



EXECUTIVE SUMMARY



Tobacco is widely recognized as a leading cause of cardiovascular morbidity and mortality, accounting for approximately 17 percent of all cardiovascular disease deaths globally.

Electronic nicotine delivery systems such as e-cigarettes have been developed and advertised as safer alternatives to traditional tobacco cigarettes. Aggressive marketing strategies, as well as misleading claims by manufacturers, have largely contributed to the belief that e-cigarettes are harmless.

In reality, e-cigarettes are far from innocuous. E-cigarette solutions and aerosols generally contain harmful substances that are commonly found in tobacco cigarette emissions. A growing body of literature suggests that e-cigarettes are associated with an increased risk of cardiovascular morbidity and mortality. In addition, the effectiveness of e-cigarettes as smoking cessation tools has yet to be determined. Concerningly, most smokers do not give up on tobacco cigarettes and eventually become dual users.

Unregulated, e-cigarettes constitute a serious threat to established tobacco control policies. Fortunately, many countries have demonstrated that strong regulations were effective in protecting their populations from the dangers of e-cigarettes. The World Heart Federation recommends applying the precautionary principle and a set of measures to protect vulnerable populations, prevent exposure to second-hand smoking, and address misleading claims.

In this regard, we recommend that governments, policymakers, and other relevant stakeholders enact or support the following measures, among others:

- Prohibit the sale and distribution of e-cigarettes to minors, as well as the use of flavouring agents
- Prohibit the use of e-cigarettes anywhere tobacco cigarettes have been banned
- Prohibit marketing, advertising, and misleading claims regarding e-cigarettes
- Apply excise taxes on e-cigarettes
- Conduct more research regarding the long-term effects of e-cigarettes on cardiovascular health.

Lastly, countries that have banned the commercialization of e-cigarettes should maintain these measures.

RECOMMENDATIONS

The World Heart Federation recommends the following measures:-

REGARDING RESEARCH AND STUDIES ON THE CARDIOVASCULAR EFFECTS OF ELECTRONIC CIGARETTES:

RECOMMENDATIONS

Conduct more research regarding the long-term effects of e-cigarettes on cardiovascular health

Medical and scientific journals should desist from publishing, and presenting at congress, studies funded by the tobacco industry

REASONS

- To close the knowledge gap regarding the long-term effects of e-cigarettes on the cardiovascular system
- To prevent biased study results
- To prevent conflicts of interest
- To ensure transparency

The World Heart Federation recommends the following measures:-

TO PREVENT THE INITIATION AND UPTAKE OF ELECTRONIC CIGARETTES BY NON-SMOKERS AND YOUNG POPULATIONS:

RECOMMENDATIONS

Prohibit the sale and distribution of e-cigarettes to minors

Prohibit flavouring agents

Prohibit online sales of e-cigarettes

Require labelling and health warning on the packages of e-cigarettes

Apply excise taxes on e-cigarettes

Educate teachers and parents

REASONS

- To bring to an end the use of e-cigarettes by minors
- To make e-cigarettes less appealing to young populations
- To prevent the use of constituents that can be potentially harmful and unsafe for inhalation
- To facilitate the regulation of e-cigarette solutions
- To make e-cigarettes less accessible to minors
- To prohibits sales of unregulated products
- To warn consumers about the potential dangers of e-cigarettes
- To replicate a proven strategy used against tobacco cigarettes
- To ensure child-resistant packaging
- To make e-cigarettes unaffordable to youth
- To raise income for governments
- To address the e-cigarette epidemic in middle and high schools

RECOMMENDATIONS

The World Heart Federation recommends the following measures:-

TO PROTECT THE GENERAL POPULATION FROM THE SECOND-HAND SMOKING OF ELECTRONIC CIGARETTES:

RECOMMENDATIONS

Prohibit the use of e-cigarettes anywhere tobacco cigarettes have been banned

REASONS

- To reinforce smoke-free legislations in both public places and indoors

The World Heart Federation recommends the following measures:-

TO ADDRESS AGGRESSIVE MARKETING STRATEGIES AND MISLEADING CLAIMS REGARDING ELECTRONIC CIGARETTES:

RECOMMENDATIONS

Prohibit marketing, advertising, and misleading claims regarding e-cigarettes

REASONS

- To reduce exposure to aggressive marketing strategies and advertisements
- To replicate a proven strategy used against tobacco cigarettes
- To prevent misleading claims that could encourage consumers to use a potentially harmful product
- To prevent misleading claims regarding the innocuousness of e-cigarettes
- To prevent misleading claims regarding the addictive nature of e-cigarettes
- To prevent misleading claims regarding the effectiveness of e-cigarettes as smoking cessation tools

Continue to monitor marketing, advertising, and misleading claims regarding e-cigarettes

- To reinforce the prohibition law
- To ensure regulatory compliance
- To minimize and prevent interferences from the tobacco industry with regard to marketing and advertising

ELECTRONIC CIGARETTES

VISIT WWW.WORLDHEART.ORG/TOBACCO
TO READ THE FULL POLICY BRIEF AND LEARN MORE
ABOUT E-CIGARETTES: A NEW THREAT TO
CARDIOVASCULAR HEALTH



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