

# Study: E-Cigarette Exposures Soar 1,500% in Children



*Exposures cause serious poisoning, even death - experts urge swift government action*

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*Nationwide Children's Hospital*

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<b>SUGGESTED TEASE</b>	A NEW STUDY SHOWS AN ALARMING NUMBER OF YOUNG CHILDREN ARE EXPOSED TO POISONING FROM E-CIGARETTES. RESEARCHERS SAY IT'S AN EPIDEMIC AND ARE CALLING ON THE FEDERAL GOVERNMENT TO DO SOMETHING ABOUT IT. DETAILS, NEXT.
<b>ANCHOR LEAD</b>	E-CIGARETTES HAVE BEEN MARKETED AS A SAFER ALTERNATIVE FOR SMOKERS THAN TRADITIONAL TOBACCO PRODUCTS. BUT A NEW STUDY SHOWS JUST HOW DANGEROUS THEY ARE TO YOUNG CHILDREN. <sup>1</sup> SO MANY CHILDREN HAVE BEEN EXPOSED TO E-CIGARETTES AND LIQUID NICOTINE, IN FACT, THAT RESEARCHERS ARE CALLING IT AN EPIDEMIC - AND ARE URGING GOVERNMENT REGULATORS TO TAKE IMMEDIATE ACTION. WITH DETAILS HERE IS CLARK POWELL.
	(Nats - Poison control specialist answering phone) :02
<b>CG: Courtesy: Nationwide Children's Hospital</b> Shots of call center Shots of using e-cigarette  CG over wide shot: (Arrow up) Nearly 1,500%	CALLS TO POISON CONTROL CENTERS LIKE THIS ONE HAVE STEADILY INCREASED SINCE ELECTRONIC CIGARETTES HIT THE U.S. MARKET NEARLY A DECADE AGO. BUT FROM JANUARY 2012 THROUGH APRIL 2015, A NEW STUDY SHOWS CALLS SKYROCKETED NEARLY 15-HUNDRED PERCENT. :15
<b>CG: Gary Smith, MD</b> <b>Nationwide Children's Hospital</b>	"By the end of the study roughly every 3 hours there's a call to a poison control center for a child that's been exposed to an e-cigarette or liquid nicotine. That's about 7 children a day. That is an epidemic by any definition." :15
Shot of Dr. Smith at his desk  <i>Graphic</i> <b>E-Cigarette Exposures</b> <b>40 month study- 4,128 children exposed</b> <b>Children under 3 most vulnerable</b>	DOCTOR GARY SMITH OF NATIONWIDE CHILDREN'S HOSPITAL WAS SENIOR AUTHOR OF THE STUDY. RESEARCHERS FOUND OVER A 40-MONTH PERIOD, MORE THAN 4-THOUSAND CHILDREN WERE EXPOSED TO E-CIGARETTES AND LIQUID NICOTINE. CHILDREN UNDER THE AGE OF 3 WERE MOST VULNERABLE.

Shot of woman opening bottle and filling e-cigarette	THE LIQUID CAN ACTUALLY CAUSE POISONING BY BEING ABSORBED THROUGH A CHILD'S SKIN - HOWEVER, 90-PERCENT OF CHILDREN WERE EXPOSED BY SWALLOWING THE LIQUID. <sup>1</sup>
<b>Gary Smith (CG'd earlier)</b>	"It can cause severe medical outcomes among children, including coma, seizures, and respiratory arrest which is when a child stops breathing. In this study we even had one death due to exposure to liquid nicotine." :13
Shots of people using e-cigs  Close up of flavor	SMITH SAYS E-CIGARETTES ARE NOT CURRENTLY REGULATED BY THE FOOD AND DRUG ADMINISTRATION. AND ALTHOUGH THE GOVERNMENT PROHIBITS FLAVORS IN CIGARETTES, LIQUID NICOTINE FOR E-CIGARETTES COMES IN CANDY AND FRUIT FLAVORS THAT ATTRACT CHILDREN.
<b>Gary Smith (CG'd earlier)</b>	"Not only is it attractive but the top is not child resistant, it can be easily removed - that's why parents have to remember to put this up, away, and out of sight of children. Preferably in a locked cabinet." :12
Shots of e-cig smoker	SMITH IS URGING THE F-D-A TO TAKE IMMEDIATE ACTION TO REGULATE THE PRODUCTS, BEFORE EVEN MORE CHILDREN ARE POISONED. AT NATIONWIDE CHILDREN'S HOSPITAL, THIS IS CLARK POWELL REPORTING. :09
<b>ANCHOR TAG</b>	IN JULY, A NEW FEDERAL LAW WILL REQUIRE E-CIGARETTE LIQUIDS TO BE SOLD IN BOTTLES THAT ARE CHILD RESISTANT. SMITH SAYS WHILE THAT IS IMPORTANT, IT IS ONLY A FIRST STEP. HE WOULD LIKE TO SEE THE GOVERNMENT BAN FLAVORED LIQUID NICOTINE, AS WAS DONE FOR CIGARETTES BACK IN 2009.
 <b>Share it! Suggested tweet:</b>	New study <a href="#">@NationwideKids</a> finds alarming increase in the number of children exposed to e-cigarettes. Details: <a href="http://bit.ly/1SYMQyy">bit.ly/1SYMQyy</a>
 <b>Suggested post:</b>	Calls to poison control centers related to children exposed to e-cigarettes have skyrocketed nearly 1,500 percent. Researchers at <a href="#">Nationwide Children's Hospital</a> say a child is dangerously exposed to e-cigarettes at the rate of 7 per day, and one child during the study died from swallowing liquid nicotine used in e-cigarettes. Researchers call the situation an epidemic and are urging the federal government to take immediate action. Details: <a href="http://bit.ly/1SYMQyy">bit.ly/1SYMQyy</a>
<b>References -</b>	<sup>1</sup> <i>Pediatric Exposure to E-Cigarettes, Nicotine, and Tobacco Products in the United States, Pediatrics, Volume 137, Number 6, June 2016. Online:</i>
	<b>Extra Bites</b>

<p><b>CG: Gary Smith, MD</b>  <b>Nationwide Children’s Hospital</b></p>	<p><i>Dr. Smith says e-cigs and refills should be considered poisons -</i>  “E-cigarettes and liquid nicotine refill containers should be considered as poisons and should be locked up like other poisons in your home. That means up, away and out of sight, preferably in a locked cabinet.”</p>
<p><b>CG: Gary Smith, MD</b>  <b>Nationwide Children’s Hospital</b></p>	<p><i>Dr. Smith says kids can be injured swallowing or even touching products -</i>  “More than 90 percent of the children who were exposed to liquid nicotine were exposed by swallowing it. But also, a significant number of children were exposed by getting it on their skin. And because children’s skin is thinner than that of adults, this can be absorbed quickly and can cause toxicity among children.”</p> <p><i>Dr. Smith urges the government to do more to regulate these products -</i>  “A recently passed federal law, which goes into effect this July, will require child resistant closures to liquid nicotine containers. And while this is a step in the right direction, and an important step, there’s much more that needs to be done. We need swift government action, action by industry and others to make sure that we protect children from nicotine poisoning associated with the use of e-cigarettes.”</p> <p><i>Dr. Smith says liquid nicotine is marketed in flavors that appeal to kids -</i>  “One of the major concerns is that liquid nicotine is marketed with flavors and colorful labeling that is attractive to children. This is an example of liquid nicotine called yummy bear. “</p> <p><i>Dr. Smith says flavored e-cigarette liquids should be banned -</i>  “Since 2009, cigarettes have been prohibited to include flavors that are attractive to children, other than menthol and typical tobacco flavor. We should do the same thing for liquid nicotine.”</p>
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