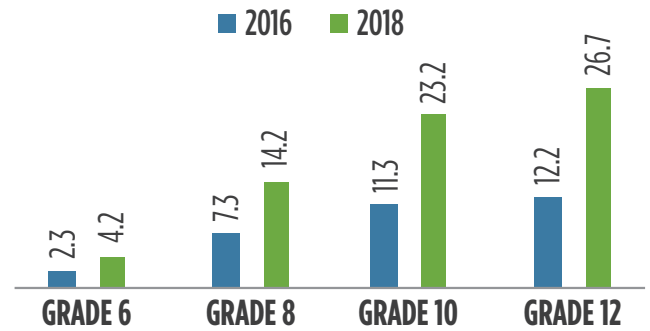


Kentucky Can End the Epidemic of E-Cigarette Use

So Kentucky Kids Will Grow Into Healthier Adults

While youth cigarette smoking has declined in Kentucky, e-cigarette usage among children and teens surged from 2016 to 2018.

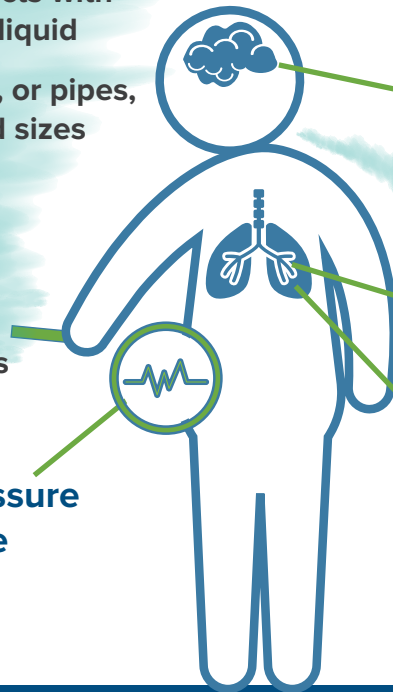
PERCENT OF KENTUCKY STUDENTS USING E-CIGARETTES¹



What are e-cigarettes and what's in them?

- Battery-operated tobacco products with a cartridge or pod that contains a liquid
- May resemble cigarettes, cigars, or pipes, or they may be unique shapes and sizes
- The device heats the liquid that delivers highly addictive nicotine extracted from tobacco
- Flavorings, chemicals, and particles are inhaled into the lungs as an aerosol

Nicotine raises blood pressure and spikes adrenaline



What are the known health risks of e-cigarette use?

Nicotine harms the developing brain and primes it for addiction

Harmful secondhand emissions

Increases risk for cough and wheezing and worsens asthma symptoms

Particles and chemicals in aerosol can cause serious lung injury or disease

COALITION FOR A
**SMOKE-FREE
TOMORROW**

smokefreetomorrow.org


**BLUEPRINT for
KENTUCKY'S CHILDREN**

kyyouth.org/blueprintky

"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."

"For a device that's small enough to fit between my thumb and pointer finger, it's causing an epidemic of nicotine addicted teens."

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

"As a recent 18-year-old, I have been asked by younger peers to purchase cheaper e-cigarettes...which is proof that price dictates what teens buy or ask to buy."

Quotes from Kentucky teens²

There are proven solutions to protect Kentucky children and teens from e-cigarettes and other harmful tobacco products.

1

Enact a tax on e-cigarettes equal to the current tax on other tobacco products

In 2018, the Kentucky General Assembly increased the tax on cigarettes but not on e-cigarettes.

Adding a tax on e-cigarettes equivalent to the current tax on cigarettes will:

- Prevent e-cigarette use among youth
- Lead current users to quit
- Reduce future healthcare spending
- Provide additional revenue for the state budget

2

Raise the minimum legal sale age for all tobacco products

Tobacco 21 laws delay tobacco initiation because youth often rely on friends or relatives close in age to get tobacco products. By raising the age to 21, the likelihood of access through their peers decreases.

An effective state Tobacco 21 law:

- Defines tobacco products to include e-cigarettes
- Requires tobacco retailer compliance
- Does not include penalties for youth, which are counterproductive in reducing youth tobacco use and minimize the responsibility of the retailer to verify the age of the purchaser

3

Invest in tobacco use prevention and cessation programming to protect kids' health now and make for a healthier Kentucky in the future.



3 out of 4 Kentuckians

support adding a state excise tax on e-cigarettes³