Addressing Youth Tobacco Use in Indiana

Indiana Department of Health | Tobacco Prevention and Cessation

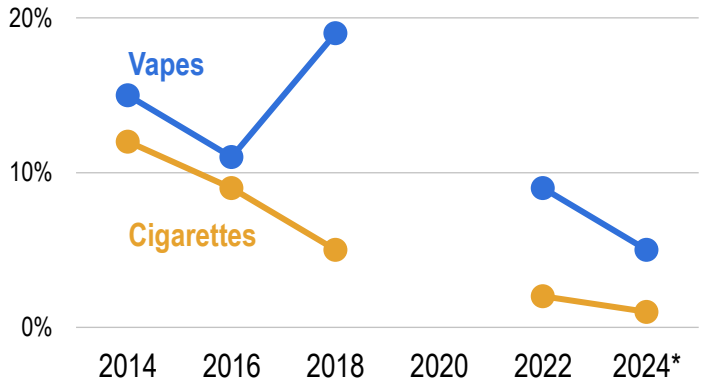
Professional Data Analysts

Indiana has made major progress in reducing youth tobacco use

When young people use nicotine while their brains are still developing, they are more likely to become addicted for life and face a higher chance of heart disease and other health problems.[1]

Through targeted education, prevention, and cessation strategies, Indiana Tobacco Prevention and Cessation's (TPC) work has led to fewer youth in Indiana smoking and vaping.

IN high school smoking & vaping prevalence rates[2]



*Some estimates are unstable. Interpret with caution.
Note: 2020 data is not available due to low response rates during the pandemic.

Despite progress, youth are still at risk due to...

New products

Nicotine pouches were the second most commonly used product among Indiana high schoolers, after vapes.

1 in 20 high school students in Indiana have **used nicotine pouches.**[2]

1 in 5 high school students in Indiana are **susceptible to using nicotine pouches**.[2]



Attractive flavors



75% of high schoolers who use a nicotine product **use flavored products.**[2]

> Your 80-year-old grandfather's not going to be vaping Creme Brulee and Skittles. This is clear marketing to capture the eye of the youth.
>
> ⋙ VOICE alumna

Targeted marketing



A 2026 survey of Indiana tobacco retailers found that 26% displayed **tobacco products near candy, gum, ice cream, soda, or toys** and 39% had **tobacco ads at a child's eye level** (3 ft.).[3]

[1] U.S. Department of Health and Human Services. *E-Cigarette Use Among Youth and Young Adults: A Report of the Surgeon General.* Centers for Disease Control and Prevention; 2016.
[2] 2024 Indiana Youth Tobacco Survey (IYTS)
[3] 2026 Standardized Tobacco Assessment for Retail Settings (STARS)

Continued prevention and cessation efforts are necessary to protect Indiana's youth

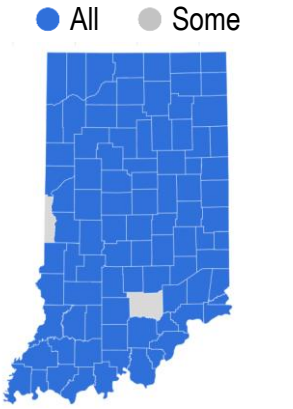
TPC provides funding, technical assistance, and training through the Vape-Free Indiana initiative to community partners.

Community partners support their local schools by helping them respond to students who are using tobacco or nicotine products by providing educational resources that prevent young people from starting to use these products.

Tobacco and nicotine-free campus policies prevent students from starting to use these products and protect them from secondhand smoke and aerosol exposure.

99% of Indiana public school districts prohibit tobacco and vaping products on campus. When TPC first began working with schools in 2005, only 35% of districts were tobacco-free.

Proportion of county's school districts that are tobacco and nicotine free



CATCH My Breath is a vaping prevention program that educates youth about nicotine addiction, vaping advertising tricks, and how to resist peer pressure.

Since 2022, **CATCH My Breath has been delivered to nearly 300,000 students** in grades 6-12 across Indiana's schools.

VOICE Indiana is a movement focused on engaging, educating, and empowering youth who want to **embrace and promote a tobacco and nicotine free lifestyle**. VOICE brings youth together and inspires them to be leaders and advocates for change in their schools and communities.

In 2026, **nearly 400 youth gathered at the Indiana Statehouse** to speak to their legislators about the impact of tobacco.



Many cessation supports exist for youth and young adults

Quit Now Indiana
1-800-784-8669
QuitNowIndiana.com/Teens

342 youth and young adults enrolled last year and received age-appropriate educational materials and access to the 24/7 support line to help them quit using tobacco.

Live Vape Free
LiveVapeFree.com

253 youth and young adults enrolled last year in the text-based program with videos, quizzes, assessments, podcasts, and 1-1 support to help young people quit vaping.

Quit the Hit
QuitTheHitNow.com

281 young adults enrolled last year and were paired with a quit guide and an online support group to help them quit vaping.