



THE NEW NICOTINE GENERATION: ADAPT, EDUCATE, AND OVERCOME

WHAT EDUCATORS NEED TO KNOW

WHAT IS IT



- The new generation of nicotine products have emerged and are **rapidly growing in popularity**.
- Though the increase in youth e-cigarette use rates has slowed, in 2025, **12.8% of high schoolers and 4.5% of middle schoolers** are still using e-cigarettes.
- Youth and young adults today face new threats for nicotine addiction, including e-cigarettes and new, emerging **oral nicotine products**.

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.
- Oral nicotine products, which are growing in popularity, often contain the **same kinds of fruity flavors** that have been proven to increase the likelihood of youth experimentation.

ACTIONS YOU CAN TAKE



- As an educator, you have an **important role in protecting students** from a lifetime of addiction to nicotine.
- **Have open conversations with your students** about the dangers of nicotine use.
- **Familiarize yourself with the new generation of nicotine 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.
- **Talk to other educators** about the new generation of nicotine products youth are using.
- **Brief other staff** – like coaches, counselors, and custodians – on the basics of these products and their risks.

To learn more, visit
TobaccoFreeFlorida.com/NewNicotineGeneration.

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