E-CIGARETTE PREVENTION IN YOUTH: NEW CHALLENGES AND NEW STRATEGIES

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RECENT TRENDS IN CIGARETTE SMOKING

Nearly 9 out of 10 cigarette smokers first tried smoking by age 18, and 98% first try smoking by age 26.1 Each day in the United States, about 2,000 youth under 18 years of age smoke their first cigarette, and more than 300 youth under 18 years of age become daily cigarette smokers.2,3

If smoking continues at the current rate among youth in this country, 5.6 million of today’s Americans younger than 18 will die early from a smoking-related illness.1

THE TOBACCO PRODUCT LANDSCAPE IS EVOLVING

CURRENT (PAST 30 DAY) TOBACCO PRODUCT USE AMONG U.S. HIGH SCHOOL STUDENTS – NYTS 2011–2018

CIGARETTE INITIATION DURING THE PAST YEAR AMONG PERSONS AGED ≥ 12 YEARS, 2002–2012

YOUTH AND TOBACCO USE
Youth use of tobacco in any form is unsafe.

Sources:
2. 2017 National Survey on Drug Use And Health: Detailed Tables External. Substance Abuse and Mental Health Data Archive [accessed 28 Feb 2019].
CURRENT (PAST 30 DAY) TOBACCO PRODUCT USE AMONG U.S. MIDDLE SCHOOL STUDENTS – NYTS 2011-2018

THE EVOLUTION OF E-CIGARETTES

E-CIGARETTE MARKET SHARE, BY DOLLAR SALES, US, 2013 - 2018

E-CIGARETTES ARE UNSAFE FOR YOUNG PEOPLE

NICOTINE SALTS ALLOW HIGH LEVELS OF NICOTINE TO BE INHALED MORE EASILY

WHAT FACTORS LEAD TO YOUTH SMOKING?
EVERYONE HAS A ROLE IN ADDRESSING YOUTH E-CIGARETTE USE

- Teachers
- Health professionals
- Parents

- Implement evidence-based population-level strategies to reduce e-cigarette use among young people, such as including e-cigarettes in smoke-free indoor air policies, restricting young people's access to e-cigarettes in retail settings, licensing retailers, implementing price policies, and developing educational initiatives targeting young people.
- Implement strategies to curb e-cigarette advertising and marketing that are appealing to young people.
- Implement strategies to reduce access to flavored tobacco products by young people.

States, communities, tribes, territories

KEY TAKEAWAYS

1. Strategies focused on prevention have served a critical role in reducing the prevalence of cigarette smoking among youth and adults.
2. The tobacco product landscape has evolved. Since 2014, e-cigarettes have been the most commonly used tobacco product among youth.
3. We know what works. Evidence-based strategies should be modernized to keep pace with the evolving tobacco product landscape.
4. Although prevention is critical, there is an urgent need for effective strategies to facilitate cessation among youth.