Prevalence: What parents and providers should know

Between 2011 – 2018 in the United States:

- e-cigarette use by middle schoolers increased from 0.6% to 4.9%
- e-cigarette use by high schoolers increased from 1.5% to 20.8%

From 2017-2018, overall teen tobacco use rose for the first time in years. This was due to the increase in e-cigarette use by teens.¹

The average age adolescents tried their first e-cigarette is 17.²

Adolescents who use e-cigarettes are more likely to smoke cigarettes.

¹U.S. Food & Drug Administration, 2018
²Chen, Yu, & Wang, 2017
Vape Systems

Pod vape systems, like JUUL and Suorin, are particularly attractive to youth because they are:

- simple to use
- discrete
- believed to be safe

Pod vapes deliver high levels of nicotine despite their small size. Pod vapes can be a lot stronger than other ENDS due to nicotine salts. Nicotine salts allow pod vapes to:

- deliver similar levels of nicotine to cigarettes without the harsh taste that discourages youth from continuing to smoke\(^4\)
- contain more nicotine by volume compared to other ENDS\(^4\)

\(^4\) Yuan, Cross, Loughlin & Leslie, 2015
\(^4\) Barrington-Trimis & Leventhal, 2018

Tips for parents addressing ENDS use

Know the facts: The FDA, CDC, Truth Initiative and the Surgeon General all have helpful online information.

Set a positive example by being tobacco free: it’s never too late to quit. For help call 1-800-QUIT-NOW.

Be patient and ready to listen: avoid criticism and encourage an open dialogue. The goal should be a conversation, not a lecture. It’s okay for the conversation to take place over time and in bits and pieces.

Find the right moment: rather than say, “we need to talk,” try to find an organic time – e.g., when you see an e-cigarette commercial or someone using an ENDS device.

Ask for support: encourage your adolescent to talk to your health provider, as well as other trusted adults.

Other resources: MD Quitline for parents and teens (13-17): call 1-800-QUIT-NOW; Truth Initiative text program for parents and teens: text “QUIT” to (202) 804-9884.

Tips for providers addressing ENDS use

Screen patients for all tobacco and ENDS use

Identify and correct misconceptions about ENDS products

Misconception example: Many teens think that e-cigarettes are harmless

Counsel patients with regard to cessation

Understand and explain the risks associated with adolescents’ ENDS use

For More Information
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