

EPIDEMIC TO ACTION

WHAT YOU NEED TO KNOW

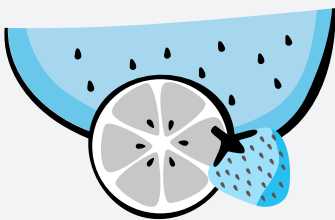
Florida's experience fighting youth tobacco use proves that community action is needed now to combat the youth e-cigarette epidemic.



THE PROBLEM

- Progress has been made, but the stakes are still high.
- 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.

THE FOOD AND DRUG ADMINISTRATION (FDA) HAS STATED THAT FLAVORS PLAY AN IMPORTANT ROLE IN E-CIGARETTES' APPEAL TO YOUTH.



Per the FDA, all e-cigarettes currently on the market are considered **illegally marketed** and are subject to enforcement at the FDA's discretion.

- The FDA has reported more than **600 retailers in Florida** that have illegally sold e-cigarette products to minors.



WHY IT MATTERS

- E-cigarettes are not safe, period. Nicotine is a dangerous and addictive drug.
- The brain develops until about age 25 and is more vulnerable to nicotine's effects, including reduced impulse control, attention and cognition, and mood disorders.
- Evidence suggests that teens who use e-cigarettes may be at greater risk of starting to smoke regular cigarettes.
- Disposable e-cigarettes are not covered under the FDA's recently released flavor policy, since they are not cartridge or pod-based.
- E-cigarette aerosol is not water vapor, and can contain harmful substances like cancer-causing chemicals, propylene glycol, diacetyl, and heavy metals such as nickel, tin, and lead.
- Using nicotine in your teen years may also increase risk for future addiction to other drugs and tobacco products.
- Using e-cigarettes can increase your odds of developing respiratory disease by 95%.
- The e-cigarette industry is continuing to disregard the best interest of communities by manipulating product design to get around FDA regulations.



ACTIONS YOU CAN TAKE

- Talk to other adults in your community – like parents, teachers and coaches – about e-cigarette trends and products youth are using.
- Familiarize yourself with the new, disposable products youth are using so you'll know them when you see them.
 - Some product names are Puff Bars, Stig and Smok.
- Some retailers that illegally sell products are widely known to youth. You can work with those retailers to educate them and help them become compliant.
- Work with your local elected officials to talk about policies that can help protect youth from nicotine addiction.
- Talk to the local school board to see how you can support your school staff in fighting this epidemic.
- If you are concerned about a youth you know using e-cigarettes, raise the issue to their parent or pediatrician.
- You can find tips on how to talk to youth about tobacco at: tobaccofreeflorida.com/speakingtoyouth.

Tobacco Free Florida offers free tools and services to help people quit nicotine, including e-cigarettes. E-cigarette aerosol can contain harmful substances like cancer-causing chemicals, propylene glycol, diacetyl, and heavy metals such as nickel, tin, and lead.



PHONE QUIT

Youth aged 11-13 can access Phone Quit.



PHONE + WEB QUIT

Youth aged 13-17 can access Phone Quit and Web Quit.

Learn more about how you can get involved at tobaccofreeflorida.com/epidemictoaction.

