

Room 208
Clinical Translational Res. Bldg.
505 South Hancock Street
Louisville, Kentucky 40202

Phone: 502-852-7793
Fax: 502-852-7979
Email: brad.rodu@louisville.edu

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Kolbrún Birna Árdal
Committee Secretary
Welfare Committee
Email: kolbrunardal@althingi.is
CC: Email: nefndasvid@althingi.is

Subject: **Öll erindi í 202. máli: rafrettur og áfyllingar fyrir rafrettur**

Dear Ms. Árdal,

I am a professor of medicine and hold an endowed chair in tobacco harm research at the University of Louisville in the U.S. I have conducted and published research in the peer-reviewed scientific literature on tobacco harm reduction since 1994, (available [here](#), with PubMed links).

I urge members to reconsider Article 10 of the proposed legislation, which would ban all advertising including point-of-sale display.

Donald Kenkel, an economic researcher at Cornell University, recently stated that “Accumulating evidence suggests that vaping is a substitute for smoking,” and he concluded: “Policies to encourage vaping could facilitate such a revolutionary change in the U.S. market for tobacco products.” (1)

In fact, this revolution is occurring. Recently my colleague Nantaporn Plurphanswat and I analyzed American federal government data to demonstrate that e-cigarettes are one of the most commonly used quit aids by American smokers, and that they were the only aid more likely to make one a former smoker (i.e., a successful quitter) than quitting cold-turkey. Our study appeared in the *International Journal of Environmental Research and Public Health* (open access, available [here](#))(2).

The revolution is also occurring in the United Kingdom; it can also happen in Iceland, if regulatory policies don't hinder it. Kenkel observed that vaping is “an existential threat to the market for combustible cigarettes, unless their spread is restricted by government regulation.” (1)

You probably are aware that e-cigarette advertising has not been restricted in the U.S. to date. Kenkel and his colleagues at the National Bureau of Economic Research recently reported “some of the first causal evidence on whether e-cigarette advertising on television and in magazines (which comprise about 90% of total media spending on e-cigarettes) encourage adult smokers to quit. We find that the answer to this question is a yes for TV advertising but no for magazine advertising. Our results indicate that a policy to ban TV advertising of e-

cigarettes would have reduced the number of smokers who quit in the recent past by approximately 3%, resulting in roughly 105,000 fewer quitters in that period.” (3)

E-cigarettes are a disruptive technology that has driven historic reductions in the prevalence of adult and teen smoking in the U.S. In order to use e-cigarettes as quit-smoking aids, smokers need to be aware of them, their significant advantages and their health benefits. Awareness is only possible if advertising isn't banned.

Please let me know if I can provide any additional information.

Sincerely,



Brad Rodu, DDS
Professor of Medicine

References

1. Kenkel DS. Healthy innovation: vaping, smoking and public policy. *Journal of Policy Analysis and Management* 2016; 35: 473-479.
2. Rodu B, Plurphanswat N. Quit methods used by American smokers, 2013-2014. *International Journal of Environmental Research and Public Health* 2017; 14: 1403. doi:[10.3390/ijerph14111403](https://doi.org/10.3390/ijerph14111403)
3. Dave DM, Dench D, Grossman M, Kenkel DS, Saffer H. Does e-cigarette advertising encourage adult smokers to quit? Working paper 24277, National Bureau of Economic Research 2018. Available at: <http://www.nber.org/papers/w24277>