

Ending the Surge in E-Cigarettes

So Kentucky Teens Can Grow Into Healthier Adults

Youth cigarette smoking in Kentucky has steadily declined,¹ but the growing popularity of

**e-cigarettes
(also known as
vapes and Juuls)**

is putting a new generation of teens at risk of nicotine addiction.

Actual size of a Juul, the most popular brand of e-cigarette.

The aerosol produced by e-cigarettes contains harmful substances such as heavy metals, tiny particles, and chemicals that can cause lung disease and cancer.²

Nicotine disguised as dessert

Flavored liquids used in e-cigarettes are meant to entice youth taste buds. Delicious-sounding options include cotton candy, children's cereals, and endless fruit combinations.

"My parents don't know anything about them."

"I'm the only person I know that hasn't hit on a Juul. I've probably seen it three times today in the classroom."

"They're available, and people think it's cool."

"I know people who put things like marijuana in them."

**Quotes from
teens in
focus groups
across
Kentucky**

In October 2018 **35 students** from **9th-12th grade** in **five counties** were asked about e-cig use in their schools.

“People think that since they were made to help get people off of cigarettes it means they’re not harmful.”

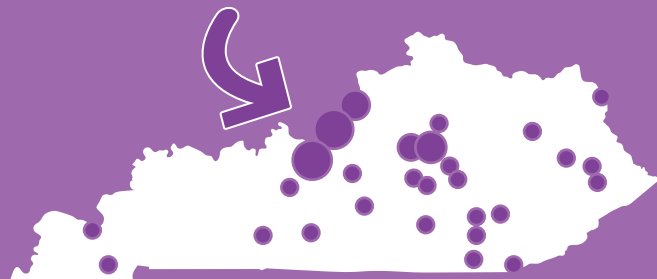
Youth who use e-cigarettes are

twice as likely to become smokers

within one year³ and become at risk of the many health problems associated with traditional cigarettes.⁴

Teens need policies that reinforce the message that nicotine in e-cigarettes is highly addictive and can harm their brain development.⁵

28 communities include e-cigarettes in their smoke-free ordinances.⁶



51 school districts include e-cigarettes in their tobacco-free policies.⁷

State and local leaders can help prepare teens for a healthy future:

- Include e-cigarettes in all local smoke-free ordinances and tobacco-free school policies
- Add a state tax on e-cigarettes that is equal to the tobacco tax rate on traditional cigarettes
- Prohibit the sale of flavored liquids for e-cigarettes
- Allow localities to enact stricter controls than the state on all tobacco and e-cigarette products (such as raising the minimum age for purchase)



1. Middle and High School Youth Risk Behavior Surveys. **2.** https://www.cdc.gov/tobacco/basic_information/e-cigarettes/pdfs/Electronic-Cigarettes-Infographic-508.pdf **3.** Association of Noncigarette Tobacco Product Use With Future Cigarette Smoking Among Youth in the Population Assessment of Tobacco and Health (PATH) Study, 2013-2015 available at <https://jamanetwork.com/journals/jamapediatrics/article-abstract/2666219>. **4.** <https://www.surgeongeneral.gov/library/reports/50-years-of-progress/index.html> **5.** <https://www.surgeongeneral.gov/library/2016ecigarettes/index.html> **6.** <http://www.uky.edu/breathe/tobacco-policy/smoke-free-communities>. **7.** http://www.tobaccofreeschools.org/uploads/3/4/4/0/34403834/july_2018.pdf