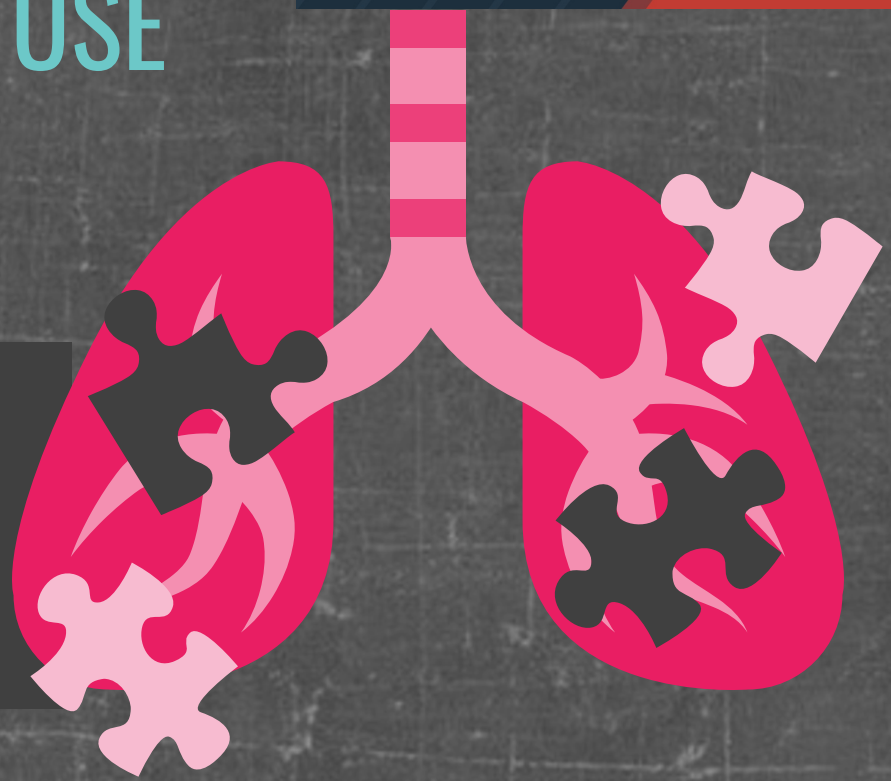


PREVENTING YOUTH TOBACCO USE (E-CIGARETTES & VAPING)

Electronic Nicotine Delivery Systems (ENDS) also known as vapes, have become increasingly popular with young people in the United States. Unfortunately, many people remain unaware of the potential risks associated with vaping.



TEEN VAPING RATES ON THE RISE



In 2019, roughly

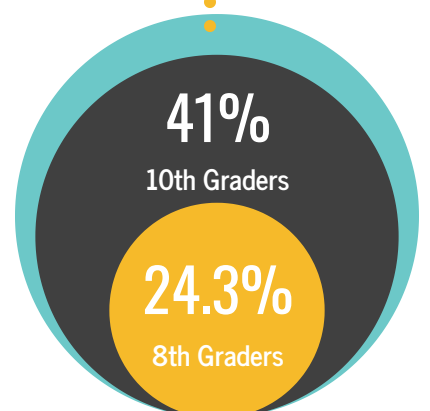
1 in 4

12th Graders
reported
past month vaping



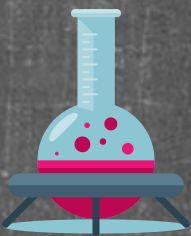
2019 Lifetime Vaping

45.6%
12th Graders



TOP 3 REASONS TEENS SAY THEY VAPE

TO EXPERIMENT



60.9% of teens identified experimentation as a reason for vaping. Since the adolescent brain is still developing, it can lead to higher impulsive and reward-seeking behavior

TASTES GOOD



E-cigarette flavors appeal to youth. The FDA has banned the production of flavors other than tobacco and menthol in pod-based vape systems, such as Juul.

PEER APPROVAL



30.9% of teens say they vape "to have a good time with friends." Suggesting that peer approval can highly influence the likelihood of vaping.



LINK BETWEEN ENDS & CIGARETTES

Early evidence suggests that vaping might serve as an introductory product for preteens and teens who then go on to use other nicotine products, including cigarettes.



VAPES WITH THC

The number of 12th Graders who reported vaping marijuana during the past month increased from 7.5% in 2018 to 14% in 2019. This is the second largest one-year jump for any substance in the 45-year survey history, behind past month nicotine vaping (2017 to 2018).