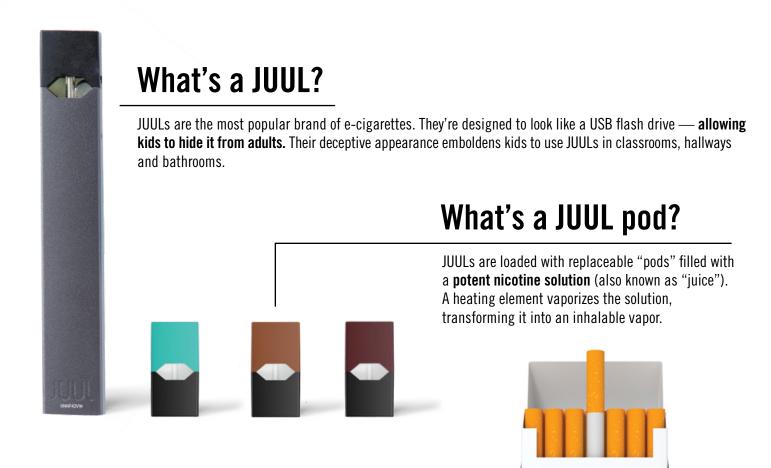
JUULs, Vapes and E-Cigarettes: Tackling the Youth Tobacco Epidemic

E-cigarettes are battery-powered devices that heat nicotine juice to create a vapor, which is inhaled by the user. Known as "vapes," "e-cigs" or "JUULs," these devices are causing a nation-wide epidemic. E-cigarettes are the mostly commonly used tobacco product among U.S. middle and high school students. According to recent surveys, current e-cigarette use among high school students has risen from 1.7 million students in 2017 to 3.05 million students in 2018 – a staggering increase of 78%.



According to the manufacturer, a single JUUL pod contains as much nicotine as a pack of 20 cigarettes.





The Role of Flavors

Most e-cigarettes dispense sweet or exotic-tasting vapors. Flavored products mask the harsh tobacco taste, and the high concentrations of nicotine dramatically increase addiction potential in children.









Young people who use e-cigarettes are up to seven times as likely to use other forms of tobacco.²



Harming the Brain

The nicotine in e-cigarettes can impair youth brain development, which continues until at least age 25. JUUL vapors also contain cancer-causing chemicals and heavy metals.³

What You Can Do

- Ask kids about e-cigarettes and warn of their dangers.
- Express firm expectations that kids remain tobacco free.
- Learn about the shapes and types of e-cigarettes and learn how to spot them.
- Develop, implement and enforce tobacco-free policies at home and at school.
- Set a positive example by being tobacco free and vape free.







Learn more about the risks of e-cigarettes and how to prevent a lifetime of addiction at

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- 1. Cullen KA, Ambrose BK, Gentzke AS, Apelberg BJ, Jamal A, King BA. Notes from the Field: Use of Electronic Cigarettes and Any Tobacco Product Among Middle and High School Students United States, 2011–2018.

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- 2. Bold KW, Kong G, Camenga DR, Simon P, Cavallo DA, Morean ME, Krishnan-Sarin S. Trajectories of E-Cigarette and Conventional Cigarette Use Among Youth. Pediatrics; Itasca, IL: 2018. http://pediatrics.aappublications.org/content/141/1/e20171832.
- *Image from: https://www.mtnservice.com/juul-vaporizer-nicotine-salt-device/
- 3. Metal Concentrations in e-Cigarette Liquid and Aerosol Samples: The Contribution of Metallic Coils" was written by Pablo Olmedo, Walter Goessler, Stefan Tanda, Maria Grau-Perez, Stephanie Jarmul, Angela Aherrera, Rui Chen, Markus Hilpert, Joanna E. Cohen, Ana Navas-Acien, and Ana M. Rule.