

4. E-cigarettes: Perspectives for public health

Electronic cigarettes is marketed for «healthier, cheaper, cleaner smoking», for reduction, cessation and for use in smokefree environments. The market has grown rapidly, products are changing quickly and major tobacco companys have entered in. The impact of e-cigarettes on tobacco control and public health remains unclear. Too little is known about the prevalence, efficacy on cessation and whether it functions as a gateway for youths into ordinary smoking. Its use in smokefree environments can undermine smokefree laws. In most countries the product is largely unregulated. Due to the revised Tobacco Products Directive new rules will be put in place in EU.

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