

AN ACT relating to e-cigarettes.

*Be it enacted by the General Assembly of the Commonwealth of Kentucky:*

➔SECTION 1. A NEW SECTION OF KRS CHAPTER 211 IS CREATED TO READ AS FOLLOWS:

*(1) The Department for Public Health shall establish, promote, and maintain a statewide e-cigarette education and awareness program using available federal funds, state funds appropriated for that purpose, and other available funding.*

*The program shall:*

*(a) Promote the public awareness of the harmful effects of e-cigarette usage;*

*and*

*(b) Promote health-care provider awareness of the harmful effects of e-cigarette usage.*

*(2) The education component of the program created in subsection (1) of this section shall educate and inform parents, adolescents, health-care providers, school personnel, child-care providers, and the general public about the harmful effects of e-cigarette usage and shall include but not be limited to:*

*(a) Information about how nicotine is highly addictive and toxic;*

*(b) Information about how e-cigarettes are especially harmful to adolescents and pregnant women;*

*(c) Information about the increases in e-cigarette related poisonings;*

*(d) Information about how e-cigarettes are toxic to users and to others through secondhand emissions;*

*(e) Information about misleading advertising and labeling; and*

*(f) Information for users about how to quit.*

*(3) The department may consult, contract, or establish a cooperative relationship with local health departments, libraries, and community organizations to carry out the requirements of subsections (1) and (2) of this section.*

(4) The department may use existing publications, the Department for Public Health Web site, and the Kentucky e-Health Network to promote health-care provider awareness of the harmful effects of e-cigarette usage.