



THE ONTARIO TOBACCO
RESEARCH
UNIT

UNITÉ
DE RECHERCHE
SUR LE TABAC
DE L'ONTARIO

Generating knowledge for public health

E-Cigarette Vaping: The Good, the Bad and the Ugly

Evidence and Practice

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University of Toronto

December 13, 2018

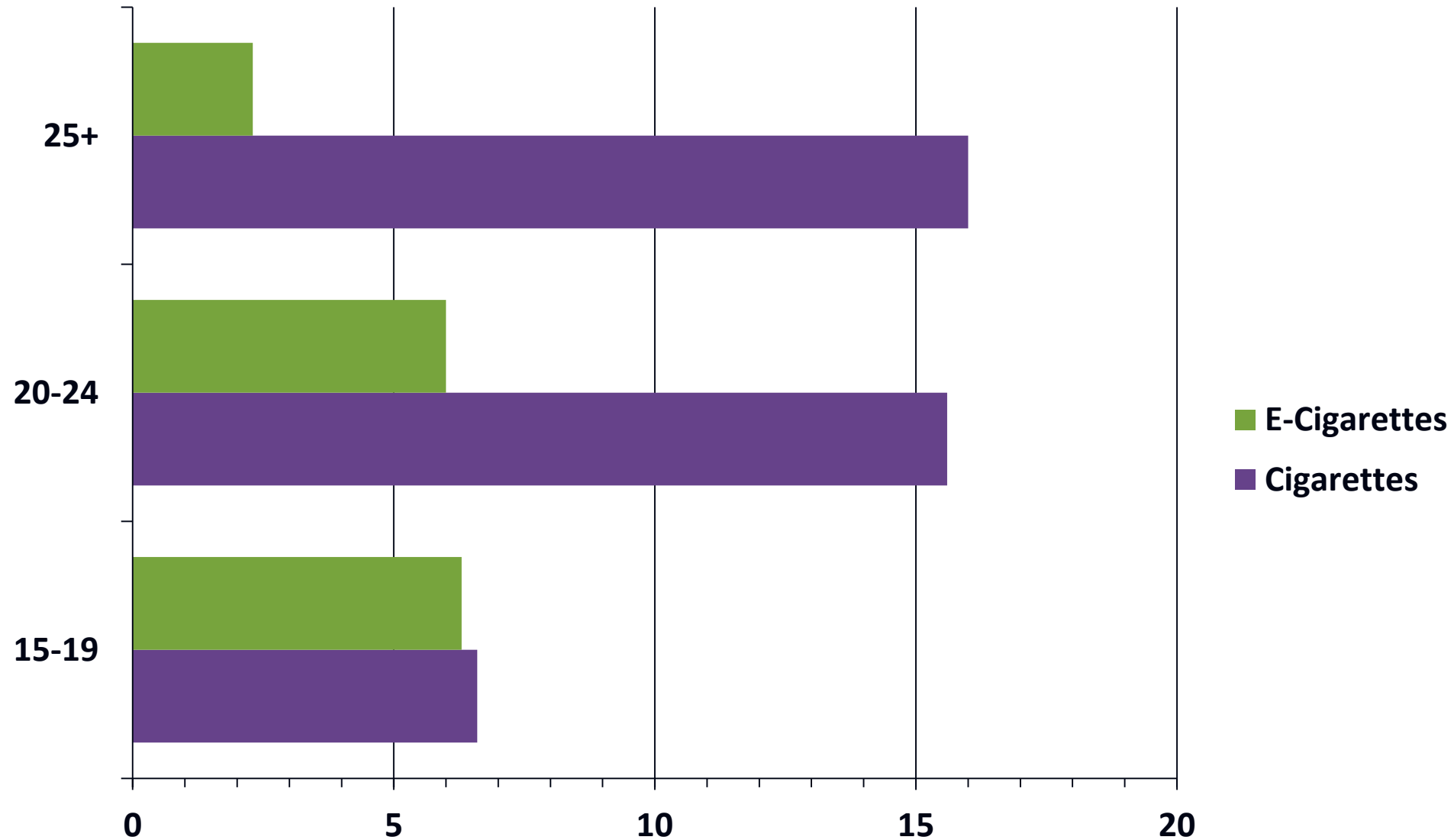
Introduction



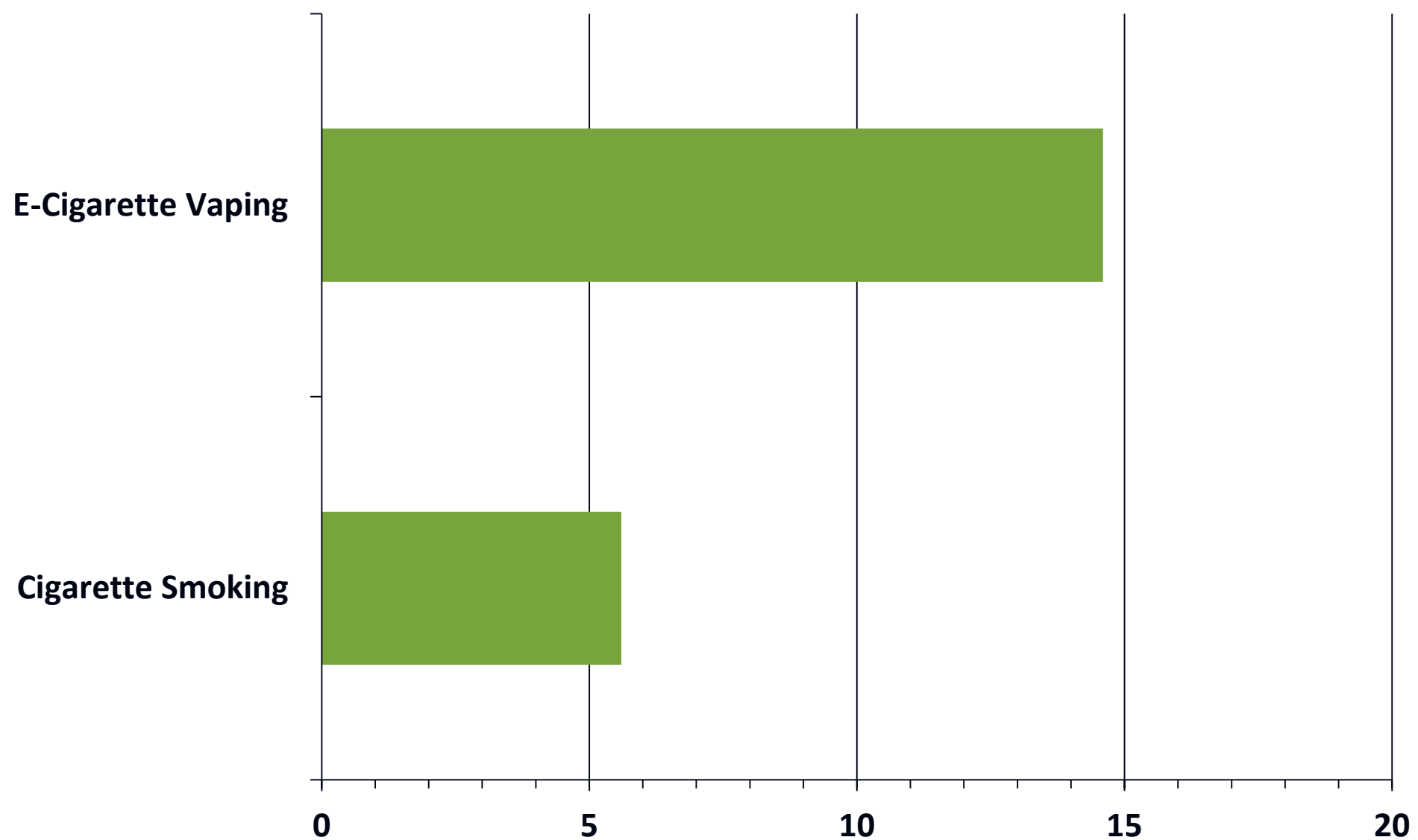
Policy Environment



Prevalence of Past 30-Day E-Cigarette and Cigarette Use, Canada

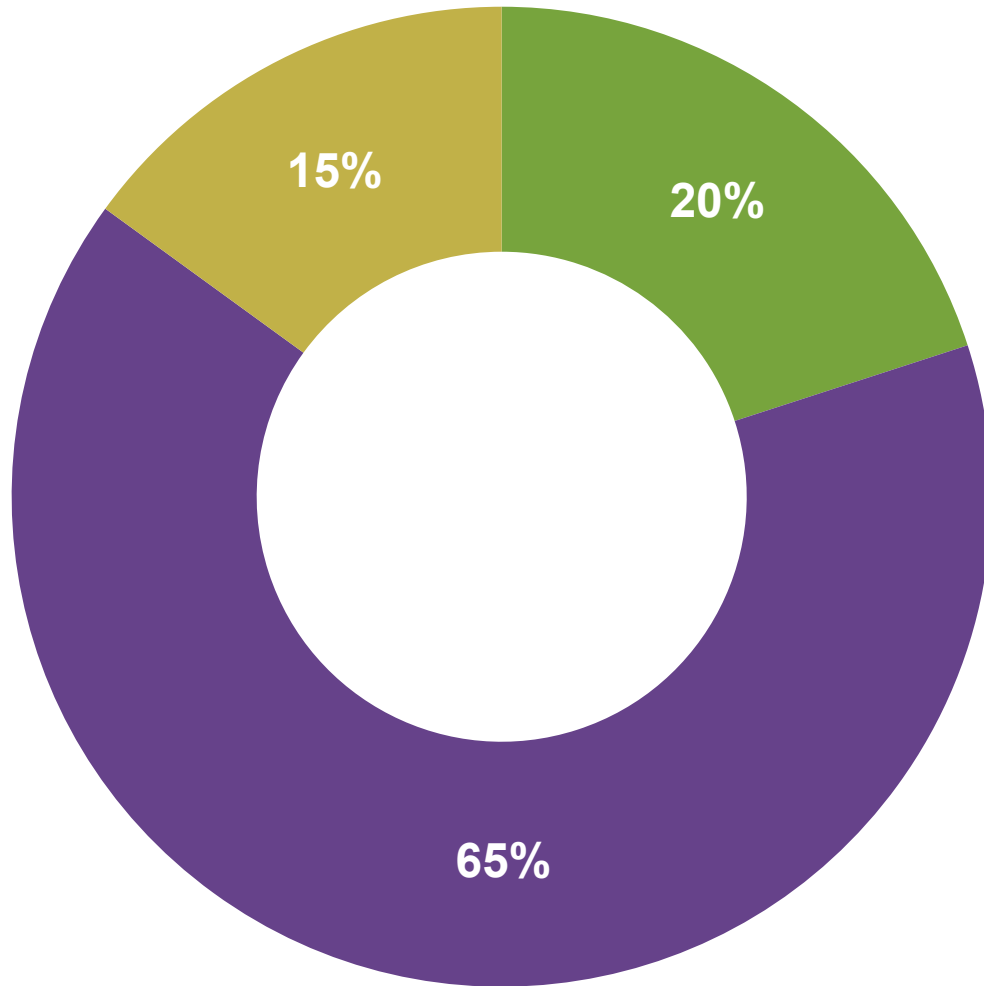


Prevalence of E-Cigarette and Cigarette Use Grades 10-12, Canada



Source: CSTADS 2016-17

Past 30-Day Vaping by Smoking Status, Canada



■ Former Smokers

■ Current Smokers

■ Never Smokers

Marketing and Promotion



Methods

- Point-of-sale study
- Youth and young adult survey
- Marketing and promotion
 - Focus groups
 - E-liquid packaging study
 - Internet searches

Point-of-Sale Study

To understand
the role of
products, place,
price and
promotion



Vape Shops: Cessation Clinics or Promoting Recreation?

- 23 vape shops in 5 cities; interviews in 13
- 10 of 13 vape shops had a strong focus on serving recreational users
 - Characterized by a 'fun' vibe which often included TVs, video games, arcades and dartboards
- Sampling available (all 10), lounges (5), a bar with seating (5), social media presence (5) and provided mixed e-juices (3)

Point of Sale: Next Wave

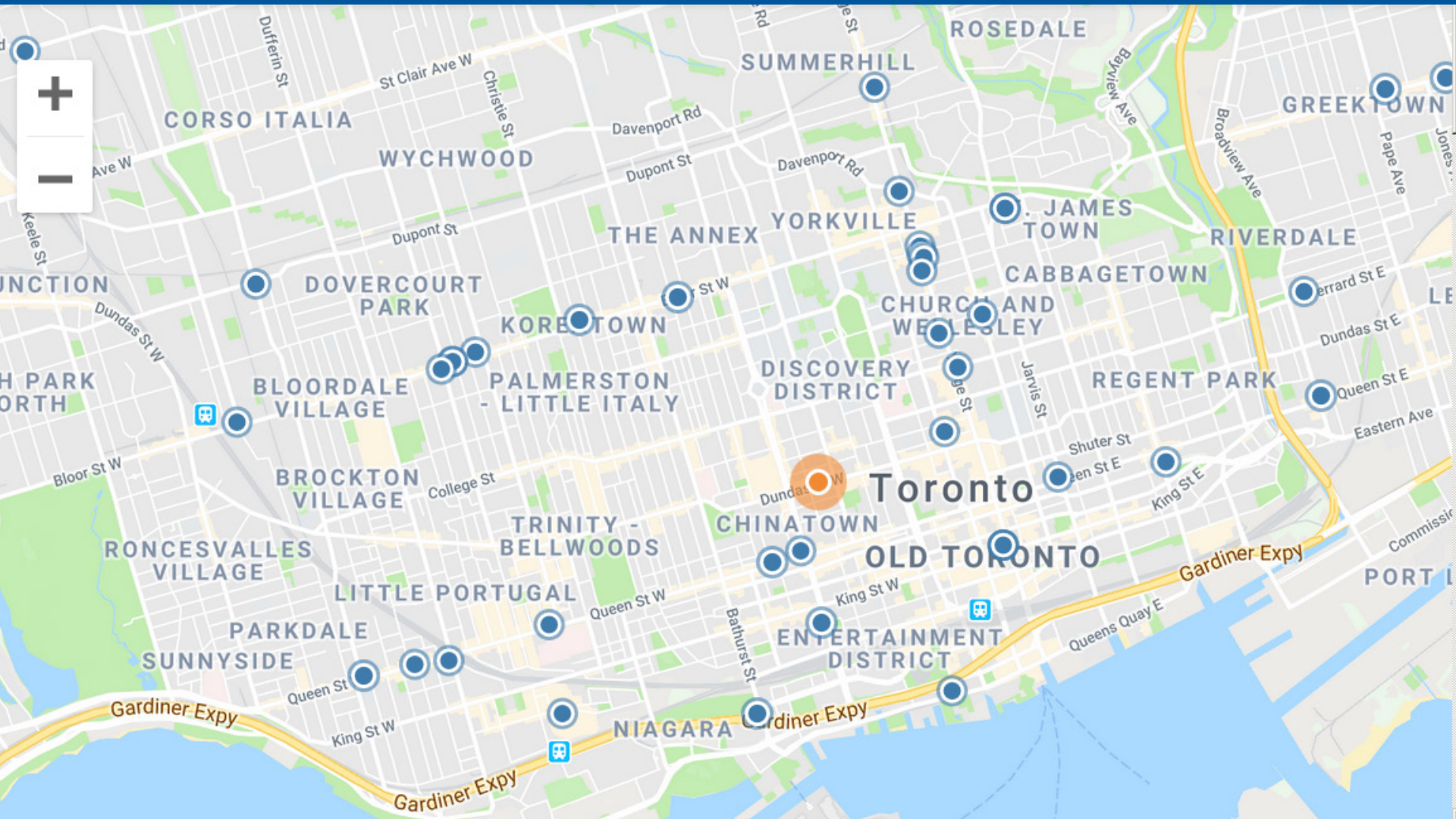
A Changed Environment?

JUUL



 **Authorized
Dealer**

JUUL



Imperial Tobacco

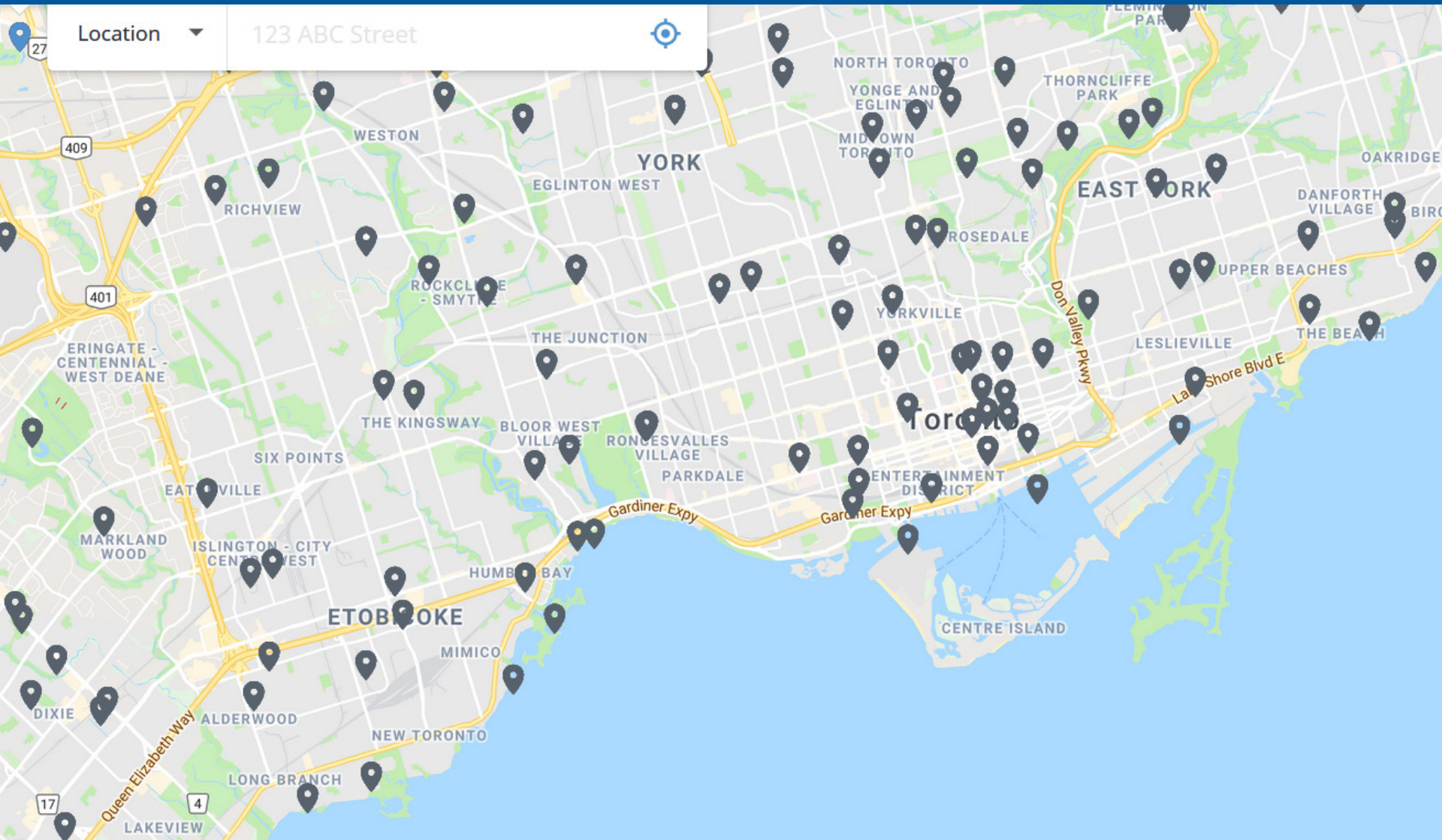
VYPE at POS



**THE NEXT
LITTLE THING
IN VAPING**

MAY BE HARMFUL TO HEALTH AND CONTAINS NICOTINE WHICH IS ADDICTIVE. NICOTINE FREE VERSIONS AVAILABLE.
ONLY ADULTS 18/19+ BASED ON PROVINCE. READ LEAFLET IN PACK.

Vype





Supreme

SALES & SERVICE
SALES & SERVICE
SALES & SERVICE

vype

VYPE OPEN 1
"HITS
THE
SPOT."



ALL TASTE. NO TAR.
800VYPE.CA



vype

VYPE OPEN 1
"HITS
THE
SPOT."




ALL TASTE. NO TAR.
800VYPE.CA


19+




Self
service



 **VYPE ePEN 3**
GENIUS!
CLICK
& VAPE.



MORE VARIETY. NO MESS VAPING EXPERIENCE.

 **BLENDED TOBACCO**
 **CRISP MINT**
 **DARK CHERRY**
 **FRESH APPLE**
 **INFUSED VANILLA**

GOVYPE.CA
19+

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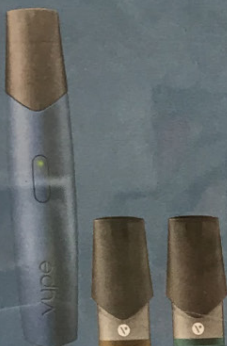




ePEN3

\$ 25⁰⁰

INCLUDES VAPING DEVICE
AND 2 CARTRIDGES



CARTRIDGES

\$ 14⁰⁰

INCLUDES 2 CARTRIDGES

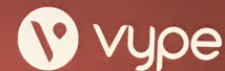
FIND OUT MORE AT GOVYPE.CA

Vype products may be harmful to health and contain nicotine which is addictive. VYPE PRODUCTS ARE NOT SUITABLE FOR USE BY: persons who are not adults; persons who are under the legal age to purchase vaping products; persons who are allergic/sensitive to nicotine; pregnant or breast-feeding women; persons who have been advised to avoid using tobacco or nicotine products for medical reasons; persons with reduced physical, sensory, mental capabilities or lack of experience/knowledge unless they are under supervision or have been given instructions concerning the use of the product by a person responsible for their safety; and persons with an unstable heart condition, severe hypertension or diabetes. Keep Vype products out of reach of children.



VYPE ePEN3

GENIUS!
CLICK & VAPE.



BLENDED TOBACCO

CRISP MINT

DARK CHERRY

FRESH APPLE

INFUSED VANILLA

19+

VYPE PRODUCTS MAY BE HARMFUL TO HEALTH AND CONTAIN NICOTINE WHICH IS ADDICTIVE. ONLY FOR ADULTS WHO HAVE REACHED THE LEGAL AGE TO PURCHASE VAPING PRODUCTS. READ LABELS ON PACK. THE TRADEMARKS AND LOGOS DISPLAYED ARE TRADEMARKS OF THEIR RESPECTIVE OWNERS. ALL RIGHTS RESERVED.

AVAILABLE AT GOVYPE.CA



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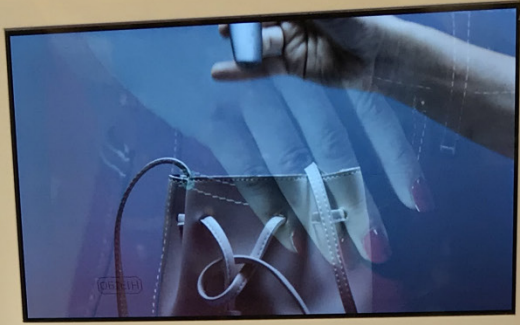
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AVAILABLE AT GOVYPE.CA



\$20
ATE
OS LOT
21

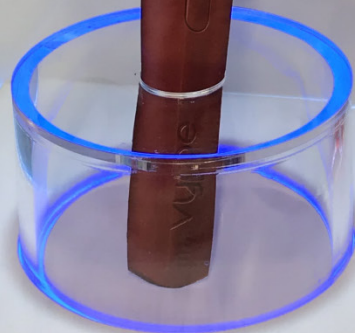


SWITCHING
HAS NEVER
BEEN EASIER.

NEW VYPE TANK PRO AND BLOOM



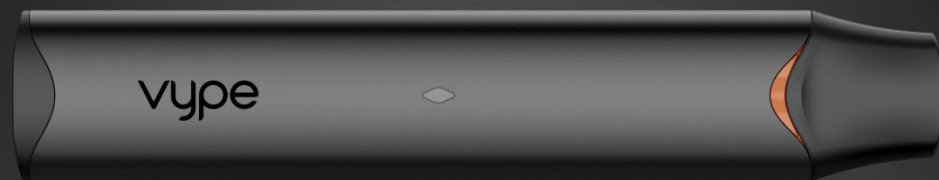
vype



vype

Stoppey's
pepper
1 kg (40)
\$0.99
2019AL-07
\$0.99
STOPPEY'S PEPPERONI STICKS
SAUSAGE CATCH
1/1/18
\$0.99

THE PERFECT PUFF IS COMING



VYPE ePOD AVAILABLE SOON

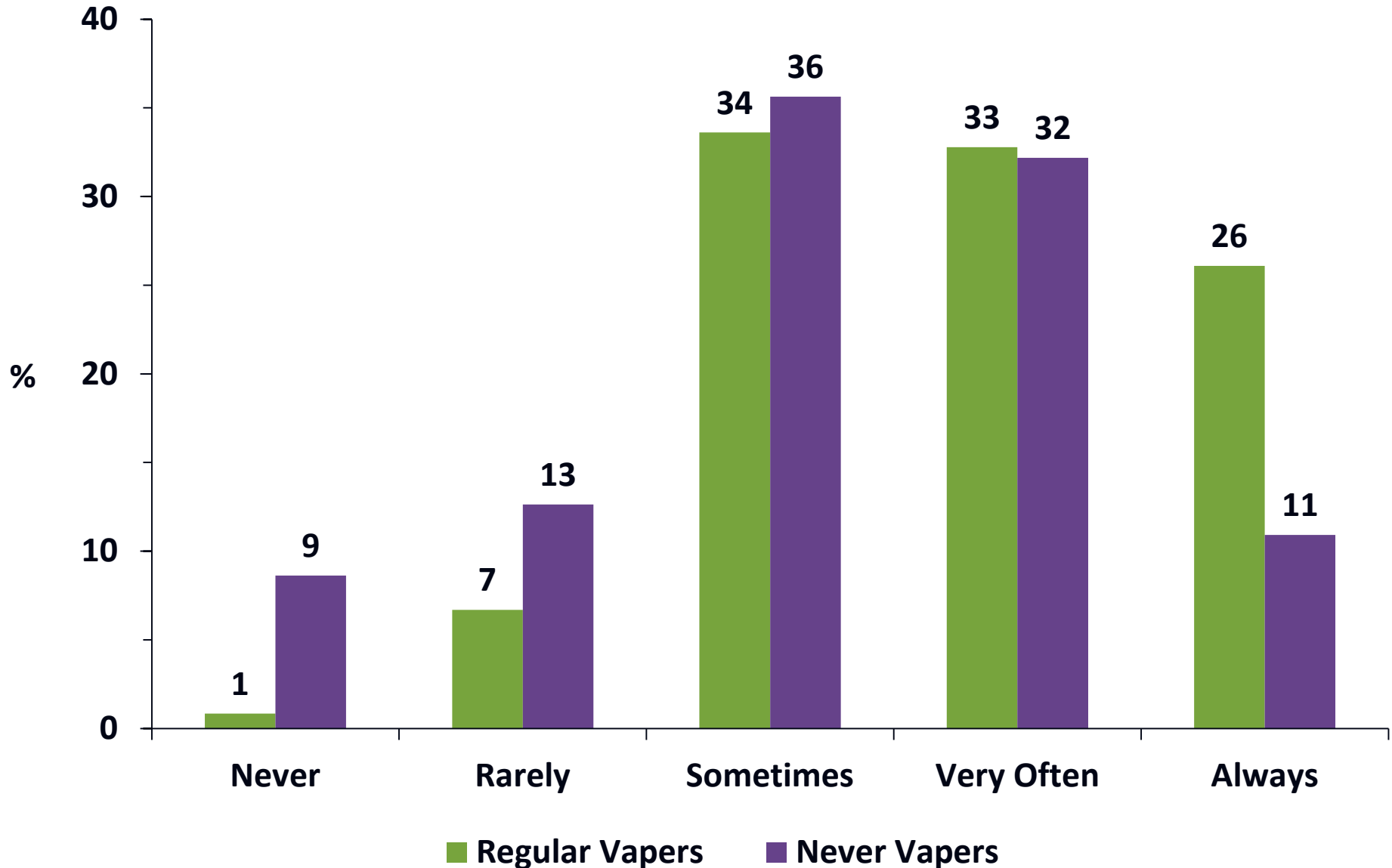


Youth and Young Adult Survey

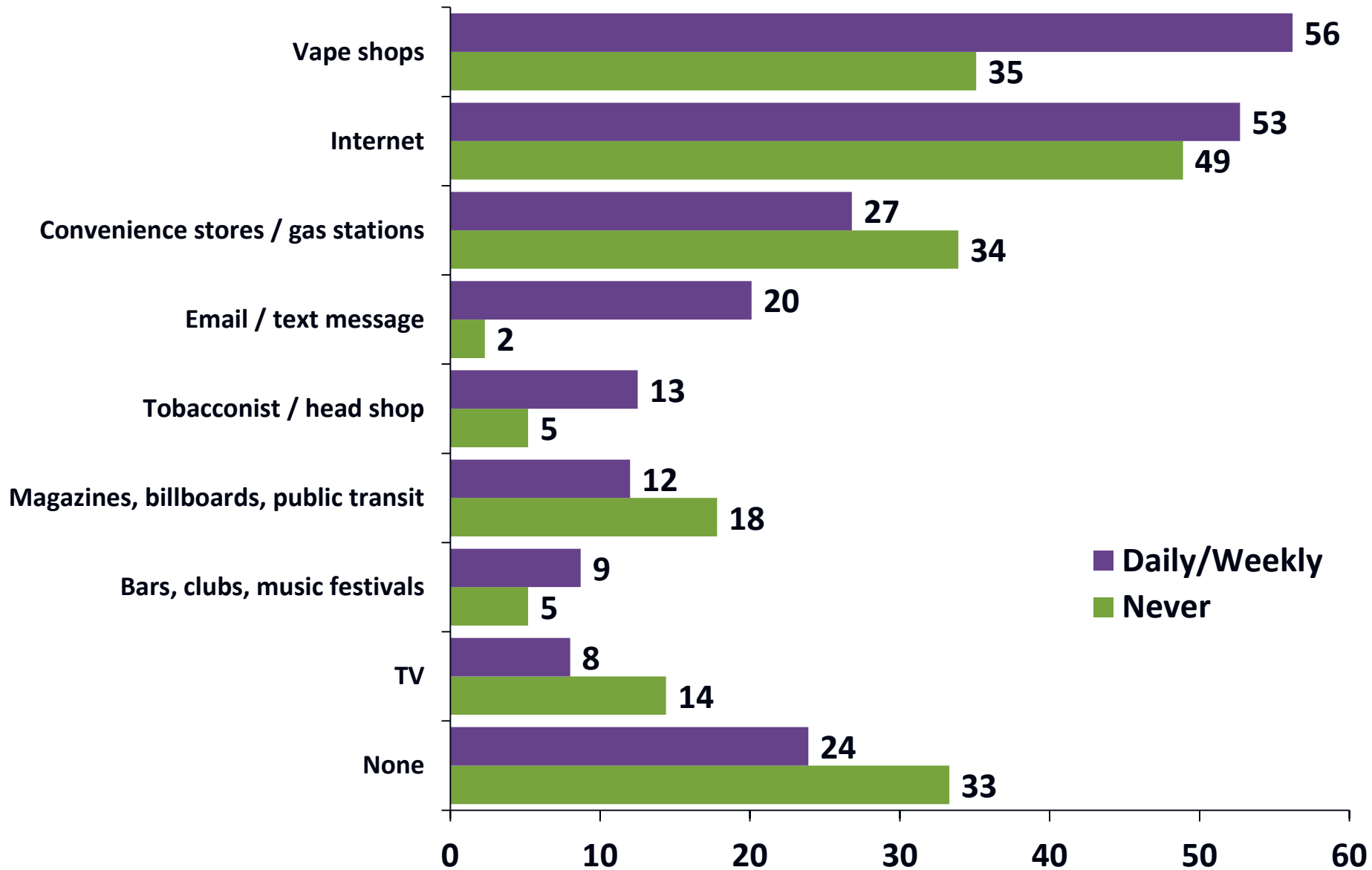


Social Exposure to Vaping

Past 7 Days



Vape Marketing Exposure



Focus Group

Purpose is to explore

- Cultures and environments
- Marketing
- Smoking cessation of successful (& unsuccessful) vapers

Two populations

- 1) Youth and Young Adults (17 to 24)
- 2) Adults

E-Juice Package Study

- 71 of 90 samples had child-resistant caps
- 15 samples had plastic overwrap around cap/neck
- Numerous samples leaked in storage
- Examine e-juice labels for presence of youth friendly messaging



Google Top Searches

| Query Topic | % |
|-----------------|----|
| Purchase intent | 61 |
| How to | 20 |
| Cannabis | 9 |
| Health | 7 |
| Social Media | 2 |
| Regulation | 0 |

Top Searches

All Topics

| | |
|-----|-----------------------|
| 1 | Vape stores near me |
| 2 | Vape store |
| 3 | Vape shop near me |
| 4 | Vaping |
| 5 | Dash Vapes |
| 6 | Vape pen |
| 7 | Vape shops near me |
| 8 | Vape juice |
| 9 | Vape Canada |
| 10 | Vape store near me |
| ... | 23% of all searches |
| 20 | Is vaping bad for you |

Health Topic

| | |
|----|----------------------------|
| 1 | Is vaping bad for you |
| 2 | Is vaping bad |
| 3 | Vaping health |
| 4 | Vaping vs smoking |
| 5 | Vaping side effects |
| 6 | Side effects of vaping |
| 7 | Popcorn lung vaping |
| 8 | Dangers of vaping |
| 9 | Does vaping cause cancer |
| 10 | Is vaping safe |
| | |
| | 47% of all Health searches |

Tobacco and Vaping Products Act

Testimonials or endorsements

- 30.21 (1) No person shall promote a vaping product through a testimonial or an endorsement, however displayed or communicated...

Depiction of person

- (2) For the purposes of subsection (1), **the depiction of a person**, character or animal, whether real or fictional, **is considered to be a testimonial** for, or an endorsement of, the product.



Vype Canada

November 4 at 1:13 PM · ⚙️



"When I'm choosing a product, simple is always better." #VypeStory



Vype Canada

November 4 at 1:13 PM · ⚙️



"When I'm choosing a product, simple is always better." #VypeStory





Vype Canada

September 10 · ⚙️



We're not being discreet about the quality of the ePen 3, but with a compact design like this one, you can be.

May be harmful to health and contains nicotine which is addictive. Nicotine free versions available. Only adults 18/19+ based on province. Read leaflet in pack.





Vype Canada

November 12 at 5:15 PM · ⚙️



What do Vancouverites look for in a vape? Watch this video and find out.



18/19+

All individuals in this video are 25 or older.
May be harmful to health and contains nicotine which is addictive.
Nicotine free versions available.
Only adults 18/19+ depending on province. Read leaflet in pack.
Vype products are not medically licensed cessation devices.

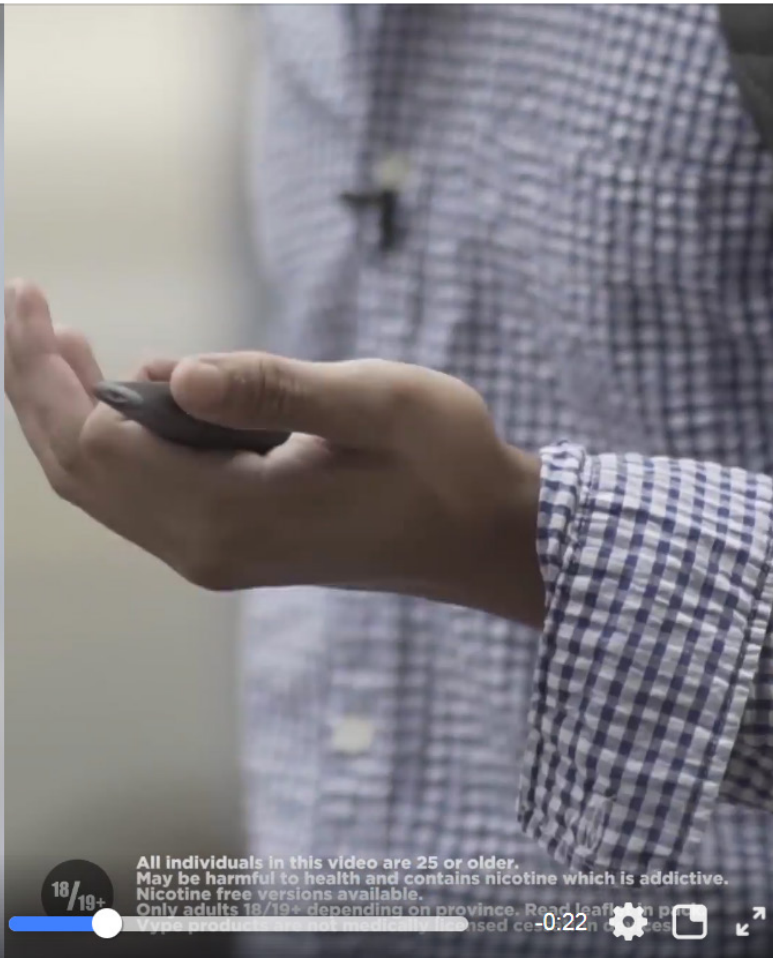


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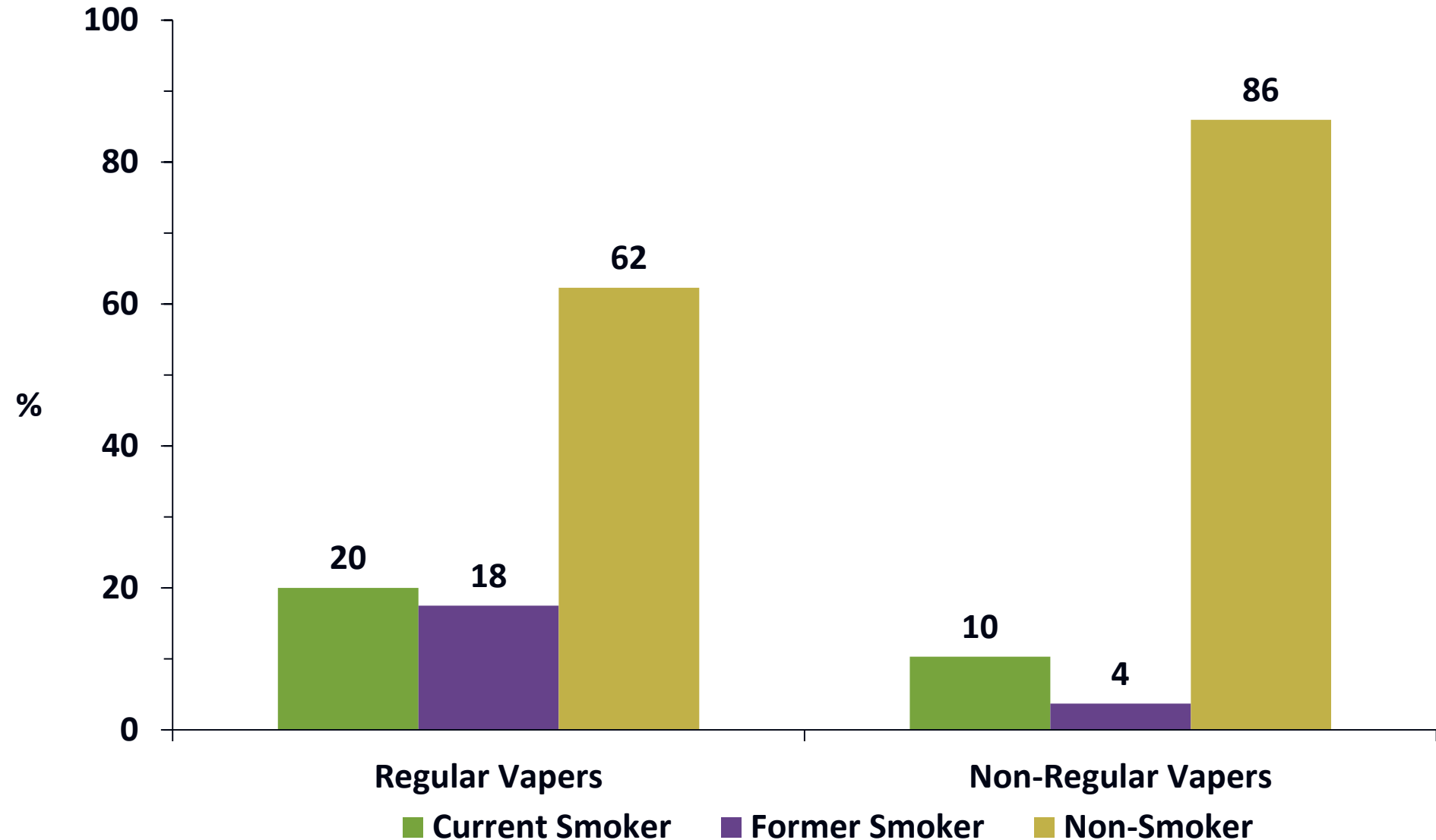
0:22







Vaping by Cigarette Smoking Status

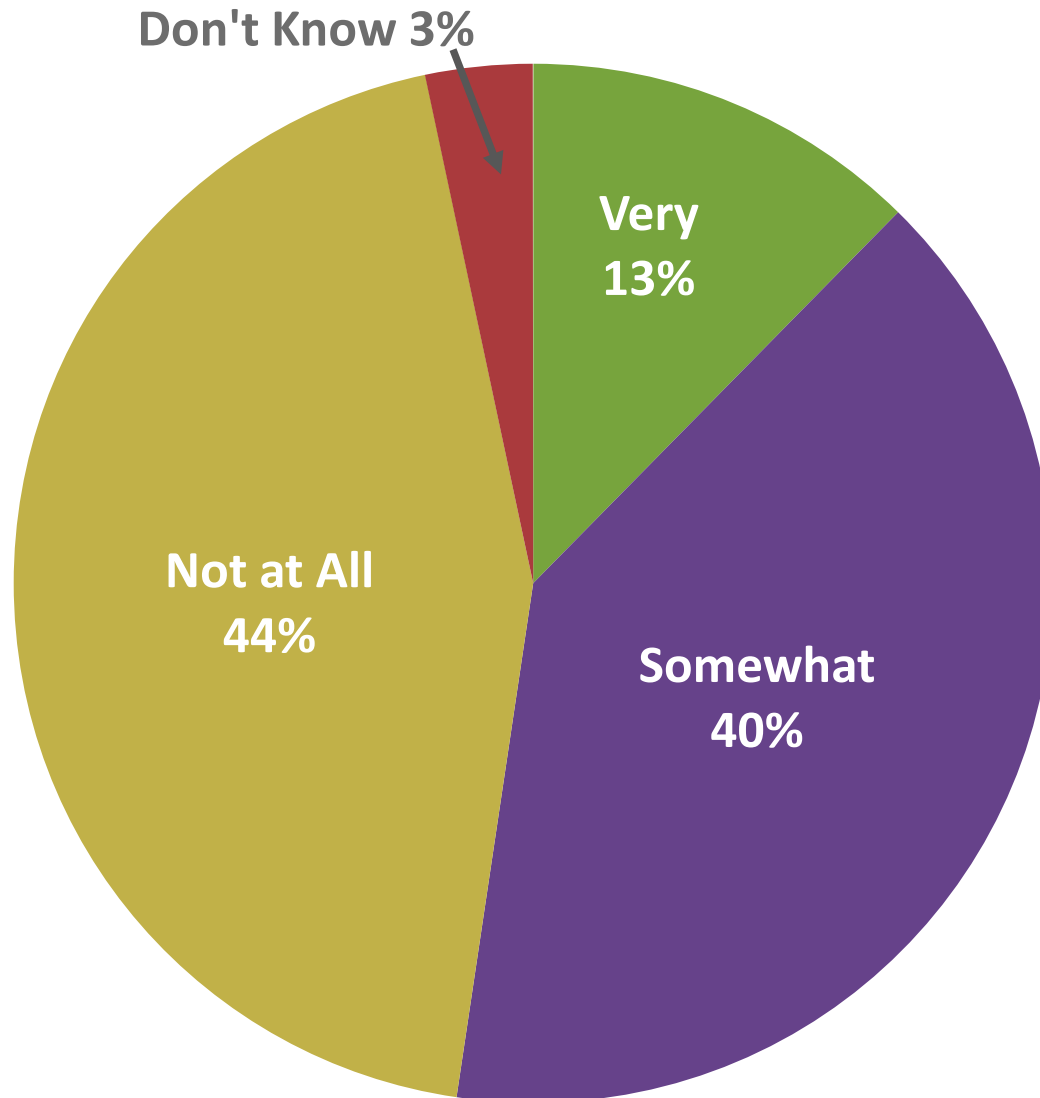


Regular and non-regular vapers; $p < 0.001$

*There is **substantial** evidence that e-cigarette use results in symptoms of dependence on e-cigarettes.*

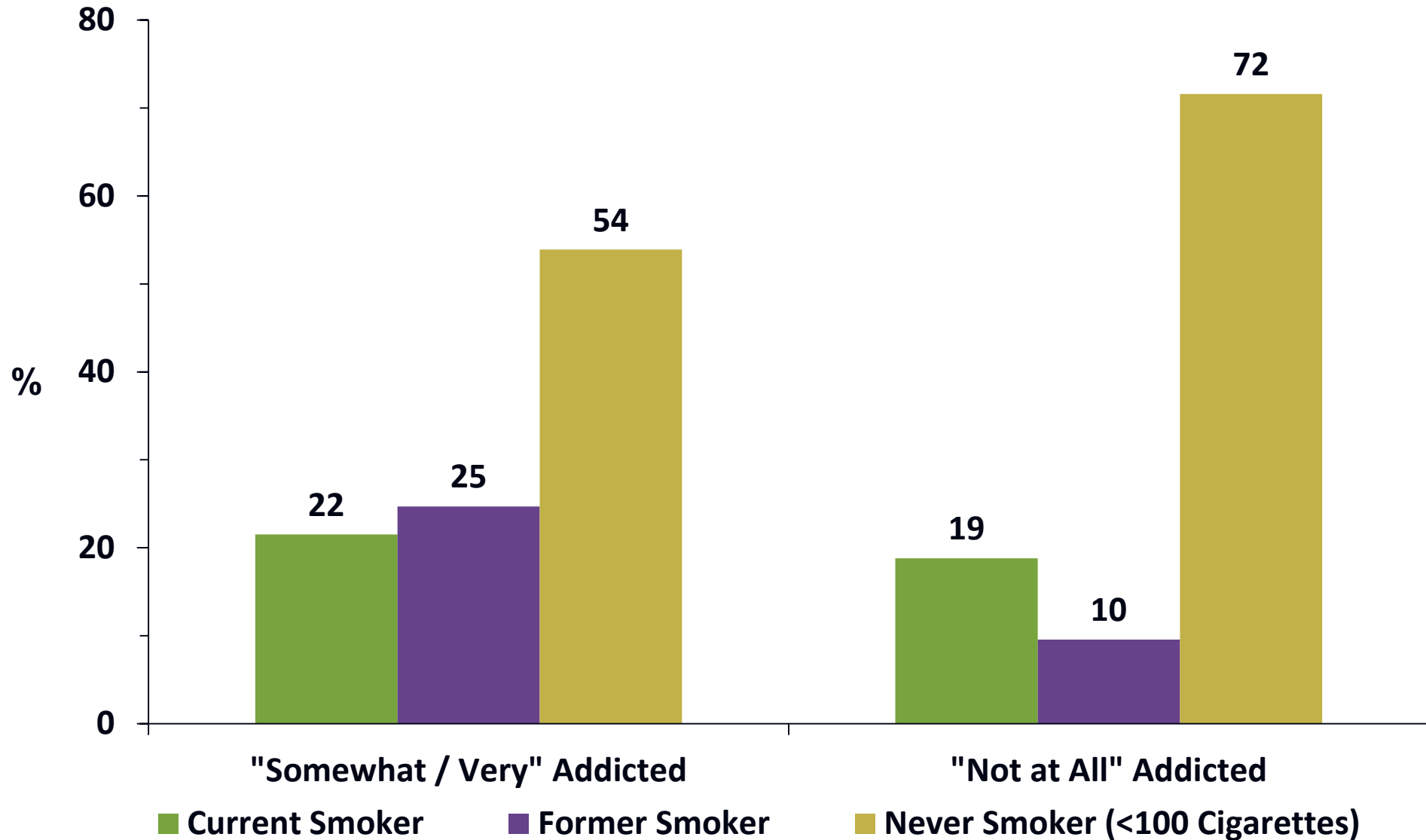
National Academies of Sciences, Engineering, and Medicine (NASEM, 2018), Conclusion 8-1

Perceived Addiction



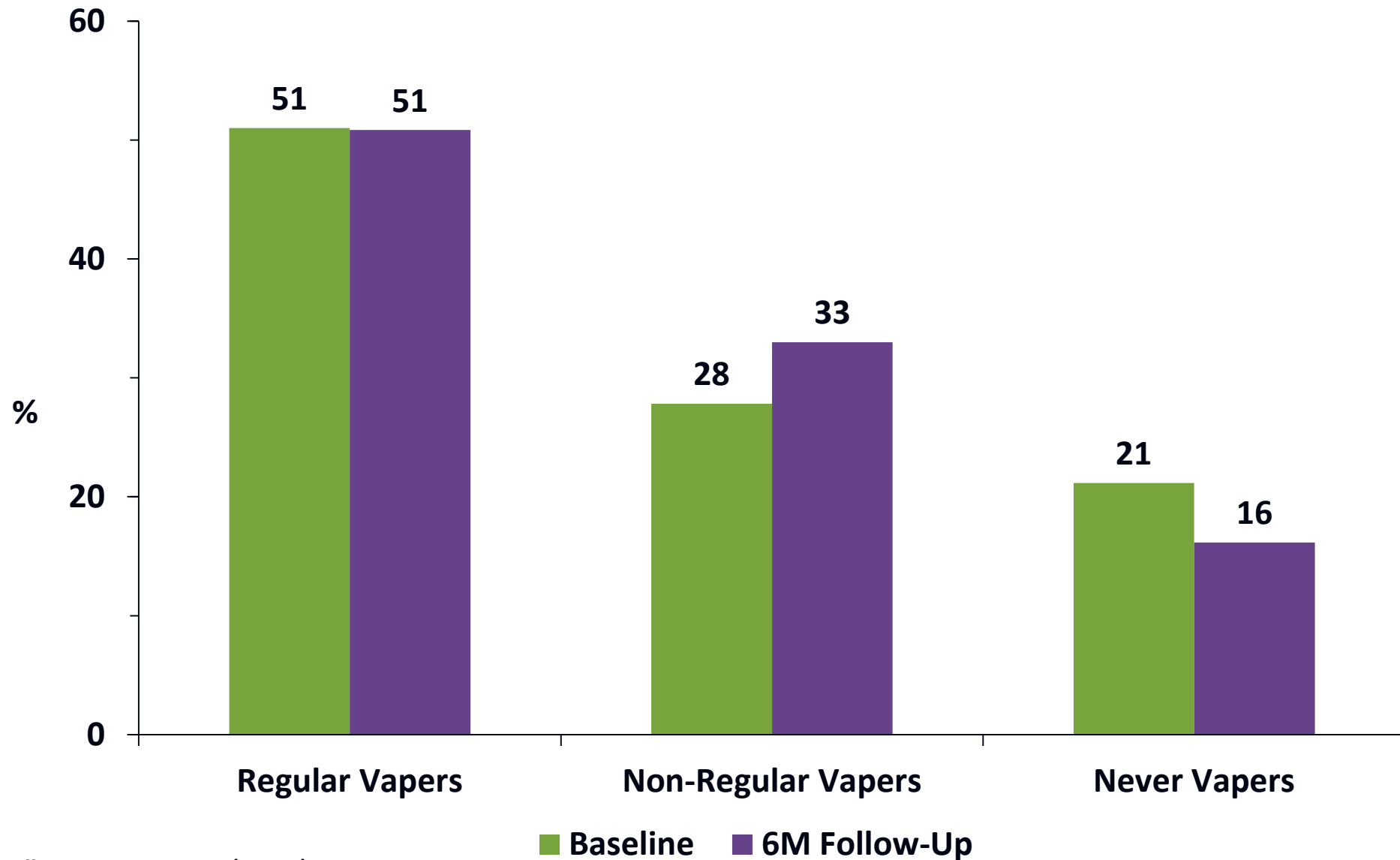
Regular vapers (n=598)

Perceived Addiction by Smoking Status



Regular vapers (n=598); $p < 0.0001$

6-Month Changes in Vaping Status





E-Cigarette Use for Smoking Cessation



E-Cigarette Effectiveness

The National Academies of
SCIENCES • ENGINEERING • MEDICINE

CONSENSUS STUDY REPORT

Public Health Consequences of E-Cigarettes



Conclusion 17-1. Overall, there is **limited evidence** that e-cigarettes may be effective aids to promote smoking cessation.

Conclusion 17-2. There is **moderate evidence** from randomized controlled trials that e-cigarettes with nicotine are more effective than e-cigarettes without nicotine for smoking cessation.

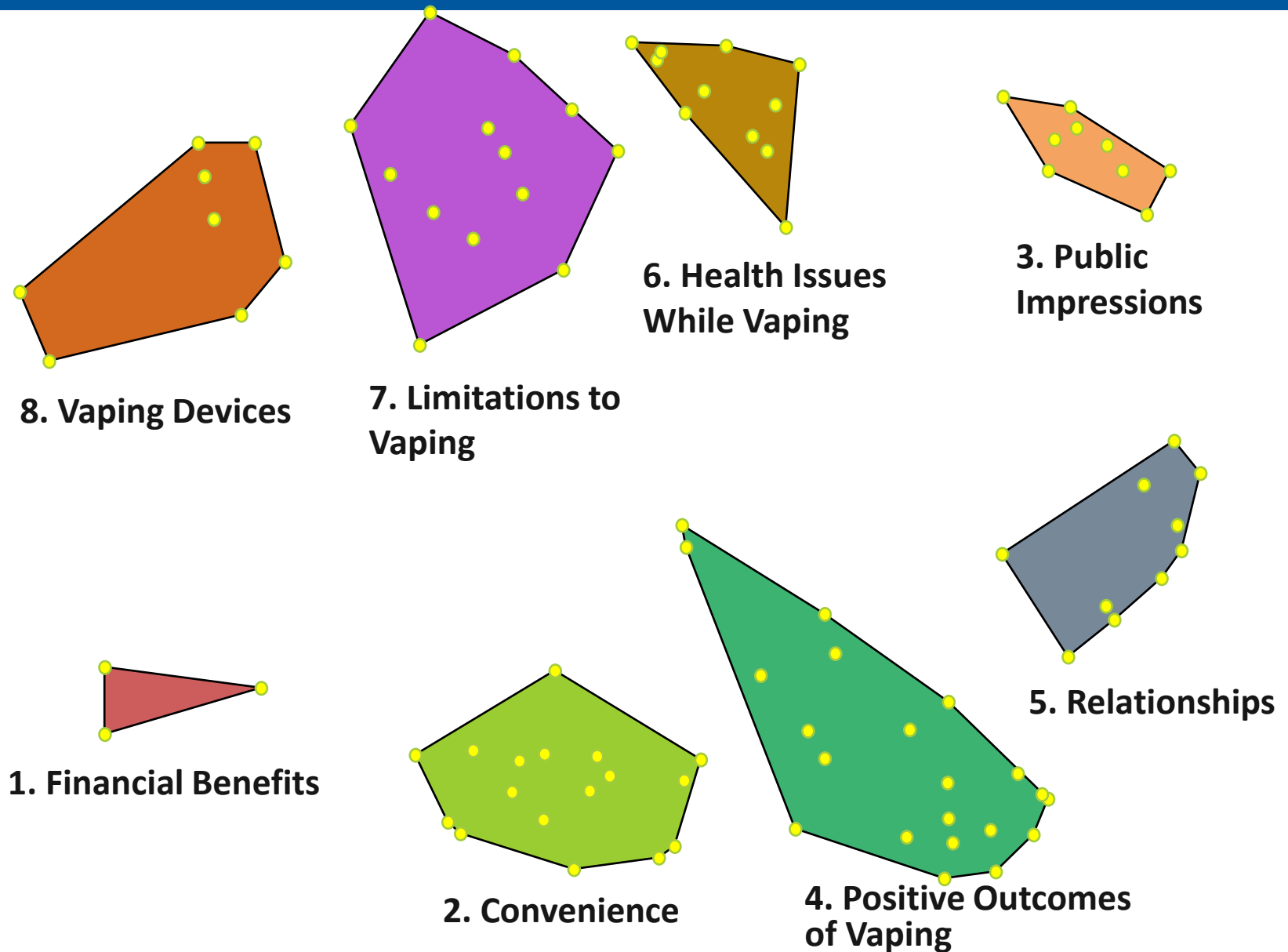
Conclusion 17-3. There is **insufficient evidence** from randomized controlled trials about the effectiveness of e-cigarettes as cessation aids compared with no treatment or to Food and Drug Administration–approved smoking cessation treatments.

Study of Smoker Experiences

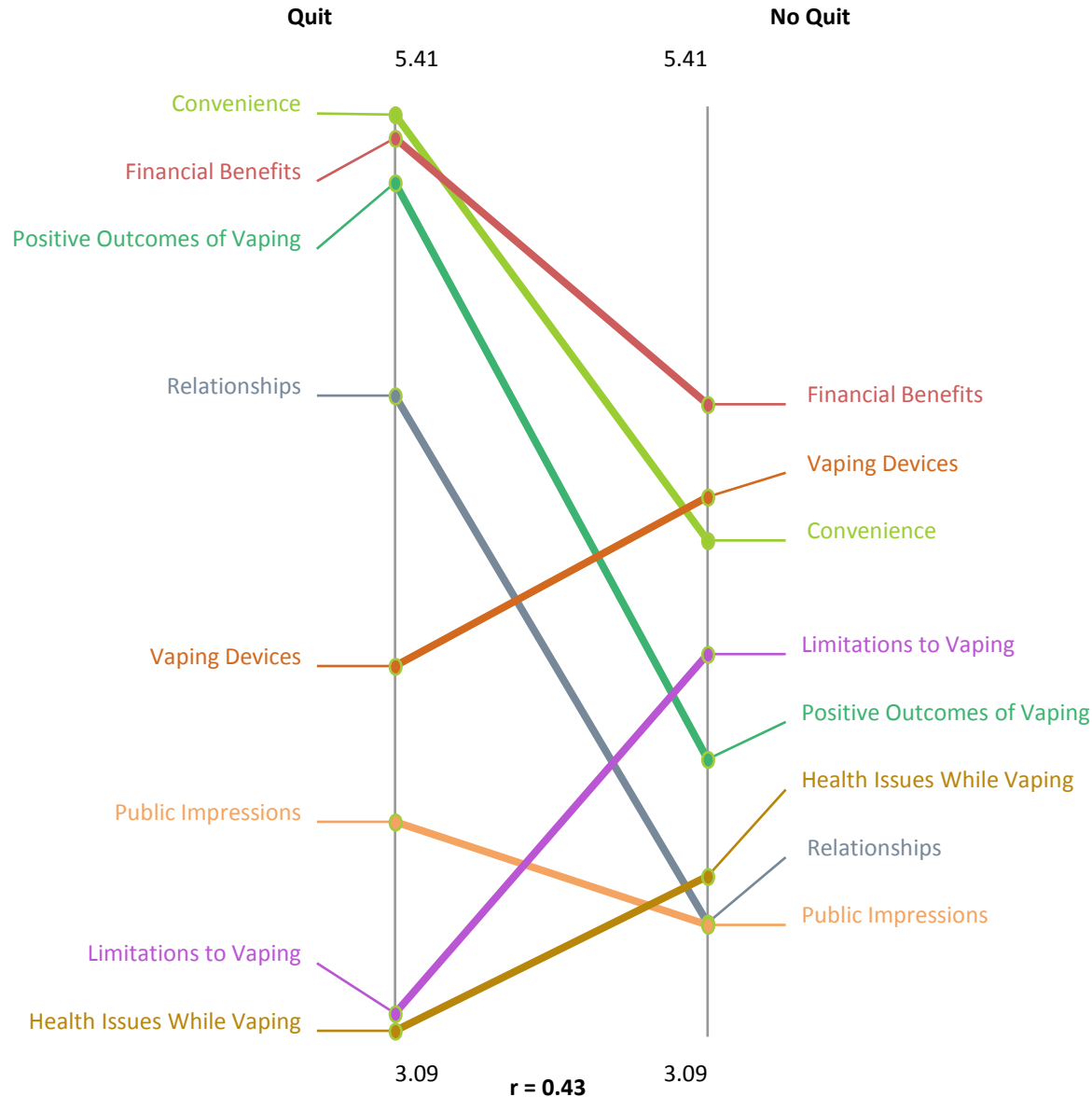
A specific experience I've had while using e-cigarettes for trying to quit smoking – either positive or negative – is...



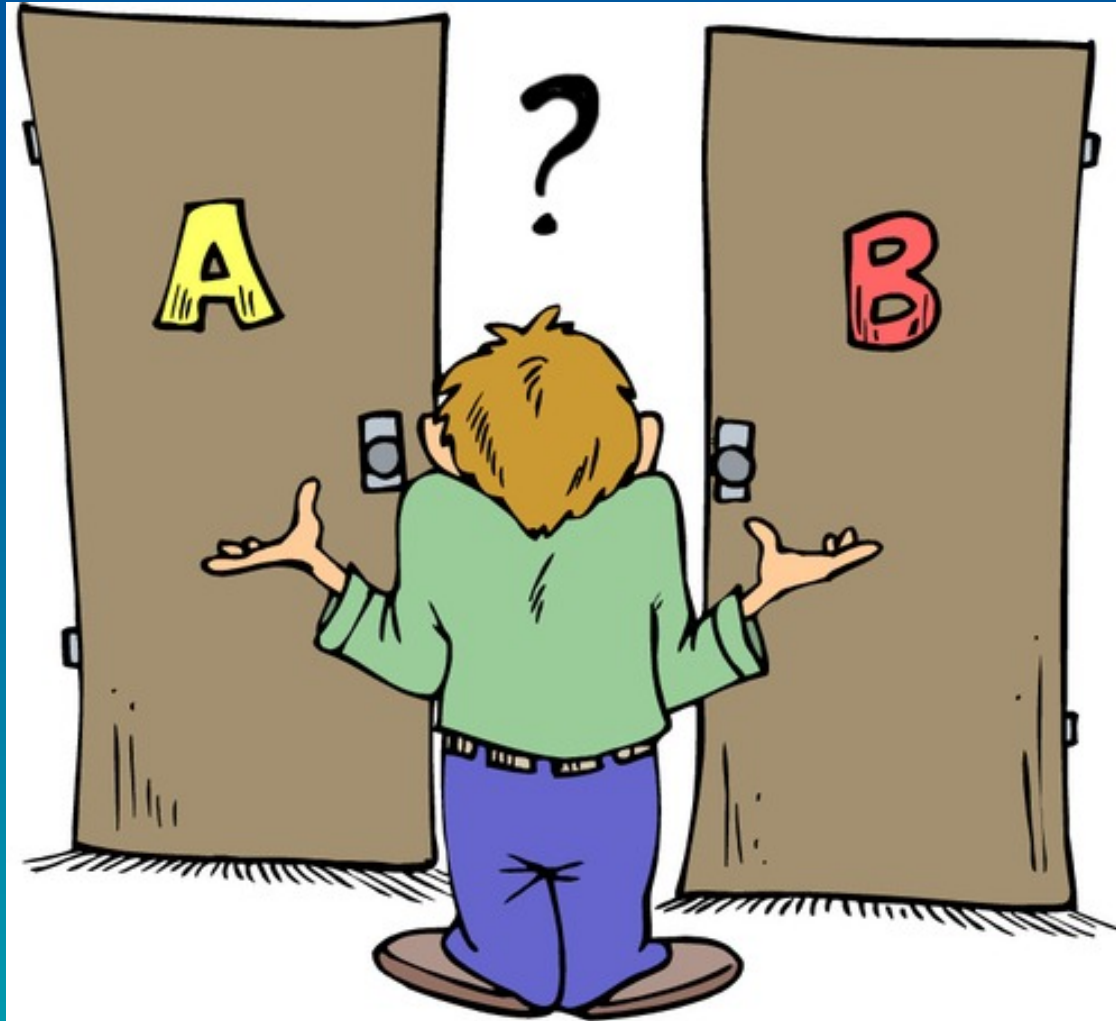
RECIG-WP Cluster Map – 8 Clusters



Pattern Match – by Perceived Success of Vaping to Quit Smoking



Can policy promote vaping as a cessation aid AND prevent non-smokers from becoming long-term regular vapers?



Policy Options

| Policy Option | Status |
|--|--------|
| Regulate to decrease safety and health risks | |
| Regulate to assure nicotine delivery | |
| Ban all or most flavours | |
| Restrict to adults | V |
| Regulate promotion | ? |
| Restrict to current smokers | |
| Ban vaping in public places | V |
| Complete ban on sale / use | |

E-Cigarettes

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Section 1: Getting Started

Section 2: Overview of E-Cigarettes and Vaping

[What are E-Cigarettes?](#)[Types of E-Cigarettes](#)[Flavoured E-Liquids](#)[User Modifications](#)[Vaping Activities](#)[Other Electronic Devices](#)[Quiz: Describing E-Cigarettes](#)[The Changing Landscape of Tobacco and Nicotine Products](#)[Timeline](#)[Global Intake Trends](#)

Types of E-Cigarettes

The e-cigarette is a rapidly changing product category that has evolved since first entering the market in 2006.

E-cigarettes are sold individually or as a kit that usually contains a re-chargeable battery, a charger, and an e-liquid cartridge. The main types of e-cigarettes sold in

[Prev](#)[Next](#)

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