AHA eCIGARRETTE Policy Reveals How ADDITIONAL CAUTION Is NECESSARY While Using These Devices to STOP Smoking



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Dear readers, with the increasing popularity of electronic cigarettes, more and more smokers are using them as a device to quit smoking. However, the American Heart Association has a special story to tell, recommending their use as a cessation device only as last option, and only with great caution.

After releasing the first policy statement in electronic cigarettes, Elliott Antman, MD, President of AHA underscored the necessity of using electronic cigarettes with caution, which was enough to raise media eyebrows.

According to Antman, it is necessary that health care professionals while counseling for tobacco quitting programs with addicts should always prioritize only the proven and approved smoking cessation options. Furthermore, Antman also stated that if this does not work then patients should be elaborately conveyed about the inadequate regulations and inconsistent safety of electronic cigarettes. This is because no electronic cigarette buyer is always aware what he is getting in that product.

Having done this primarily, and after making sure that the patient has understood the risks and side effects associated with electronic cigarettes only then they can prefer whether to use or not to use, electronic cigarettes to quit smoking. Additionally Antman also said that while using e-cigarettes patients should assume a timeframe or specific date during which he/she could be free from all tobacco products. These guidelines were offered as AHA is planning to restrict the use of e-cigarettes as well the combustible tobacco at one time.

Antman describing the major points in the revised policy statement stated that henceforth e-cigarettes would be treated and regulated with the same norms applicable for other tobacco products. Since health ailments caused by e-cigarettes are not fully known and they have tendency to cause nicotine addiction their sale to minors should be strictly banned. Antman further said by regulating e-cigarettes like conventional tobacco products AHA is taking precautions to protect younger generation of America from getting addicted to deadly tobacco products.

For years, American Heart Association is aggressively fighting against the use of tobacco. By releasing the first policy statement on battery operated electronic cigarettes to some extent they have succeeded in restricting the popularity of e-cigarettes. After enough studies and after analyzing even the slightest facts and information on e-cigarettes a group of elite scientists, researchers and physicians together have compiled this statement.

Major problem found out by this study was, lack of coordination between scientific research and regulation when use of e-cigarettes was increasing in demand. This might be the reason why e-cigarettes introduced for the first time in China in 2003 are now produced by more than 465 brands in more than 7760 flavors.

As per the policy statement, still much research and study is needed on e-cigarettes to analyze and understand its impact on human health. Although researchers are, pursuing their studies the designs and additives in e-cigarettes keep on changing frequently causing disorientation of such research. With new policy statement, it is advocated that new but strong guidelines and restrictions should be imposed on e-cigarettes and its marketing as well sale to youth.

As of now, most e-cigarettes contain liquid nicotine and flavors like bubblegum, mint, caramel, chocolate etc., are introduced only to lure young crowd. To make them more impressive candy like and elegant packaging is used as best marketing tool for selling e-cigarettes. The worst thing is although broadcasting advertisements for combustible cigarettes are banned since 1971, e-cigarettes are heavily advertised making it easier for younger generation to understand about them.

A survey held in 2012, in which students from 6th to 12th grade participated; revealed some shocking results. According to this survey, more than 1.78 million students in United States have already tried e-cigarettes and out of them about 76.3 percent of students were smoking even conventional combustible cigarettes.

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Until now cigarette has been the major cause behind preventable deaths in US. More than half million of Americans are killed by cigarette smoking every year and about 16 million Americans are suffering from health ailments caused by tobacco smoking. To put it correctly in last fifty decades more than 20 million American citizens have died due to tobacco addition.

Each of this death could have been prevented. This is the reason AHA and other similar health related organizations are advocating against use and sale of tobacco products. According to Antman “Increasing popularity of e-cigarettes in near future, should not make us loose our ground in efforts to make America 100 percent tobacco free nation”.