



## YOUTH E-CIGARETTE USE IS AN EPIDEMIC IN MONTANA

- **Almost half** of Montana high school students have tried e-cigarettes and **24%** currently use them.<sup>1</sup>
- E-cigarettes are the most commonly used tobacco product among Montana youth.<sup>1</sup>
- The use of e-cigarettes among Montana's high school students is over **5X** that of Montana adults aged 25+.<sup>1,2</sup>
- Frequent and daily e-cigarette use among Montana high school students both increased by **almost 200%** from 2015 to 2023.<sup>3</sup>
- Montana has the **2<sup>nd</sup> highest** prevalence of current e-cigarette use among high school students according to the most recent national data.<sup>4</sup>



LEARN MORE

### CONTACT

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Prevention Program

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## WHAT ARE E-CIGARETTES?

- Electronic cigarettes, or e-cigarettes, are devices that heat a liquid into an aerosol that the user inhales.
- E-cigarettes include **vapes, vape pens, mods, tanks, e-cigars, e-pipes and e-hookahs.**
- These devices can be used to deliver nicotine, marijuana and other drugs like meth and fentanyl.



## BIG TOBACCO TARGETS YOUTH WITH E-CIGARETTES

- Big Tobacco continues to adapt its portfolio to attract new users and replace those who have quit or died from tobacco-related diseases.
- In 2018, the top 25 e-cigarette manufacturers brought in more than \$2.5 billion in sales and **96%** of these sales were from brands owned in whole or part by Big Tobacco.<sup>5</sup>
- E-cigarettes come in over **15,500 distinct flavors.**<sup>6</sup>
- Most (**96%**) youth e-cigarette users started with a flavored product.<sup>7</sup>
- Among Montana high school students who used e-cigarettes in 2023, **99% reported using non-tobacco flavored products.**<sup>1</sup>
- The tobacco industry spends **\$29 million each year in Montana** promoting their products.<sup>8</sup>
- In 2021, **76%** of U.S. middle and high school students were exposed to e-cigarette marketing.<sup>9</sup>

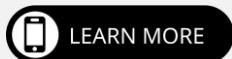


## HELP FOR YOUTH WHO WANT TO QUIT

**My Life, My Quit™** is a cessation program specifically for youth who need or want help quitting all forms of tobacco (e-cigarettes, cigarettes, smokeless, nicotine pouches 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 36072, call 1-855-891-9989 or visit [www.mylifemyquit.com](http://www.mylifemyquit.com)



## WHAT ARE THE RISKS OF USING E-CIGARETTES?

### E-cigarette aerosol is NOT “harmless water vapor”

- E-cigarette aerosol can contain harmful and potentially harmful substances, including:
  - Nicotine
  - Ultrafine particles that can be inhaled deep into the lungs
  - Flavoring such as diacetyl, a chemical linked to a serious lung disease
  - Volatile organic compounds
  - Cancer-causing chemicals
  - Heavy metals such as nickel, tin, and lead<sup>10</sup>

### Nicotine is addictive and harms brain development

- E-cigarettes almost always contain nicotine. **99%** of e-cigarettes sold in US convenience stores contain nicotine.<sup>11</sup>
- Nicotine is highly addictive and youth use of nicotine in any form is **unsafe** because the brain continues developing until about age 25.<sup>10</sup>
- The amount of nicotine in some disposable e-cigarettes is now comparable to **several cartons of cigarettes**.<sup>12</sup>

### E-cigarettes act as a gateway to other tobacco product and substance use

- Teens who use e-cigarettes are **4x more likely** to start smoking cigarettes in the future and **20x more likely** to vape marijuana than teens who do not use e-cigarettes<sup>13, 14</sup>
- The nicotine in e-cigarettes and other tobacco products can prime the adolescent brain for addiction to other drugs such as cocaine.<sup>10</sup>

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