



Youth e-cigarette use is an epidemic in Montana

- **Almost half** of Montana high school students have tried e-cigarettes and **26%** currently use them.¹
- E-cigarettes are the most commonly used tobacco product among Montana youth.¹
- The use of e-cigarettes among Montana's high school students is over **4X** that of Montana adults.^{1,2}
- Frequent and daily e-cigarette use among Montana high school students both increased by more than **120%** from 2015 to 2021.³
- Montana has the **2nd highest** prevalence of ever e-cigarette use among high school students according to the most recent national data.⁴

What are e-cigarettes?

- Electronic cigarettes, or e-cigarettes, are devices that heat a liquid into an aerosol that the user inhales.
- E-cigarettes include **vapes, vape pens, mods, tanks, e-cigars, e-pipes and e-hookahs.**



Image source: Centers for Disease Control and Prevention; About Electronic Cigarettes

Big Tobacco targets youth with e-cigarettes

- Big Tobacco continues to adapt its portfolio to attract new users and replace those who have quit or died from tobacco-related diseases.
- In 2018, the top 25 e-cigarette manufacturers brought in more than \$2.5 billion in sales and **96%** of these sales were from brands owned in whole or part by Big Tobacco.⁵
- Between 2016-2017, **15,586 distinct e-cigarette flavors** were available for sale on websites, over double the amount from 2013-2014.⁶
- Most (**96%**) youth e-cigarette users started with a flavored product.⁷
- Among Montana high school students who used e-cigarettes in 2021, **94% reported using non-tobacco flavored products.**¹
- The tobacco industry spends **\$30.8 million each year in Montana** promoting their products.⁸
- In 2019, **69%** of U.S. middle and high school students were exposed to e-cigarette marketing.⁹

CONTACT

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Help for youth who want to quit

My Life, My Quit is a cessation program specifically for youth who need or want help quitting all forms of tobacco (e-cigarettes, cigarettes, smokeless, nicotine pouches and cigars/cigarillos).

My Life, My Quit is a free and confidential service for all Montanans under the age of 18, with dedicated coaches ready to support, listen and help youth quit tobacco.

Youth who are interested should text “start my quit” to 36072, call 1-855-891-9989 or visit www.mylifemyquit.com



What are the risks of using e-cigarettes?

E-cigarette aerosol is NOT “harmless water vapor”

- E-cigarette aerosol can contain harmful and potentially harmful substances, including:
 - Nicotine
 - Ultrafine particles that can be inhaled deep into the lungs
 - Flavoring such as diacetyl, a chemical linked to a serious lung disease
 - Volatile organic compounds
 - Cancer-causing chemicals
 - Heavy metals such as nickel, tin, and lead¹⁰
- The chemicals contained in e-cigarette aerosol have not been deemed safe for inhalation.

Nicotine is addictive and harms brain development

- E-cigarettes almost always contain nicotine. **99%** of e-cigarettes sold in US convenience stores contain nicotine.¹¹
- Nicotine is highly addictive and youth use of nicotine in any form is **unsafe** because the brain continues developing until about age 25.¹⁰
- JUUL, a popular e-cigarette product among youth, has as much nicotine in one cartridge ‘pod’ as an entire pack of cigarettes.¹²

E-cigarettes act as a gateway to other tobacco product and substance use

- Research shows that kids who use e-cigarettes are **4 times** more likely to smoke cigarettes in the future than kids who do not use e-cigarettes.¹³
- The nicotine in e-cigarettes and other tobacco products can prime the adolescent brain for addiction to other drugs such as cocaine.¹⁰

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