

POLICY TRACK- PART 1: ORAL PRE-RECORDED VIDEOS & PART 2: LIVE Q&A

Symposium ID: SYM14

UNDERSTANDING E-CIGARETTE REGULATORY STANCES ACROSS HIGH-INCOME COUNTRIES: MAKING SENSE OF DIVERGENT POLICY, POLITICS, GUIDANCE, AND EVIDENCE

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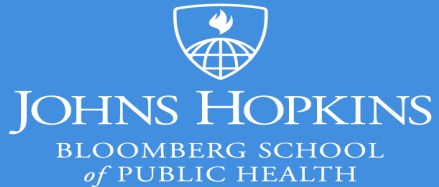
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SYM14 –

The Divergent Regulatory Stances towards E-Cigarettes in High-Income Case Countries: Evidence from the Global E- Cigarette Policy Scan

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**Institute for Global
Tobacco Control**

www.jhsph.edu/igtc
www.globaltobaccocontrol.org

Disclaimers

- Funding – The work was supported with funding from the Robert Wood Johnson Foundation, and the Bloomberg Philanthropies' Bloomberg Initiative to Reduce Tobacco Use (www.bloomberg.org)
- RD Kennedy has been an unpaid expert witness in litigation against the tobacco industry.
- Off-label medication uses discussed – N/A

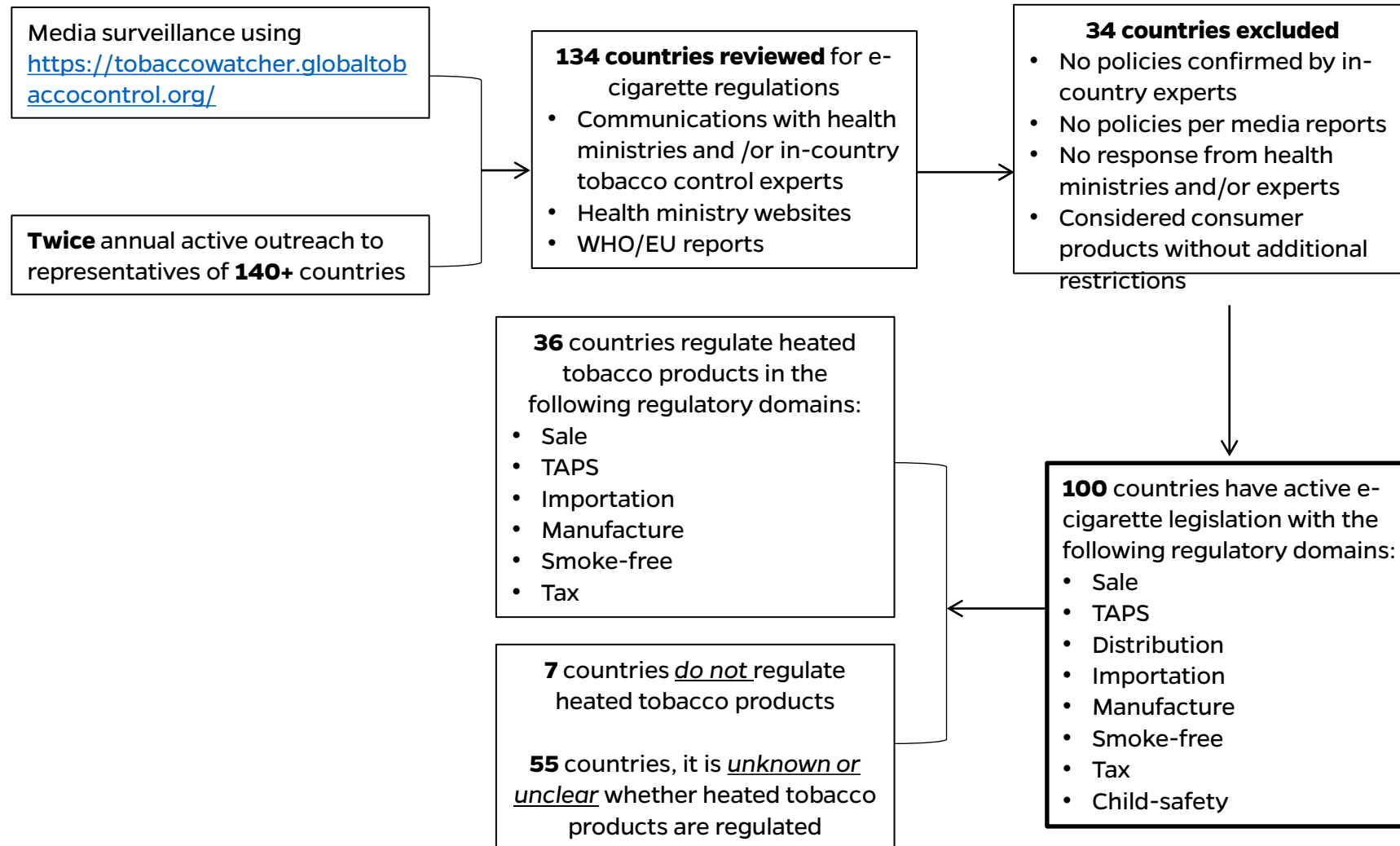
Background

- Value in understanding how e-cigarettes and HTPs are regulated in different countries
- National laws to address nicotine products may or may not have been written in a manner that would regulate e-cigarettes or HTPs
- IGTC conducts a scan to identify policies regulating these products
- Policies are identified, reviewed, and IGTC staff make determinations about what domains the policies include
- These interpretations are then shared with in-country experts to confirm

The screenshot shows the 'E-cigarette Policy Scan' website. The header includes the 'global tobacco control' logo and three circular icons for 'Policy Domains', 'Regulatory Mechanisms', and 'Countries'. The main navigation bar contains links for 'Home', 'Online Courses', 'Tobacco Watcher', 'TPackSS', 'Policy Scan', 'Resources', and 'Other'. The page title is 'Country Laws Regulating E-cigarettes'. The content is organized into several sections: 'Policy Domains' (listing categories like Minimum age, Sale, Marketing, etc.), 'Product Classifications', 'Regulatory Mechanisms', and 'Countries' (listing ranges like A-D, E-H, etc.). A sidebar on the right features a 'Follow' button and a list of countries with 'NEW' and 'COU' labels, including India, Bahra, Canac, Icelan, Luxen, New Z, Portu, Scottia, and Switza. A 'RESC' label is also present at the bottom of the sidebar.

https://globaltobaccocontrol.org/e-cigarette_policyscan

E-Cigarette Policy Scan: Identification Schema



Regulatory Domains

Marketing: Advertising, promotion, sponsorship

Use: Restrictions or bans in public spaces

Retail: Availability, Minimum age for purchase, Medical authorization

Pricing: Excise and consumption tax policy, Minimum pricing

Product Standards: Nicotine content, packaging, labelling, flavoring



Cigarette Regulatory Policy Data



FCTC Party Reports

National Level Sources



The Range of Regulatory Stances



Prohibitionist

Market makes up none of the economy



Contractionist

Market makes up a smaller portion of the economy



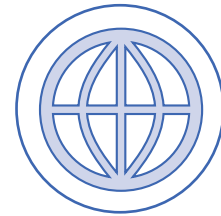
Permissive

No size preference is expressed



Expansionist

Market makes up a larger portion of the economy



Universalist

Market is as large as possible

Australia

E-Cigarette
Regulatory Stance



Domain	E-Cigarettes	Cigarettes
Usage	Use w/ nic prohibited everywhere. Use w/o nic prohibited in public smoke-free spaces	Banned in All Public Places
Marketing	Restrictions on advertising and promotions	Prohibition of promotion, advertising, and sponsorship, including at the point-of-sale
Retail	Sale w/ nic is prohibited Sale w/o nic prohibited to <18	Sales prohibited to < 18
Pricing	W/o nic not subject to excise taxes	Excise: AUD 18.73/20 sticks
Product Standards	W/o nic have no health warning labels or specific packaging considerations	Plain packaging with graphic health warning labels



Canada

E-Cigarette
Regulatory Stance



Domain	E-Cigarettes	Cigarettes
Usage	Clean air regulated by provinces/lower-tiered	Banned in All Public Places
Marketing	Advertising that can be seen or heard by young persons, including POS display are prohibited	Prohibition of promotion, advertising, and sponsorship, except in adult-only venues
Retail	Sales prohibited to < 18 No restrictions on which retailers can sell	Sales prohibited to < 18
Pricing	Fed Excise: None Prov Excise: Varies	Fed Excise: CAD 2.40/20 sticks Prov Excise: Varies
Product Standards	Text health warning and nicotine conc. labels Nic-containing liquids in child-resistant containers Certain additives are prohibited Nicotine concentration capped at 66mg/mL	Plain packaging with graphic health warning labels



New Zealand

E-Cigarette
Regulatory Stance



Domain	E-Cigarettes	Cigarettes
Usage	Prohibited in public smoke-free areas	Banned in All Public Places
Marketing	Except for vape shops, prohibition of promotion, advertising, and sponsorship, including at the point-of-sale	Prohibition of promotion, advertising, and sponsorship, including at the point-of-sale
Retail	Sales prohibited to < 18 General retailers only carry tobacco, mint, and menthol flavor	Sales prohibited to < 18
Pricing	Not subject to any excise taxes	Excise: NZD 18.50/20 sticks
Product Standards	No nicotine concentration cap or health warning labels	Plain packaging with graphic health warning labels



United Kingdom

E-Cigarette
Regulatory Stance



Domain	E-Cigarettes	Cigarette
Usage	No national restrictions	Banned in All Public Places
Marketing	Prohibition of promotion, advertising, and sponsorship, including at the point-of-sale	Prohibition of promotion, advertising, and sponsorship, including at the point-of-sale
Retail	Sales prohibited to < 18	Sales prohibited to < 18
Pricing	Consumer products subject to 20% VAT Medical products subject to 5% VAT Excise: None	Excise tax: £4.57/20 sticks plus 16.5% of retail price
Product Standards	Text health warning labels required Nic concentration capped at 20mg/mL Must not contain certain additives Child-proof packaging on e-liquid	Plain packaging with graphic health warning labels



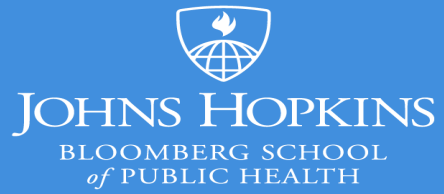
United States

E-Cigarette
Regulatory Stance



Domain	E-Cigarettes	Cigarettes
Usage	No federal ban Some subnational jurisdictions ban in smoke-free places	No federal ban Some subnational jurisdictions ban use in public
Marketing	Must not be marketed as safer than cigarettes	No TV or Radio ads Do not target youth
Retail	Sales to minors prohibited < 21	Sales to minors prohibited < 21
Pricing	Fed Excise: None State Excise: Varying levels vs. cigarettes	Fed Excise: USD 1.01/20 sticks State Excise: Varies
Product Standards	Text health warning label E-liquid must child-proof Flavors partially limited to tobacco and menthol	Text health warning label Flavors limited to tobacco or menthol





Thank you



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