

Appendix 4.2

E-Cigarette Trade Organizations and Advocacy Groups

References *A4.2-3*

List of Tables

Table A4.2-1 E-cigarette trade organizations and advocacy groups *A4.2-2*

Table A4.2-1 E-cigarette trade organizations and advocacy groups

Name of organization	Stated mission	Action
<p>Smoke Free Alternatives Trade Association (SFATA) (http://www.sfata.org) is a trade membership organization committed to the growth of the e-cigarette industry that claims to represent a wide cross-section of the industry, including manufacturers, distributors, retailers, and consumers.</p>	<p>The organization aims to (1) provide an alternative to combustible tobacco products for adult smokers, with no tolerance for marketing or selling such products to minors; (2) promote recognized standards of quality to ensure that e-cigarette products are appropriately marketed, packaged, and sold; (3) encourage research demonstrating the harm-reduction potential, health effects, and role of e-cigarettes in regular tobacco cessation; and (4) support a public education campaign highlighting that e-cigarettes are intended only for adult use and to underscore their potential for adult smokers.</p>	<p>Since the decision in <i>Sottera, Inc. v. FDA</i> (2010), SFATA has advocated strongly before FDA with the goal of achieving a carve-out designation for e-cigarettes separate from tobacco regulation.</p>
<p>The Consumer Advocates for Smoke-free Alternatives Association (CASAA) (http://www.casaa.org) originated as an online forum that became a nonprofit consumer advocacy group (registered in the state of Alabama) in 2009. The organization claims to have no financial or policy ties to the e-cigarette, tobacco, or pharmaceutical industries, and that its bylaws strictly limit the number of e-cigarette retailers on its board of directors to one-third or less in order to prevent industry interests from having a majority vote.</p>	<p>CASAA states its mission as “to ensure the availability of effective, affordable, and reduced-harm alternatives to smoking by increasing public awareness and education; to encourage the testing and development of products to achieve acceptable safety standards and reasonable regulation; and to promote the benefits of reduced harm alternatives” (CASAA n.d.).</p>	<p>CASAA maintains its website as an avenue for providing the public with easy access to news, scientific findings, calls to action, and pending legislation and regulatory decisions related to e-cigarettes.</p>
<p>Tobacco Vapor Electronic Cigarette Association (TVECA) (http://www.tveca.com) is an international, nonprofit membership organization comprising companies involved in all sectors of the e-cigarette creation and promotion industry.</p>	<p>The group strives to dispel what it calls “inaccurate statements” (TVECA n.d.a.) about the marketing and sale of e-cigarettes to minors and their health-risk potential. TVECA, which claims to be the longest-running international e-cigarette trade association, states that the organization was established “to provide the media, legislative bodies, and those that are currently using the [e-cigarette], a single industry resource to simply provide the scientific facts behind a new technology that has garnered disinformation” (TVECA n.d.b.).</p>	<p>The group acts as a voice for the e-cigarette industry by granting interviews and public presentations, promotes industry standards and a code of conduct, and works with governmental agencies to ensure its members’ compliance with current tobacco and e-cigarette laws. TVECA’s CEO, Ray Story (as owner of Smoking Everywhere), was responsible for initiating the litigation against FDA that resulted in e-cigarettes being designated as tobacco products rather than drug-delivery devices.</p>
<p>The American Vaping Association (AVA) (http://www.vaping.info) is a nonprofit corporation that has filed for 501(c)(3) status in the state of New Jersey.</p>	<p>AVA’s stated mission is “educating the public and government officials about financial and public health benefits offered by vapor products” (AVA n.d.).</p>	<p>The organization advocates for small- and medium-sized businesses in the e-cigarette industry. AVA also distributes educational information via its website, blog, and social media (Facebook and Twitter). Press releases posted on the AVA blog tend to focus primarily on efforts to prevent local, state, and federal e-cigarette legislation.</p>

Table A4.2-1 Continued

Name of organization	Stated mission	Action
<p>American E-Liquid Manufacturing Standards Association (AEMSA) Founded in 2012, AEMSA (http://www.aemsa.org) is a volunteer association primarily dedicated to developing and encouraging self-regulation of standards for the safe manufacture of the e-liquids that are sold for use in e-cigarettes. Although most of its members represent e-cigarette manufacturing, the organization's membership also remains open to a limited proportion of non-manufacturing participants such as consumer advocates and subject matter experts.</p>	<p>The association publicly acknowledges the fact that liquid nicotine can be an ingredient of concern to consumers and the public health community and states its mission to be one of promoting responsible and professional manufacturing, handling, and distribution of e-liquids. AEMSA claims its standards demand high-quality ingredients, content accuracy, and clean manufacturing environments.</p>	<p>—</p>

Note: Information in this table was obtained from the organization's website on January 25, 2016. Unless cited otherwise, Web addresses were accurate as of July 5, 2016.

References

- American Vaping Association. About us, n.d.; <<http://vaping.info/about-us>>; accessed: January 20, 2016.
- Consumer Advocates for Smoke-free Alternatives Association. Mission statement, n.d.; <http://casaa.org/Mission_Statement.html>; accessed: January 19, 2016.
- Sottera, Inc. v. Food and Drug Administration*, No. 627 F.3d 891 (D.C. Cir. 2010).
- Tobacco Vapor Electronic Cigarette Association. About TVECA, n.d.a.; <<http://www.tveca.com/about-tveca>>; accessed: January 20, 2016.
- Tobacco Vapor Electronic Cigarette Association. Home page, n.d.b.; <<http://www.tveca.com>>; accessed: January 19, 2016.