

E-CIGARETTES:

THREATENING THE HEALTH OF MINNESOTA YOUTH

As youth e-cigarette use soars to epidemic levels, more must be done to protect young people. **Minnesotans for a Smoke-Free Generation supports restricting e-cigarettes to protect youth and young adults.**

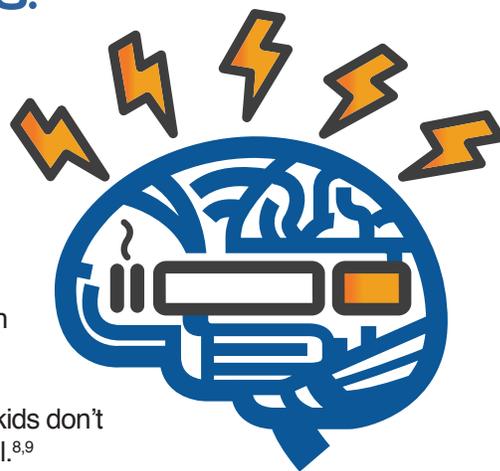
MINNESOTA YOUTH E-CIGARETTE USE IS AN EPIDEMIC.



- Nicotine use among youth is an epidemic, with 26 percent of Minnesota 11th-graders now using e-cigarettes.¹
- Even 11 percent of Minnesota 8th-graders are now vaping – double the percentage recorded in 2016.²
- Nationally, high-school e-cigarette use increased more than any other teen substance use in over 40 years.^{1,2}

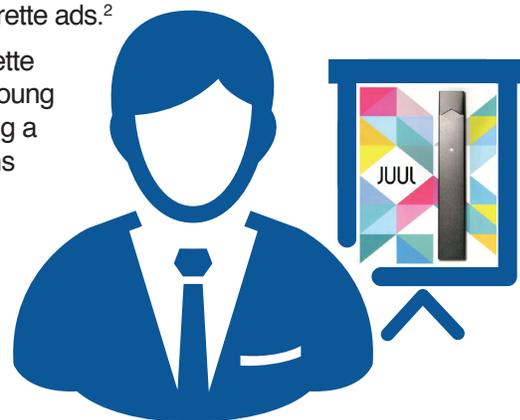
TEENS ARE ESPECIALLY VULNERABLE TO TOBACCO'S HEALTH IMPACTS.

- Nicotine is addictive, harmful to the adolescent brain and may predispose addiction to other substances.⁴
- Youth who use e-cigarettes are more likely to smoke cigarettes in the future.^{5,6,7}
- E-cigarettes can deliver very high levels of nicotine – each JUUL pod contains more nicotine than a pack of cigarettes – but many kids don't realize they contain nicotine at all.^{8,9}



DELIBERATE TOBACCO INDUSTRY TACTICS HAVE MADE E-CIGARETTES POPULAR AMONG YOUTH.

- Eighty-eight percent of Minnesota high-school students are exposed to e-cigarette ads.²
- Investigations revealed e-cigarette maker JUUL targeted kids as young as eight with marketing including a summer camp, school programs and social media influencers.¹⁰
- The state of Minnesota has sued JUUL Labs for illegally advertising to youth and engaging in deceptive practices.



MINNESOTANS FOR A SMOKE-FREE GENERATION SUPPORTS A COMPREHENSIVE APPROACH TO COMBAT THE YOUTH NICOTINE EPIDEMIC.

The federal government has taken some steps, but there is no one silver bullet to this problem. More must be done to combat the e-cigarette health crisis. To reverse this epidemic and protect the health of all Minnesotans, lawmakers should:

- Prohibit the sale of all flavored tobacco products
- Adopt Tobacco 21 in Minnesota
- Invest in tobacco prevention and cessation programs
- Raise the price of all tobacco products



Minnesotans for a Smoke-Free Generation is a coalition of more than 60 organizations that share a common goal of saving Minnesota youth from a lifetime of addiction to tobacco. The coalition supports policies that reduce youth smoking and nicotine addiction, including increasing tobacco prices, raising the tobacco sale age to 21, limiting access to candy-, fruit- and menthol-flavored tobacco, and funding tobacco prevention and cessation programs.

Find out more at www.smokefreegenmn.org.

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3. University of Michigan Institute for Social Research. Monitoring the Future: National Adolescent Drug Trends in 2018. 2018.
4. U.S. Department of Health and Human Services. Surgeon General's Advisory on E-Cigarette Use Among Youth. 2018.
5. Primack BA et al. Progression to traditional cigarette smoking after electronic cigarette use among U.S. adolescents and young adults. *JAMA Pediatr.* 2015.
6. Conner M et al. Do electronic cigarettes increase cigarette smoking in U.K. adolescents? Evidence from a 12-month prospective study. *Tob Control.* 2017.
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8. Jackler RK, Ramamurthi D. Nicotine arms race: JUUL and the high-nicotine product market. *Tob Control.* 2019.
9. Pepper JK et al. Adolescents' understanding and use of nicotine in e-cigarettes. *Addict Behav.* 2018.
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