



City of San Diego  
**MARK KERSEY**  
CITY COUNCILMAN, FIFTH DISTRICT

For Immediate Release

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**E-Cig Regulations Proposed for the City of San Diego**

*Lack of research, oversight and potential youth appeal among reasons for policy*

SAN DIEGO, California, February 13, 2014 – Councilman Mark Kersey is asking for new regulations to address the proliferation of electronic cigarettes, more commonly known as e-cigarettes. In a memo to the City’s Public Safety and Livable Neighborhoods Committee, of which Kersey is a member, the Councilman asked to docket an item to begin considering regulations for these relatively new products.

Kersey proposed regulating e-cigarettes in the same manner as traditional cigarettes and restrict the use of e-cigarettes in all public facilities, including Qualcomm Stadium and Petco Park.

“There are a lot of questions about the safety of e-cigarettes both for users and those who may inhale the second-hand vapor,” Kersey said. “We didn’t know the true health impacts of second hand smoke from regular cigarettes until much later and I simply don’t want to take the same risk with this new form of nicotine.”

E-cigarettes use liquid nicotine, known as “smoke juice” but instead of smoke, when exhaled, the e-cigarettes emit a vapor. Very little research exists as to the safety of that vapor for those who may inhale it second-hand.

Additionally, there is currently no regulation or oversight in the production of “smoke juice” and because there are hundreds of smoke juice flavors ranging from Cola to Peppermint Patty, e-cigarettes appear designed to appeal to youth. In fact, according to the Centers for Disease Control & Prevention, e-cigarette usage among middle and high school students has increased over 100 percent from 2011 and 2012.

“By leaving e-cigarettes unregulated, we could undo the incredible progress that’s been made educating our children on the dangers of nicotine addiction and ease the transition toward other dangerous tobacco products,” Kersey said.

San Diego would join several other large cities considering a ban on e-cigarettes such as Chicago, Los Angeles and New York.

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