

# EPIDEMIC TO ACTION: WHAT EDUCATORS & COACHES NEED TO KNOW

Florida's experience fighting youth tobacco use proves that community action is needed now to combat the youth e-cigarette epidemic.



## WHAT IT IS

- Youth vaping is an epidemic. It's time to take action.
- Though the increase in youth e-cigarette use rates has slowed, 25.6% of high schoolers and 9.1% of middle schoolers are still using e-cigarettes.
- Juul's flavored pods have been pulled from the market and its sales are declining, but new flavored products like Puff Bars, Stig and Smok, are becoming more popular and are quickly filling that void.



## WHY IT MATTERS

- The brain develops until about age 25 and is more vulnerable to nicotine's effects, including reduced impulse control, attention and cognition deficits, and mood disorders.
- Using nicotine in your teens may also increase risk for future addiction to other drugs and tobacco products.
- E-cigarette aerosol can contain harmful substances like cancer-causing chemicals, propylene glycol, diacetyl, and heavy metals such as nickel, tin, and lead.
- The long-term effects of e-cigarettes are unknown.

## ACTIONS YOU CAN TAKE

As an educator or coach, you have an important role in protecting students from e-cigarettes.

- Have open conversations with students about the dangers of e-cigarettes.
- Familiarize yourself with the new, disposable products youth are using so you'll know them when you see them.
- Be aware of your school or organization's tobacco policy (including confiscation of prohibited materials) and be prepared to enforce it.
- Communicate on-the-ground experiences with e-cigarettes to your administrators.
- Brief other staff – like counselors and custodians – on the basics of these products and their risks.

You can find free resources to distribute to youth at [endteenvapingFL.gov](https://endteenvapingFL.gov).

The Food and Drug Administration (FDA) also provides lesson plans and classroom activities at [scholastic.com/youthvapingrisks](https://scholastic.com/youthvapingrisks).

Learn more about how you can get involved at [tobaccofreeflorida.com/epidemictoaction](https://tobaccofreeflorida.com/epidemictoaction).

