CDC Article – Adult use of flash drive-shaped e-cigarettes -- Press Release Template

FOR IMMEDIATE RELEASE

DATE

CONTACT NAME AND INFO

**New report: Few adults use flash drive-shaped e-cigarettes**

**(CITY, WI) –** A [new article](https://tobaccocontrol.bmj.com/content/early/2019/04/19/tobaccocontrol-2019-054932) from the U.S. Centers for Disease Control and Prevention (CDC) published in the journal *Tobacco Control* finds that flash drive-shaped e-cigarettes like JUUL are rarely used by adults. According to the CDC study, only about one in 13 have ever used flash drive-shaped e-cigarettes. The data comes from *SummerStyles* – an internet survey of U.S. adults ages 18 and older that was completed in July 2018. Respondents were shown product images and asked about ever use, current use (past 30-day use), and reasons for use.

The data found that around 25.7% of current cigarette smokers and 45.9% of current e-cigarette users had ever used the flash drive-shaped products. The most popular reasons given for use among users were ‘to deliver nicotine’ (30.7%), ‘because a friend or family member used them’ (30.2), and ‘to try to quit other tobacco products’ (22.6%). Another answer was ‘to deliver marijuana or cannabis’ (18.7%).

Overall, few U.S. adults use the products and less than a fourth of ever users give tobacco cessation as a reason for use. On top of that, adult use pales in comparison to that of youth. According to the study, [current use of flash drive-shaped e-cigarettes among youth (6.8%)](https://tobaccocontrol.bmj.com/content/early/2018/10/30/tobaccocontrol-2018-054693) is more than three times higher than that of adults (2.0%).

**“QUOTE ABOUT LACK OF SURPRISE THAT THE PRODUCTS ARE MORE POPULAR WITH YOUTH THAN ADULTS,”** said **(CONTACT NAME). “SHARE LOCAL ANECDOTES OR** [**DATA FROM THE 2018 YOUTH TOBACCO SURVEY**](https://www.dhs.wisconsin.gov/publications/p01624.pdf) **TO ILLUSTRATE YOUR POINT,”** continued **(CONTACT NAME).**

Several steps have been taken locally to address youth e-cigarette use in **(COMMUNITY NAME)**, including **(GIVE EXAMPLES OF ACTIVITIES YOUR COALITION IS DOING TO ADDRESS THE ISSUE – COMMUNITY OUTREACH AND EDUCATION EFFORTS, SMOKE-FREE SCHOOL POLICIES, PRESENTATIONS, ETC.)**. In addition, the Wisconsin Department of Health Services recently relaunched the statewide “Tobacco is Changing” campaign, which focuses on educating parents on the new flavored tobacco products tempting kids, including flash drive-shaped e-cigarettes like JUUL. At [TobaccoisChanging.com](http://www.tobaccoischanging.com), parents can learn about the products, explore issues like flavoring and packaging, get tips for talking to their kids, and connect with local prevention efforts.

**“QUOTE ABOUT HOW THIS ISSUE CAN ONLY BE ADDRESSED WITH ALL OF US WORKING TOGETHER. MENTION THAT CAMPAIGNS LIKE ‘TOBACCO IS CHANGING’ ARE A GREAT START, BUT THAT IT WILL TAKE A COMMUNITY-WIDE EFFORT TO ADDRESS THE EPIDEMIC OF YOUTH E-CIGARETTE USE,”** concluded **(CONTACT NAME).**

Adults ready to quit can call the Wisconsin Tobacco Quit Line at 1-800-QUIT NOW (784-8669) for free help, or tobacco users enrolled in Medicaid can talk to their doctor about free support offered through Medicaid’s cessation benefit. The CDC study can be found at [http://dx.doi.org/10.1136/tobaccocontrol-2019-054932](http://secure-web.cisco.com/1W1ig-IMHMToScU6t6kHX30zJRVd75dBV0ltWk4Z-XhhD11naYjLXexp2wd_x-oOQFFTiVJ2ERZamw0Kpy4K3tMRpBln25RMRG-Kxt0izfQt5CyffBRlarRG5P1EAkywOF7lh2T7FRv0lJirKD5pU2TpInOEQYyflt82XykB9M4b9yT8qMg7f_qWllvUeeFOeLxBYiF10deDgt9pSK4h57h3hZl0nYj7iFRNbnjqOjR3q9BfW3DQ0xSv4-6AVo5plkkdp6E1T9-p_G3YeYauH9Q/http%3A//dx.doi.org/10.1136/tobaccocontrol-2019-054932)

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