



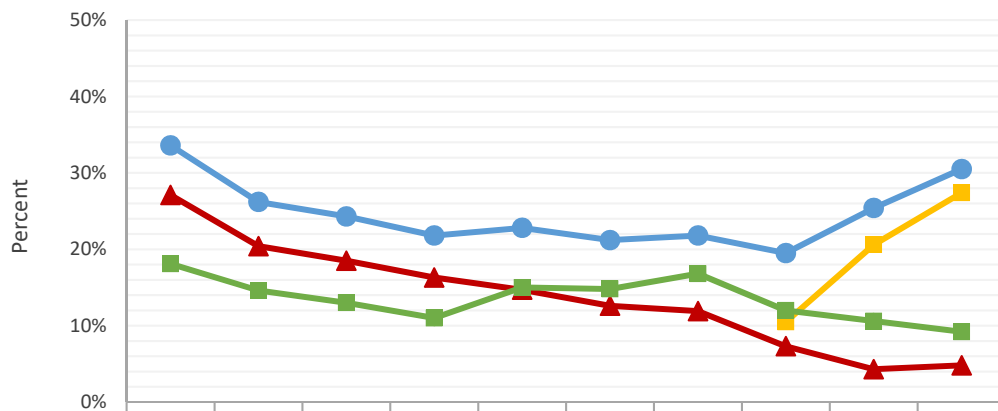
## Electronic Cigarette Use by Youth Increased 160% Between 2014 and 2018

According to the U.S. Surgeon General, tobacco use among youth and young adults in any form, including electronic cigarettes (e-cigarettes) is not safe: nicotine exposure during adolescence can cause addiction and can harm the developing adolescent brain.<sup>1</sup> An objective of the New York State (NYS) Prevention Agenda is to reduce the prevalence of any tobacco product use by high school age youth to 15% by 2018.<sup>2</sup> After years of downward trends in the use of tobacco products among high school youth in NYS, there has been a significant increase in the use of e-cigarettes. According to data from the NYS Youth Tobacco Survey (NYS-YTS):

- Cigarette smoking among high school youth declined by 82% between 2000 and 2018. From 2016 to 2018 the rate increased from 4.3% to 4.8%, the first increase in combustible cigarette use among youth in NYS since 2000.
- In contrast, use of e-cigarettes among high school youth continues to rise. Between 2014 and 2018, the rate increased fully 160%, from 10.5% to 27.4%. E-cigarettes remain the most commonly used tobacco product among youth surpassing cigarettes, cigars, smokeless tobacco, and hookah.

The NYS-YTS monitors the use of tobacco products available to and used by youth. Cigarettes, cigars, and smokeless tobacco have been monitored since 2000, while products such as hookah (2008) and e-cigarettes (2014) were added to the NYS-YTS as they gained popularity. The addition of new products to the market is one of many factors contributing to the recent increase in any tobacco product use among high school youth. For example, e-cigarettes are marketed using similar tactics as those proven to lead to youth smoking, including: candy-flavored products; youth-resonant themes such as rebellion, glamour and sex; and celebrity endorsements.<sup>3</sup> Continued surveillance of all tobacco product use among youth is important, especially to monitor the use of emergent products in this population.

### Trends in Any Tobacco Product Use among High School Students<sup>3</sup> in NYS, 2000-2018



	2000	2002	2004	2006	2008	2010	2012	2014	2016	2018
Any Tobacco Products <sup>2</sup>	33.6%	26.2%	24.3%	21.8%	22.8%	21.2%	21.8%	19.5%	25.4%	30.5%
Cigarettes	27.1%	20.4%	18.5%	16.3%	14.7%	12.6%	11.9%	7.3%	4.3%	4.8%
E-Cigarettes	n/a	n/a	n/a	n/a	n/a	n/a	n/a	10.5%	20.6%	27.4%
Other Tobacco Products	18.1%	14.6%	13.0%	11.0%	15.0%	14.8%	16.8%	12.0%	10.6%	9.2%

1. U.S. Department of Health and Human Services. E-Cigarette Use Among Youth and Young Adults. A Report of the Surgeon General. Atlanta, GA: U.S. Department of Health and Human Services, Centers for Disease Control and Prevention (CDC), National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health, 2016.

2. "Any Tobacco Product" refers to the products that were asked about in the YTS year. Cigarettes, cigars, and smokeless tobacco have been monitored since 2000. Bidis and kreteks were included from 2000 to 2010. Pipe was included from 2000 to 2008, and again in 2014. Hookah was included beginning in 2008 and ENDS were included beginning in 2014. "Other Tobacco Product" refers to any product other than cigarettes or ENDS. Current tobacco use is defined as use on one or more days in the past 30 days.

3. Based on methods developed by CDC, the YTS is a school-based survey of a representative sample of high school students in NYS. The average sample size of high school students in the YTS, for all years excluding 2008, is 4,286. In 2008, a special study was conducted and the sample was increased to 23,133.

Source: New York State Youth Tobacco Survey 2000-2018. Contact the Bureau of Chronic Disease Evaluation and Research, New York State Department of Health at (518) 473-0673 or send an e-mail to tcp@health.ny.gov. StatShots can be accessed online at: [http://www.health.ny.gov/prevention/tobacco\\_control/reports/statshots/](http://www.health.ny.gov/prevention/tobacco_control/reports/statshots/)