E-CIGARETTES: WHAT TO KNOW

We don’t know the long-term health effects of e-cigarettes, but nicotine in any form is addictive, and can harm the adolescent brain. We need to make sure that kids don’t use e-cigarettes and that our indoor air stays clean.

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 products greatly appeal to kids.8 All flavored tobacco products, including e-cigarettes, should be restricted.
- 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.9
  - Other research raises concerns that using both regular and e-cigarettes may make quitting harder.10
  - 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.11

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

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