



JUUL and Youth E-cigarette Use

Who is using JUUL?

- E-cigarettes are the most commonly used tobacco product among youth in Montana.¹
- **30%** of Montana High School students currently use e-cigarettes and **more than half** have tried them.¹
- JUULs appeal to youth because they:
 - Are small enough to easily conceal.
 - Come in sweet flavors.
 - Are high-tech and sleek.
- **96%** of youth who have ever tried e-cigarettes started with a flavored product.²
- In a survey conducted by the Montana Office of Public Instruction in April 2018, Montana high school principals from AA through C class districts reported JUUL use during school hours both inside and outside their school buildings.³

What is JUUL?

- JUUL is a brand of e-cigarettes. E-cigarettes heat a liquid into an aerosol, also called vapor, which the user inhales.
- JUUL devices look like a USB flash drive and can be charged in the USB port of a computer.
- JUUL came on the market in 2015 and had amassed over 72% of the e-cigarette market share by September, 2018.⁴



Is JUUL safe for youth?

- **No.** E-cigarettes may be safer than conventional cigarettes but they are not safe for youth.
- Most e-cigarettes contain nicotine. According to a study published in the *American Journal of Public Health*, **99%** of e-cigarettes sold in U.S. convenience stores, supermarkets and similar outlets in 2015 contained nicotine.⁶
- All JUUL cartridges contain nicotine. One JUUL cartridge is equal to a pack of cigarettes, or **200 cigarette puffs**. According to a new study published in *Tobacco Control*, most JUUL users don't know that the product always contains nicotine.^{5, 7}
- Nicotine is highly addictive and harmful to brain development.⁷
- Studies have found that youth who use e-cigarettes are **4 times** more likely to begin smoking conventional cigarettes in the future compared to their peers who do not use e-cigarettes.⁹
- Long-term health effects are unknown at this time; however, studies have found that e-cigarettes and the aerosol they emit can contain harmful and potentially harmful chemicals.⁸

CONTACT

Montana Tobacco Use
Prevention Program

Phone: (866) 787-5247

E-mail: infotobaccofree@mt.gov

Website: tobaccofree.mt.gov



Help for Youth Who Want to Quit

My Life, My Quit is a new program specifically for youth who need or want help quitting tobacco (e-cigarettes, cigarettes, smokeless, and cigars/cigarillos.) My Life, My Quit is a free and confidential service for all Montanans under the age of 18, with dedicated coaches ready to support, listen and help youth quit tobacco. Youth who are interested should text "start my quit" to 1-855-891-9989 or visit www.mylifemyquit.com





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SOURCES:

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- 3) Montana High School E-cigarette Survey. Montana Office of Public Instruction. April, 2018.
- 4) Truth Initiative. JUUL Sales Increase More than 600% in a Year, Underscoring Popularity among Teens. <https://truthinitiative.org/news/juul-sales-increase-more-600-year-underscoring-popularity-among-teens>. Accessed October, 2018.
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- 6) Marynak KL et al. (2017) Sales of Nicotine-Containing Electronic Cigarette Products: United States, 2015. *American Journal of Public Health*. 107(5):702-705.
- 7) Willet JG et al. (2018) Recognition, use and perceptions of JUUL among youth and young adults. *Tobacco Control*.
- 8) U.S. Department of Health and Human Services. E-cigarette Use Among Youth and Young Adults: A report of the Surgeon General. https://e-cigarettes.surgeongeneral.gov/documents/2016_SGR_Full_Report_non-508.pdf. Accessed May, 2018. doi: 10.1136.
- 9) Soneji S., Barrington-Trimis, J.L., Wills, T.A., Leventhal, A., Unger, J.B., et al. (2017). E-Cigarette Use and Subsequent Cigarette Smoking Among Adolescents and Young Adult s: A Systematic R eview and Meta-Analysis. *JAMA Pediatrics*.