



AMERICAN ACADEMY OF  
FAMILY PHYSICIANS  
STRONG MEDICINE FOR AMERICA

June 5, 2015

The Honorable Barbara Boxer  
US Senate  
Washington, DC 20510

Dear Senator Boxer:

On behalf of the AAFP, which represents 120,900 physicians and students nationwide, thank you for introducing the *Protecting Children from Electronic Cigarette Advertising Act of 2015* (S 430), and I am pleased to inform you that the AAFP supports this important legislation.

Electronic cigarettes (or e-cigarettes) are devices created to allow users to inhale nicotine without the added toxins that are part of tobacco cigarettes. There is growing evidence that e-cigarettes are being used to introduce youth to smoking. The proliferation of flavors that are clearly attractive to youth is just one obvious indication that underage users are being targeted. Additionally, there are several examples of print and media advertising strongly skewed to children.

The results of this marketing are alarming. According to a recent report (April 16) of the Centers for Disease Control and Prevention (CDC), "Current e-cigarette use among middle and high school students tripled from 2013 to 2014." The report continues, "Findings from the 2014 National Youth Tobacco Survey show that current e-cigarette use (use on at least 1 day in the past 30 days) among high school students increased from 4.5 percent in 2013 to 13.4 percent in 2014, rising from approximately 660,000 to 2 million students. Among middle school students, current e-cigarette use more than tripled from 1.1 percent in 2013 to 3.9 percent in 2014—an increase from approximately 120,000 to 450,000 students." These statistics validate the AAFP's policy that "the marketing and advertising of e-cigarettes, especially to children and youth, should cease immediately until e-cigarettes' safety, toxicity, and efficacy are established."

While the AAFP continues to support the Food and Drug Administration (FDA) having the authority to regulate all nicotine delivery mechanisms, including e-cigarettes, we agree that it makes sense to give the Federal Trade Commission (FTC) supplemental regulatory authority focused on the prevention of advertising to underage users. Having the FTC regulate e-cigarette advertising for unfair, fraudulent or deceptive practices is not incompatible with the FDA regulating the industry's advertising for misleading health or safety claims. In effect, there would be two aggressive federal watchdogs guarding the wellbeing of children.

If we can provide assistance to you in the advancing this legislation, please contact Kevin Burke, the AAFP Director of Government Relations at [kburke@aafp.org](mailto:kburke@aafp.org).

Sincerely,

Reid Blackwelder, MD, FAAFP  
Board Chair

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