

E-CIGARETTES: THREATENING THE HEALTH OF MINNESOTA YOUTH

As youth e-cigarette use remains at epidemic levels, more must be done to protect young people. **Minnesotans for a Smoke-Free Generation** supports a comprehensive approach to combat the epidemic of e-cigarette addiction.

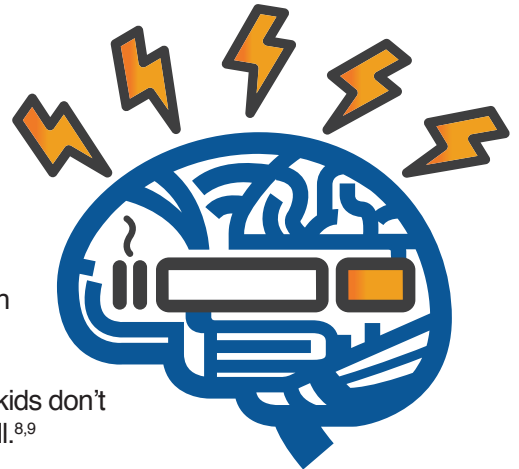
MINNESOTA YOUTH E-CIGARETTE USE IS AN EPIDEMIC.



- Tobacco 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.^{1,2}
- Youth vaping remains at epidemic levels. An estimated 3.6 million U.S. students use e-cigarettes.³

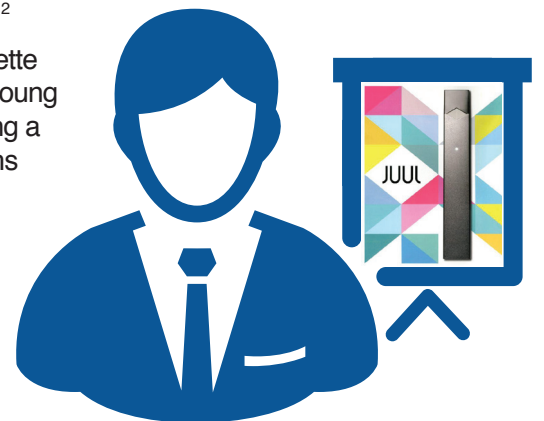
TEENS ARE ESPECIALLY VULNERABLE TO COMMERCIAL TOBACCO'S HEALTH IMPACTS.

- 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 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 TOBACCO EPIDEMIC.

The federal government (FDA) has wide-ranging authority to regulate all commercial tobacco products, but its 2020 flavor policy only included a temporary ban on some pod-based, candy-flavored e-cigarettes.

The FDA's failure to remove all flavored e-cigarettes from the marketplace has led to dramatic increases among flavored products still available.³

The youth tobacco epidemic demands swift action from all levels of government:

- End the sale of all flavored tobacco products
- Invest in tobacco prevention and treatment 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, ending the sale of menthol and all flavored tobacco products, and funding tobacco prevention and treatment programs.

Find out more at www.smokefreegenmn.org.

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