

THE INFLUENCE OF NONPROFIT ORGANIZATIONS ON THE POLICYMAKING PROCESS OF A STATE E-CIGARETTE FLAVOR BAN

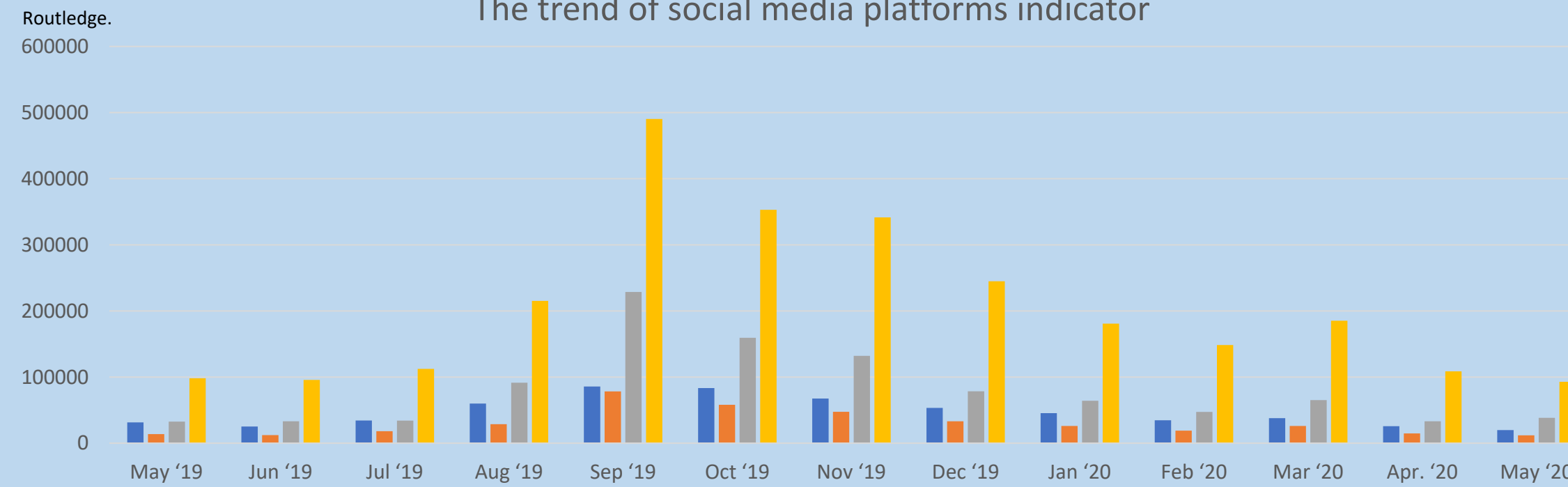
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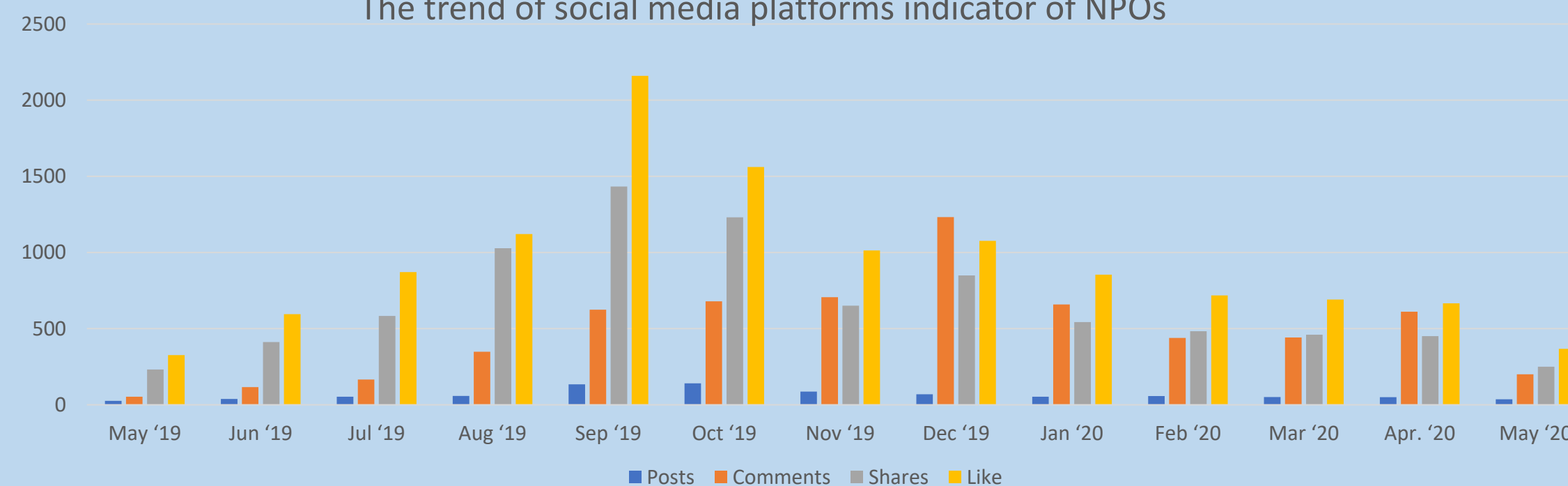
Significance. Electronic cigarettes (e-cigarettes) and vaping products are emerging tobacco products that attract the attention of researchers and practitioners. In 2019, an outbreak of severe lung injury among users of vapor products (EVALI - E-cigarette and Vaping Associated Lung Injury) was potentially one of the factors leading the New York State legislature to pass a law banning the selling of flavored e-cigarettes in 2021. The roles that anti-vaping and pro-vaping Non-Profit Organizations (NPOs) played in influencing the policymaking process in New York State remain unclear.

Methods. Data were used from the internet and from social media platforms using Web Crawler software. Data included plain language documents, reports, flyers, and short posts that described various elements of the policymaking process related to individual and organizational positions, advocacy, study results, persuasion, etc. *The Multiple Streams (MS) framework** was used to explore NPOs' roles and influence. MS roles analyzed included: *Problem Stream, Political Stream, Policy Stream, Policy Window, and Policy Entrepreneurs.* *Zahariadis N (2007). The Multiple Streams Framework. In: Theories of the Policy Process, 2nd Ed.

The trend of social media platforms indicator



The trend of social media platforms indicator of NPOs



E-cigarette Bills Introduced in N.Y. Legislature (Sep. 19 to Feb. 20)				
Introduced	Houses	Party	Sponsor	Enactment
1/8/20	Senate	Democratic	Shelley Mayer	
1/14/20	Senate	Democratic	Liz Krueger	
1/22/20	Assembly	Bipartisan	Budget Committee	4/3/20
1/22/20	Assembly	Bipartisan	Budget Committee	
1/22/20	Senate	Bipartisan	Budget Committee	4/3/20
1/22/20	Senate	Bipartisan	Budget Committee	
1/24/20	Assembly	Democratic	Ellen Jaffee	
1/24/20	Assembly	Democratic	Linda Rosenthal	
2/4/20	Assembly	Democratic	Judy Griffin	
5/18/20	Assembly	Democratic	Alicia Hyndman	

Results. The present study observed an increase in policy related messaging on internet and social media platforms beginning when the *Policy Window* opened shortly after the first incidence of EVALI (September 2019 to February 2020). During this same 5-month period, 10 flavor ban bills were introduced in the New York State Legislature. NPOs played an essential role in conceptualizing policy Problems in the *Problem Stream*, especially the translation of academic research findings into plain language. In the *Political Stream*, NPOs used social media platforms and websites to interact with governmental officials, legislators, the general public, and other NPOs. The present study identified 26 current and former state legislators as *Policy Entrepreneurs*. The NPOs compose and provide policy alternatives as policy community members in the *Policy Stream*.

Conclusion. The present study identified the roles and influence of NPOs in the policymaking process of the 2021 NY e-cigarette flavor ban using *The Multiple Streams (MS) framework*. Further studies on such roles and influences on vaping legislation using internet and social media platforms are warranted.

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