

E-Cigarette Use Among Youth and Young Adults: Surgeon General's Report

Natalie Rich, MPH

Tobacco Health Education Specialist

April 13, 2017



Report Outline

E-Cigarette Use Among Youth and Young Adults

A Report of the Surgeon General



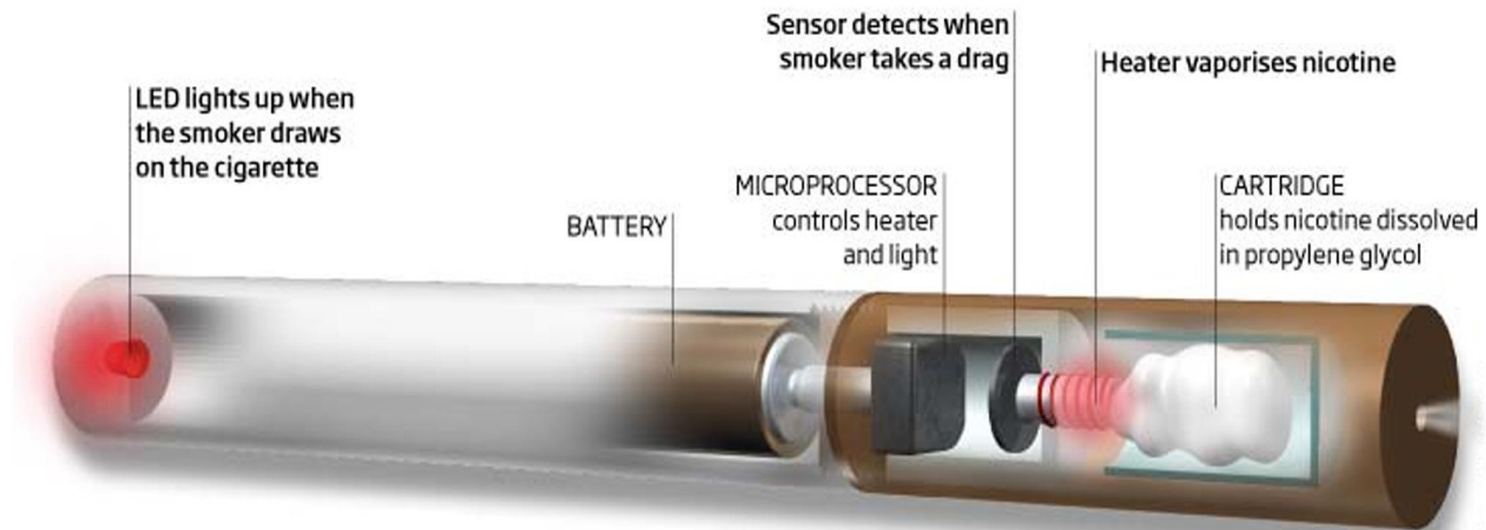
U.S. Department of Health and Human Services

- Chapter 1: Introduction, History, and Major Conclusions
- Chapter 2: Patterns of Use Among U.S. Youth and Young Adults
- Chapter 3: Health Effects of E-Cigarettes Use Among U.S. Youth and Young Adults
- Chapter 4: Activities of the E-Cigarette Companies
- Chapter 5: E-Cigarette Policy and Practice Implications
- The Call to Action



What is an E-cigarette?

Upon inhalation the heater known as the atomiser vaporises the nicotine solution turning it into vapour. The user in turn inhales this to get the similar nicotine hit as a normal cigarette, and a real smoking satisfaction.



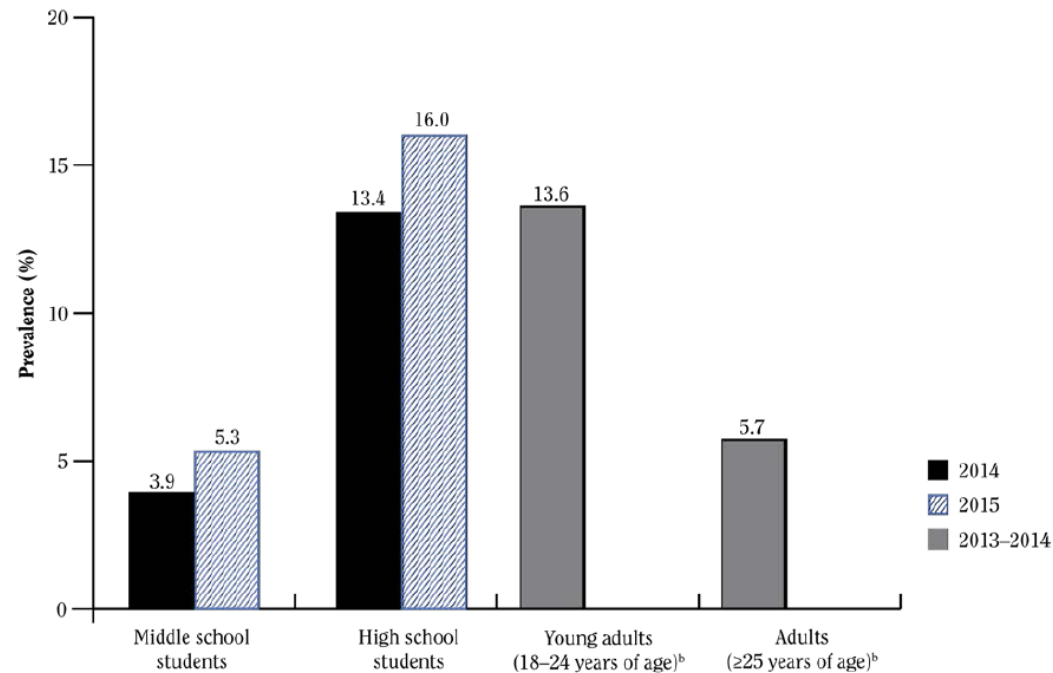
Major Conclusions: Emerging Trend



“E-cigarettes are a rapidly emerging and diversified product class.”

Major Conclusions: E-cig Use Patterns

Figure 5 Percentage of middle school students, high school students, young adults (18–24 years of age), and adults (≥25 years of age) who currently^a use e-cigarettes



Source: Centers for Disease Control and Prevention, unpublished data (NYTS 2014, 2015; data: NATS 2013–2014).

^aFor middle school and high school students (NYTS 2014, 2015), current use included those who reported using e-cigarettes on 1 or more days in the past 30 days. For young adults and adults (NATS 2013–2014), current use included those who reported they had heard of, tried, and used e-cigarettes every day, some days, or rarely at the time of the interview.

^b2013–2014 NATS data for young adults and adults were the latest data available when this Surgeon General's report was prepared.

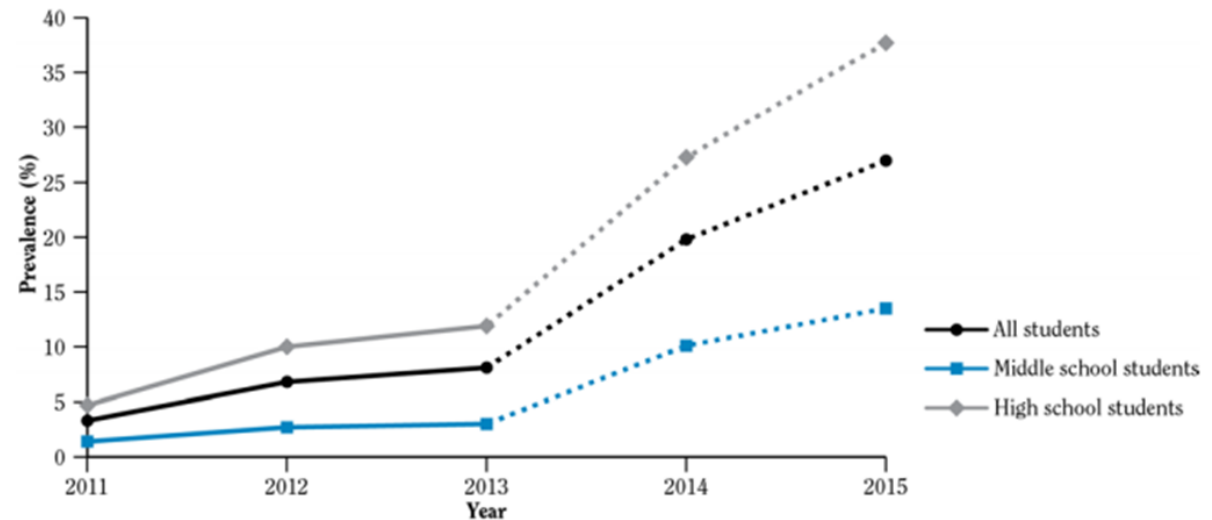
“E-cigarettes use among youth has become a public health concern.”



Major Conclusions: E-cig Use Patterns

“E-cigarettes are now the most commonly used tobacco product among youth, surpassing conventional cigarettes.”

Figure 1 Trends in ever e-cigarette use^a among U.S. middle and high school students; National Youth Tobacco Survey (NYTS) 2011–2015



Source: Centers for Disease Control and Prevention 2013, 2014; unpublished data (data: NYTS 2015).

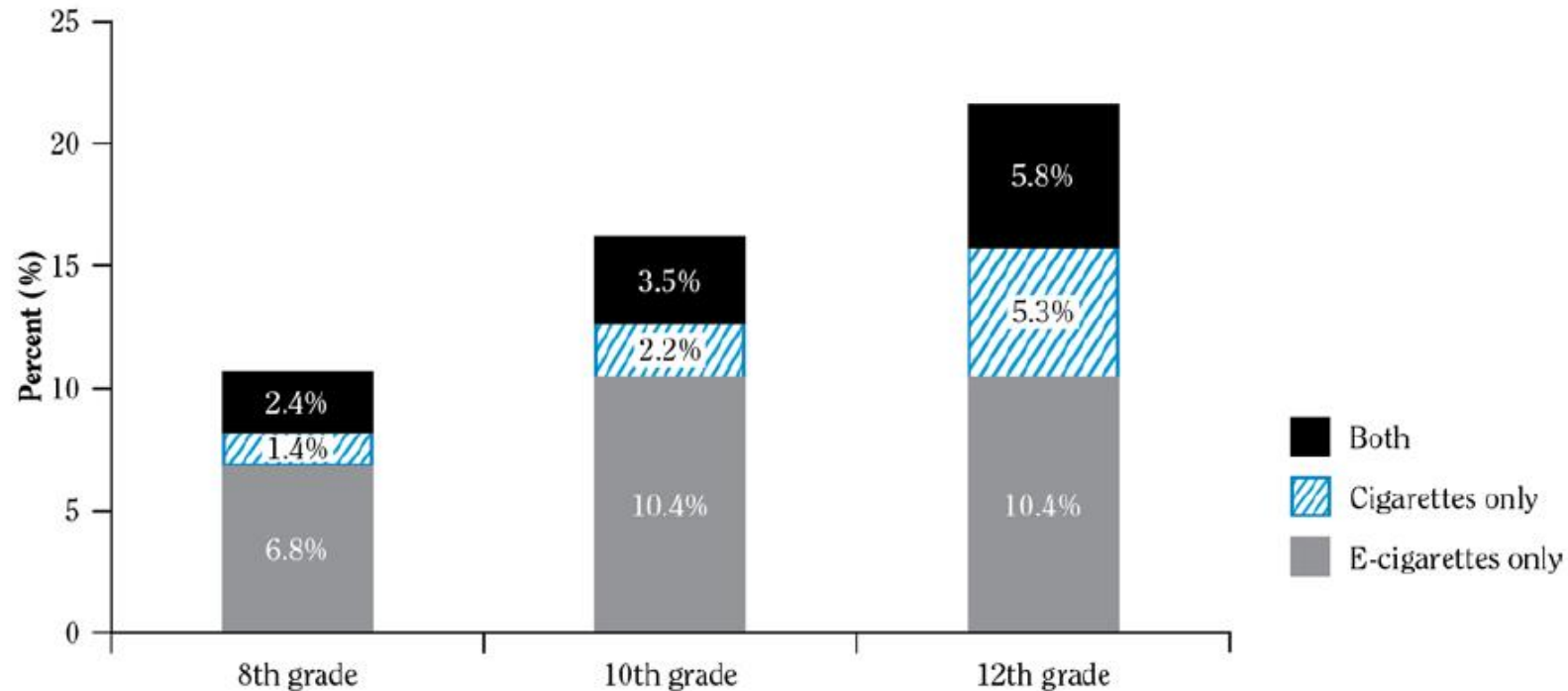
Note: In 2014, modifications were made to the e-cigarette measure to enhance its accuracy, which may limit the comparability of this estimate to those collected in previous years. The dotted lines from 2013 to 2015 represent these differences.

^aIncludes those who responded “yes” to the following question: “Have you ever used an electronic cigarette or e-cigarette, even once or twice?”



Major Conclusions: E-cig Use Patterns

Figure 7 Percentage of students in grades 8, 10, and 12 who used e-cigarettes and cigarettes in the past 30 days; Monitoring the Future (MTF) 2015



Source: University of Michigan, Institute for Social Research, unpublished data (data: MTF 2015).

Note: Questions on e-cigarette use were asked on four of six questionnaire forms. Data presented here are based on those four forms only.



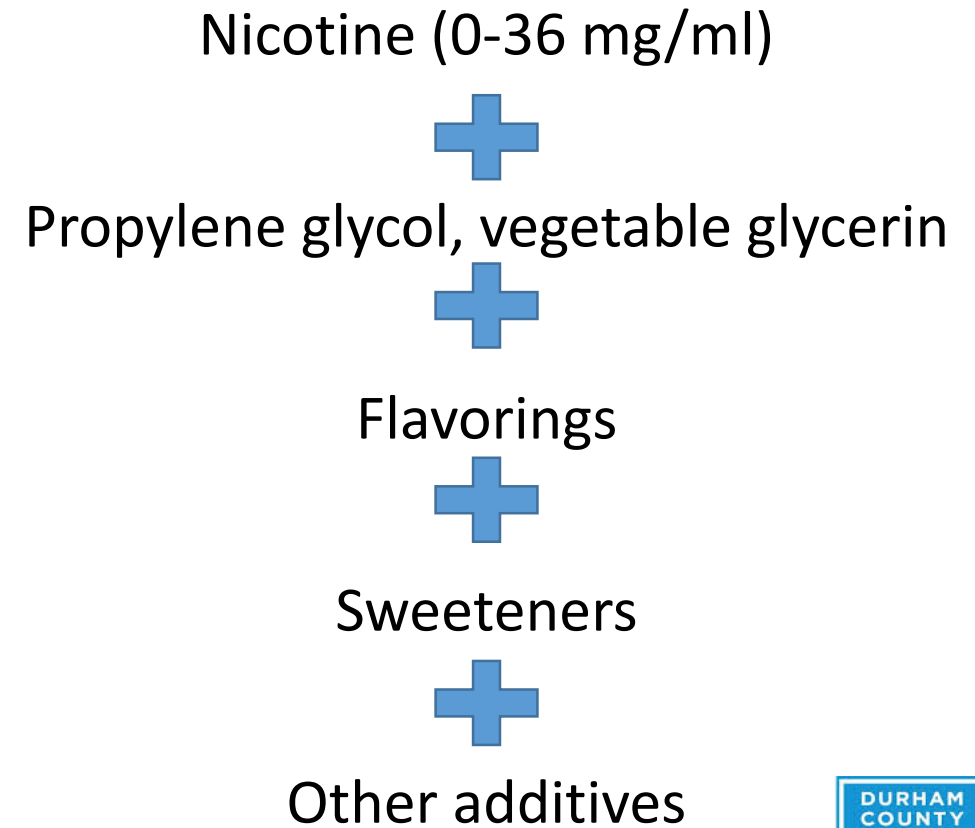
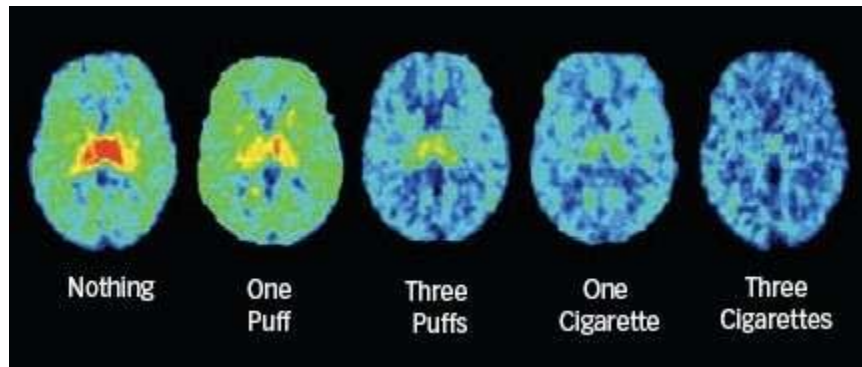
Major Conclusions: Health Effects



Nicotine in any form, including in e-cigarettes, is unsafe for youth, pregnant women, and fetuses.

Major Conclusions: Health Effects

“E-cigarette aerosol is not harmless. Nicotine exposure during adolescence can...harm the developing brain.”



Major Conclusions: Marketing

E-cigarettes are marketed using the same strategies that were used by conventional cigarette companies to target youth.

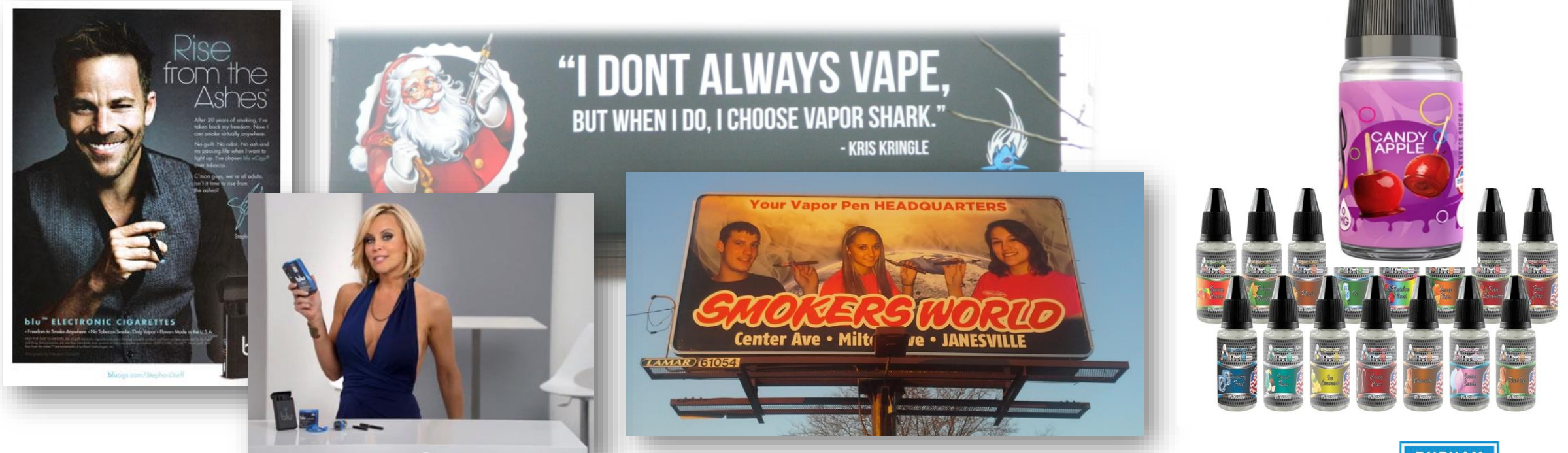


Image Sources: www.ecigaretterevuewed.com, <https://www.vaporfi.com/vape-juice/>, www.tobaccodocuments.org
Centers for Disease Control and Prevention, 2016
Campaign for Tobacco-free Kids



Major Conclusions: Policy & Practice

Actions can be taken to address the problem:

- Adding e-cigarettes to smoke-free air policies
- Preventing youth access
- Regulating youth-targeted marketing
- Education for youth



Call to Action

1. Do no harm
2. Provide information about the dangers of e-cigarette use among youth and young adults
3. Continue to regulate e-cigarettes at the federal level to protect public health
4. Promote programs and policies at the state and local levels to prevent e-cigarette use among youth and young adults
5. Curb advertising and marketing that encourages youth and young adults to use e-cigarettes
6. Expand surveillance, research, and evaluation related to e-cigarettes



Call to Action

“We must protect our nation’s young people from a lifetime of nicotine addiction and associated problems by immediately addressing e-cigarettes as an urgent public health problem.”



Questions?

