

Electronic Cigarette Use in Ohio Youth

Since 2011, electronic cigarettes, also known as “electronic nicotine delivery systems (ENDS)” or “e-cigarettes” have surpassed traditional cigarettes as the most popular tobacco product among youth and young adults in Ohio and nationwide.^{1,2} Furthermore, the rates of e-cigarette use among middle and high school students is greater than that of young adults and adults.² Due to the rise in e-cigarette use, since 2011, there has no longer been a decline in overall youth tobacco use.³

Definition

Electronic cigarettes create an aerosol by using a battery to heat up liquid that usually contains nicotine, flavorings, and other additives. Users inhale this aerosol into their lungs. Electronic cigarettes can also be used to deliver cannabinoids such as marijuana, and other drugs.⁴

Health Concerns

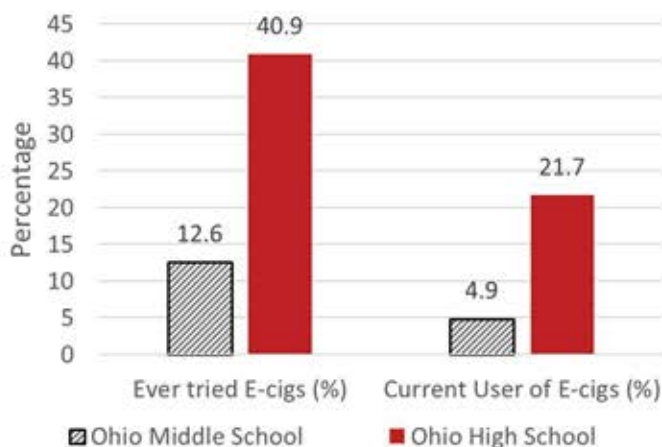
Almost all electronic cigarettes contain nicotine⁵. The use of nicotine products, in any form, poses dangers to youth^{6,7,8} including:

- Nicotine is a highly addictive chemical^{2,7}
- Nicotine can disrupt the growth of brain circuits that control attention, learning, and susceptibility to addiction^{2,8}
- Nicotine can prime young brains for addiction to tobacco and other drugs, such as cocaine and methamphetamine^{2,9}

Trends

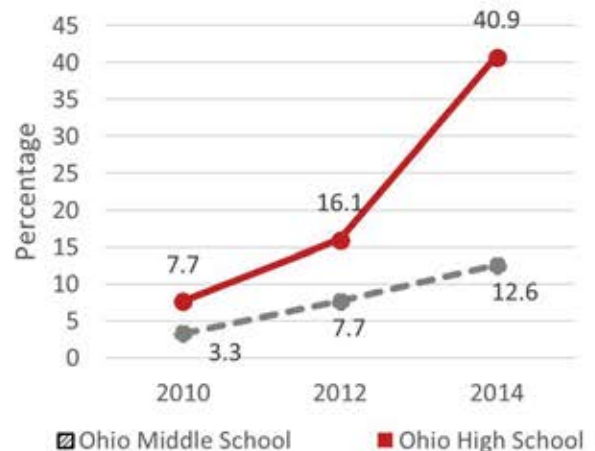
Electronic cigarette use in the United States increased 900% among high school students from 2011 to 2015.² E-cigarette use among Ohio youth has increased rapidly as well, as illustrated below. Data shows that 77.8% of electronic cigarette users in Ohio are white. This is significantly higher than any other racial group that currently uses electronic cigarettes.¹⁰

Youth E-Cigarette Use Status



The status of e-cigarette use among Ohio high school and middle school students. Ohio Youth Tobacco Survey, 2014¹⁰.

Youth E-Cigarette Use By Year



The percentage of Ohio youth that have ever used e-cigarettes by year. Ohio Youth Tobacco Survey 2010¹¹, 2012¹, 2014¹⁰.

*“Current user” defined as user of e-cigarettes on one or more of the past 30 days.

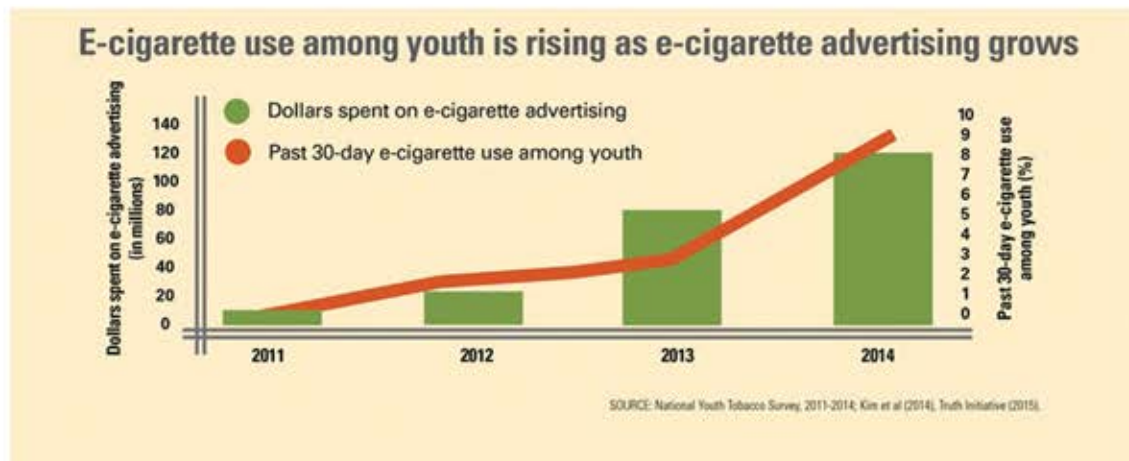
Dual Use

Youth that currently use traditional cigarettes are significantly more likely to also use electronic cigarettes. Nearly two-thirds (62.4%) of current youth cigarette smokers also use electronic cigarettes.¹⁰

Gateway to Other Tobacco Products

- Nearly one in four (24.8%) youth that have ever tried a tobacco product report trying electronic cigarettes first.¹⁰
- A significant percentage of current electronic cigarette users (38.5%) think they will smoke a cigarette in the next year.¹⁰

Electronic cigarette companies are targeting youth, and it's working



Effect of Role Modeling

Youth that live with someone that uses any form of tobacco are more likely to use electronic cigarettes. Approximately two-thirds (66.2%) of electronic cigarette users live with someone else that uses any form of tobacco.¹⁰

What can be done?

Public Health Workers, Community Members, Decision Makers

- Incorporate e-cigarettes into tobacco-free policies including in Tobacco 21, multi-unit housing, schools, workplaces, and outdoor spaces
- Work to limit where and how e-cigarettes are marketed and sold, including online and in close proximity to schools¹²
- Support efforts to implement and continue proven youth tobacco prevention approaches, including tobacco price increases, comprehensive tobacco-free laws, and high impact mass media campaigns¹²

Parents, Caregivers, and Teachers

- Be positive role-models by living a tobacco-free life
- Talk to youth about why they should not use any tobacco products

Health Care Providers

- Be positive role-models by living a tobacco-free life
- Advise and inform youth of the dangers of nicotine
- Ask all patients, including youth, whether they use tobacco products, encourage those who do to quit, and provide help with quitting^{12,13}

Youth

- Avoid the use of all tobacco products
- Encourage your friends and family to not use any form of tobacco products
- Advocate for tobacco-free policies throughout your community

For more information visit: www.odh.ohio.gov/tobacco
For references visit: www.tinyurl.com/ODHECigResources