

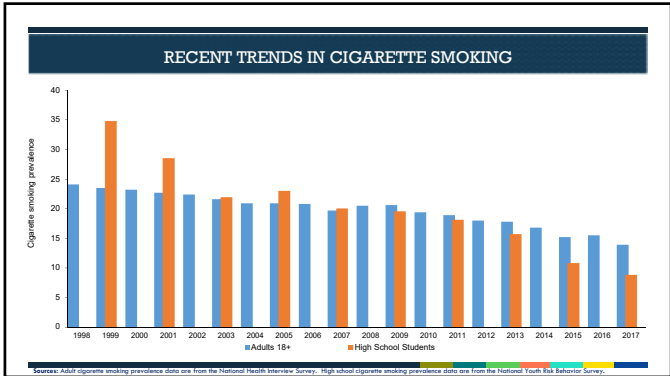
E-CIGARETTE PREVENTION IN YOUTH: NEW CHALLENGES AND NEW STRATEGIES

BRIAN A. KING, PHD, MPH | DEPUTY DIRECTOR FOR RESEARCH TRANSLATION

Youth Tobacco Cessation: Science and Treatment Strategies • May 15, 2019

Centers for Disease Control and Prevention
National Center for Chronic Disease Prevention and Health Promotion

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YOUTH AND TOBACCO USE

Youth use of tobacco in any form is unsafe.

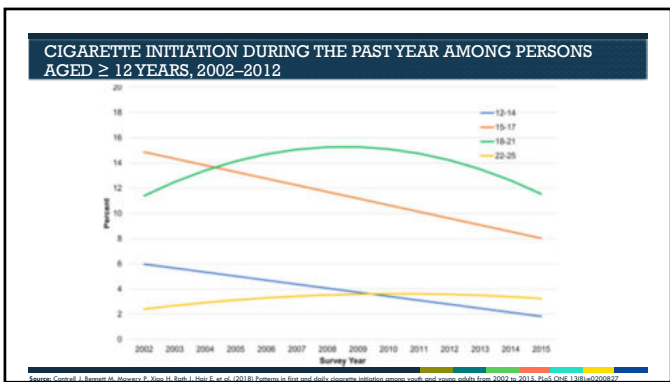
If smoking continues at the current rate among youth in this country, 5.6 million of today's Americans younger than 18 will die early from a smoking-related illness.¹

Nearly 9 out of 10 cigarette smokers first tried smoking by age 18, and 95% first try smoking by age 26.¹

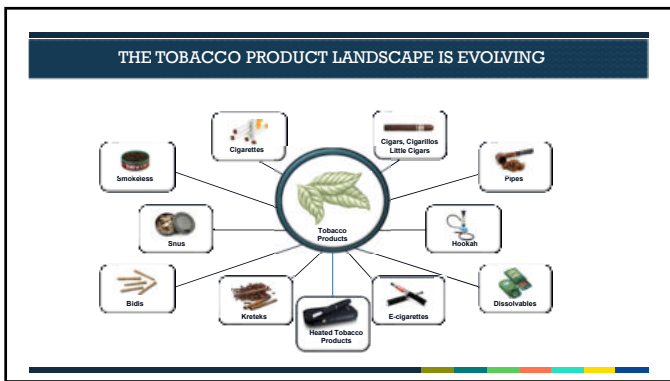
Each day in the United States, about 2,000 youth under 18 years of age smoke their first cigarette, and more than 300 youth under 18 years of age become daily cigarette smokers.^{2,3}

Source:
1. The Health Consequences of Smoking—20 Years of Progress: A Report of the Surgeon General. Atlanta: HHS, CDC, NCCDPHP, OSH, 2014.
2. 2012 National Survey on Drinking Water and Health: Tobacco Use, Substance Abuse and Mental Health Data Archive (revised 20 Nov 2015).
3. "Smoking and Risk" Fact Sheet. Washington, D.C.: Campaign for Tobacco-Free Kids, March 5, 2015. <http://www.tobaccofreekids.org/whatwefirst/0001>

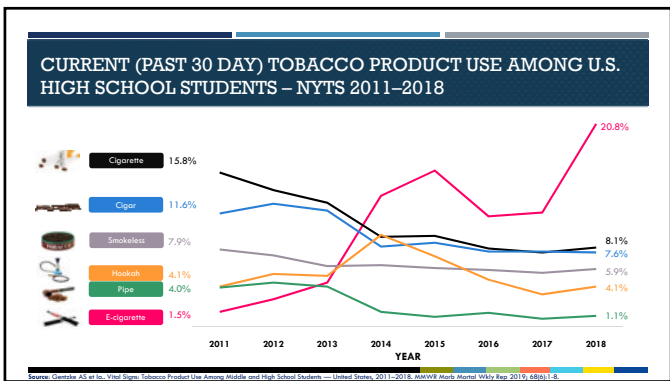
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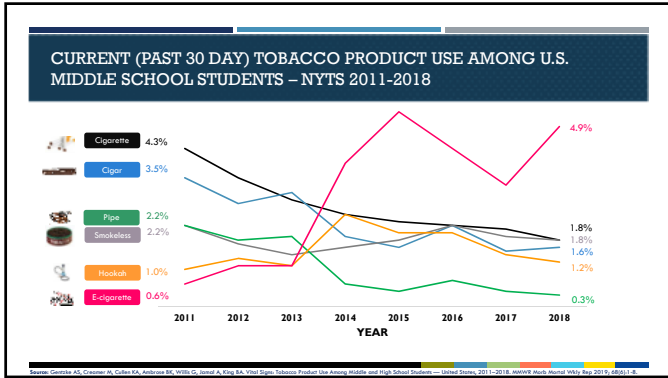
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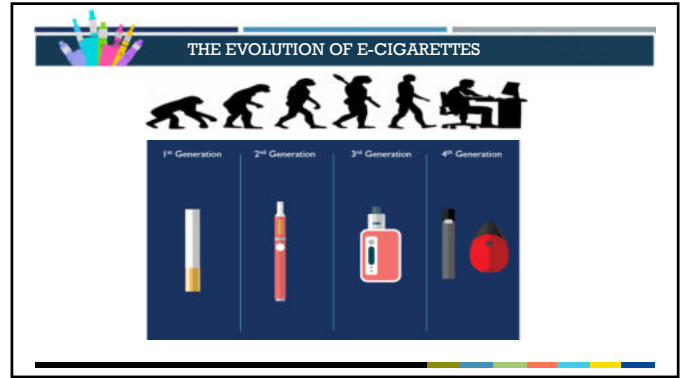
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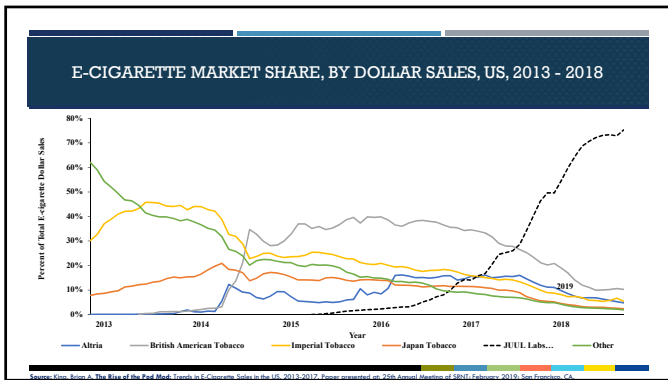
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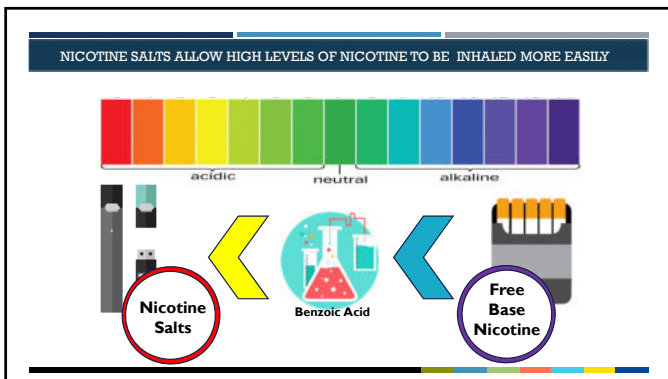


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E-CIGARETTES ARE UNSAFE FOR YOUNG PEOPLE

- Brain Risk
- Addictive
- Behavior Risk
- Youth/Target Market Tobacco Products
- Aerosol and Other Risks

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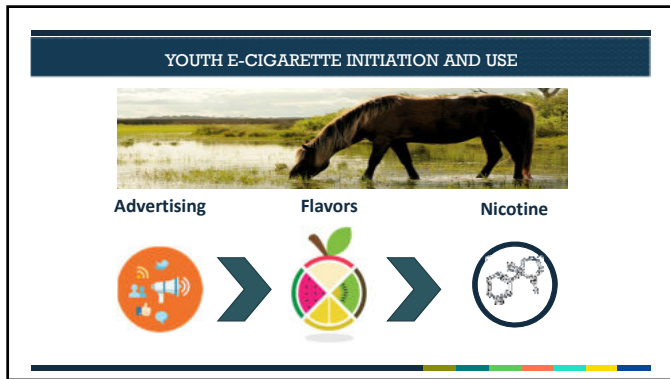


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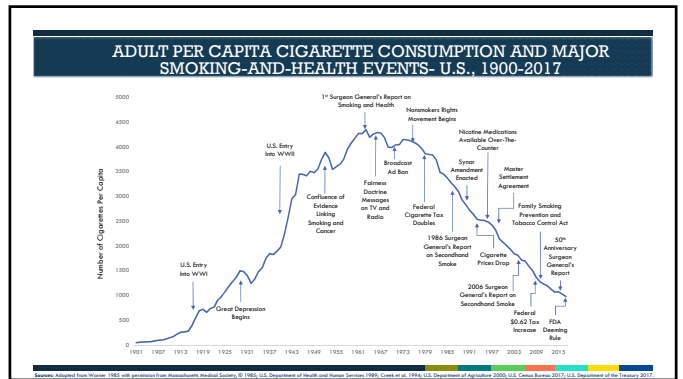
WHAT FACTORS LEAD TO YOUTH SMOKING?

- Youth-appealing flavors
- Youth-resonating themes
- Low prices/price promotions
- Ease of access & product use
- Exposure to ads
- Health claims

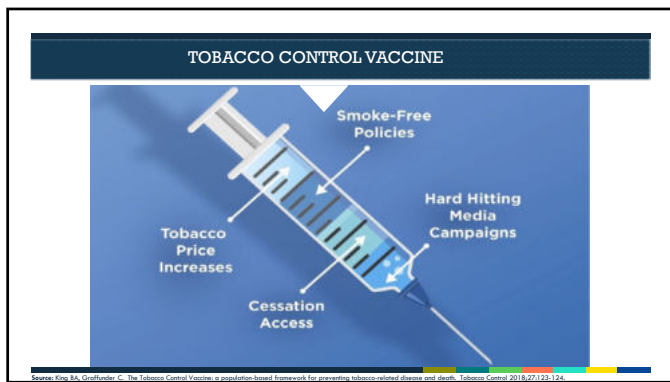
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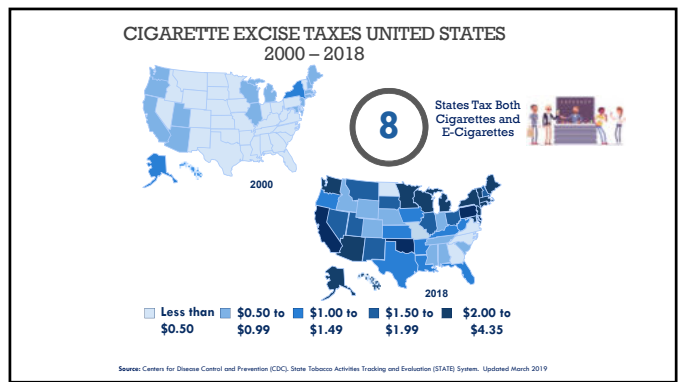
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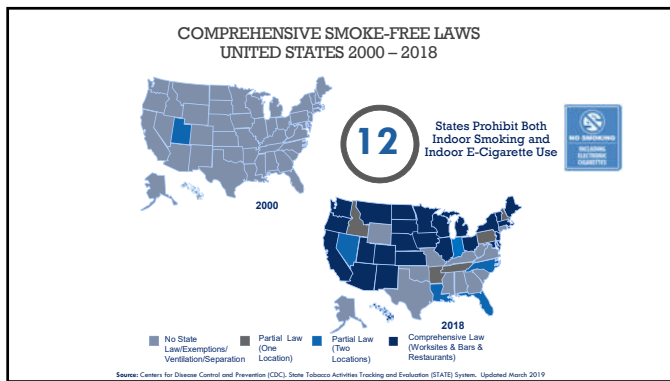
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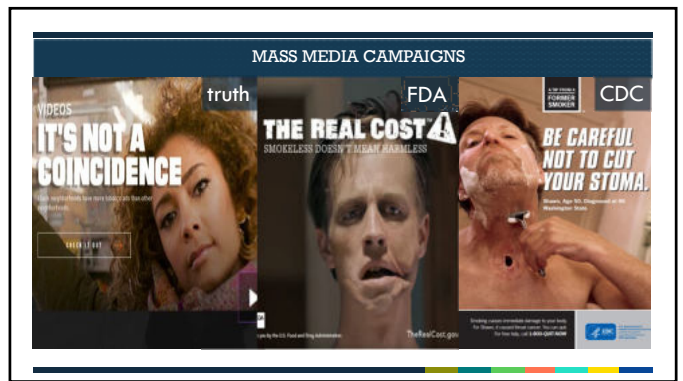
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EVERYONE HAS A ROLE IN ADDRESSING YOUTH E-CIGARETTE USE

States, communities, tribes, and territories



Teachers



Health professionals



Parents







- Implement evidence-based population-level strategies to reduce e-cigarette use among young people, such as including e-cigarettes in smoke-free indoor air policies, restricting young peoples' access to e-cigarettes in retail settings, licensing retailers, implementing price policies, and developing educational initiatives targeting young people.
- Implement strategies to curb e-cigarette advertising and marketing that are appealing to young people.
- Implement strategies to reduce access to flavored tobacco products by young people.

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KEY TAKEAWAYS

- 1** Strategies focused on prevention have served a critical role in reducing the prevalence of cigarette smoking among youth and adults.
- 2** The tobacco product landscape has evolved. Since 2014, e-cigarettes have been the most commonly used tobacco product among youth.
- 3** We know what works. Evidence-based strategies should be modernized to keep pace with the evolving tobacco product landscape.
- 4** Although prevention is critical, there is an urgent need for effective strategies to facilitate cessation among youth.

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