



Kentucky can...

“Nix the Next”

By allowing communities to prevent a new generation from becoming addicted to nicotine

Youth tobacco use – specifically e-cigarettes or vaping – is a significant threat to the health and well-being of Kentucky’s future generations. **Nearly 90 percent of tobacco users first try a tobacco product by age 18. But, those who don’t start using nicotine by age 26 are likely to never start.**¹



More than **1 in 4** Kentucky high schoolers use e-cigarettes²

Kentucky’s rates of tobacco use are among the highest in the nation³



Kentucky high schoolers report using:

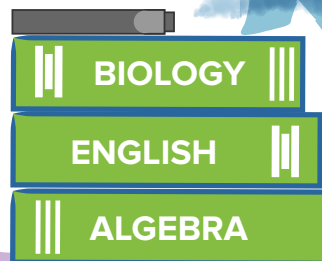
Any tobacco product: 29.7%

Kentucky middle schoolers report using:

Any tobacco product: 19.7%

The highest rate in the nation

Among the 11 states surveyed



Among current high school e-cigarette users,

43.6%

use vapes frequently (20 or more days in past 30 days), and

27.6%

use e-cigarettes daily⁴

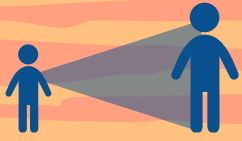
These disturbingly high rates of frequent and daily e-cigarette use suggest a strong dependency on nicotine.

Many youth falsely believe these new products are safe. Some don’t even realize they contain nicotine. In reality, e-cigarettes deliver much higher concentrations of addictive nicotine than traditional cigarettes.

And, there is evidence that kids and young adults may transition from e-cigarettes to cigarettes and other drugs.



Each year **8,900**
Kentucky adults die from
tobacco use



119,000 Kentucky kids
under age 18 will ultimately die
prematurely from tobacco use⁵

We must discourage
young people from
starting to use and
becoming addicted
to nicotine.

Tobacco companies have grown bolder in their efforts to keep people addicted and misinformed. Efforts include Big Tobacco's lobbying of watered down and less effective tobacco control measures. This is simply a public relations ploy to appear that Big Tobacco is against youths using tobacco products, yet the tobacco and e-cigarette industries spent more than \$788,000 lobbying Kentucky lawmakers in 2020.⁶

Big Tobacco also targets products and promotions to youth and at-risk populations.

Youth report that seeing tobacco product advertising in stores, on television, online, in movies, magazines and newspapers influences their decision to use tobacco.

In Kentucky, local cities and counties do not have the option to govern the marketing and sale of tobacco products in their own communities.

Their only choice is to pass a smoke-free ordinance. But not all communities are ready to go smoke-free. Restoring local control would provide another option and allow communities the ability to safeguard their children from tobacco marketing. In doing so, they would be able to reduce tobacco use and associated costs, as well as improve health for their residents.

Restoring communities' ability to protect their young people could be done by repealing a 1996 law. That law was passed at the behest of Big Tobacco to prevent cities and counties from addressing tobacco use in their own communities. **Restoring these options does not create a mandate; it simply gives communities the opportunity to enact their own protections if the community and elected officials see fit.**

Potential local efforts include:

- Requiring a buffer zone for sales of vaping products within certain distance of a school, or
- Limiting visibility of products to under a counter, rather than highly visible at a point-of-sale location, or
- Restricting advertising on marquees or store windows.

Enough is enough. Big Tobacco has restricted local Kentucky communities for more than 25 years. Let's allow communities to nix the next and prevent a new generation from becoming addicted to nicotine.



Learn more at nixthenext.org

Sources: 1. <https://www.heart.org/en/healthy-living/healthy-lifestyle/quit-smoking-tobacco/youth-and-tobacco-infographic> 2. 2019 Youth Risk Behavior Surveillance System. 3. Ibid. 4. https://www.cdc.gov/mmwr/volumes/70/wr/mm7039a4.htm?s_cid=mm7039a4_w. 5. <https://www.tobaccofreekids.org/problem/toll-us/kentucky>. 6. <https://klec.ky.gov/Reports/Pages/Employers-and-Legislative-Agents.aspx>