

The Cooper/Clayton Method to Stop Smoking

Date: 19 September 2014

To: Cooper/Clayton Facilitators
From: Dick Clayton and Tom Cooper

RE: e-cigarettes

Because we appreciate all you have done to help Kentuckians become successful non-smokers, we are writing to share with you some sobering information. We have just become aware of R.J. Reynolds' (RJR) so-called Community Dialogue and Livelihood meetings, and want you to know about their request to incorporate e-cigarettes to the Cooper/Clayton Method to Stop Smoking

1. There is no conclusive scientific evidence that e-cigarettes are efficacious and effective in smoking cessation. The RJR representatives will tell you that they have evidence that e-cigarettes are effective in smoking cessation, but that they cannot release those findings "publicly." The reasons they can't release those findings include: 1) the Big Five tobacco companies don't have any credibility with regard to releasing scientific evidence supportive of their products, 2) Scientists who use tobacco company money to conduct research for the company lose credibility among their peers in the scientific research community (you are known by the company you keep) and 3) studies of the efficacy and effectiveness of any interventions concerning public health or tobacco control initiatives are acceptable only if they have gone through a rigorous peer review process leading to publication in a respected scientific journal. Ask the RJR representatives for references to the scientific journals in which their research has been published.
2. One dangerous consequence of legitimizing the use of e-cigarettes is to challenge and degrade bans on smoking in public places. Initiatives to implement bans on smoking in public places in Kentucky have been successful and the evidence on the health benefits of bans on smoking is very strong. What do you think would happen to the effectiveness of those bans if users of e-cigarettes were to say: "Oh, we can vape in public places because we are using e-cigarettes as a smoking cessation device!" The appropriate public health approach is to impose heavy excise taxes on e-cigarettes, include e-cigarettes in statutes and regulations regarding smoking in public places, ban advertising on e-cigarettes, and recognize that there is no evidence the tobacco industry is really concerned about the health and well-being of Kentuckians.
3. We (Drs. Cooper and Clayton) were approached by the director of a local health department to see if we would be willing to incorporate e-cigarettes into the

Cooper/Clayton Method to Stop Smoking. We were told that RJR would pay for the e-cigarettes if we were to study and compare smoking cessation using the current CC approach with the effects of e-cigarettes on cessation. We will not work with RJR or any other tobacco company. We have spent 30 years building a reputation for a science-based approach to cessation, and with honesty and integrity.

4. We will NOT incorporate e-cigarettes into the Cooper/Clayton Method to Stop Smoking. This will undermine the integrity of the Cooper/Clayton Method to Stop Smoking. If you have any questions about this statement please don't hesitate to get in touch with Thomas M. Cooper, D.D.S. (tmcdds@twc.com) and Richard R. Clayton, Ph.D. (clayton@uky.edu).

Please accept our sincere appreciation for all that you have done, are doing, and will be doing to improve the health of Kentuckians by being our partner in smoking cessation.

Thank You!