E-CIGARETTES: WHAT TO KNOW

We don't know the long-term health effects of e-cigarettes, and studies suggest they could lead kids to try other tobacco products like cigarettes. We need to make sure kids don't use e-cigarettes and that our indoor air stays clean.

E-CIGARETTES ARE EXPOSING NONSMOKERS TO CHEMICALS.

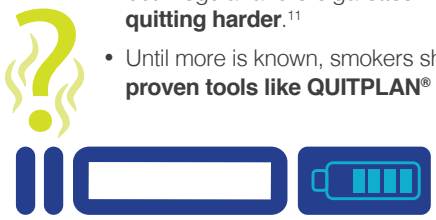
- Minnesota law protects people from secondhand smoke in public – but not from the **harmful chemicals in e-cigarette aerosol**.[1,2]
- Only **50 percent of Minnesotans are protected** from e-cigarettes in their local communities.[3]
- Studies found that **e-cigarettes pollute indoor air**,[4] and that exposure to the aerosol can make people want to smoke cigarettes.[5]

E-CIGARETTE MARKETING AND FLAVORING APPEAL TO KIDS.

- Research found exposure to ads is related to student e-cigarette use.[6]
- Nearly 60 percent of Minnesota **high-schoolers saw e-cigarette ads** on TV in the past month – and 28.4 percent of them have tried e-cigarettes.[7]
- **Flavored tobacco appeals to kids**[8], and vaping may raise teens' risk for future smoking.[9]
- Nicotine is addictive and **can harm the adolescent brain.**[8]

E-CIGARETTES ARE NOT PROVEN TO BE BETTER FOR QUITTING THAN EXISTING PROGRAMS.

- **We need to better understand** how e-cigarettes influence starting and quitting smoking.
- Studies suggest some e-cigarettes may help people trying to quit.[10]
  - Other research raises concerns that using both regular and e-cigarettes may **make quitting harder**.[11]
  - Until more is known, smokers should **use proven tools like QUITPLAN® Services**.



THE TOBACCO INDUSTRY IS USING E-CIGARETTES TO DRAW NEW CUSTOMERS.

- With smoking rates falling, e-cigarettes are a way for **Big Tobacco to keep hooking the next generation** on their products.
- Here and elsewhere, **the tobacco industry is lobbying to fight e-cigarette laws** at the state and local level.[12]

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