

YOUTH E-CIGARETTE USE AND STATE POLICY OPTIONS

JANUARY 2020

Youth and E-Cigarettes

E-cigarettes are the **most common** tobacco product currently used by U.S. youth.¹



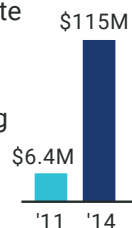
E-cigarettes come in various brands, devices, and flavors that are **appealing to youth**.

By 2014, there were **460+ e-cigarette brands** and **7,700+ unique flavors**.²



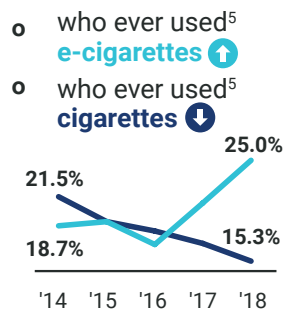
20.5 million U.S. middle and high school students were exposed to e-cigarette ads in 2016.³

Advertising spending **↑ \$108.6 million** from 2011 to 2014.⁴

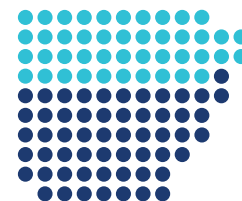
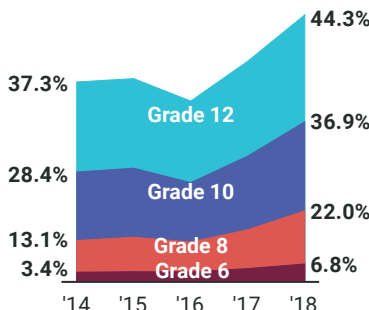


is the average age* of **first time e-cigarette use** for Arkansas public school students.⁵

From 2014 to 2018, the % of AR public school students:*



Lifetime E-Cigarette Use⁵ by AR Public School Students⁵



For every 100 AR public school seniors, **44 reported using an e-cigarette** at least once in their lifetime.⁵

State Policy Options

In 2019, Arkansas – and subsequently Congress – enacted laws setting the minimum age to buy, use, and possess tobacco, vapor, alternative nicotine, and e-liquid products at 21. Under the Arkansas law, law enforcement officers and school officials were given explicit authority to confiscate these products from minors.⁶ Additional state policy options for addressing e-cigarette use include:

PREEMPTION	Amend Arkansas law that preempts local governments from enacting and enforcing regulations over the sale, distribution, and manufacture of vapor, alternative nicotine, and e-liquid products. ⁶
EXCISE TAX	Levy an excise tax on e-cigarettes that is no less than the tax on tobacco products and is based on nicotine amounts.
CLEAN INDOOR AIR LAW	Extend the Arkansas Clean Indoor Act, which prohibits smoking in most work places and public spaces, to e-cigarettes.
FLAVOR BAN	Ban all flavored vaping liquids – including those used in tank-based delivery devices – especially sweet, fruity, or candy-themed flavors.
AGE RESTRICTION ENFORCEMENT	Increase enforcement efforts to ensure retailers are complying with the new age restrictions for tobacco and e-cigarette product purchases.
ADVERTISING	Prohibit e-cigarette advertising that targets youth.

*Based on 2018 APNA survey of AR public school 6th, 8th, 10th, and 12th graders.

¹⁻⁶ Visit achi.net/library/youth-and-e-cigarettes or these references.