

HOUSTON HEALTH HIGHLIGHTS

"JUULing": E-vaping Among Youth

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- JUUL is a new e-cigarette shaped like a USB flash drive.
- JUUL became available for sale in the United States in 2015.
- As of December 2017, JUUL is the top-selling e-cigarette brand in the United States.
- News outlets and social media sites report widespread use of JUUL by students in schools, including in classrooms and bathrooms.
- Of youths who have ever used JUUL, one-in-three have used marijuana with the device.



63%

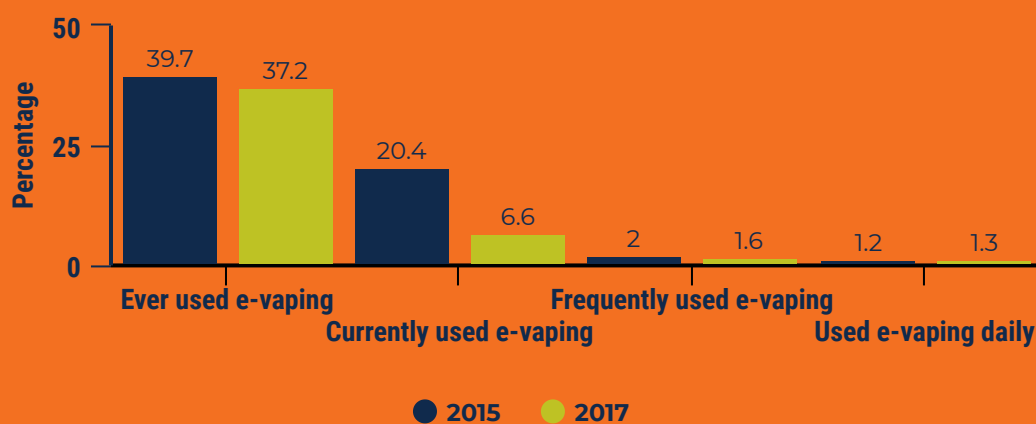
of JUUL users don't know
that the product always contains **NICOTINE**

-1 in 5-

U.S. students between 12 and 17 years of age
have seen **JUUL** used in school

Source: End The Trend Project. Johnson County Mental Health Center. Available at <http://kansaspventioncollaborative.org/Document/Assets/JUUL%20and%20End%20the%20Trend.pdf>. Accessed on [04/29/2019]

E-vaping Among Houston Youth, 2015 and 2017



Source: Centers for Disease Control and Prevention (CDC). 1991-2017 High School Youth Risk Behavior Survey Data. Available at <http://nccd.cdc.gov/youthonline/>. Accessed on [04/24/2019].

- In Houston nearly 40% of youths participating in YRBS survey have used e-vaping.
- The **NICOTINE** content of **JUUL** is higher than other e-cigarette brands. Its volume of e-liquid contains 5% nicotine, almost double the amount of other brands.
- **Nicotine**, is highly addictive and can **HARM BRAIN DEVELOPMENT** (which continues until about age 25).
- **JUUL** represents 71% of youth market for electronic cigarettes.

Parents, Educators, and Healthcare Providers can help



PARENTS

- Learn about the different shapes and types of e-cigarettes and the risks for young people.
- Talk to their children about the risks of e-cigarette use among young people.
- Express firm expectations that their children remain tobacco-free.
- Set a positive example by being tobacco-free.



EDUCATORS

- Learn about the different shapes and types of e-cigarettes and the risks for young people.
- Develop, implement, and enforce tobacco-free school policies.
- Reject youth tobacco prevention programs sponsored by the tobacco industry. These programs have been found to be ineffective for preventing youth tobacco use.



PEDIATRIC HEALTH CARE PROVIDERS

- Ask about e-cigarettes, including devices shaped like USB flash drives, when screening patients for the use of any tobacco products.
- Warn patients about the risks of all forms of tobacco product use, including e-cigarettes, for young people.

Content source: Office on Smoking and Health, National Center for Chronic Disease Prevention and Health Promotion