

# Preventing E-Cigarette and Emerging Tobacco Product Use Among Young People

IMPACT  
FROM THE  
FIELD

In 2022, more than 2.5 million US middle and high school students reported currently using e-cigarettes, and over 8 in 10 of them used flavored e-cigarettes.



## What Works to Prevent Youth Initiation?

- Promote smoke-free/tobacco-free policies in all places.
- Raise the price of tobacco products.
- Prevent youth access to tobacco products through the retail environment—especially flavored tobacco products.
- Curb marketing of tobacco products aimed at youth.

## What CDC-Funded States Are Doing

Any tobacco use among young people is unsafe. Nicotine is addictive and can harm the developing brain.

CDC funds 50 states and the District of Columbia to prevent and reduce disease and death from commercial\* tobacco use. Recipients focus on evidence-based strategies to:

- Prevent young people from using tobacco products.
- Help people quit using tobacco products.
- Eliminate exposure to secondhand smoke.
- Advance health equity by identifying and eliminating tobacco-related inequities and disparities.



In 2021, the **California** Tobacco Control Program ran a media campaign on television, radio and streaming audio, digital, social media, and print.

The campaign, [Tell Your Story](#), focused on youth and young adults who use e-cigarettes, or vape, and promoted the I Can Quit text message program for vaping cessation. The campaign reached **169 million** people and enrolled **678** youth and young adults in I Can Quit.



U.S. Department of  
Health and Human Services  
Centers for Disease  
Control and Prevention



Since 2021, **Connecticut's** statewide smoke free air law was updated to prohibit cigarette smoking and vaping in workplaces of any size, and smoking rooms are not allowed. This will protect Connecticut citizens, including over 700,000 young people, from secondhand smoke and secondhand e-cigarette aerosol and promote tobacco-free norms in communities.



To support students and encourage them to quit using tobacco products, the **Florida** Tobacco Control Program worked with **42** school districts to implement a course on the dangers of tobacco product use as an alternative to suspension for students who violate the tobacco-free campus policy. Since 2020, **8,172** students were enrolled in the course, and 68% completed it.



To protect the health of young people, over **360** localities, including **Chicago**, no longer allow retailers to sell flavored liquid vaping products. The new law took effect October 7, 2020.



In **Ohio**, **52%** of K–12 students attend schools with tobacco-free policies. In 2021, **38** school districts implemented tobacco-free policies that protect all students, staff, and visitors from secondhand smoke and secondhand e-cigarette aerosol in all buildings, grounds, and school-sponsored events.

## CDC Activities

In addition to monitoring tobacco use among young people, especially through the [National Youth Tobacco Survey](#), CDC helps parents, educators, health care providers, and other youth influencers talk to young people about the dangers of tobacco products. CDC recently:

- Launched “Protect Young People from E-cigarettes,” a national communication initiative that educates adult influencers of youth—including teachers, coaches, and school administrators—about the risks of youth e-cigarette use. Digital and social media messages have reached more than **92.4 million people**, including **9.3 million** video views and more than **411,000** views of CDC’s [e-cigarettes web resources](#).
- Partnered with the American Academy of Pediatrics to develop and publish [Youth Tobacco Cessation: Considerations for Clinicians](#), which has been viewed **4,576** times.

\* When CDC references tobacco, we are referring to the use of commercial tobacco and not the sacred and traditional use of tobacco by some American Indian communities.

Learn more at [www.cdc.gov/e-cigarettes](http://www.cdc.gov/e-cigarettes).