

In an attempt to identify feasible approaches to e-cigarette regulation in SA, the recommended strategies of the WHO and the existing and deemed regulatory strategies of the EU and US will be reviewed and critically evaluated.

In summary, this research study aims to identify feasible approaches to the regulation of e-cigarettes in SA. More specifically the objectives of the study are:

1. To present the current legal status of e-cigarettes in SA and evaluate the effectiveness of the existing framework.
2. To review and critically evaluate the WHO FCTC regulatory strategies, objectives and recommendations for e-cigarettes.
3. To provide a comprehensive review, critically evaluate and identify current concerns with the existing and deemed regulatory strategies for e-cigarettes in the EU and US.
4. To evaluate alternative e-cigarette regulatory strategies in the context of the existing national tobacco and medicine regulatory frameworks in SA.

Methodology

The proposed research design is an integrative critical literature based review using a qualitative approach. The proposed method for data collection is document review. Information is sourced from policy documents, regulations and guidances, published peer review articles, grey literature, internet based articles, newspaper articles and any other credible information sources.



Comprehensive literature review is described as an iterative, thematic approach to research where qualitative analysis is used to classify information contained in literature and come to a conclusion on the basis of qualitative description (Jesson et al, 2011; Lin, 2009). Qualitative analysis has value in comparing literature, analysing and proposing alternative strategies. The significant difference from other methodologies is that it does not directly deal with the object under study but to indirectly access information from a variety of literatures (Foundations of qualitative research in education, No date).

The criticism of the traditional literature based review is that it is not methodological, not based on a specific method, has no clear cut design, lacks transparency of the method and cannot be duplicated (Aveyard, 2010).

A systematic review using quantitative analysis is not proposed for this study due to the nature of the research. In a quantitative study all the available research on a particular topic is sought in order to determine the effect of one variable on another, either directly or indirectly.

Ethical Considerations

No ethical issues are anticipated in this research as it is purely literature based. Ethical forms have been completed and submitted with this proposal for evaluation by the relevant Ethics Committee.



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