

Youth Tobacco Use Rises for First Time in 17 Years

Over 26 percent of high-school students surveyed reported using tobacco products in past 30 days

What's Driving This Trend?

Explosion of E-Cigarette Use

- Nearly one in five high-school students used e-cigarettes in past 30 days



- Nearly a 50 percent increase since 2014
- E-cigarettes have disrupted a 17-year downward trend in youth tobacco use

Aggressive Marketing 88%

- Most students (88 percent) have seen ads for e-cigarettes – of those who are heavily exposed on social media, nearly 40 percent use e-cigarettes



Changing Landscape

- One in three high-school e-cigarette users reported they had used an e-cigarette to vape marijuana or THC oil/wax

Why the Rise?

Flavors Appeal to Kids

- Over 60 percent of students who use tobacco reported using menthol or other flavored products



Easy Access

- Nearly a third of high school e-cigarette users report they got their e-cigarettes from retail outlets, about one in five got them from vape shops

The Good News: Less Youth Smoking

- Fewer than 10 percent of high-school students now report smoking cigarettes – a 70 percent decrease since 2000. Due to high cigarette prices and decades of tobacco prevention efforts, youth cigarette smoking is at an all-time low – but that progress is threatened by the changing tobacco industry.



Proven Strategies to Decrease Tobacco Use:

- Increase the price of tobacco products
- Increase prevention and cessation funding
- Restrict the sale of flavored and menthol tobacco products
- Raise the minimum legal sale age for tobacco products to 21

