

DEBATE GUIDE

ELECTRONIC CIGARETTE REGULATION

In order to effectively advocate for a policy, it is important to be able to clearly communicate why you support it and the reasons that others should as well. It is equally important, however, to understand the concerns and opposing viewpoints that others may have about the issue. In order to have an effective dialogue, you must be able to address opposing arguments in a respectful way. The function of the table below is to serve as a guide to beginning to think about some of the values and ideas that play a role in the debate about tobacco retailer licensing and starting to craft the flow of your own argument.

Supporters	Opponents
<p><i>Defining the Issue:</i> <i>Is there a problem? Does action need to be taken?</i></p>	
<p>Supporters will need to prove that the proposed policy is necessary by showing that there is a problem that needs to be addressed.</p> <p>You may want to consider:</p> <ul style="list-style-type: none"> - Data and statistics related to e-cig usage - If e-cigs are a public health hazard - How smoking e-cigs negatively impacts individuals 	<p>Opponents will argue that this policy is not necessary by denying the presence of a problem in our community or disproving evidence of it.</p> <p>You may want to consider:</p> <ul style="list-style-type: none"> - If national or state data should apply to our community - If e-cigs improve public health by limiting decreasing tobacco sales - If the negative effects of e-cigs have been overestimated
<p><i>Crafting the Solution:</i> <i>Will the policy effectively address the problem?</i></p>	
<p>Supporters will advocate for e-cig regulation by showing that it will effectively help to reduce smoking and improve the overall health of the community.</p>	<p>Opponents will argue that regulating e-cigs is not a legitimate solution by showing that it will not effectively reduce smoking or will not improve the health of the community.</p>

<p>You may want to consider:</p> <ul style="list-style-type: none"> - How regulating e-cigs will decrease their usage and availability - The message the ordinance will send to young people about the dangers of e-cigs 	<p>You may want to consider:</p> <ul style="list-style-type: none"> - Why regulation will be ineffective in reducing e-cig usage - Why passing the ordinance will not meaningfully impact community norms or impact them positively
<p><i>Evaluating the Costs and Benefits:</i> <i>What impact would this policy have on the rest of the community?</i></p>	
<p>Supporters will argue that the policy should be passed because any associated costs are outweighed by the benefits and it will therefore positively benefit the community as a whole.</p> <p>You may want to consider:</p> <ul style="list-style-type: none"> - Why it is the responsibility of the city to regulate e-cigs - If regulating e-cigs in the same manner as cigarettes already are will prevent people from choosing it as an alternative 	<p>Opponents will argue that passing this policy would negatively impact the community because it is unfair or will pose negative consequences or significant costs to members of the community.</p> <p>You may want to consider:</p> <ul style="list-style-type: none"> - If it is the place of the government to regulate e-cigs or if it is unfair to individuals and businesses - If e-cig regulation will make it more difficult for individuals attempting to quit smoking cigarettes