

POLICY CHANGE UNDER CONSIDERATION: BAN OF E-CIGARETTE USE ON CAMPUS

Duke Smoke Free Initiative - Current Policy and Approach

Current Policy: Starting July 1, 2020, there will be a ban on combustible tobacco use in any area owned or leased by Duke. This applies to cigarettes, cigars, and hookah; does not apply to e-cigarettes or spit tobacco.

Treatment: The Duke Smoking Cessation Program is partnering with Duke Employee Health and Duke Student Health to provide team-based treatment with medical and behavioral Tobacco Treatment Specialists at both sites to offer tobacco treatment. Smoking cessation counseling and medications are free (or nearly free). The smoking quit rate for unassisted quit attempts = 3.5%; QuitlineNC = 11%; primary care doctor = 11%; Duke Smoking Cessation Program = 38%.

Messaging: Messaging will use a multifaceted approach: admissions, athletics, undergraduate school, each graduate/professional school, each institute, employee groups, contractors, unions, student organizations, and will focus on groups with high smoking rates such as grounds, housing, dining, and international students.

E-Cigarettes

Why were e-cigarettes not banned initially? Cigarettes and e-cigarettes are equally addictive. In the US, cigarette smoking kills 480,000 per year (51% of those who smoke). We do not have long-term data on e-cigarette morbidity or mortality. Similar toxins and carcinogens are present in e-cigarettes, but exposure is roughly 5-10% of that found in combustible cigarettes. E-cigarettes impact 2 populations differently:

Smokers: Many smokers are unable to quit. Currently, the most common approach to quitting is the use of e-cigarettes. E-cigarettes are roughly 2x as effective as nicotine replacement for quitting.

Non-Smokers: Young people (middle school, high school, college students) are initiating e-cigarette use at high rates. Today 20.8% of all college students have used an e-cigarette in the last 30 days.

Our current approach to e-cigarettes: We are conducting a messaging campaign on the harms of e-cigarette use. E-cigarettes were not banned, however, because smokers use e-cigarettes to quit smoking.

New Information

There is growing concern about e-cigarettes: Since the Duke Smoke Free Policy was adopted, the FDA has classified e-cigarette use as an epidemic. There is growing data on e-cigarette toxicity, San Francisco banned e-cigarettes, JUUL has stopped using flavors in e-cigarettes, the White House asked the FDA to ban e-cigarette flavors, North Carolina AG (Josh Stein) is suing multiple e-cigarette companies for targeting youth.

E-cigarette Associated Lung Injury: As of November 7, 2019, the CDC has documented 2051 e-cigarette associated lung injury cases. Roughly half of these cases have required ICU care. There have been 39 deaths. The mean age of those affected is 23 years. Of those experiencing lung injury, 76-92% report use of THC or other marijuana-based compounds; 8-16% used nicotine only. Thus far, Duke has provided care for 5 patients with e-cigarette associated lung injury (no students). 30% of college e-cig users put THC into their device.

Proposition: With 42,000 employees and 15,000 students, it is possible that members of our community may develop e-cigarette associated lung injury. Those of us involved in the structuring of the Duke Smoke Free Initiative now think that it may be prudent to ban e-cigarette use on campus. A ban would be the clearest and most effective way to reduce e-cigarette use on campus and to decrease the likelihood that members of our community will develop an e-cigarette associated lung injury. We have not yet made a decision to ban e-cigarettes. Currently, we are reaching out to campus stakeholders prior to considering a policy change.