

WHAT'S TRENDING?

E-CIGARETTES

E-cigarettes, sometimes called “e-cigs”, “vapes”, “vape pens”, “e-hookahs” and “electronic nicotine delivery systems (ENDS)”, are devices that heat a liquid and produce an aerosol, or mix of small particles in the air.



E-cigarette aerosol can contain harmful substances, including:

- Nicotine
- Diacetyl, a chemical linked to a serious lung disease
- Cancer-causing chemicals
- Volatile organic chemicals
- Heavy metals such as nickel, tin, and lead

Tobacco Companies Use Flavors to Appeal to Youth

For decades, the tobacco industry has used flavored products to mask the harshness and flavor of tobacco, which is particularly appealing to youth. Youth are more likely to initiate use of a flavored commercial tobacco product than adults. Individuals who initiate commercial tobacco use with a flavored product are also more likely to use other harmful commercial tobacco products in the future, facilitating a life-long addiction to nicotine.

Among youth users, the most popular flavors are:



Fruit



Candy/Dessert



Mint



Menthol

Flavors, which are used by the industry to entice new customers, are the primary reason youth report using e-cigarettes. Current FDA flavor bans have significant exceptions for disposable and open-tank e-cigarettes, along with menthol and tobacco flavored products.

In 2022, more than **2.5 million middle and high school students** currently used e-cigarettes

55%
of youth who vape use disposables

85%
of youth who vape use flavored devices

E-cigarettes are addictive commercial tobacco products that contain nicotine. The dangers of nicotine include:

- Harm to brain development in youth and young adults
- Increase and/or worsen poor mental health symptoms such as depression and anxiety
- Lung damage
- Long-term negative effects on attention, learning, memory and impulse control

What Can Communities Do?

- Promote** evidence-based policy strategies such as comprehensive smoke-free air policies, increased tobacco taxes, retail licensing laws and prohibit the sale of flavored tobacco products in your local community
- Partner** with local hazardous waste departments to determine how to handle the disposal of these devices
- Educate** youth on the dangers of e-cigarettes, nicotine addiction and the environmental impact of these devices
- Support** tobacco-free school campuses and alternative suspension programs and support youth in quitting tobacco products

Learn more about crafting and enacting e-cigarette policies:

Policy Playbook for E-Cigarettes Version 2.0 by the Public Health Law Center and Vaping Prevention Resource



QUESTIONS? EMAIL TRAINING@CADCA.ORG VISIT: WWW.CADCA.ORG

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