E-Epidemic: Vaping and Youth
What You Need to Know

Youth vaping, or e-cigarette use, has skyrocketed and the federal government has declared it a nationwide epidemic. Health and Human Services Secretary Alex Azar stated:

“In the data sets we use, we have never seen use of any substance by America’s young people rise as rapidly as e-cigarette use is rising.”

The bottom line is that vaping is unsafe for kids, teens, and young adults. Getting accurate information about the youth vaping epidemic into the hands of our citizens is the first step to reverse the alarming trends.

Learn the Facts

- Youth vaping has increased dramatically across the country, including Florida.
  In 2018, about 25 percent of Florida high school students reported current use of electronic vaping—a 58 percent increase compared to 2017.³
- The FDA has stated that flavors play an important role in driving the youth appeal.⁶
- E-cigarette companies claim that their products are intended for adults, but skyrocketing prevalence rates among teens tell a different story. In fact, teens are vaping at much higher rates compared to adults.
  - One in four Florida high school students are vaping.⁴ Only about 4 percent percent of adults in Florida are vaping, according to the CDC.⁵
- The most popular e-cigarette brand is JUUL,⁷ a device shaped like a USB flash drive.
- The JUUL comes in a variety of flavors, is easy to conceal,⁸⁹ and delivers high levels of nicotine.¹⁰
- News outlets and social media sites have reported widespread use of JUUL by students in schools, including in classrooms and bathrooms.¹¹
- In December 2018, Marlboro cigarette maker AltriaGroup Inc. purchased a 35 percent stake in JUUL Labs Inc. for $12.8 billion.¹²
- JUUL now dominates the e-cigarette market. The company went from 2 percent market share in 2016 to 76 percent market share by the end of 2018.¹³,¹⁴,¹⁵
- Other manufacturers have started making JUUL-look-a-like e-cigarette products.
Cigarette smoking remains the single largest preventable cause of death and disease in the U.S.24

E-cigarettes, including JUUL, typically contain nicotine, which is highly addictive.25

Teens may be more sensitive to nicotine and feel dependent on nicotine sooner compared to adults.26,27,28

You can help by educating yourself, dispelling myths among friends and family, and talking to your kids or students about the serious concerns around vaping and nicotine addiction.


15. FDA Statement. “Statement from FDA Commissioner Scott Gottlieb, M.D., on new steps to address epidemic of youth e-cigarette use.” FDA News/Events/News/Press Announcements/15011001.htm (Accessed 14 March 2018)


27. U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health, 2016.


29. U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health, 2016.

30. U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health, 2016.

31. U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health, 2016.

32. U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health, 2016.

33. U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health, 2016.

34. U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health, 2016.

35. U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health, 2016.