

# Survey: Most Under Age 35 Say E-Cigs are Safer, Study Aims to Find Out

Doctors use cameras to watch what happens during use, test lung samples in lab

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The Ohio State University Comprehensive Cancer Center

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Content provided by: The Ohio State University Comprehensive Cancer Center – Arthur G. James Cancer Hospital and Richard J. Solove Research Institute

## NEWS PACKAGE

### SUGGESTED TEASE

STILL TO COME, ELECTRONIC CIGARETTES ARE BOOMING IN POPULARITY,<sup>1</sup> BUT ARE THEY ANY SAFER THAN TRADITIONAL CIGARETTES?

WE'LL SHOW YOU WHAT DOCTORS ARE DOING TO FIND OUT, NEXT IN HEALTH NEWS.

### ANCHOR LEAD

BETWEEN THE GREAT AMERICAN SMOKEOUT AND NEW YEAR'S RESOLUTIONS, MILLIONS OF AMERICANS VOW TO QUIT SMOKING THIS TIME OF YEAR. AND MORE THAN EVER, THEY'RE TURNING TO ELECTRONIC CIGARETTES.

SALES HAVE SHOT UP MORE THAN 14-THOUSAND PERCENT<sup>1</sup> OVER THE LAST DECADE, IN PART BECAUSE MANY, ESPECIALLY YOUNGER SMOKERS, ASSUME E-CIGARETTES ARE SAFER AND HARMLESS.

DOCTORS AREN'T SO SURE. SO TO GET SOME ANSWERS, RESEARCHERS ARE PEERING DEEP INSIDE THE LUNGS. CLARK POWELL EXPLAINS.

### (PACKAGE START) -----

**CG: Courtesy: The Ohio State University Comprehensive Cancer Center**

**:00 - :03**

Shots of Ryan sitting down

Photo from Ryan in Navy

Shots of Ryan using e-cig

**CG: Ryan Billingham E-cigarette user**

**:12 - :16**

Shot of Ryan vaping

(Nats - Ryan walking into his apartment) :02

AFTER A LONG DAY AT WORK, RYAN BILLINGHAM OFTEN REACHES FOR HIS ELECTRONIC CIGARETTE TO UNWIND.

AFTER JOINING THE NAVY, RYAN SMOKED TRADITIONAL CIGARETTES FOR 7 YEARS, BUT SWITCHED TO E-CIGS BECAUSE HE ASSUMED THEY WERE SAFER. :12

*"That has maybe 4 to 6 or 8 ingredients in it compared to a cigarette has like 900."* :05

RYAN'S NOT ALONE. A NEW NATIONAL SURVEY BY THE OHIO STATE UNIVERSITY COMPREHENSIVE CANCER CENTER FOUND - AMONG THOSE UNDER

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<p><b>Graphic:</b>  <i>Among those under 35:  44% they are safer  41% say they are not  In men 54% say e-cigs are safer</i></p>	<p>AGE 35, 44 PERCENT SAY E-CIGS ARE SAFER ON THE LUNGS THAN TRADITIONAL CIGARETTES, 41 PERCENT SAY THEY'RE NOT.  IN MEN THAT NUMBER JUMPS TO 54 PERCENT WHO SAY THEY'RE SAFER.  BUT DOCTORS AREN'T SO SURE. :22</p>
<p><b>CG: Dr. Peter Shields</b>  <b>The Ohio State University</b>  <b>Comprehensive Cancer Center</b>  <b>:29 - :37</b></p>	<p><i>"There's so much we don't know about these new products, there's hundreds of types out there on the market. People are using these products in different ways." :08</i></p>
<p>Shots of Dr. Shields in office</p>	<p>TO GET SOME ANSWERS, DOCTOR PETER SHIELDS IS LEADING A NOVEL STUDY AT OHIO STATE.</p>
<p>Graphic of procedure</p>	<p>HERE, RESEARCHERS ARE INSERTING TINY CAMERAS INTO THE LUNGS - TO NOT ONLY SEE WHAT HAPPENS WHEN SOMEONE USES AN E-CIGARETTE, BUT TO COLLECT SAMPLES AND TEST FOR CHANGES THEY CAN'T SEE. :14</p>
<p><b>Dr. Shields (CG'd earlier)</b></p>	<p><i>"We do two procedures, one is just injecting some fluid, the other one is taking a brush and brushing the lining." :05</i></p>
<p>Shots of lab tech with samples</p>	<p>THOSE SAMPLES ARE SENT TO THE LAB WHERE SCIENTISTS LOOK FOR GENETIC CHANGES AND SIGNS OF INFLAMMATION. :05</p>
<p><b>Dr. Shields (CG'd earlier)</b></p>	<p><i>"We decided to focus in on inflammation because inflammation is part of cancer pathways, part of bronchitis and asthma pathways, even part of cardiovascular pathways." :10</i></p>
<p>Shots of Ryan putting in liquid</p> <p>Close up of Ryan vaping</p>	<p>RYAN SIGNED UP FOR THE STUDY BECAUSE E-CIGS CONTAIN NICOTINE AND CHEMICALS - AND HE'S CURIOUS FIND OUT HOW THEY AFFECT HIM. :06</p>
<p><b>Ryan (CG'd earlier)</b></p>	<p><i>"I was like 'Hey, I could see what's in my lungs and see how bad or good they are. And see if what I'm using is actually improving it.'" :08</i></p>
<p>Shot vapor into camera lens</p>	<p>AT OHIO STATE'S COMPREHENSIVE CANCER CENTER, THIS IS CLARK POWELL REPORTING. :03</p>
<p><b>(PACKAGE END)-----</b></p> <p><b>ANCHOR TAG</b></p>	<p>RESEARCHERS WILL BE COMPARING THE LUNGS OF 60 VOLUNTEERS, BOTH SMOKERS AND NON-SMOKERS, TO SEE HOW E-CIGARETTES AFFECT THEM.  THEIR RESULTS WILL BE SHARED WITH THE</p>

F-D-A TO HELP DETERMINE HOW E-CIGARETTES SHOULD BE REGULATED.

### SOCIAL MEDIA

 **Share it! Suggested tweet:**

Experts [@OSUCCC\\_James](#) launch new study to see if e-cigs are safer on the lungs than traditional cigarettes. [bit.ly/2eoSD1n](http://bit.ly/2eoSD1n)

 **Suggested post:**

A new national survey finds that more younger Americans think e-cigarettes are less harmful than traditional cigarettes, but doctors aren't so sure. To find out, researchers are conducting an innovative study at [The Ohio State University Comprehensive Cancer Center - James Cancer Hospital and Solove Research Institute](#) by putting tiny cameras into the lungs of volunteers and watching while they use e-cigarettes. See how the process works and what researchers hope to find: [bit.ly/2eoSD1n](http://bit.ly/2eoSD1n)

### EXTRA BITES

**CG: Dr. Peter Shields**  
The Ohio State University  
Comprehensive Cancer Center

Dr. Shields talks about the lack of research on e-cigs:  
*"We have no idea where in the spectrum these are, in terms of safety. Like cigarettes, nothing like cigarettes. Same as being a never smoker, a lot worse than a never smoker, we need to figure this out."*

Dr. Shields talks about possible issues with e-cigs:  
*"These are things you're inhaling directly into your lungs, those flavors may cause different types of effects. They have nicotine, certainly nicotine in the lungs has certain effects."*

Dr. Shields talks about possible issues with e-cig devices:  
*"You can dial the voltage of these different products so they get hotter, or not as hot. The more heat that's applied the more breakdown products you have. So, is there a range of heat that may be safer, or more harmful?"*

Dr. Shields talks about why they are putting cameras in lungs:  
*"You could collect sputum and look for inflammation or even nasal wipes and look for inflammation. Our concept is let's go right to where the concern is. So we're doing studies in the lung."*

**CG: Ryan Billingham**  
E-cigarette user

Ryan talks about why he decided to quit smoking cigarettes:  
*"When I was going to the gym a lot and I started getting bigger and I was like, 'My lungs are hurting all of the time.' I'd go to the gym and my lungs would physically hurt. And I was like, 'I gotta quit. I don't want to die.'"*

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Ryan talks about finding alternatives to cigarettes:  
*"Didn't really want to die. So, I was like well, 'How do I find an alternative? What is there?'"*

### References

<sup>1</sup>*Electronic Cigarette Statistics*, **Statistic Brain**, online:  
<http://www.statisticbrain.com/electronic-cigarette-statistics>

### **For viewer information on this story contact:**

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