

YOUTH E-CIGARETTE USE AND STATE POLICY OPTIONS

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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

BRANDS	PUFF BAR	JUUL	VUSE ALTO
DEVICE TYPES			
FLAVORS			

17.77 million U.S. middle and high school students were exposed to e-cigarette marketing in 2021.¹

73.5% of the 23.06 million social media users in middle and high school reported ever seeing e-cigarette-related posts or content.¹

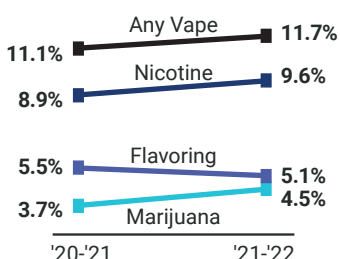


13.4 YEARS OLD

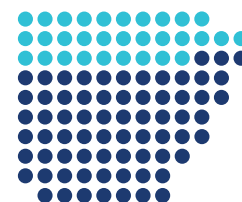
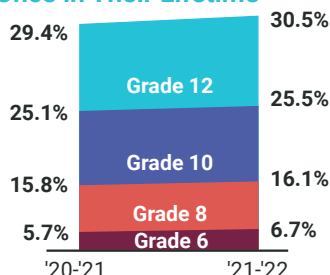


is the average age* of **first-time vape product use** for Arkansas public school students.³

AR Public School Students* Who Used Vape Products in the Past 30 Days by Type³



AR Public School Students* Who Used Any Vape at Least Once in Their Lifetime³



For every 100 AR public school seniors, **31 reported using any vape** at least once in their lifetime.³

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.⁴ 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 Air Act, which prohibits smoking in most work places and public spaces, to include 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 the preliminary results of the 2021 Arkansas Prevention Needs Assessment Survey of AR public school 6th, 8th, 10th, and 12th graders. The vaping questions were introduced in 2020.

¹⁻⁴ Visit achi.net/library/youth-and-e-cigarettes for these references.