

# The Rise of Vaping:



A closer look at youth culture

Did you know...

**ONE** in **FIVE**  
middle schoolers  
vape.

Vaping is **4X** more  
popular  
among youth than  
cigarettes.



You should know...

- Youth **ages 13 and 14** are most likely to try nicotine.
- **4 in 5** youth report they were able to purchase vapes from stores.
- **Curiosity & flavors** are the main reasons middle and high schoolers try vapes.
- Most **flavored nicotine vapes contain higher levels of nicotine** which leads to greater nicotine dependence.

and so  
**what?**

Nicotine can **harm brain development, impact learning, memory and attention, and lead to addiction** for adolescents.

Vaping in adolescents can cause **aggressive behavior, moodiness, trouble sleeping, increased time alone, and increased spending**. Notice the signs.



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# Smoke & Mirrors:

## Resisting Deception

### Vapes in Disguise

and

### Common Chargers



Help your child beat  
peer pressure and



reduce stress!

Make a difference:

Talk

to your child or teen about **why** vaping is bad.

Recognize

that manufacturers use **false advertising** and **tricky marketing** to target children.

Create

a **supportive** and **open** environment so your child feels comfortable talking to you.

Advocate

for **stronger laws** on e-cigarette design, manufacturing and marketing.



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