



*(Brought to you by multi-billionaire prohibition zealot Michael Bloomberg, who directly bankrolls WHO's activities on this issue.)*

# Urgent action needed to protect children and prevent the uptake of e-cigarettes

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Urgent action is needed to control e-cigarettes to protect children, as well as non-smokers and minimize health harms to the population. E-cigarettes as consumer products are **not shown to be effective for quitting tobacco use** at the population level. Instead, alarming evidence has emerged on adverse population health effects.

*You mean except for the prestigious Cochrane Review of 78 studies from top-flight institutions involving more than 22K participants -- proving vaping is the most effective means to quit smoking of all time?*

E-cigarettes have been **allowed on the open market** and aggressively marketed to young people. Thirty-four countries ban the sale of e-cigarettes, 88 countries have no minimum age at which e-cigarettes can be bought and 74 countries have no regulations in place for these harmful products.

*Hey Dr. Tedros (NB: Not a real doctor) you are not in charge of us. We are Americans and you are a former communist apparatchik who helped run his own country of Ethiopia into widespread misery.*

**"Kids are being recruited** and trapped at an early age to use e-cigarettes and may get hooked to nicotine," said Dr Tedros Adhanom Ghebreyesus, WHO Director-General. "I urge countries to implement strict measures to prevent uptake to protect their citizens, especially their children and young people."

*No one here is recruiting kids, you maniac. Rates of underage use are already vanishingly small and plummeting. It is YOU that is exploiting children as a cynical means to deprive countless millions of adults the right to switch from smoking to a vastly safer alternative*

E-cigarettes with nicotine are highly addictive and are harmful to health. Whilst long-term health effects are not fully understood, it has been established that they generate toxic substances, some of which are known to cause cancer and some that increase the risk of heart and lung disorders. Use of e-cigarettes can also affect brain development and lead to learning disorders for young people. Fetal exposure to e-cigarettes can adversely affect the development of the fetus in pregnant women. Exposure to emissions from e-cigarettes also poses risks to bystanders.

*Your credibility is already a smoldering ruin post-pandemic but now you want to make the rubble bounce? Sir, the most esteemed scientific institutions and regulators in the world, including even FDA and the UK government, have long declared that vaping is vastly safer than cigarettes by a factor of more than 95 percent.*

**Even brief exposure to e-cigarette content on social media can be associated with increased intention to use these products,** as well as more positive attitudes toward e-cigarettes. Studies consistently show that young people that use e-cigarettes are almost three times more likely to use cigarettes later in life.

*Is that why your twitter feed is an endless scroll of vape photos?*

*Rates of underage smoking are near zero and this supposed "gateway effect" has been thoroughly refuted by the leading independent researchers who study the issue.*



Urgent measures are necessary to prevent uptake of e-cigarettes and counter nicotine addiction alongside a comprehensive approach to tobacco control, and in light of national circumstances.

- **Where countries ban the sale of e-cigarettes,** to strengthen implementation of the ban and continue monitoring and surveillance to support public health interventions and ensure strong enforcement; and
- **Where countries permit commercialization (sale, importation, distribution and manufacture) of e-cigarettes as consumer products,** to ensure strong regulations to reduce their appeal and their harm to the population, including banning all flavours, limiting the concentration and quality of nicotine, and taxing them.

**Cessation strategies should be based on the best available evidence of efficacy,** to go with other tobacco control measures and subject to monitoring and evaluation. Based on the current evidence, it is not recommended that governments permit sale of e-cigarettes as consumer products in pursuit of a cessation objective.

*Now the mask drops completely. Tedros wants a global police state, guided by him of course, to attempt his (completely unworkable) prohibition scheme with handcuffs, billy clubs, fines, and prisons.*

*Did you write this on Dr. No's radioactive private island? Sir, 15 past presidents of the Society for Research on Nicotine & Tobacco wrote you directly to present this evidence and plead with you to stop obstructing people from quitting cigarettes with the help of vaping.*