National Youth Tobacco Survey Results

Draft LTE – December 18, 2020

**Despite gains, National Youth Tobacco Survey shows teen e-cigarette use is still a problem**

Dear editor,

START YOUR LETTER BY SHARING THAT ON THURSDAY, DECEMBER 17, THE U.S CENTERS FOR DISEASE CONTROL AND PREVENTION (CDC) AND FEDERAL DRUG ADMINISTRATION (FDA) RELEASED THE RESULTS OF THE 2020 NATIONAL YOUTH TOBACCO SURVEY. SHARE THE POSITIVE NEWS OF THE REPORT **-- an estimated 1.73 million fewer youth currently report using any tobacco product in 2020 (4.47 million) compared to 2019 (6.20 million).** THEN CAUTION READERS THAT IT’S NOT TIME TO CELEBRATE JUST YET, SINCE 3.6 MILLIION YOUTH NATIONALLY STILL REPORT CURRENT E-CIGARETTE USE.

PICK A FEW STATS TO HIGHLIGHT FROM THE REPORT USING THE CDC AND FDA’S NYTS INFOGRAPHIC **(DISPOSABLE E-CIGARETTE USE, USE OF FLAVORED PRODUCTS, ETC.)**. HOW DO THESE STATS MAKE YOU FEEL **(WORRIED, ANGRY, SAD, ETC.)**? TALK ABOUT WHY IT’S CONCERNING THAT SO MANY YOUTH ARE ADDICTED TO NICOTINE. **YOU CAN GIVE EXAMPLES OF THE NEGATIVE EFFECTS E-CIGARETTE USE HAS ON TEENS BY PULLING FROM** [**https://www.dhs.wisconsin.gov/tobaccoischanging/e-cigarettes.htm**](https://www.dhs.wisconsin.gov/tobaccoischanging/e-cigarettes.htm)**.**

NOW TALK ABOUT THE WORK YOUR GROUP IS DOING TO ADDRESS YOUTH TOBACCO AND E-CIGARETTE USE. THIS COULD INCLUDE NEW PARTNERSHIPS OR EDUCATING SCHOOLS ON COMPREHENSIVE TOBACCO-FREE POLICIES.

ENCOURAGE READERS TO LEARN MORE ABOUT THE TOBACCO PRODUCTS TARGETING TEENS AT [www.tobaccoischanging](http://www.tobaccoischanging), AND URGE THEM TO GET INVOLVED LOCALLY BY CONTACTING YOUR ALLIANCE AT (**URL, SOCIAL MEDIA, ETC.).** LET READERS KNOW THAT TEENS CAN CALL 1-800-QUIT NOW (784-8669) FOR FREE HELP TO QUIT TOBACCO PRODUCTS, INCLUDING E-CIGARETTES.