CDC MMWR Youth Risk Behavior Survey Template Press Release

FOR IMMEDIATE RELEASE

August 20, 2020

CONTACT NAME AND INFO

**CDC Report: Nearly a third of U.S. high school students currently use e-cigarettes**

**(CITY, WI) –** The U.S. Centers for Disease Control and Prevention released new data today showing that 32.7% of U.S. high school students reported currently using e-cigarettes in 2019, compared to 24.1% in 2015. The data is from the Youth Risk Behavior Survey, which also found that the use of any tobacco product amongst the age group skyrocketed from 19.5% in 2017 to 36.5% in 2019.

Members of the (**ORGANIZATION NAME**) say the flavors and packaging of e-cigarettes play a big role in their popularity with young people.

“With flavors like (**GIVE EXAMPLES**), it’s not surprising that these products appeal to teens,” said (**CONTACT NAME**). “When you combine flavors, amounts of nicotine that equal a pack of cigarettes, and the fact that e-cigarettes can look like flash drives, watches, and hoodies, you’ve got a recipe for addiction.”

**SHARE SOME OF THE HEALTH RISK THAT E-CIGARETTES POSE TO YOUNG PEOPLE. YOU CAN FIND EXAMPLES AT** [**https://www.dhs.wisconsin.gov/tobaccoischanging/know-products.htm**](https://www.dhs.wisconsin.gov/tobaccoischanging/know-products.htm)**. YOU CAN ALSO DISCUSS THE NEWEST CONCERN FOR YOUNG PEOPLE – THAT TEEN E-CIGARETTE USE CAN LEAD TO AN INCREASED RISK FOR COVID-19 --**[**https://www.bloomberg.com/news/articles/2020-08-11/teen-tobacco-use-linked-to-higher-risk-of-covid-19-study-finds**](https://www.bloomberg.com/news/articles/2020-08-11/teen-tobacco-use-linked-to-higher-risk-of-covid-19-study-finds)**).**

**DESCRIBE YOUR GROUP’S WORK TO ADDRESS THE ISSUE OF YOUTH E-CIGARETTE USE (PRESENTATIONS, WORK ON SCHOOL POLICY, etc.). SHARE WHY IT’S IMPORTANT FOR SCHOOLS TO HAVE COMPREHENSIVE TOBACCO-FREE POLICIES (PULL FROM THE INTRO PARAGRAPH AND RESOURCES AT** [**https://tobwis.org/toolkits/local-initiatives/comprehensive-tobacco-free-schools/**](https://tobwis.org/toolkits/local-initiatives/comprehensive-tobacco-free-schools/)**). LET READERS KNOW HOW THEY CAN SUPPORT YOUR EFFORTS.**

“Addressing this issue is a significant challenge, and it’ll take all of us working together to meet it,” said (**CONTACT NAME**). “One piece of good news is that there are resources to help parents learn more about these products and how they can help keep their kids tobacco-free.”

(**ORGANIZATION NAME**) encourages parents to visit [www.tobaccoischanging.com](http://www.tobaccoischanging.com) for information on the different tobacco products hooking kids, including e-cigarettes. Youth addicted to e-cigarettes or other tobacco products can also receive help through the Wisconsin Tobacco Quit Line by calling 1-800-QUIT NOW (784-8669) or texting “READY” to 200-400.

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