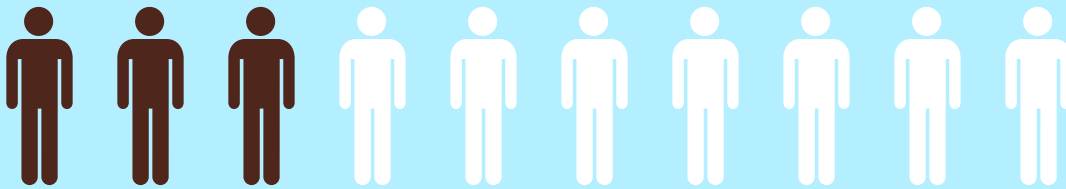


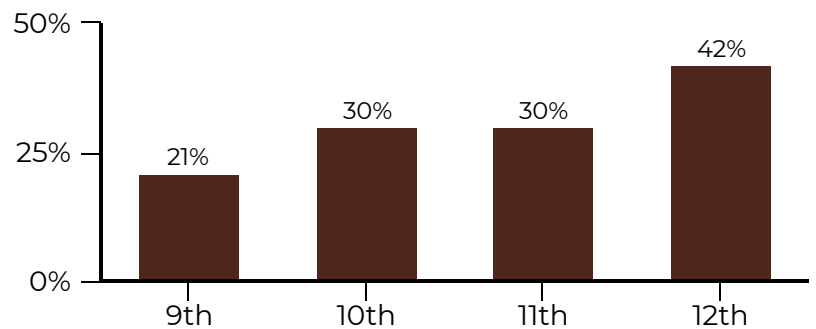
Over half (58%) of high school students in Montana have tried e-cigarettes

Facts and Statistics on Teen E-Cigarette Use



In 2019, almost one-third (30%) of Montana high school students reported *currently using e-cigarettes*.

Percent of Montana high school students who reported **currently using e-cigarettes by grade, 2019 MT YRBS**



Annual tobacco industry marketing expenditures in Montana totaled

\$31 Million

in 2016. Nation-wide, the tobacco industry spent **\$9 billion**.

More than **80%** of youth who have tried e-cigarettes started with a **flavored product**.

Currently, there are over **15,000** distinct e-cigarette flavors.



99%

of e-cigarettes sold in U.S. convenience stores contain nicotine.

Youth use of nicotine in any form is **unsafe**. Nicotine is **highly addictive** and can harm the **developing brain**.

Scientists are still learning about the long-term health effects of e-cigarettes. The chemicals contained in the aerosol **have not been deemed safe for inhalation**.

Data sources:

1. Montana Office of Public Instruction, Montana Youth Risk Behavior Survey, 2019
2. Campaign for Tobacco-Free Kids. "The Toll of Tobacco in Montana." <https://www.tobaccofreekids.org/problem/toll-us/montana>. Accessed March, 2019
3. Hsu, G., Sun, J. Y., & Zhu, S. (2018). Evolution of Electronic Cigarette Brands From 2013-2014 to 2016-2017: Analysis of Brand Websites. Journal of Medical Internet Research, 20(3). doi:10.2196/jmir.8550
4. Ambrose, BK, et al., "Flavored Tobacco Product Use Among US Youth Aged 12-17 Years, 2013-2014," Journal of the American Medical Association, published online October 26, 2015.
5. Marynak KL et al. (2017) Sales of Nicotine-Containing Electronic Cigarette Products: United States, 2015. American Journal of Public Health. 107(5):702-705.