

What are E-Cigarettes?

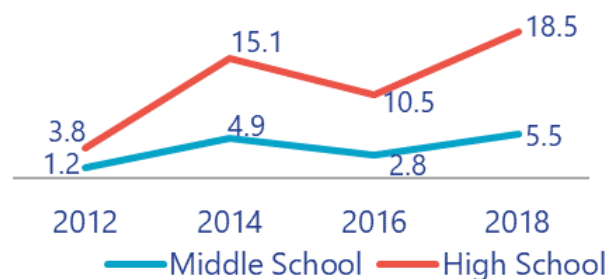
Electronic cigarettes (e-cigarettes) are battery-operated devices that heat a liquid to produce an aerosol that users inhale. The aerosol from an e-cigarette, sometimes mistakenly called vapor, can contain tiny chemical particles from both the liquid solution and the device including nicotine, flavorings, and other additives. The term e-cigarette is often used to refer to a broad class of products, which also includes electronic cigars (e-cigars), electronic hookahs (e-hookahs), vapor (vape) pens, and other products. E-cigarettes that have a high-tech, sleek design have become increasingly popular in recent years.

Rising Use of E-Cigarettes Among Youth

More needs to be done to protect youth and prevent tobacco companies from marketing their dangerous products to kids. Commercial tobacco companies know that getting youth addicted can lead to a long-term customer and they use a variety of tactics to target youth. Because of these tactics, use of e-cigarettes has increased dramatically in Indiana and the U.S.

- Nationwide, e-cigarette use nearly **doubled** among high school students between 2017 and 2018. Similarly in Indiana, e-cigarette use among youth **nearly doubled**, from **2.8% to 5.5%** among middle school students, and from **10.5% to 18.5%** among high school students.
- In 2020, use of e-cigarettes began to decline across the US however e-cigarettes continued to be the most commonly used tobacco product among youth in Indiana and the U.S.
- The U.S. Surgeon General has concluded that e-cigarette use is strongly associated with use of other tobacco products among youth. One in five Hoosier youth who used e-cigarettes also smoked cigarettes in 2018.

Percentage of Indiana youth who report current (past 30 day) use of e-cigarettes, 2012-2018



Tactics to Attract Youth



- E-cigarette marketing is prevalent on social media and often includes tactics to increase the appeal of tobacco products to youth, including that resonate with youth such as rebellion and glamor.



- In 2020, nearly 30% of Indiana retailers* had outdoor advertising for e-cigarettes, additionally, more than 80% of retailers selling e-cigarettes sold them in flavored varieties. Nearly 75% of youth who use e-cigarettes reported exposure to ads in stores.



- Companies manufacture and sell e-cigarette pods and solutions in thousands of unique flavors, including candy and fruit flavors that appeal to youth.



- More than 64% of high school students in Indiana that used e-cigarettes reported using flavored products.

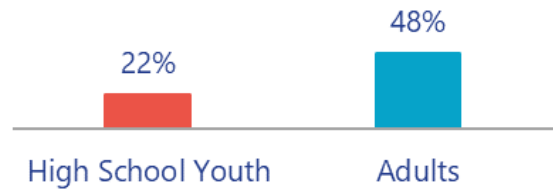
*Among retailers surveyed across 35 counties in Indiana

E-Cigarette Use Among Adults Looks Very Different from Youth:

E-cigarette use among adults remains relatively low compared to youth, however young adults (ages 18-24) are using e-cigarettes at much higher rates compared to other adults (17.5% versus 6.7%). Similar to youth, young adults are targeted by similar tactics including the appeal of flavors and celebrity endorsements and sports/music sponsorships. Some tobacco or vape companies offered college scholarship opportunities for young adults if they shared their vaping journey. Additionally, e-cigarettes are often promoted as safer alternatives to cigarettes or tools to help in quitting smoking; however, e-cigarettes are not FDA-approved quit aids.

- Rather than quitting cigarettes completely, many who use e-cigarette continue to smoke cigarettes.
- Those who smoke and use e-cigarettes to cut back on smoking but do not quit completely remain at increased risk for disease and death.
- Nearly 2 in 5 (or 40%) of Hoosier adults who use e-cigarettes also currently smoke cigarettes.

Those using E-cigarettes and also smoking Cigarettes, Indiana youth and adults, 2018



Public Health Response to E-Cigarettes

Evidence suggests that e-cigarette use may potentially have harmful impacts on health.



- E-cigarette aerosol may have the potential to harm the body's cells and tissues.



- Exposure to nicotine from e-cigarettes may lead to increased heart rate and diastolic blood pressure.



- E-cigarette devices may explode and cause burns or other injuries, particularly when the batteries are of poor quality, when the devices are stored improperly, or when the devices are modified.

The U.S. Surgeon General has concluded that precautionary strategies to protect youth and young adults from adverse effects related to e-cigarettes are necessary. These include strategies:



- Incorporating e-cigarettes into smoke-free policies, such as tobacco-free school grounds policies



- Preventing youth access to e-cigarettes



- Regulation of e-cigarette marketing that is likely to attract youth and young adults



- Educational initiatives aimed at youth and young adults

Resources for Tobacco and Nicotine Addiction

Those who use tobacco, including e-cigarettes who want to end their dependence on tobacco should contact a healthcare provider for assistance and call the Indiana Tobacco Quitline at **1-800-QUIT-NOW** or visit **QuitNowIndiana.com** for support, advice, and resources. Additional resources include **This is Quitting** a Truth Initiative texting service for young people (ages 13-19) who want to quit e-cigarettes, and Text2Quit which offers additional support to the Indiana Tobacco Quitline via text messaging. Lastly, **Live Vape Free** is a youth-focused program which offers texting and a mobile application (text INDIANA to 873373).