



E-cigarettes and Vaping

Key Messages and Statistics for #QuitLying Day

#QuitLying Day

- The American Heart Association's national #QuitLying Day is taking place on Thursday, January 16, 2020.
- **Students at (School Name)** are holding an **[event or rally]** to demand accountability by e-cigarette companies for spending millions marketing their products directly to youth claiming they are "totally safe."
- **(Specific details here about what is taking place during the [event or rally], including who will be in attendance).**
- For more information, visit www.quitlying.org

E-cigarettes

- E-cigarettes have been falsely marketed to youth as a safe alternative to traditional cigarettes.
- E-cigarette companies, including market leader JUUL, which is 35% owned by the manufacturer of Marlboro cigarettes, are targeting youth and addicting a new generation to nicotine, reversing decades-long progress in reducing youth tobacco use.
- There is evidence that kids and young adults may transition from e-cigarettes to traditional cigarettes and other drugs.
- To address this dramatic rise in e-cigarette use, more research is needed to understand the health impact of vaping and nicotine addiction on youth. The FDA also must strongly regulate the manufacture, sale and marketing of all tobacco products, including e-cigarettes.
- No child should use e-cigarettes or any other tobacco product.

Surge in vaping among teens

- More than 1 in 4 high school students are using e-cigarettes (compared to approximately 1 in 10 just two years ago).
- More than 5 million teens are now using e-cigarettes.
- Recent research released by the American Heart Association shows flavors were more likely to motivate young adults 18-24 than those over age 35 to start vaping, a finding that researchers suggest could explain the explosive increase in e-cigarette use among youth.
 - Nearly a third of respondents said flavors available in e-cigarettes was a major reason they started vaping. Young adults aged 18-24 were nearly twice as likely as people aged 35-44 to identify flavors as the major reason they took up e-cigarette use.
- Overall understanding of the short- and long-term health impacts of youth vaping and nicotine exposure is limited which is what the AHA is funding \$20 million in research targeting the issue.

Recommendations regarding the use of e-cigarettes to quit smoking

- Smokers looking to quit should first try proven pharmacological and behavioral smoking cessation therapies, along with smoking cessation counseling.
- Smokers considering e-cigarettes to help them quit smoking should consult with a medical professional to make a plan for quitting tobacco and nicotine use entirely.
- Although some smokers have reported quitting the habit with the help of e-cigarettes, these products have not been proven to be effective tobacco cessation devices.