impact

According to the Vapor Technology Association, in 2018, the industry created 717 direct vaping-related jobs, including manufacturing, retail, and wholesale jobs in West Virginia, which generated \$15 million in wages alone.<sup>1</sup> Moreover, the industry has created hundreds of secondary jobs in the Mountain State, bringing the total economic impact in 2018 to \$132,648,100. In the same year, West Virginia received more than \$8 million in state taxes attributable to the vaping industry. These figures do not include sales in convenience stores, which sell vapor products including disposables and prefilled cartridges. In 2016, sales of these products in West Virginia eclipsed \$4 million.<sup>2</sup>

### 2. State Health Department Data

As of December 5, 2019, the West Virginia Department Bureau for Public Health (WVBPH) has reported 10 cases of vaping-related lung illness.<sup>3</sup> According to WVBPH, the age of patients ranges from 20 to 51 years-old, and 80 percent of patients report using vapor products containing tetrahydrocannabinol (THC). *The Heartland Institute gives WVBPH a grade of A for information available on vaping-related lung illnesses.*

### 3. More Information Needed

The most recent report on youth e-cigarette use in West Virginia is from the 2017 Youth Risk Behavior Survey.<sup>4</sup> According to the survey, in 2017, 2.5 percent of West Virginia high school students reported daily e-cigarette use and more than 85 percent reported *not* using e-cigarettes in the 30 days prior to the survey. More data is needed to understand the effects of public health campaigns on youth e-cigarette use.

### 4. Youth Sales Miniscule

From January 1, 2018 to September 30, 2019, the U.S. Food and Drug Administration (FDA) administered 4,263 tobacco age compliance inspections in West Virginia, in which the agency used a minor in an attempt to purchase tobacco products.<sup>5</sup> Of those, 409, or 9 percent, resulted in a sale to a minor. Of the violations, 111 (27 percent of violations and 2 percent of all compliance checks) involved the sale of e-cigarettes or vaping devices. The number of violations involving sales of cigars and cigarettes were 250 and 111, respectively, during the same period.

### 5. Misspent Money

In 2019, West Virginia received an estimated \$238 million in tobacco taxes and tobacco settlement payments. In the same year, the state spent \$0 on funding tobacco control programs, including education and prevention.<sup>6</sup> The lack of funding is most notable in the state's telephone quit line, of which West Virginia invests only \$1.04 per smoker, significantly lower than the national average of \$2.21.

### Policy Solution

Electronic cigarettes and vaping devices have proven to be tremendous tobacco harm reduction tools, helping many smokers transition away from combustible cigarettes. Despite recent fearmongering, their use is significantly safer than traditional cigarettes, as noted by numerous public health groups including the Royal College of Physicians,<sup>7</sup> Public Health England,<sup>8</sup> and the American Cancer Society.<sup>9</sup> Rather than restricting their use, and undoubtedly reducing public health gains and millions of dollars in economic output, lawmakers should dedicate existing tobacco funds on programs that actually reduce youth usage.

### Key Points

- 1 West Virginia's vaping industry provided more than \$132 million in economic activity in 2018 while generating 717 direct vaping-related jobs. Sales of disposables and prefilled cartridges in West Virginia exceeded \$4 million in 2016.
- 2 As of December 5, 2019, WVBPH has reported 10 cases of vaping-related lung illnesses, noting that 80 percent of patients report vaping THC. WVBPH earns an A for its reporting on vaping-related lung illnesses.
- 3 In 2017, only 2.5 percent of West Virginia high school students reported daily vapor use. More data is needed.
- 4 Only 2 percent of FDA retail compliance checks in West Virginia resulted in sales of e-cigarettes to minors from January 1, 2018 to September 30, 2019.
- 5 West Virginia spends very little on tobacco prevention. In 2019, West Virginia dedicated \$0 on tobacco control, despite receiving \$238 million in tobacco settlement payments and taxes.

# Notes

## **Tobacco Harm Reduction 101: West Virginia**

### **References**

- <sup>1</sup> Vapor Technology Association, “The Economic Impact of the Vapor Industry WEST VIRGINIA,” 2019, <https://vta.guerrillaeconomics.net/reports/5d12fa08-e1f8-4547-82ec-cd8a3e2cddd2?>.
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- <sup>3</sup> West Virginia Bureau for Public Health, “Weekly Outbreak Update Summary,” Outbreak of E-Cigarette, or Vaping, Product Use-Associated Lung Injury (EVALI),” December 5, 2019, <https://oeps.wv.gov/vaping/pages/default.aspx>. Accessed January 12, 2020.
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- <sup>6</sup> Truth Initiative, “Tobacco use in West Virginia,” June 28, 2019, <https://truthinitiative.org/research-resources/smoking-region/tobacco-use-west-virginia-2019>.
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- <sup>9</sup> The American Cancer Society, “What Do We Know About E-Cigarettes?” June 19, 2019, <https://web.archive.org/web/20190806152535/https://www.cancer.org/cancer/cancer-causes/tobacco-and-cancer/e-cigarettes.html>.

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# Policy Tip Sheet



POLICY ANALYSIS FROM  
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## Tobacco Harm Reduction 101: Wisconsin

Since their introduction to the U.S. market in 2007, e-cigarettes and vaping devices—tobacco harm reduction products that are 95 percent safer than combustible cigarettes—have helped more than three million American adults quit smoking.

### 1. Economic Impact

According to the Vapor Technology Association, in 2018, the industry created 1,418 direct vaping-related jobs, including manufacturing, retail, and wholesale jobs in Wisconsin, which generated \$43 million in wages alone.<sup>1</sup> Moreover, the industry has created hundreds of secondary jobs in the Badger State, bringing the total economic impact in 2018 to \$363 million. In the same year, Wisconsin received more than \$18 million in state taxes attributable to the vaping industry. These figures do not include sales in convenience stores, which sell vapor products including disposables and prefilled cartridges. In 2016, sales of these products in Wisconsin eclipsed \$11.6 million.<sup>2</sup>

### 2. State Health Department Data

As of January 9, 2020, the Wisconsin Department of Health Services (WDHS) has reported 103 confirmed and probable cases of vaping-related lung illnesses.<sup>3</sup> WDHS was one of the first health departments to report on the outbreak, and noted in August 2019, that 89 percent of patients reported vaping tetrahydrocannabinol (THC).<sup>4</sup> Despite earlier reports, WDHS does not continue to provide specific case information including gender, age, and the percent of substances vaped. *The Heartland Institute gives WDHS a grade of B- for information available on vaping-related lung illnesses.*

### 3. More Information Needed

The most recent report on youth e-cigarette use in Wisconsin is from the 2017 Wisconsin Youth Risk Behavior Survey.<sup>5</sup> According to the results, in 2017, 11.6 percent of Wisconsin high school students reported vaping at least once, in the 30 days prior to the survey. Only 2.1 percent of high school students reported vaping daily. More data is needed to understand the effects of public health campaigns on youth e-cigarette use.

### 4. Youth Sales Miniscule

From January 1, 2018 to September 30, 2019, the U.S. Food and Drug Administration (FDA) administered 5,403 tobacco age compliance inspections in Wisconsin, in which the agency used a minor in an attempt to purchase tobacco products.<sup>6</sup> Of those, 1,037 or 19 percent, resulted in a sale to a minor. Of the violations, 276 (26 percent of violations and 5 percent of all compliance checks) involved the sale of e-cigarettes or vaping devices. The number of violations involving sales of cigars and cigarettes were 348 and 376, respectively, during the same period.

### 5. Misspent Money

In 2019, Wisconsin received an estimated \$757.8 million in tobacco taxes and tobacco settlement payments. In the same year, the state spent only \$5.3 million, or less than 1 percent, on funding tobacco control programs, including education and prevention.<sup>7</sup> The lack of funding is notable in the state's telephone quit line, of which Wisconsin invests only \$1.43 per smoker, lower than the national average of \$2.21.

### Policy Solution

Electronic cigarettes and vaping devices have proven to be tremendous tobacco harm reduction tools, helping many smokers transition away from combustible cigarettes. Despite recent fearmongering, their use is significantly safer than traditional cigarettes, as noted by numerous public health groups including the Royal College of Physicians,<sup>8</sup> Public Health England,<sup>9</sup> and the American Cancer Society.<sup>10</sup> Rather than restricting their use, and undoubtedly reducing public health gains and millions of dollars in economic output, lawmakers should dedicate existing tobacco funds on programs that actually reduce youth usage.

### Key Points

- 1 Wisconsin's vaping industry provided more than \$363 million in economic activity in 2018 while generating 1,418 direct vaping-related jobs. Sales of disposables and prefilled cartridges in Wisconsin exceeded \$11.6 million in 2016.
- 2 As of January 9, 2020, WDHS has reported 103 confirmed and probable cases of vaping-related lung illness. WDHS notes the role of THC in the outbreak, but does not provide thorough data. WDHS earns a **B-** for its reporting on vaping-related lung illnesses.
- 3 In 2017, 2.1 percent of Wisconsin high school students reported daily use of vapor products. More data is needed.
- 4 Only 5 percent of FDA retail compliance checks resulted in sales of e-cigarettes to minors from January 1, 2018 to September 30, 2019.
- 5 Wisconsin spends very little on tobacco prevention. In 2019, Wisconsin dedicated only \$5.3 million on tobacco control, or less than 1 percent of what the state received in tobacco settlement payments and taxes.

# Notes

## **Tobacco Harm Reduction 101: Wisconsin**

### **References**

- <sup>1</sup> Vapor Technology Association, “The Economic Impact of the Vapor Industry WISCONSIN,” 2019, <https://vta.guerrillaeconomics.net/reports/d2387621-89aa-41e6-948e-fbfb3094339b?>
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- <sup>5</sup> Centers for Disease Control and Prevention, “Wisconsin, High School Youth Risk Behavior Survey, 2017,” 2017, <https://nccd.cdc.gov/youthonline/App/Results.aspx?LID=WI>.
- <sup>6</sup> U.S. Food and Drug Administration, “Compliance Check Inspections of Tobacco Product Retailers,” September 30, 2019, [https://www.accessdata.fda.gov/scripts/oc/inspections/oc\\_insp\\_searching.cfm](https://www.accessdata.fda.gov/scripts/oc/inspections/oc_insp_searching.cfm).
- <sup>7</sup> Truth Initiative, “Tobacco use in Wisconsin,” June 28, 2019, <https://truthinitiative.org/research-resources/smoking-region/tobacco-use-wisconsin-2019>.
- <sup>8</sup> Royal College of Physicians, Nicotine without Smoke: Tobacco Harm Reduction, April 2016, <https://www.rcplondon.ac.uk/projects/outputs/nicotinewithout-smoke-tobacco-harm-reduction-0>.
- <sup>9</sup> A. McNeill et al., “Evidence review of e-cigarettes and heated tobacco products 2018,” Public Health England, February 2018, [https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment\\_data/file/684963/Evidence\\_review\\_of\\_e-cigarettes\\_and\\_heated\\_tobacco\\_products\\_2018.pdf](https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/684963/Evidence_review_of_e-cigarettes_and_heated_tobacco_products_2018.pdf).
- <sup>10</sup> The American Cancer Society, “What Do We Know About E-Cigarettes?” June 19, 2019, <https://web.archive.org/web/20190806152535/https://www.cancer.org/cancer/cancer-causes/tobacco-and-cancer/e-cigarettes.html>.

### **For More Information, please refer to:**

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<https://www.heartland.org/publications-resources/publications/latest-heartland-policy-booklet-addresses-vaping-myths>

This booklet from The Heartland Institute aims to inform key stakeholders on the much-needed information on the benefits of electronic cigarettes and vaping devices. *Tobacco Harm Reduction 101* details the history of e-cigarettes, including regulatory actions on these products. The booklet also explains the role of nicotine, addresses tax policy and debunks many of the myths associated with e-cigarettes, including assertions about “popcorn lung,” formaldehyde, and the so-called youth vaping epidemic.

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The Heartland Institute can send an expert to your state to testify or brief your caucus; host an event in your state; or send you further information on a topic. Please don’t hesitate to contact us if we can be of assistance! If you have any questions or comments, contact Heartland’s government relations department, at [governmentrelations@heartland.org](mailto:governmentrelations@heartland.org) or 312/377-4000.

# Policy Tip Sheet



POLICY ANALYSIS FROM  
THE HEARTLAND INSTITUTE

## Tobacco Harm Reduction 101: Wyoming

Since their introduction to the U.S. market in 2007, e-cigarettes and vaping devices—tobacco harm reduction products that are 95 percent safer than combustible cigarettes—have helped more than three million American adults quit smoking.

### 1. Economic Impact

According to the Vapor Technology Association, in 2018, the industry created 215 direct vaping-related jobs, including manufacturing, retail, and wholesale jobs in Wyoming, which generated \$5.9 million in wages alone.<sup>1</sup> Moreover, the industry has created hundreds of secondary jobs in the Cowboy State, bringing the total economic impact in 2018 to \$50,204,900. In the same year, Wyoming received more than \$3.2 million in state taxes attributable to the vaping industry. These figures do not include sales in convenience stores, which sell vapor products including disposables and prefilled cartridges. In 2016, sales of these products in Wyoming eclipsed \$215,000.<sup>2</sup>

### 2. State Health Department Data

As of October 30, 2019, the Wyoming Department of Health (WDH) has reported two cases of vaping-related lung illnesses in Wyoming.<sup>3</sup> WDH does not offer information on age, gender, or substances vaped. This is alarming because many state health departments have already linked vaping-related lung illnesses to the use of products containing tetrahydrocannabinol (THC) and provided this information in their own updates. WDH did urge residents to avoid vaping THC. *The Heartland Institute gives WDH a grade of D for information available on vaping-related lung illnesses.*

### 3. More Information Needed

The most recent report on youth e-cigarette use in Wyoming is from the 2015 Youth Risk Behavior Survey.<sup>4</sup> In 2015, 29.6 percent of Wyoming high school students reported using an e-cigarette on at least one day in the 30 days prior and 3.4 percent reported daily e-cigarette use. More data is needed to understand the effects of public health campaigns on youth e-cigarette use.

### 4. Youth Sales Miniscule

From January 1, 2018 to September 30, 2019, the U.S. Food and Drug Administration (FDA) administered 668 tobacco age compliance inspections in Wyoming, in which the agency used a minor in an attempt to purchase tobacco products.<sup>5</sup> Of those, 68, or 10 percent, resulted in a sale to a minor. Of the violations, 7 (10 percent of violations and 1 percent of all compliance checks) involved the sale of e-cigarettes or vaping devices. The number of violations involving sales of cigarettes were 61 during the same period.

### 5. Misspent Money

In 2019, Wyoming received an estimated \$40.2 million in tobacco taxes and tobacco settlement payments. In the same year, the state spent only \$3 million, or 7 percent, on funding tobacco control programs, including education and prevention.<sup>6</sup>

### Policy Solution

Electronic cigarettes and vaping devices have proven to be tremendous tobacco harm reduction tools, helping many smokers transition away from combustible cigarettes. Despite recent fearmongering, their use is significantly safer than traditional cigarettes, as noted by numerous public health groups including the Royal College of Physicians,<sup>7</sup> Public Health England,<sup>8</sup> and the American Cancer Society.<sup>9</sup> Rather than restricting their use, and undoubtedly reducing public health gains and millions of dollars in economic output, lawmakers should dedicate existing tobacco funds on programs that actually reduce youth usage.

### Key Points

1

Wyoming's vaping industry provided more than \$50 million in economic activity in 2018 while generating 215 direct vaping-related jobs. Sales of disposables and prefilled cartridges in Wyoming exceeded \$215,000 in 2016.

2

As of October 30, 2019, WDH has reported two cases of vaping-related lung illnesses in Wyoming. WDH does not offer information on age, gender, or substances vaped, but urged residents to refrain from using THC-containing products. WDH earns a **D** for its lack of transparency on vaping-related lung illnesses.

3

In 2015, only 3.4 percent of Wyoming high school students reported daily e-cigarette use. More data is needed.

4

Only 1 percent of FDA retail compliance checks in Wyoming resulted in sales of e-cigarettes to minors from January 1, 2018 to September 30, 2019.

5

Wyoming spends very little on tobacco prevention. In 2019, Wyoming dedicated only \$3 million on tobacco control, or 7 percent of what the state received in tobacco settlement payments and taxes.

# Notes

## **Tobacco Harm Reduction 101: Wyoming**

### **References**

- <sup>1</sup> Vapor Technology Association, “The Economic Impact of the Vapor Industry WYOMING,” 2019, <https://vta.guerrillaeconomics.net/reports/47aafeba-9dc8-4898-a605-1e5b182585cf?>.
- <sup>2</sup> Teresa W. Wang et al., “National and State-Specific Unit Sales and Prices for Electronic Cigarettes, United States, 2012-2016,” *Preventing Chronic Disease*, Centers for Disease Control and Prevention, August 2, 2018, [https://www.cdc.gov/pcd/issues/2018/17\\_0555.htm](https://www.cdc.gov/pcd/issues/2018/17_0555.htm).
- <sup>3</sup> Wyoming Department of Health, “Governor, WDH Urge Residents to Avoid Vaping THC,” October 30, 2019, <https://health.wyo.gov/governor-wdh-urge-residents-to-avoid-vaping-thc/>.
- <sup>4</sup> Centers for Disease Control and Prevention, “High School Risk Behavior Survey, Wyoming 2015 Results,” 2015, <https://nccd.cdc.gov/youthonline/App/Results.aspx?LID=WY>.
- <sup>5</sup> U.S. Food and Drug Administration, “Compliance Check Inspections of Tobacco Product Retailers,” September 30, 2019, [https://www.accessdata.fda.gov/scripts/oc/inspections/oc\\_insp\\_searching.cfm](https://www.accessdata.fda.gov/scripts/oc/inspections/oc_insp_searching.cfm).
- <sup>6</sup> Truth Initiative, “Tobacco use in Wyoming,” June 28, 2019, <https://truthinitiative.org/research-resources/smoking-region/tobacco-use-wyoming-2019>.
- <sup>7</sup> Royal College of Physicians, *Nicotine without Smoke: Tobacco Harm Reduction*, April 2016, <https://www.rcplondon.ac.uk/projects/outputs/nicotinewithout-smoke-tobacco-harm-reduction-0>.
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- <sup>9</sup> The American Cancer Society, “What Do We Know About E-Cigarettes?” June 19, 2019, <https://web.archive.org/web/20190806152535/https://www.cancer.org/cancer/cancer-causes/tobacco-and-cancer/e-cigarettes.html>.

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