



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.

- Minnesota has seen a nearly 50 percent surge in high-school students using e-cigarettes.¹
- Exposure to ads is related to student e-cigarette use.²
- 88 percent of Minnesota students are exposed to ads promoting e-cigarettes.¹
- **Almost 40 percent of high-school students** have tried e-cigarettes, which come in kid-friendly flavors like gummy bear and cotton candy.¹
- Nicotine is addictive and **can harm the adolescent brain.**³

E-CIGARETTES ARE NOT PROVEN TO BE BETTER FOR QUITTING THAN EXISTING PROGRAMS.⁴

- **We need to better understand** how e-cigarettes influence starting and quitting smoking.
- Studies suggest some e-cigarettes may help people trying to quit.⁵
- Other research raises concerns that using both regular and e-cigarettes may **make quitting harder.**⁶
- Research on e-cigarettes' potential as quitting aids should continue. Until more is known, smokers should **use proven tools like QUITPLAN® Services.**



E-CIGARETTES ARE EXPOSING NONSMOKERS TO CHEMICALS.

- Only **50 percent of Minnesotans are protected** from e-cigarettes in their local communities.⁷
- Studies found that **e-cigarettes pollute indoor air,**⁴ and that exposure to the aerosol can make people want to smoke cigarettes.⁸



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.⁹



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- 4 National Academies of Sciences, Engineering, and Medicine. 2018. Public Health Consequences of E-Cigarettes. The National Academies Press. 2018.
- 5 Hartmann-Boyce J, et al. Electronic cigarettes for smoking cessation. *Cochrane Database of Systemic Reviews*. 2016.
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- 9 Glantz S, et al. E-cigarette policymaking by local and state governments: 2009-2014. *The Milbank Quarterly*. 2016.