



Teens and Vaping

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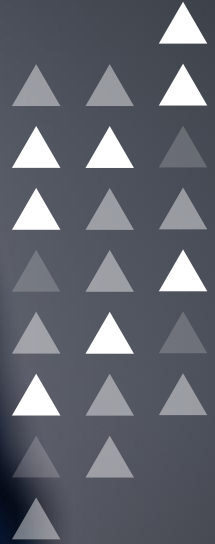


IN THE UNITED STATES, YOUTH ARE MORE LIKELY THAN ADULTS TO USE E-CIGARETTES.

The 2019 National Youth Tobacco Survey showed youth e-cigarette levels at alarming levels. Also in 2019, CDC and FDA data showed that more than 5 million U.S. youth, including over 1 in 4 high school students (and approximately 1 in 10 middle school students), used e-cigarettes in the past 30 days.



Young people are 4 times more likely to try smoking tobacco cigarettes if they have previously used an e-cigarette.





Factors that have contributed to the increase in vaping use among youth include the availability of these products in a variety of kid-friendly flavors and widespread advertising for these products. This includes media for which advertising for conventional tobacco products is prohibited (e.g., TV).



Many youths also report vaping because they are curious about these new products, and they believe these products to be less harmful than regular cigarettes.

2/3 of JUUL users aged 15-24 DO NOT KNOW that JUUL always contains nicotine!



These cool-looking gadgets and youth-friendly flavors condition the user to the feel of the device, as well as the flavors and smells of the vape juice, all the while creating an addiction to the nicotine delivered through the system.



Nicotine is a drug that activates the dopamine neurotransmitters in your brain. This dopamine acts as a motivator (or craving) for more nicotine.



Teens can also be drawn toward vaping devices as a way to consume concentrated THC (the active ingredient in marijuana). This product is typically delivered in the form of a highly concentrated oil. The potency of these oils can increase the adverse effects of the drug.

