E-CIGARETTES: THREATENING THE HEALTH OF MINNESOTA TEENS

Youth tobacco use in Minnesota has increased for the first time in 17 years. A dramatic increase in e-cigarette use, now called an epidemic by the U.S. Surgeon General, has disrupted a downward trend in youth tobacco use overall.¹,²

NICOTINE HARMs THE ADOLESCENT BRAIN AND MAY PRIME YOUTH FOR ADDICTION.³

- E-cigarette use among Minnesota youth is skyrocketing.¹
- 88 percent of Minnesota high-school students are exposed to ads promoting e-cigarettes.¹
- Almost 40 percent of Minnesota students have tried e-cigarettes.¹
- Youth who use e-cigarettes are more likely to smoke cigarettes in the future.⁴,⁵,⁶
- Today’s e-cigarettes can deliver very high levels of nicotine . . . but youth often don’t know they contain nicotine at all.⁷,⁸

E-CIGARETTES ARE NOT PROVEN TO BE BETTER FOR QUITTING THAN EXISTING PROGRAMS.⁹

- We need to better understand how e-cigarettes influence starting and quitting smoking.
- Research on e-cigarettes’ potential as quitting aids should continue. Until more is known, smokers should use FDA-approved cessation tools.

E-CIGARETTE AEROSOL IS NOT SAFE AND THREATENS OUR CLEAN INDOOR AIR.

- Only 50 percent of Minnesotans are protected from e-cigarettes in indoor public places.¹⁰
- E-cigarettes emit aerosol that contains nicotine, heavy metals, formaldehyde and other carcinogens and harmful chemicals.¹¹
- An overwhelming majority of Minnesotans, 81 percent, support expanding protections to prohibit e-cigarette use in indoor public places.¹²

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.