

The background is a solid blue color with a repeating pattern of white line-art icons. These icons include various vaping-related items: e-cigarettes, vape pens, bottles of e-liquid, and droppers. There are also symbols like lightning bolts, plus signs, minus signs, and leaf-like shapes scattered throughout the pattern.

# Kids and Vaping

What parents and teachers need to know

# 1.5 Million

In 2018, there were  
**1.5 million**  
more youth  
e-cigarette users  
than in 2017.

High school e-cigarette users  
are using them more often.



2017 **20%**



2018 **28%**

Use more than 20 days in the past 30 days

Use more than 50 days in the past 30 days

2017 **50%** 2018 **58%**

E-cigarettes come in all shapes and sizes.





# Main Messages

1. E-cigarettes are not safe.
2. Health risks are connected to e-cigarettes.
3. E-cigarettes contain nicotine.  
Nicotine harms a developing brain.

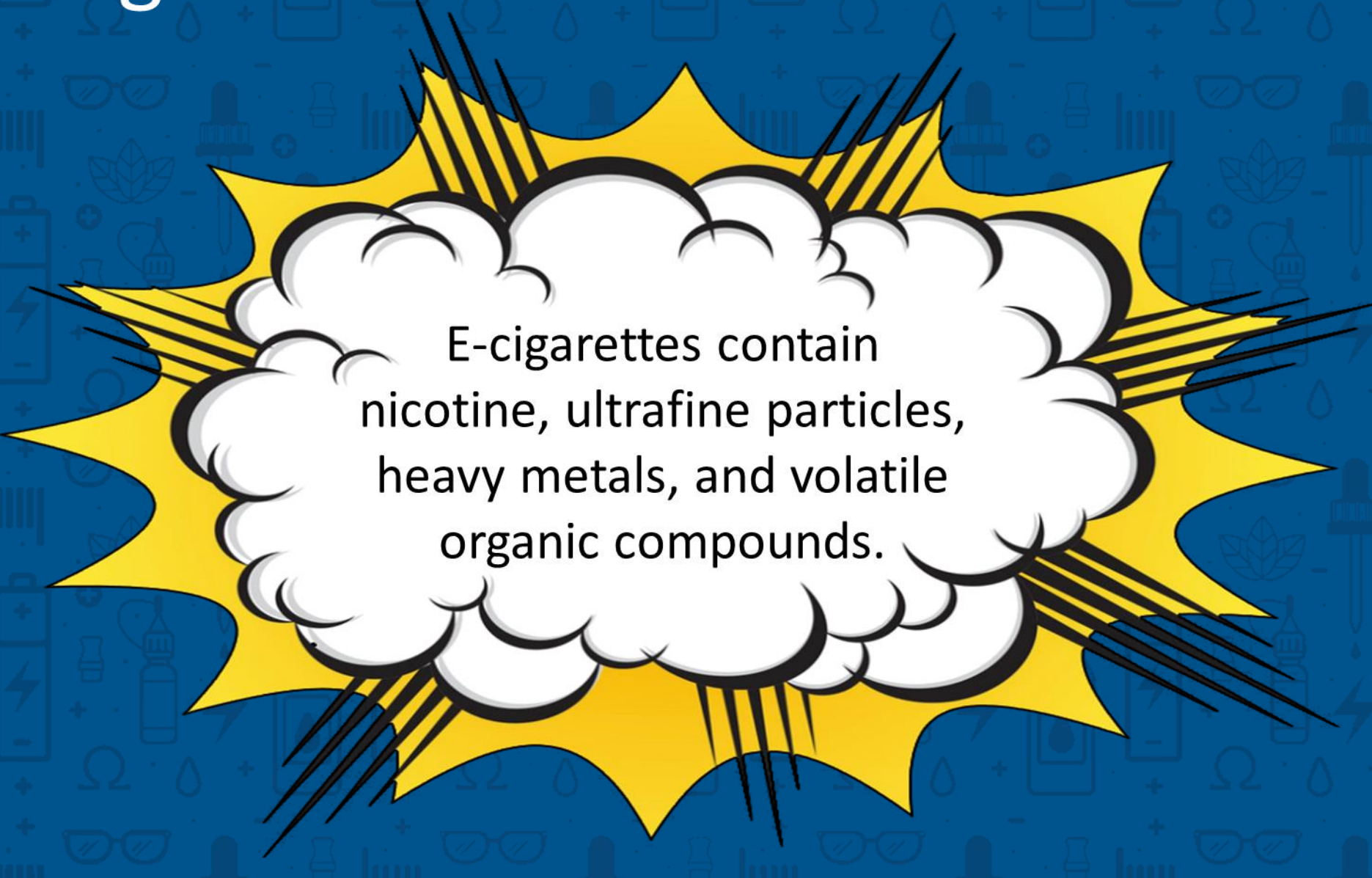
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# E-cigarette Aerosol is **NOT** Harmless



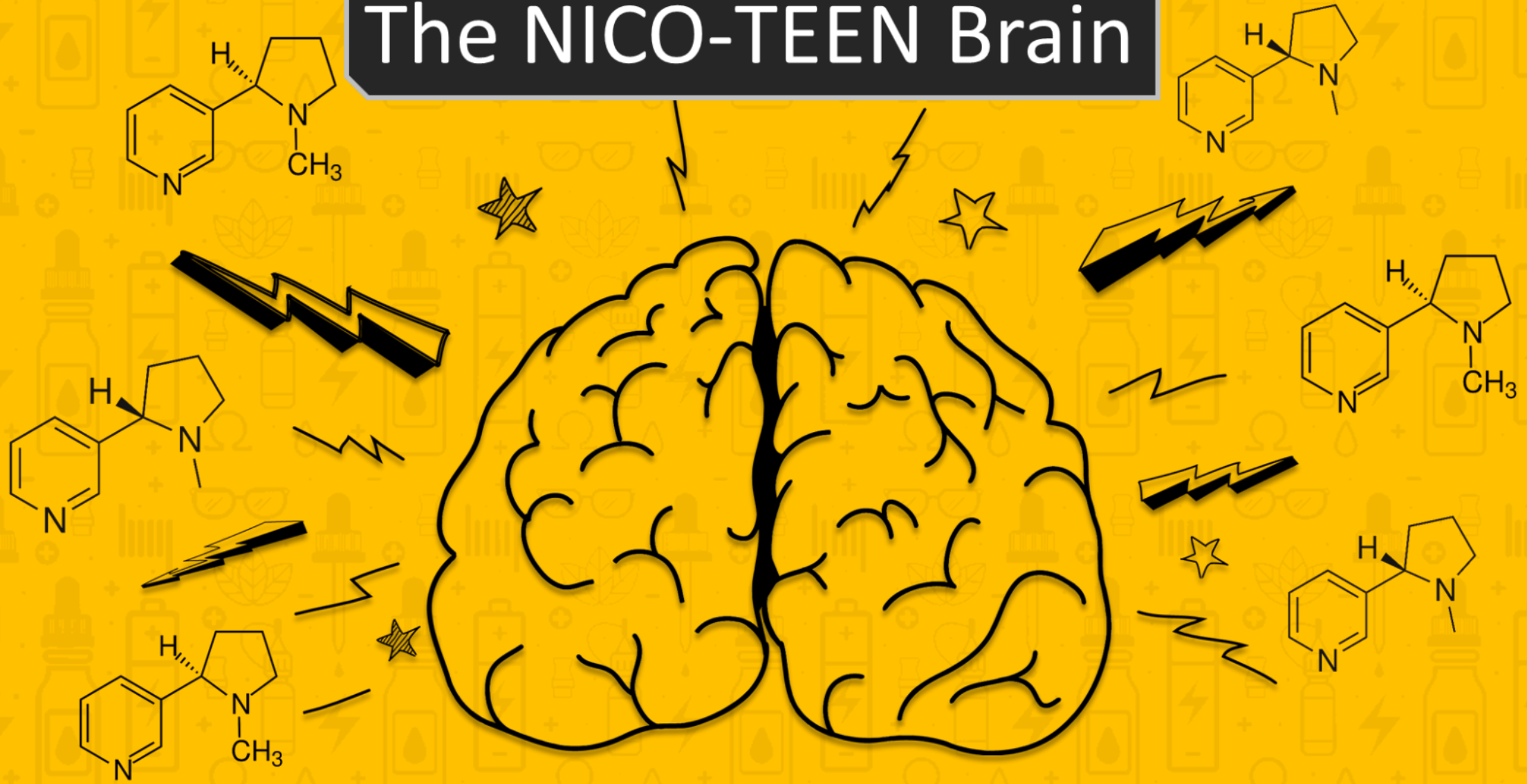
E-cigarettes contain  
nicotine, ultrafine particles,  
heavy metals, and volatile  
organic compounds.



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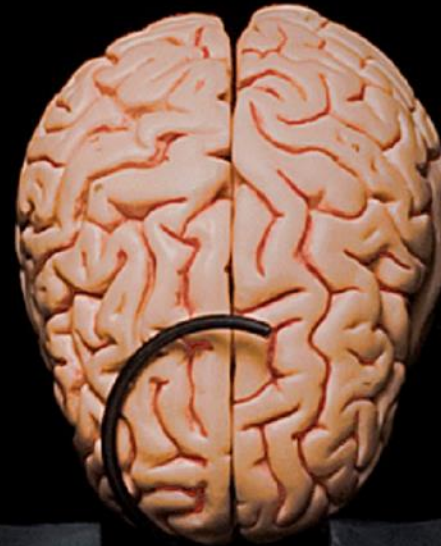
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# The NICO-TEEN Brain



**Youth nicotine exposure affects learning, memory, and attention span.**

It's not like you can  
buy a new brain.



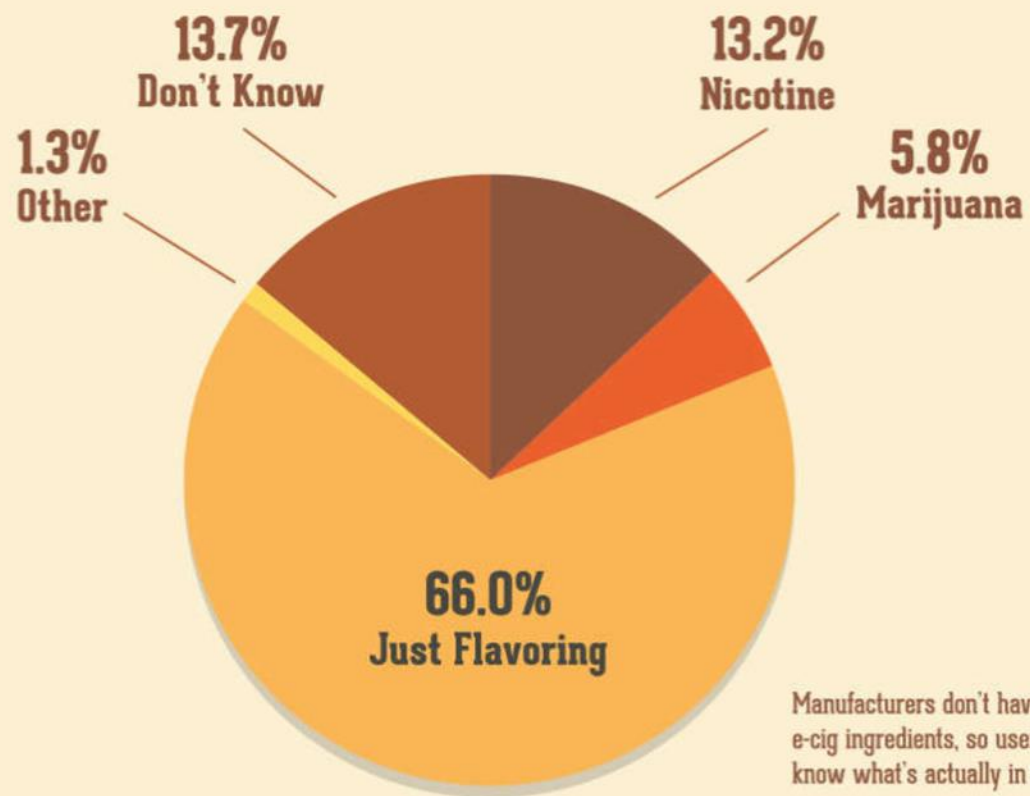


“ Moreover, nicotine is addictive.  
We are, then, in the business of selling  
nicotine, an addictive drug... ”

-Brown and Williamson, July 17, 1963



## WHAT DO TEENS SAY IS IN THEIR E-CIG?<sup>3</sup>



Manufacturers don't have to report e-cig ingredients, so users don't know what's actually in them.



# Why the Concern About Flavors?







**Catch the next big juicy flavor**

**NEW! SKOA**

**Bold juicy flavor that lasts a long time**

**KOOL**  
CARIBBEAN CHILL  
SMOOTH FUSIONS FROM THE HOUSE OF MENTHOL

**KOOL**  
MINTRIGUE  
SMOOTH FUSIONS FROM THE HOUSE OF MENTHOL

**KOOL**  
LONG CUT  
NEW! SKOA  
PEACH  
SMOOTH FUSIONS FROM THE HOUSE OF MENTHOL

# BIG TOBACCO's “SWEET” DECEPTION

“It's a well known fact that teenagers like SWEET products. HONEY might be considered.” —Brown & Williamson, 1972





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# Recommendations for Parents



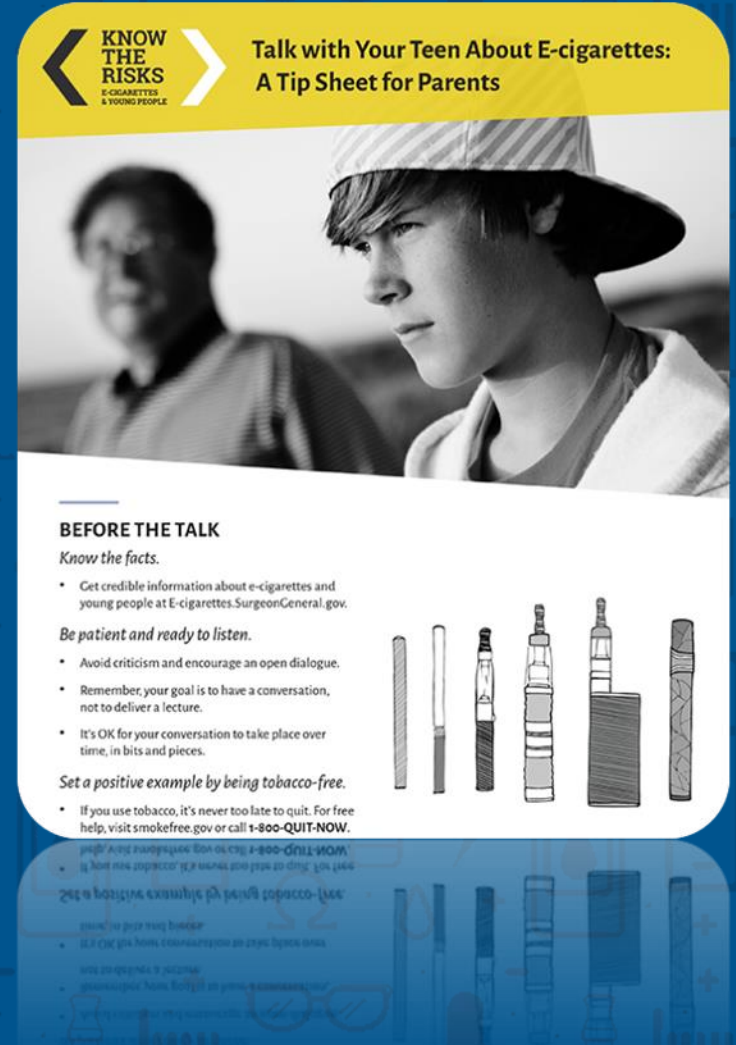
Know the Facts



Talk With Your Teen  
Be Patient and Ready To Listen



Set a positive example  
by being tobacco-free.





# How to Help Youth

Youth text DITCHJUUL to  
88709

Parent support text QUIT  
to 202-899-7550



Talk with your child's doctor



Check out these online quit resources

[ThisIsQuitting.com](http://ThisIsQuitting.com) - [BecameAnEX.org](http://BecameAnEX.org) - [SmokeFreeTeen.in.gov](http://SmokeFreeTeen.in.gov)



Call Indiana Tobacco Quitline

(1-800-QUIT-NOW)

# Communities Can Take Action



Get involved in the local tobacco control coalition



Work to limit where e-cigarettes are used and sold.



Pay attention to how e-cigarettes are marketed



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