



E-Cigarettes: Informing Tax Policy and Research in California

Tobacco-Related Disease Research Program
Research Grants Program Office
University of California, Office of the President
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Tobacco-Related Disease Research Program (TRDRP)



Tobacco Education & Research Oversight Committee (TEROC)

State Department of Public Health

State Department of Education

University of California (TRDRP)

California Tobacco Control Program

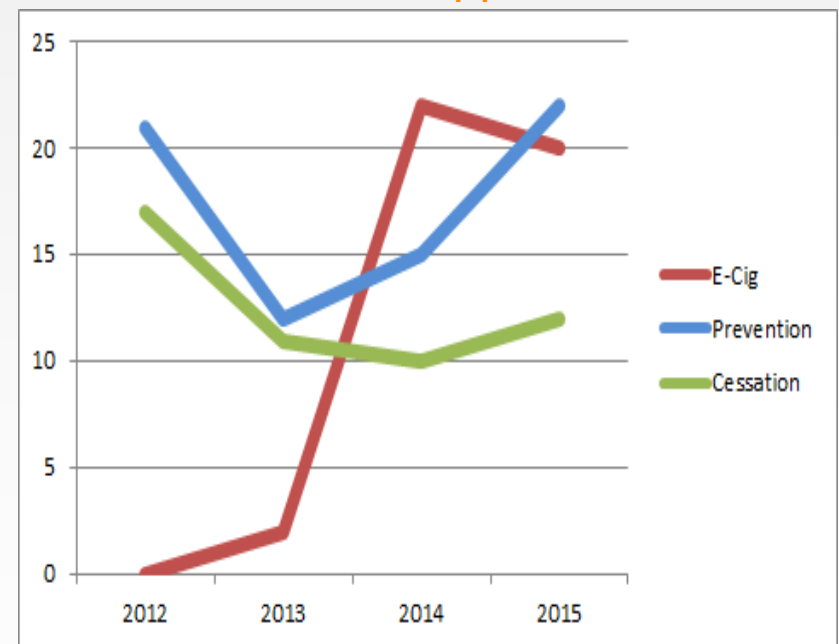
■ Our Mission:

- *To mitigate the impact of tobacco-related illness by funding research that enhances understanding of tobacco use, prevention and cessation, the social, economic and policy-related aspects of tobacco use, and tobacco-related diseases in California.*

Recent Developments with E-Cigarettes

- Increased promotion, marketing, and uptake of e-cigarettes
- Intensified demand for public health and regulatory action
 - Increased demand on all Prop 99 agencies for information and policy development
- Increased demand for TRDRP grants for e-cigarette research
 - 25% of proposals recommended for funding in current cycle
 - \$2,368,789 (30%) of proposed commitment to new research grants in current cycle

TRDRP Applications



Purpose:

Convening on E-Cigarette Tax Policy and Research

- Initiate a discussion in California about state and local issues surrounding the taxation of e-cigarettes
 - Implications for youth and non-smoker uptake
 - Implications for revenue directed towards supporting the state's tobacco control efforts necessitated by e-cigarettes
- Review the current status of e-cigarette taxation policies and implementation approaches
 - At least 30 US states considering some form of taxation in 2014
- Explore any research needs surrounding e-cigarette taxation and the potential nature of TRDRP support for such research

Looking Ahead:

E-Cigarette Taxation Policy in California

- Meeting Summary
- TRDRP Funding Opportunity
- Dissemination of Proceedings and E-Cigarette Research for State and Local Policy Development

A man in a white lab coat stands on a balcony of a modern building with a glass facade. The background shows a cityscape with a bridge and water. The text 'Research today will shape the California of tomorrow.' is overlaid in a white box with teal text.

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shape the California
of tomorrow.