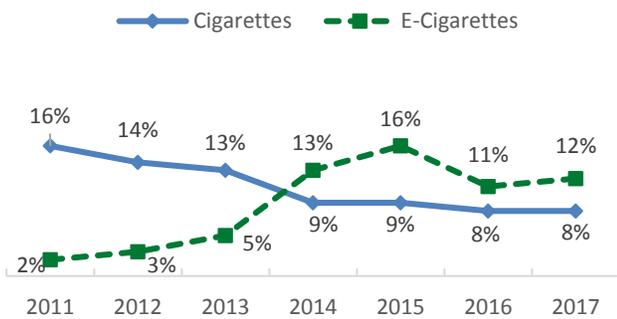


The Vermont Department of Health calls attention to the harm of e-cigarette use among youth, including exposure to nicotine. E-cigarettes, also called personal vaporizers, vape pens, e-cigars, e-hookah, or vaping devices, are devices that typically deliver nicotine, flavorings, and other additives to users through an inhaled aerosol. The aerosol is not considered safe.

Youth E-Cigarette Use Increased Seven-Fold Between 2011 - 2017*



* Defined as e-cigarette use on at least 1 day in the past 30 days
Source: National Youth Tobacco Survey 2011-2017

Youth E-Cigarette Use Has Risen Rapidly

Since 2014, e-cigarettes have been the most commonly used tobacco product among both middle and high school students.¹

- From 2011 – 2017, past 30-day use of e-cigarettes increased nearly seven-fold among U.S. high school students (1.5% to 11.7%).¹
- In 2017, 34% of Vermont high school students have ever tried, and 12% currently use, e-cigarettes. The rate of use increased significantly with each increasing grade from 9th to 12th.²
- There is substantial evidence that e-cigarette use increases risk of ever using combustible tobacco cigarettes among youth and young adults.³

The Vermont Department of Health follows the 2016 U.S. Surgeon General's recommendation urging parents, teachers, health care providers, and others who influence youth, to discourage tobacco use in any form, including e-cigarettes.

Nicotine Harms Brain Development

Many e-cigarettes contain nicotine and other harmful and potentially harmful ingredients.

- Nicotine is harmful to the developing adolescent brain and can negatively affect attention, learning, and susceptibility to addiction.^{4,5}
- E-cigarette related calls to U.S. Poison Control Centers increased dramatically from 2011 to 2014 (271 to 3,783 calls). 51% of calls involved children younger than 5 years of age.⁵
- E-cigarettes can contain harmful ingredients including ultrafine particles, heavy metals and flavorings such as diacetyl, a chemical linked to serious lung disease.⁵

Flavors and Marketing Attract Youth

E-cigarettes are promoted with flavors and marketing strategies known to appeal to youth.

- Nearly 1 in 5 Vermont high school students have tried a flavored tobacco product.²
- A national study found 81% of 12-17 year olds who had ever used an e-cigarette, began with a flavored product.⁵
- E-cigarettes come in more than 7,000 flavors, including candy and fruit flavorings known to appeal to youth.^{4,6}
- The 2016 Report of the Surgeon General concluded that e-cigarettes are marketed by promoting flavors and other similar approaches used in the past to attract youth and young adults to conventional tobacco products.⁵

Recommendations:

Advise Youth on Dangers of Nicotine

E-cigarettes can contain nicotine, a highly addictive chemical that is especially harmful to youth, and other harmful or potentially harmful ingredients, and increases risk of future smoking. Advise youth to never start using e-cigarettes.

Be a Role Model

Set a positive example to youth by living tobacco-free. Even if you're quitting tobacco, share the reasons why you want to be tobacco-free and ask for support in your journey. For free quit help, visit 802quits.org or call 1-800-QUIT-NOW.

Create a No Tobacco Policy

Make your home and vehicle tobacco-free. Keep tobacco products, including e-cigarette devices and liquid nicotine, locked and out of reach of children.

¹ Wang TW, Gentzke A, Sharapova S, Cullen KA, Ambrose BK, Jamal A. Tobacco Product Use Among Middle and High School Students — United States, 2011–2017. *MMWR Morb Mortal Wkly Rep* 2018;67:629–633. DOI: <http://dx.doi.org/10.15585/mmwr.mm6722a3>

² Vermont Department of Health. "Vermont Youth Risk Behavior Survey." High School Survey. 2017. Available from: http://www.healthvermont.gov/sites/default/files/documents/pdf/HSVR_YRBS_HighSchool_2017.pdf

³ National Academies of Science, Engineering, and Medicine. 2018. *Public Health Consequences of E-cigarettes*. Washington, DC: The National Academies Press.

⁴ Groner, J.A., Walley, S.C., Etzel, R.A. et al, Public policy to protect children from tobacco, nicotine, and tobacco smoke. *Pediatrics*. 2015;135:998-1007 DOI: <http://dx.doi.org/10.1542/peds.2015-3109>

⁵ U.S. Department of Health and Human Services. *E-Cigarette Use Among Youth and Young Adults. A Report of the Surgeon General*. Atlanta, GA: U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health, 2016. Available from: <https://www.surgeongeneral.gov/library/2016ecigarettes/index.html>

⁶ Campaign for Tobacco-Free Kids. "Electronic Cigarettes: An overview of key issues." Fact sheet. June 19, 2018. Available from: <https://www.tobaccofreekids.org/research/factsheets/pdf/0379.pdf>