

# Parents/Guardians

Let's seize this COVID-19 quarantine opportunity to talk with our youth about the harms of vaping and smoking. San Marcos youth vaping has increased 50% in the past year (CHKS, 2019). Those who smoke/vape and get COVID-19 are at a greater risk to be very sick, than non-smokers/vapers.

**Step 1:** [Know the facts](#)

**Step 2:** [Know how to begin a conversation](#)

## THE PROBLEM.

**5.3**  
MILLION

Number of U.S. kids who used e-cigarettes in 2019 – nearly 1 million use them daily.

Juul is by far the #1 brand of e-cigarettes among youth.

**135%**

Increase in e-cig use among high school students, 2017-2019. The increase was 218% for middle school students.

The growth in youth e-cig use is unprecedented in the U.S.

**1 in 4**

More than 1 in 4 (27.5%) high school students and 1 in 10 (10.5%) middle school students use e-cigarettes.

97% of youth e-cigarette users use a flavored product.

## HOW WE GOT HERE.



### FLAVORS

There are 15,000+ e-cigarette flavors on the market, like gummy bear and mint. 70% of youth e-cigarette users say flavors are a key reason they vape.



### MASSIVE NICOTINE DOSES

One Juul pod delivers as much nicotine as a pack of 20 cigarettes. This increases the risk of addiction among youth.



### YOUTH MARKETING

A Stanford University study found Juul's launch marketing was "patently youth oriented" and later ads used the same themes as traditional tobacco marketing.

## THE RISKS TO YOUTH.



E-cigarette use can cause nicotine addiction and increases teens' risk of using regular cigarettes.



Adolescent exposure to nicotine can harm the developing brain, impacting learning, memory & attention.



Youth use of nicotine products can increase risk for future addiction to other drugs.



In addition to nicotine, e-cigs can also expose users to other harmful chemicals such as formaldehyde and lead.

**Other resources:** ["This is Quitting" program.](#)

The first ever text-to-quit vaping service for youth. It's super easy, completely free, and available 24-7 to help with cravings, stresses, and slips.

