

### **Tobacco Use by Youth Is Rising**

**Tobacco product use among U.S. youth is increasing. More than 1 in 4 high school students and about 1 in 14 middle school students in 2018 had used a tobacco product in the past 30 days. This was a considerable increase from 2017, which was driven by an increase in e-cigarette use. E-cigarette use increased from 11.7% to 20.8% among high school students and from 3.3% to 4.9% among middle school students from 2017 to 2018. No change was found in the use of other tobacco products, including cigarettes, during this time.**

**There were 1.5 million more current youth e-cigarette users in 2018 than 2017. Four.9 million youth were current tobacco product users in 2018. Use of any tobacco product grew by 38.3% among high school students (2017-2018). E-cigarettes, specifically those shaped like USB flash drives, are the main reason for the increase.**

**So what parents should know about vaping and JUULing? JUULing is a teen phenomenon. It's a new way to consume—and get the buzz of—nicotine without the mess and telltale signs of smoking a cigarette. This trend can have serious negative side effects for youth. Elaine Johannes, K-State Research and Extension Specialist for Family and Youth Development offers these insights:**

- 1. What is a JUUL? A JUUL, pronounced “jewel”, is an e-cigarette that looks like a computer flash drive and charges in a USB outlet. Once powered, you can load the JUUL with tiny, refillable pods of liquid nicotine. One pod contains the same amount of nicotine as a pack of cigarettes. Just one quick “puff” can give youth the “feel good” sensation. A JUUL pod is no bigger than a soda can tab. The e-nicotine comes in appealing flavors such as crème brulee, mango and bubble gum.**
- 2. Why is it so popular? Three words: Marketing and Peer Pressure. These terms are strategically sold with a very young audience in mind. The JUUL is often customized with a “skin” or decal with images of movies, TV shows, and pop stars. So it becomes the “cool” thing to do. Many kids don’t realize that JUUL has addictive nicotine and other chemicals.**
- 3. What are the possible signs that a child is using a JUUL? You may notice a sweet smell. Users will often have dehydration and nosebleeds due to a chemical that retains water molecules in e-nicotine. Also, users can experience a strong aversion to caffeine. Other signs include changing habits in grades or behavior, or disappearing regularly to take a hit.**

