

## AACR Congressional Briefing

# ***“Electronic Cigarettes: What You Don’t Know Can Hurt You”***

May 14, 2015 | U.S. Capitol | Room H-137



## Agenda

Roy S. Herbst Yale Cancer Center, New Haven, CT

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Maciej Goniewicz, PhD, PharmD, Assistant Professor of Oncology, Department of Health Behavior, Roswell Park Cancer Institute, Buffalo, NY

Brian King, PhD, MPH, Deputy Director for Research Translation (acting), Office on Smoking and Health, CDC, Atlanta, GA

- AACR Tobacco and Cancer Subcommittee: History

2010



**Tobacco and Cancer: An American Association  
for Cancer Research Policy Statement**

Kasisomayajula Viswanath, Roy S. Herbst, Stephanie R. Land, Scott J. Leischow, and  
Peter G. Shields; Writing Committee for the AACR Task Force on Tobacco and Cancer



2013



**Assessing Tobacco Use by Cancer Patients and Facilitating  
Cessation: An American Association for Cancer Research  
Policy Statement**

Benjamin A. Toll, Thomas H. Brandon, Ellen R. Gritz, Graham W. Warren, and Roy S. Herbst;  
Writing Committee for the AACR Subcommittee on Tobacco and Cancer



# Business Day

Friday, April 17, 2015

DEALBOOK | MARKETS | ECONOMY | ENERGY | MEDIA | TECHNOLOGY | PERSONA



Jim Watson/Agence France-Presse — Getty Images

## Use of E-Cigarettes Rises Sharply Among Teenagers

By SABRINA TAVERNISE

A study released by the Centers for Disease Control and Prevention says use of the devices among middle and high school students tripled

Times are changing!

Special Report

Clinical  
Cancer  
Research

## Electronic Nicotine Delivery Systems: A Policy Statement from the American Association for Cancer Research and the American Society of Clinical Oncology

Thomas H. Brandon<sup>1</sup>, Maciej L. Goniewicz<sup>2</sup>, Nasser H. Hanna<sup>3</sup>, Dorothy K. Hatsukami<sup>4</sup>, Roy S. Herbst<sup>6</sup>, Jennifer A. Hobin<sup>5</sup>, Jamie S. Ostroff<sup>7</sup>, Peter G. Shields<sup>8</sup>, Benjamin A. Toll<sup>6</sup>, Courtney A. Tyne<sup>9</sup>, Kasisomayajula Viswanath<sup>10</sup>, and Graham W. Warren<sup>11</sup>

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ASCO SPECIAL ARTICLE

### Electronic Nicotine Delivery Systems: A Policy Statement From the American Association for Cancer Research and the American Society of Clinical Oncology

*Thomas H. Brandon, Maciej L. Goniewicz, Nasser H. Hanna, Dorothy K. Hatsukami, Roy S. Herbst, Jennifer A. Hobin, Jamie S. Ostroff, Peter G. Shields, Benjamin A. Toll, Courtney A. Tyne, Kasisomayajula Viswanath, and Graham W. Warren*

- Policy Statement Authors and Working Group
  - Thomas H. Brandon, Maciej Goniewicz, Nasser H. Hanna, Dorothy K. Hatsukami, Roy S. Herbst, Jennifer A. Hobin, Jamie S. Ostroff, Peter G. Shields, Benjamin A. Toll, Courtney A. Tyne, Vish Viswanath, and Graham W. Warren
- Released January 2015
  - Clinical Cancer Research (CCR) Journal
  - Journal of Clinical Oncology (JCO)
- Extensive media coverage in Forbes, Healio, Yale News, WebMD HealthDay, Medscape
- Paper cited in the “findings” in Rep. Speier’s SMOKE Act, HR 1517.

# ENDS Policy Statement Recommendations – Regulation

- The FDA- CTP should regulate all ENDS that meet the statutory definition of tobacco products. ENDS that do not meet the statutory definition of tobacco products should be regulated by the FDA through other appropriate authorities.
- ENDS manufacturers should be required to register with the FDA and report all product and ingredient listings, as well as the nicotine concentration in the ENDS solution.
- The development of regulation standards for ENDS should include international cooperation.
- All data related to ENDS composition, use, and health effects should be disclosed for dissemination and should inform policy decisions for ENDS product regulation.

# ENDS Policy Statement Recommendations – Sales and Use

- ENDS use should be prohibited in places where combustible tobacco product use is prohibited by federal, state, or local law until the safety of secondhand aerosol exposure is established.
- ENDS packaging and advertising should be required to carry safety labels that include a warning regarding nicotine addiction.
- Funding generated through tobacco product taxes, including any potential taxes levied on ENDS, should be used to help support research on ENDS and other tobacco products, and should not preclude the allocation of federal funding for this research.



# E-Cigarettes Marketing Mimics the Worst of Cigarette Marketing

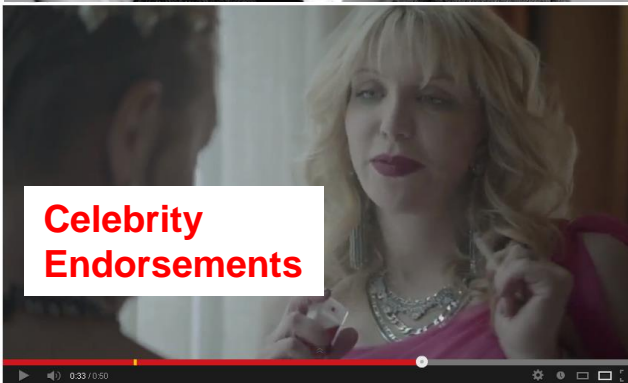
TV Ads



Kid-Friendly Flavors



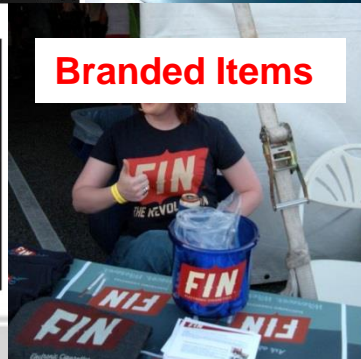
Celebrity Endorsements



NASCAR Car Sponsorships



Branded Items



"Cigarette Girls"



Music Sponsorships



Countertop Displays



Cartoons

# ENDS Policy Statement Recommendations – Youth and Young Adults

- All youth-oriented ENDS advertising and marketing should be prohibited.
- Internet and other mail-order sellers of ENDS should be required to check the age and identification of customers at the point of purchase and delivery.
- Childproof caps should be required for all e-liquid containers.
- ENDS and ENDS liquid-containing candy and other youth-friendly/youth-oriented flavors should be banned unless there is evidence demonstrating these products do not encourage youth uptake.
- State and local governments should implement ENDS regulations appropriate for protecting the public's health, including restricting the sale, distribution, marketing, and advertising of ENDS to youth.

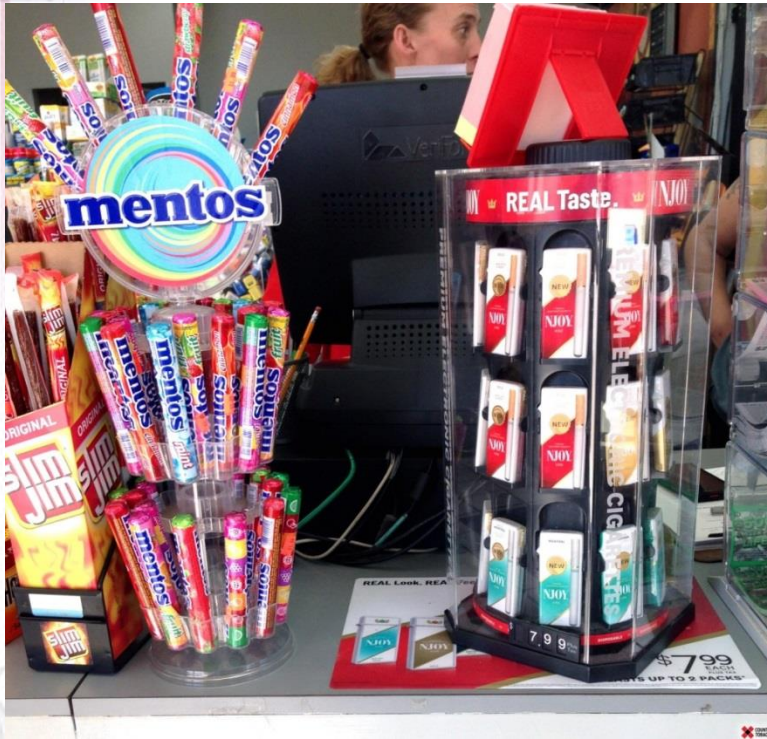




Resemblance to liquid candy products:







# Point-of-Sale Marketing





National  
Comprehensive  
Cancer  
Network®

# NCCN Guidelines Version 1.2015 Panel Members Smoking Cessation

**Peter G. Shields, MD/Chair**

The Ohio State University Comprehensive  
Cancer Center - James Cancer Hospital  
and Solove Research Institute

**Paul Cinciripini, PhD**

The University of Texas  
MD Anderson Cancer Center

**Andrea Silber, MD**

Yale Cancer Center/  
Smilow Cancer Hospital

**Roy S. Herbst, MD, PhD/Vice**

Chair  
Yale Cancer Center/  
Smilow Cancer Hospital

**James Davis, MD/Subcommittee**

Chair  
Duke Cancer Institute

**Brian Tiep, MD/Subcommittee**

Chair  
City of Hope Comprehensive  
Cancer Center

**Douglas Arenberg, MD, MS**

University of Michigan  
Comprehensive Cancer Center

**Neal L. Benowitz, MD**

UCSF Helen Diller Family  
Comprehensive Cancer Center

**Laura Bierut, MD**

Siteman Cancer Center at Ba  
Jewish Hospital and Washing  
University School of Medicine

**Julie Bylund Luckart, APRN, AOCN, FNP**

Huntsman Cancer Institute  
at the University of Utah

**W. Thomas Purcell, MD, MBA**

University of Colorado  
Cancer Center

**G. William Voth, NP, RN**

Memorial Sloan Kettering  
Cancer Center

**Douglas E. Wood, MD**

Fred Hutchinson Cancer Research Center/  
Seattle Cancer Care Alliance

## **Panel Member Expertise**

**▮ Internal medicine**

**† Medical oncology**

**‡ Surgery/Surgical oncology**

**§ Radiotherapy/Radiation oncology**

**# Nursing**

**θ Psychiatry/Psychology/Behavioral science**

**≡ Pulmonary medicine**

**Σ Pharmacology/Pharmacogenetics**

**er, MD**

Alabama at Birmingham  
Cancer Center

**yanon, MD**

Center

**MD, MPH**

am Cancer Center

**er-Seeley, MA, ScM, ScD**

Birmingham and Women's

**c, MD**

Center

**r, MD, MBA**

en's Research Hospital/  
of Tennessee  
Center



# Use of E-Cigarettes and Complementary/Alternative Medicine

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- There is currently insufficient evidence to support the use of e-cigs in smoking cessation, because efficacy data are lacking due to the newness of the product, insufficient study, and the diversity of the products.
  - Therefore, the guidelines do not recommend e-cigs for smoking cessation.
  - Studies are in progress.
- Alternative therapies are not recommended (e.g., hypnosis, acupuncture, nutritional supplements).
- Patients should be encouraged to use evidence-based cessation methods to avoid delay in quitting.
- Some smokers require repeated quit attempts with the same therapy- smoking slips/relapses are common.
- It is unknown how e-cigs and alternative therapies might interfere with methods that we know can work.

# Electronic Cigarettes, or rather... Electronic Nicotine Delivery Systems



- Additional research is needed on ENDS, including assessing health impacts and use patterns, and the role of ENDS in cessation:
  - Design features of ENDS and how the various designs correlate with the health risks and abuse liability;
  - Health effects of acute and chronic ENDS product use;
  - Risks and benefits of transitioning from combustible smoking to using ENDS;
  - Use patterns in youth, young adults, cancer patients, and survivors;
  - Effects of flavoring on the appeal and use of ENDS;
  - Impact and influence of marketing and availability on the perception and use of ENDS and other tobacco products;
  - Impact of tobacco control policies on the use of ENDS; and
  - Potential benefits or harm in the use of ENDS for cessation, especially in cancer patients.