

YOUTH VAPING: STILL AN EPIDEMIC

Before the Covid-19 pandemic, America's kids were in the grip of another public health crisis: the youth e-cigarette epidemic. As kids return to schools, we must prevent them from returning to e-cigarettes and nicotine addiction. It's a big enough problem already.

In 2020,

3.6M

kids used e-cigarettes.

1 IN 5

High school students used e-cigarettes.

The cause is clear: Flavored e-cigarettes.

83%

of youth e-cigarette users use flavored products.

POPULAR FOR THE WRONG REASONS.

E-cigarettes come in many shapes and sizes and often look like harmless everyday items, such as pens and flash drives. Juul remains the most popular e-cigarette brand among kids. But other products, especially disposable e-cigarettes like Puff Bar, have quickly grown in popularity. Here are the most popular e-cigarette brands among kids.



STOP ADDICTION BEFORE IT STARTS.

IT'S NOT EASY HELPING KIDS STAY AWAY FROM VAPING.
HERE ARE SOME TIPS TO KEEP THEM HEALTHY.

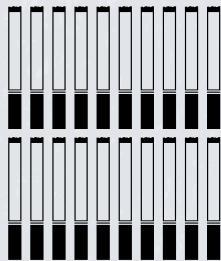
KNOW THE RISKS.

Don't be fooled by their sleek designs and sweet flavors – e-cigarettes pose serious risks to kids' health. E-cigarettes are battery-powered devices that heat a liquid containing nicotine, flavorings and other chemicals, creating an aerosol that users inhale. Some e-cigarettes, like Juul, contain as much nicotine as a whole pack of cigarettes.

According to the U.S. Surgeon General, youth use of nicotine in any form is unsafe, can cause addiction and can harm the developing adolescent brain, impacting learning, memory and attention. It also increases risk for future addiction to other drugs. There is also growing evidence that young people who use e-cigarettes are more likely to go on to use regular cigarettes.



**1 JUUL CARTRIDGE
= 20 CIGARETTES
WORTH OF NICOTINE**



RECOGNIZE THE SIGNS.

E-cigarettes are compact and easy to hide, but recognizing the signs can go a long way in protecting kids from a lifetime of addiction. For example, spending more time alone than usual, coming up with excuses to step away frequently, or an unfamiliar sweet smell from their room or clothes could be the first clues to something more serious. Other signs to watch for include:

- Finding unusual items like vape cartridges and batteries
- Unexplained cough and/or increased thirst
- Increased irritability or mood swings

HAVE THE TALK.

Whether or not your child is vaping, having open and honest conversations with them about e-cigarettes can help get everyone on the same page about the risks involved. Some kids will have never heard of them before, and others will already be familiar. Regardless of where they're at, find openings for quick, low-pressure chats, respond with credible information, and listen to what they have to say. Above all, be patient and stay calm – these talks won't always be easy, but together, we can prevent youth vaping.

GET INVOLVED.

To end the youth e-cigarette epidemic, we must eliminate the flavored products that lure and addict kids. E-cigarettes are sold in over 15,000 flavors, from cotton candy and gummy bear to mango and mint. There are currently campaigns at the federal, state and local levels to pass policies eliminating flavored e-cigarettes. Learn more and get involved at tobaccofreekids.org/protectkids.

GET HELP/RESOURCES.

For teens looking to quit, visit teen.smokefree.gov/quit-vaping or sign up for Truth Initiative's text-to-quit program at thetruth.com/article/this-is-quitting

For parents looking for more resources, visit these websites:

www.tobaccofreekids.org/protectkids/resources-for-parents

<https://e-cigarettes.surgeongeneral.gov/>

www.parentsagainstvaping.org/

