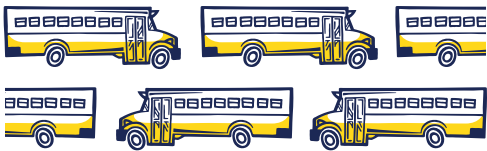


Harmful Tobacco Products Threaten NC Youth Health

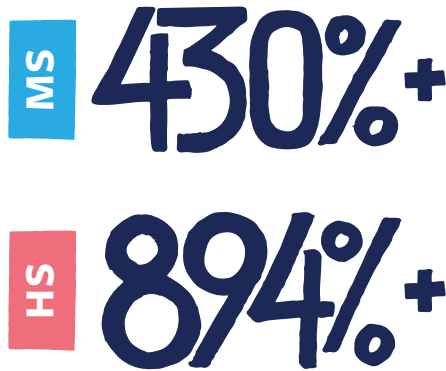
Current Tobacco Use Among NC Students (2017)

10.7% of NC middle school students use tobacco products. These students would fill **1,527** buses, stretching **13** miles long.



28.8% of NC high school students use tobacco products. These students would fill **5,574** buses, stretching **45** miles long.

Between 2011 and 2017 E-cigarette Use Increased

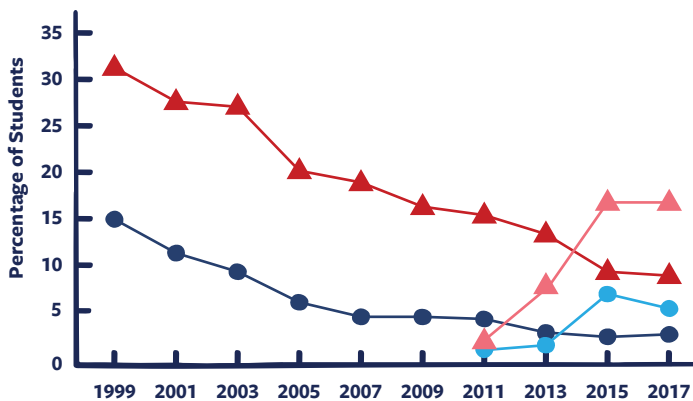


Harmful Health Effects for Youth

Nicotine addiction is very powerful and happens quickly. Nicotine changes brain cells, leading to addiction and long-term harm to the developing brain. Nicotine impacts learning, memory, and attention, and primes the brain for other addictions.

The aerosol from e-cigarettes poses dangerous health effects — even breathing the aerosol from someone else may lead to health risks.

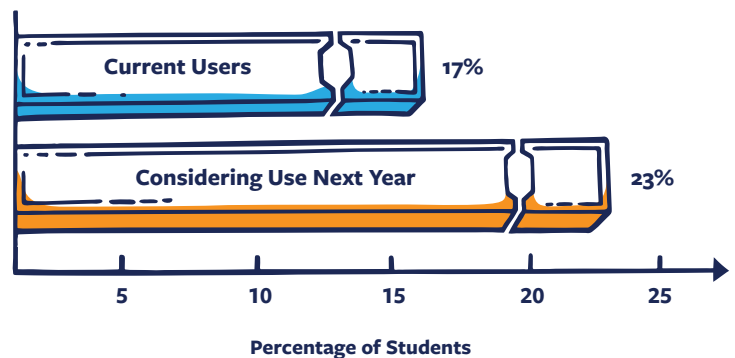
Cigarette Use Decreases While E-cigarette Use Increases



- Cigarette Smoking MS
- E-cigarette Use MS
- ▲ Cigarette Smoking HS
- ▲ E-cigarette Use HS

More Students Planning to Use E-cigarettes Next Year

In 2017, 17% of high school students were using e-cigarettes, and 23% said they would use them next year. This growth will continue if we don't work to stop it.



NC Tobacco Use Prevention Funding Empowers Youth Across the State

Positive Impact Across the State

10 regional grantees across NC have laid the ground work for tobacco prevention by working with partners.

- Conducted 530 presentations and educational activities.
- Reached over 6,000 individuals across the state.
- Working to include e-cigarettes in 100% tobacco-free policies at schools, colleges, restaurants, housing communities, and public spaces.
- Providing tools and resources for school staff, including administrators, teachers and health services staff, who are working to address the use of e-cigarettes in schools.
- Partnered with Youth Empowered Solutions (YES!) to train and assist with youth engagement.
- Educated 21 School Health Advisory Councils and schools in 60 different counties.
- Launched the first phase of “Down & Dirty,” a targeted digital and social media campaign effective in reducing tobacco use among peer-influenced teens who identify with the “Country” peer group.



Educate and Empower Youth

Many young people do not know the dangers of e-cigarettes, or that these products, which are often sold in youth-friendly flavors, contain nicotine. Youth do not believe using e-cigarettes and products like Juul are the same activity and need to know the truth.

Support is Needed to Continue to Empower Youth to Prevent Tobacco Use

Youth and youth influencers are eager for evidence-based information on e-cigarettes, given that there is so much conflicting information on social media. NC youth are at risk and could benefit from evidence-based social media campaigns. Ongoing support for targeted campaigns as well as education and engagement about the harms of using e-cigarettes are needed.



Treatment is Needed for Tobacco Dependence Among Youth

QuitlineNC provides tobacco cessation coaching services tailored to adolescents and can be reached at 1-800-QuitNow (1-800-784-8669). To better reach and serve middle and high school students addicted to tobacco products, including e-cigarettes, additional youth cessation initiatives need to be identified and developed.

