Youth E-Cigarette Template Press Release -- Drafted September 30, 2021

**FOR IMMEDIATE RELEASE**

**DATE**

**CONTACT NAME AND INFO**

**No slow down of youth e-cigarette use over pandemic**

*Flavored and disposable e-cigarettes most used products*

**(CITY, WI)** – A new report from the U.S. Centers for Disease Control and Prevention (CDC) confirms what many in public health have long feared, that despite the COVID pandemic, youth continue to use e-cigarettes in record numbers.

The CDC study, which used data from the 2021 National Youth Tobacco Survey, found that 2 million U.S. middle and high school students reported currently using e-cigarettes in 2021. Additionally, 85% of those youth reported using flavored e-cigarettes, and disposable e-cigarettes were reported as the most popular e-cigarette device.

”It may not have been reported on as much over the last year and a half, but the epidemic of youth e-cigarette use did not go away the course of quarantine,” said **(CONTACT NAME)** of the **(ALLIANCE NAME)**. ”There’s so many ways these products appeal to youth, whether it’s flavors like **(GIVE EXAMPLES)**, shiny packaging, or even the fact that they can be disguised as hoodies or backpacks. We’ve got a lot of work to do to turn these numbers around.”

While their fruit and candy flavors may lull teens into thinking they’re safe, e-cigarettes carry real health risks for young people. For instance, the nicotine in e-cigarettes damages adolescent brains, specifically the parts of the brain that control learning and memory. Youth who use e-cigarettes are also more likely than their peers who don’t use e-cigarettes to eventually become regular cigarette smokers.

“The **(ORGANIZATION NAME)** continues to educate young people about the harms of e-cigarette use, but we also want them to know that quitting is possible,” continued **(CONTACT NAME)**. “One new resource is the Live Vape Free text line, where teens can access free help by texting VAPEFREE to 873373.”

In addition to the teen text line, parents and guardians can also learn more about e-cigarettes and other commercial tobacco products targeted towards youth at tobaccoischanging.com. The site features information on different tobacco product types, tactics used to attract youth like flavors and packaging, and policies that can help prevent youth from using e-cigarettes and commercial tobacco products. Adults looking to quit commercial tobacco can also call the Wisconsin Tobacco Quit Line at 1-800-QUIT NOW for free help, or if they’re a Medicaid recipient, they can talk to their doctor about the free quitting assistance provided through the Medicaid cessation benefit.

For more on tobacco prevention and control efforts in **(COUNTY/COMMUNITY)**, visit **(ALLIANCE URL, SOCIAL MEDIA, etc.)**.

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