

## Abel, Pamela

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**From:** Richard E. Bennett [rben43@charter.net]  
**Sent:** Friday, November 21, 2014 5:00 PM  
**To:** Wallner, David; Gnam, Emily; jllewis@me.com; Clausius, Joseph; Leopold, Madelyn; Clear, Mark; Ragland, Nancy; Health; Cynda Solberg; jerry.halvorson@gmail.com; Wilcox, Judy; Edgar, Mark; Phair, Matthew; Lasky, Pat; Sieling, Renae; psoglin@cityofmadison.com; Subeck, Lisa; Zellers, Ledell; Cnare, Lauren; Verveer, Michael; Bidar-Sielaff, Shiva; Rummel, Marsha; King, J Steven; Resnick, Scott; Skidmore, Paul; Cheeks, Maurice; Schmidt, Christopher; "district12"@cityofmadison.com; Dailey, Lucas; Strasser, John; Ahrens, David; Demarb, Denise; Clausius, Joseph; "district18"@cityofmadison.com; Clear, Mark; Phair, Matthew  
**Subject:** E-cigarette Use Ban

**To:** Mayor, Alders of the Madison Common Council, Board of Park Commissioners and the Madison/Dade County Board of Health  
**From:** Richard E. Bennett  
**Email:** [rben43@charter.net](mailto:rben43@charter.net)  
**Date:** Nov 21, 2014  
**Re:** E-cigarette Use Ban

You travel to Madison Wisconsin on business. Let me tell you about me -- How I finally ended a life long battle with smoking. My name is Richard Bennett, I am 71 and I smoked a 1½ - 2½ quantity or more a day for 55 years. I had tried to quit numerous times using various products. I tried the patches, the gum, SmokEnders and even, several times, cold turkey. All of these methods did not work and I was back to smoking shortly after. I can honestly say that using e-cigarettes has saved my life. I have now been eCig vaping for 16 months, and I can feel the difference everyday. By 1-2 weeks I could breathe. No more coughing! Everything smells better and food tastes better. By 3 months I felt like a whole new person. Which then prompted me to make other changes. I figured if making that one change could make me feel this good, making bigger changes would make me feel even better! I changed the way I eat, the things I drink, and I started exercising. In three months I have lost 17lbs! I couldn't/would have made these changes as a smoker. Electronic cigarettes "are not the be all, end all" solution to nicotine addiction -- but they are the best first step! They save lives!  
Please do not take away this opportunity for the members of your community to make their lives better! You will not regret making the right decision and removing electronic cigarettes from this and future bans!

**Facts:**  
A. The ability to use electronic cigarettes in public spaces will actually improve public health by inspiring other smokers to switch and reduce their health risks by an estimated 99%.  
B. Losing the ability to test e-liquids before purchasing will have a significant and negative impact on your ability to purchase/sell e-liquids.  
C. By making e-cigarette users go outdoors, the City will be sending a strong message to traditional smokers that e-cigarettes are no safer than smoking. This will actually maintain the number of smokers in Madison, rather than help reduce smoking. This is a far more realistic risk to public health than any unfounded concerns about possible youth or non-smoker use uptake. In fact, the most recent report by the CDC showed that the dramatic increase in e-cigarette use over that past 3 years has not led to an increase in youth smoking. Youth smoking of traditional cigarttes continues to decline to record low levels.  
D. E-cigarette use does not promote the smoking of traditional cigarettes, nor does it threaten the gains of tobacco control over the past few decades. In fact, by normalizing e-cigarette use over traditional smoking, the efforts of tobacco control are being supported. If anything, e-cigarette use denormalizes conventional smoking by setting the example of smokers choosing a far less harmful alternative to traditional smoking. The CDC surveys clearly show that there has been no "gateway effect" causing non-smokers to start smoking. As e-cigarettes have become more popular, all available evidence is showing that more and more smokers are quitting traditional cigarettes, including youth smokers.  
E. Wisconsin small businesses, the number of brick and mortar shops, Ecigarette shops are more than simply stores. They provide an important resource for smokers looking to dramatically reduce their health risks by switching to Ecigarettes, a product that poses an estimated 99% less risk than smoking. These stores offer knowledgeable employees and diverse products to allow adult smokers to make a successful transition from smoking to Ecigarette vaping. Any action that has the result of reducing the number of brick and mortar specialty Ecigarette shops would have devastating results for adult consumers.

I am writing as a individual American citizen who quit smoking thanks to e-cigarettes and has been vaping for 16 months. I am a member of CASAA (The Consumer Advocates for Smoke-free Alternatives Association). I am one of the real stakeholders here as a consumer. People have opinions about what I should be prevented from doing, but I am one of the consumers who Madison regulations is supposed to benefit. And yet what you are proposing to do will hurt me badly.

I am concerned- { 1. That despite the fact that consumers are the primary stakeholders, and 2. Despite the fact that these proposed regulations will have devastating consequences to consumers } -there appears to be no consideration whatsoever given to the impact these proposed regulations will have on consumers. The "impact statement" considers only the effects on industry, and the effects on consumers is ignored by the Madison as well as the so-called "public health" community. This is completely unacceptable and a perversion of the Madison's mission to benefit consumers. Nothing is more beneficial than scientific data, flavors, etc. "Note" (after the signature) is a list of helpful studies that Madison can use to corroborate my points.

Sincerely,  
Richard E. Bennett  
[rben43@charter.net](mailto:rben43@charter.net)

### Note

While these talking points are a great way for consumers to voice the effectiveness of these new products, nothing is more beneficial than scientific data, flavors, etc! Below is a list of helpful studies that you can use to corroborate my talking points.

<http://acsh.org/2014/07/new-survey-thousands-vapers-confirm-prefer-flavored-products/> (Downloadable New survey of thousands of vapers confirm that they prefer flavored products

<http://www.mdpi.com/1660-4601/10/12/7272> (Downloadable of the Impact of Flavour Variability)

<http://www.mdpi.com/1660-4601/11/4/4356> (Downloadable - Switching from cigarettes to e-cigarettes has significant health benefits, according to a survey of more than 19,000 users)

[http://www.nature.com/srep/2014/140226/srep04133/...](http://www.nature.com/srep/2014/140226/srep04133/) (Downloadable - Nicotine Absorption from Electronic Cigarette use between "First generation" (pre 2007) and Third Generation Devices)

<http://publichealth.drexel.edu/~media/Files/publi...> (Downloadable PDF - Chemicals generally found in E-Cigarettes pose no health concerns)

<http://ecigarettereviewed.com/wp-content/uploads/2...> (Downloadable PDF - Dangers of over-regulating E-Cigarettes)

<http://www.biomedcentral.com/1471-2458/14/18/abstr...> (Downloadable - conducted by Dr. Igor Burstyn of Drexel University School of Public Health based on over 9,000 observations of e-cigarette liquid and vapor found "no apparent concern" for bystanders exposed to e-cigarette vapor, even under "worst case" assumptions about exposure)

<http://www.biomedcentral.com/content/pdf/1471-2458...> (Downloadable PDF - Effect of E-Cigarettes on smoking reduction and cessation)

<http://goo.gl/LhEDoK> (Downloadable PDF - Study that found of more than 2000 former smokers in this survey, 96% reported that the e-cigarette helped them to stop smoking.)

<http://informahealthcare.com/doi/abs/10.3109/08958...> (Downloadable - Toxicology study on vapor proves electronic cigarettes are much better than tobacco)

Many more studies exist, and more research can be found on various sites including this great collection: <http://onvaping.com/the-ultimate-list-of-studies-...>

Direct FDA to the [CASAA.org](http://www.casaa.org) website, as well as the [CASAA Research Library](#), for more information.