

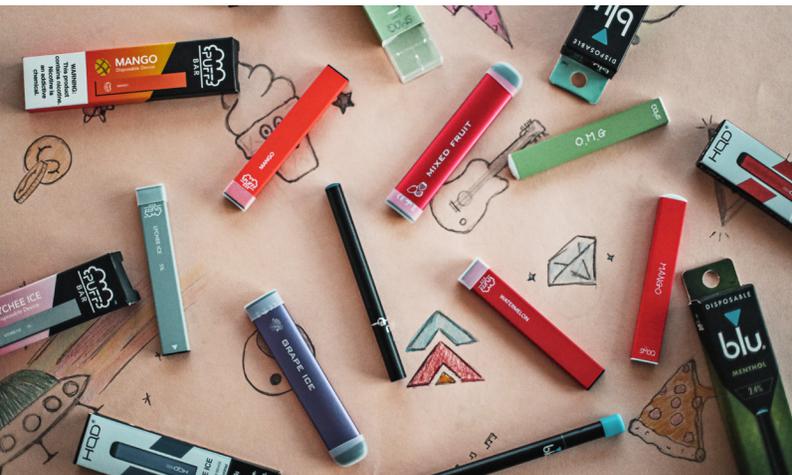
# EPIDEMIC TO ACTION: WHAT PARENTS NEED TO KNOW

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 or 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 a parent, you have an important role in protecting youth from e-cigarettes.

- Familiarize yourself with the new, disposable products youth are using.
- Talk to other adults in your community – like parents, teachers and coaches – about e-cigarette trends and products youth are using.
- Talk to your child about why e-cigarettes are harmful. Encourage an ongoing, open conversation.
- You can find tips on how to talk to your kids about tobacco at: [tobaccofreeflorida.com/blog/tipsforparents](http://tobaccofreeflorida.com/blog/tipsforparents).
- 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.

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

Set a good example by being tobacco free! You can find free tools and services to help you quit at [tobaccofreeflorida.com/quityourway](http://tobaccofreeflorida.com/quityourway).

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

