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## What are E-Cigarettes?

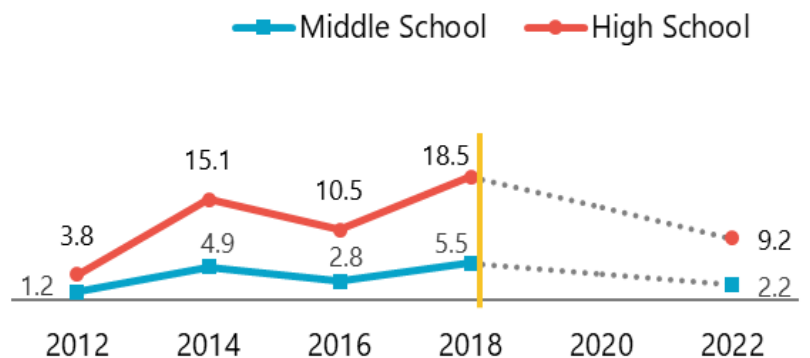
Electronic cigarettes (e-cigarettes) are battery-operated devices that heat a liquid to produce an aerosol that users inhale. The aerosol from an e-cigarette, sometimes mistakenly called vapor, can contain tiny chemical particles from both the liquid solution and the device including nicotine, flavorings, 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.

## 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 among youth in Indiana and the U.S.

- Nearly **1 in 10** or 9.2% **Indiana high school students** and **1 in 50** or 2.2% **middle school students** reported current use (past 30 days) of e-cigarettes in 2022.
- Use of e-cigarettes nationally was more common as approximately **14.1%** of U.S. high school students and **3.3%** of US middle school student reported current use of e-cigarettes in 2022.
- E-cigarettes, continue 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. Nearly **1 in 5** Hoosier youth who used e-cigarettes also smoked cigarettes in 2022.

Current E-cigarette Use among Indiana High School and Middle School Youth, IYTS 2012-2022



## 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 2022, nearly 1 in 3 (32%) of Indiana retailers\* had outdoor advertising for e-cigarettes, additionally, more than 90% 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-cigarettes and solutions in thousands of unique flavors, including candy and fruit flavors that appeal to youth.



- More than **3 in 4** or 76% of high school and middle school students in Indiana that used e-cigarettes reported using flavored products.

\*Among retailers surveyed across 39 counties in Indiana

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

Current e-cigarette use among Indiana adults significantly increased from 5.7% in 2020 to 8.1% in 2021. E-cigarette use among adults remains relatively low compared to high school youth, however younger adults are using e-cigarettes at much higher rates compared to older adults. Current e-cigarette use was 20.0% among adults ages 18-24, and 13.9% among adults ages 25-34. Similar to youth, young adults are targeted by tobacco industry 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 1 in 7 (13.8%) of Hoosier adults who use e-cigarettes also currently smoke cigarettes.

### 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.

In spring of 2019, cases of what came to be known as **E-cigarette or Vaping Associated Lung Injury (EVALI)** began to show up across the US. Use of e-cigarettes was common among all cases with EVALI. Youth and young adults were largely impacted, as more than half of the patients were younger than 25. This epidemic highlighted not only the need to continue to protect youth from the commercial tobacco industry's targeting and influence but also that e-cigarettes are not harmless alternatives to other tobacco products.

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

There are many free resources available to those who want to end their dependence on tobacco and nicotine addiction. **Live Vape Free** is a youth-focused program which offers texting and a mobile application (text INDIANA to 873373). **Quit Now Indiana** (1-800-QUIT-NOW; QuitNowIndiana.com) offers a variety of free quit tools to Hoosiers 13 and older. Lastly, **This is Quitting**, a Truth Initiative texting service (text DITCHVAPE to 88709), is designed for young people (ages 13-19) who want to quit e-cigarettes.