



CENTER  
for  
BLACK  
EQUITY

## The Center for Black Equity calls on the FDA and the Center for Tobacco Products to grant broad approval for a full range of nicotine e-cigarettes and vaping products in a major step toward closing the significant harm-reduction and health equity gaps perpetuated by current FDA tobacco policies.

**The Center for Black Equity's (CBE) mission is simple but important:** to promote multinational Black and LGBTQ+ individuals, allies, and community-based organizations dedicated to achieving equality and social justice for our communities through economic, health, and social equity.

**The CBE is taking another meaningful step towards that goal with the publication of a groundbreaking study developed in partnership with Dr. Robert J. Shapiro,** a noted economist and advisor to three Democratic presidential administrations, that will advance national health equity conversations on the critically important topic of harm reduction.

**Dr. Shapiro's first-of-its-kind analysis presents compelling new evidence that quantifies the economic benefits and improved health outcomes across demographic groups of switching from smoking to vaping.** It is well documented that the principal victims of smoking-related deaths are marginalized populations, and tobacco use is a critical topic for the CBE, as Black and LGBTQ+ communities smoke at disproportionately high rates.

### Switching from Smoking to Vaping Results in:

**1 Lives Saved:** Lower smoking rates linked to vaping saved hundreds of thousands of lives in the U.S. and is projected to save even more by 2023. The study finds that in the twelve-year period from 2010 to 2023, a shift in vaping by adults saved 113,300 people from premature deaths and is projected to save 334,200 people by 2030.

**2 Increase to U.S. GDP and Economic Growth:** The shift to vaping preserved \$137 billion in U.S. GDP and \$39 billion in healthcare cost savings. All told, adult smokers who switched to vaping generated nearly \$180 billion in positive economic benefit.

**3 Reduced Smoking Rates and Improved Smoking Cessation:** E-cigarette and vaping use contributed to the reduction and cessation of smoking, resulting in a noticeable decline in smoking rates. The availability of e-cigarettes reduce the number of U.S. smokers by 6.1 million (averaging 510,000 per year) between 2010 and 2022. Vaping among adults played a significant role in lowering adult smoking rates, which yielded substantial health benefits and economic savings.

**4 Fewer Health Risks:** Vaping poses significantly fewer health risks than smoking due to the absence of toxic and carcinogenic substances. The only ingredient shared by cigarettes and vaping products is nicotine.

"...the science is clear: broad approval of flavored vaping products will save Black and LGBTQ+ lives, reduce smoking, and drive meaningful progress in lowering preventable cancer rates...."

**The FDA [and Center for Tobacco Products] must acknowledge the evidence-based benefits of switching from smoking to vaping."**

**- EARL D. FOWLKES JR., CENTER FOR BLACK EQUITY**

**In addition to the key findings, the report recognizes there is a greater potential for lives saved and economic benefits from vaping if U.S. Food and Drug Administration and the Center for Tobacco Products, acknowledged and promoted smoking cessation benefits from vaping and e-cigarette use, especially for Black and LGBTQ+ communities.**

**The report includes recommendations that the FDA should adopt evidence-based reforms aimed at encouraging adults to switch from smoking to vaping.**

**Proposed reforms include:**



**Public Education Campaigns:** Campaigns designed to educate Americans about the comparative risks and consequences of both smoking and vaping while also using e-cigarettes to decrease or quit smoking.



**New Labeling and Marketing Standards:** Develop labeling and marketing requirements for e-cigarettes that allow for the promotion of the benefits of switching to vaping or e-cigarette products and allow advertising rules that are less burdensome for vaping products than for cigarettes



**Taxes:** Apply higher taxes and minimum prices for cigarettes than for e-cigarettes to make vaping more appealing and economically accessible to smokers.



**Capping Nicotine Levels:** Cap nicotine levels for cigarettes at levels that do not promote addiction and cap the maximum emissions of the most toxic substances in cigarettes.



**Limiting Sales to Adult-Only Stores:** Allow marketing of flavored e-cigarettes while continuing to bar non-tobacco flavors for cigarettes and limit sales of cigarettes and vaping products to adult-only retail stores.

The FDA and the Center for Tobacco Products have an obligation to follow the science, support harm-reduction and health equity, and advance policies which acknowledge the benefits from smoking to vaping. Failure to approve a wide range of vaping products is an abdication by the FDA of its public health responsibility to Black and LGBTQ+ individuals who desperately want access to a way to quit smoking that actually works.

“The single most effective way to help people stop smoking, which kills 480,000 people per year, is to encourage them to switch to **vaping, which kills no people per year.**”

– DR. ROBERT J. SHAPIRO

**Broad Access to E-Cigarettes and Vaping Products is Critical to Advancing Harm Reduction and Health Equity Among Black and LGBTQ+ Communities.**