

Dear Educators, Parents, and Guardians:

Tobacco use remains a serious threat for today's students.

You may have heard that youth smoking rates have declined in recent years, but over 3.6 million middle and high school students still use some form of tobacco, and e-cigarettes are now the most commonly used tobacco product among youth.¹



There have been alarming reports recently that one brand of e-cigarette has become especially popular among students – JUUL, an easily concealed, flash-drive-shaped e-cigarette that is now the top-selling e-cigarette brand in the U.S.²

Here's what you need to know about JUUL:

- 1.** JUUL looks like a USB flash drive, which makes it easy to keep hidden from parents and teachers.
- 2.** JUUL contains a high level of nicotine. In fact, its manufacturer claims that a single JUUL pod contains as much nicotine as a pack of 20 regular cigarettes.
- 3.** Nicotine is highly addictive and harms brain development, which continues until about the age of 25.³
- 4.** JUUL's nicotine liquid refills are called "pods" and are available in flavors such as Cucumber, Fruit, Mango, and Mint. Flavors are part of the attraction for young people — a national survey found that 81% of youth aged 12-17 who had ever used e-cigarettes used a flavored e-cigarette the first time they tried the product.⁴
- 5.** Young people who use e-cigarettes may be more likely to go on to trying regular cigarettes.⁵



Talk with your children about e-cigarettes and particularly JUUL.

For more information, please download www.cdc.gov/tobacco/infographics/youth/pdfs/e-cigarettes-usb-flash-508.pdf.

Sources:

¹ CDC, "Tobacco Use Among Middle and High School Students—United States, 2011-2017," MMWR, 67(22): 629-633, June 7, 2018, www.cdc.gov/mmwr/volumes/67/wr/pdfs/mm6722a3-H.pdf.
² Nielsen Total US xAOC/Convenience Database & Wells Fargo Securities, LLC, in Wells Fargo Securities, Nielsen: Tobacco All Channel Data Through 9/8 – Cig Vol Decelerates, September 18, 2018.
³ HHS, The Health Consequences of Smoking: 50 Years of Progress. A Report of the Surgeon General, CDC, Office of Smoking and Health (OSH), 2014, www.surgeongeneral.gov/library/reports/50-years-of-progress/index.html. See also: CDC Office on Smoking and Health, "Electronic Nicotine Delivery Systems: Key Facts," July 2015. Accessed November 19, 2015.
⁴ Ambrose, BK, et al., "Flavored Tobacco Product Use Among US Youth Aged 12-17 Years, 2013-2014," Journal of the American Medical Association, published online October 26, 2015.
⁵ National Academies of Sciences, Engineering, and Medicine. 2018. Public health consequences of e-cigarettes. Washington, DC: The National Academies Press. <http://nationalacademies.org/hmd/Reports/2018/public-health-consequences-of-e-cigarettes.aspx>.



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