

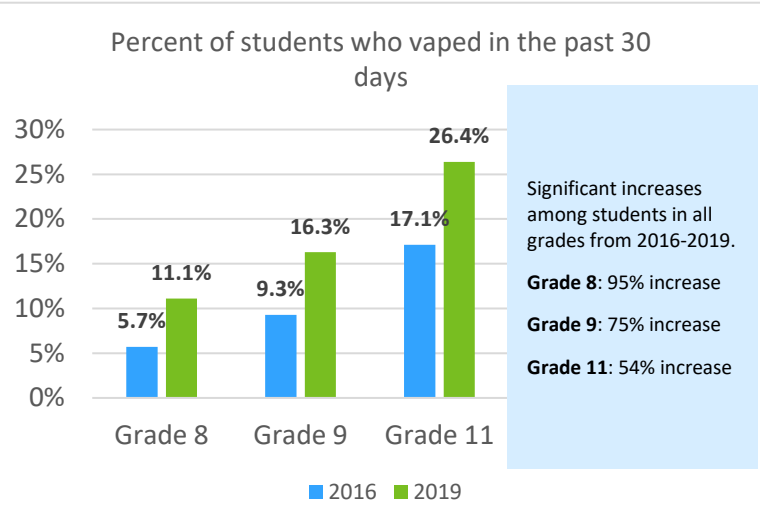
2019 Minnesota Student Survey: E-cigarette and Cigarette Findings

E-cigarette use continues to escalate among youth

Data from the 2019 Minnesota Student Survey shows a steep rise in e-cigarette use among students.

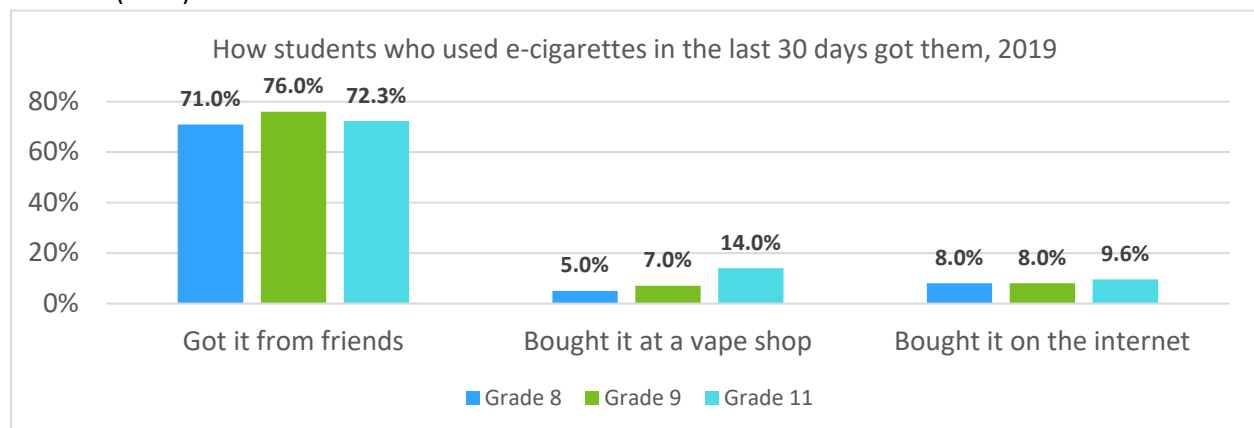
Among 8th grade students, e-cigarette use nearly doubled from 2016 to 2019, and one in four 11th graders now use e-cigarettes. Students in all grades surveyed use e-cigarettes and vapes at five times the rate of conventional cigarettes.

Products like e-cigarettes, vapes, and e-hookahs typically contain nicotine, which is highly addictive and can harm brain development as teens grow. No amount of nicotine is safe for youth as there may be long-term, damaging effects on learning, memory, attention, behavior problems, and future addiction.



Most students who use e-cigarettes get them from friends

11th grade students responding to the student survey said that the top ways they got e-cigarettes included getting products from friends (72.3%), getting products at a vape shop (14.0%), and on the Internet (9.6%).



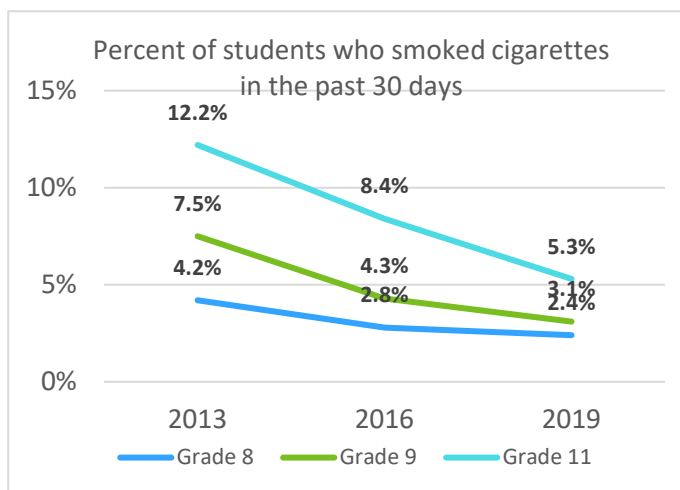
Many students aren't aware of the dangers of e-cigarette use

The survey also found that Minnesota youth are ill-informed about the health risks of e-cigarettes with 76% of 11th graders saying there is either no, slight, or a moderate risk to using e-cigarettes.

Conventional cigarette use continues to decline

Results from the 2019 Minnesota Student Survey showed that conventional cigarette smoking continued to fall among 8th, 9th, and 11th grade students. These are the lowest rates ever recorded by the survey, with only 5.3% of 11th graders, and 3.1% of 9th graders, and 2.4% of 8th graders reporting they had smoked cigarettes in the past 30 days.

Results also showed declines in student use of cigars and smokeless tobacco among 11th grade students.



Many people have a role in protecting youth

Minnesotans across the state are working to reduce the use of commercial nicotine and tobacco products in a variety of ways.

Parents

Know the risks of tobacco use and the different types of products kids are using. E-cigarettes are the most commonly used tobacco product among U.S. youth since 2014. Most e-cigarettes contain nicotine, which is highly addictive. Talk to your kids about these risks and set firm expectations that they do not use any type of commercial tobacco product, including e-cigarettes and vapes. Understand that e-cigarette use is commonly called vaping, and it is not harmless.

Health care providers

Talk to young patients about the risks of commercial tobacco use and provide education about the harms to their health. Screen all patients, including parents, for use of tobacco products, including e-cigarettes and vapes. Encourage them to quit, and refer patients to services for help quitting.

School staff

School administrators, health services staff, teachers, and coaches can all play a part in reducing youth e-cigarette use. The Minnesota Department of Health has free tools and resources online, including a toolkit outlining opportunities for action within schools along with free resources to help.

Learn more: www.health.mn.gov/ecigarettes

About the survey

The Minnesota Student Survey is conducted every three years among Minnesota public schools. The survey asks questions about wide variety of youth behaviors. In 2019, more than 170,000 public school students participated in the survey.

10/9/2019

To obtain this information in a different format, call: 651-201-3535. Printed on recycled paper.

School E-cigarette Toolkit

ADDRESSING STUDENT USE OF E-CIGARETTES AND VAPES

Updated 10/7/2019

For the first time since 2000, overall youth tobacco use has increased in Minnesota. The rapid uptake of e-cigarettes and other vaping devices has suddenly reversed a trend of declining teen tobacco use in Minnesota, and recent data show one in five high school students use e-cigarettes, a nearly 50 percent increase since 2014.

This toolkit provides tools and resources for Minnesota school staff, including administrators, educators, teachers and health services staff, who are working to address the use of e-cigarettes and other vaping products in schools. This toolkit outlines opportunities for action that can be taken by various school staff, along with resources and tools to help.

E-cigarettes and other Vaping Products

E-cigarettes, vapes, vape or hookah pens, e-pipes, and other vaping products are battery-powered devices that allow users to inhale, or vape, aerosolized liquid (e-juice). E-cigarettes recently surpassed conventional cigarettes as the most commonly used tobacco product among youth,^[1] so it is critical that public health officials and the general public understand the potential risks of using them.



Nearly all e-cigarettes contain nicotine.^[2] Nicotine is highly addictive and can harm the developing adolescent brain.^[1, 3, 4] Because the brain is still developing until about age 25, youth and young adult exposure to nicotine can lead to addiction and disrupt attention and learning.^[1] No amount of nicotine is safe for youth.

Learn more about e-cigarettes and nicotine

- [Health Advisory: Nicotine and the Escalating Risk of Addiction for Youth \(PDF\)](#)
- [Health Risks of Nicotine for Youth](#)
- [E-cigarettes and other Vaping Products](#)
- [Factsheet: Youth Tobacco Use Rises for First Time in 17 Years \(PDF\)](#)
- [E-cigs 2.0: The Next Generation \(PDF\)](#) (Association for Nonsmokers – Minnesota)
- [E-cigarettes, “Vapes”, and JUULs: What Schools Should Know \(PDF\)](#) (American Lung Association)
- [The Impact of E-cigarettes on the Lung \(PDF\)](#) (American Lung Association)

School Administrators

Tobacco-free spaces are a proven way to prevent youth tobacco use and protect students, faculty, and visitors from secondhand smoke. Tobacco-free schools is one way to address increasing popularity of e-cigarettes and other vaping devices among youth.

Here's what you can do:

Strengthen and review current policy.

- **NEW** [Commercial Tobacco-Free K-12 School Model Policy \(PDF\)](#) (Public Health Law Center)
- **NEW** [Commercial Tobacco-Free K-12 School Model Policy: Questions and Answers \(PDF\)](#) (Public Health Law Center)
- **NEW** [Addressing Student Commercial Tobacco Use in Schools: Alternative Measures](#) (Public Health Law Center)
- **NEW** [INDEPTH: An Alternative to Teen Nicotine Suspension or Citation](#) (American Lung Association)
- [Tobacco-Free Schools: A Guide for Adopting and Implementing a Policy \(PDF\)](#) (Association for Nonsmokers – Minnesota)
- [Create Tobacco-Free Schools](#) (American Lung Association)
- [Disposal of Vaping Liquids, E-cigarettes, and Nicotine Wastes \(PDF\)](#) (Minnesota Pollution Control Agency)

Issue an advisory to parents.

Resources for parents:

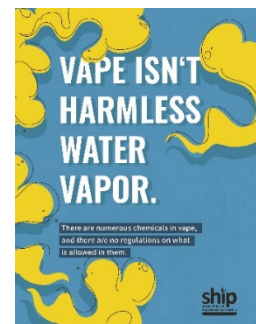
- **NEW** [E-cigarettes and Youth: What Parents Need to Know \(PDF\)](#) (CDC)
- [Teachers and Parents: That USB Stick Might Be an E-cigarette poster](#) (CDC)
- [Should I Talk to My Kids About Vaping?](#) (Twin Cities Medical Society)
- [Know The Risks E-Cigarettes and Young People](#) (U.S. Department of Health and Human Services)
- [Juuling: What Pediatricians and Families Need to Know](#) (American Academy of Pediatrics)
- [Vaping: What You Need to Know And How to Talk With Your Kids \(PDF\)](#) (Partnership for Drug-Free Kids)
- [E-cigarettes, "Vapes", and JUULs: What Parents Should Know \(PDF\)](#) (American Lung Association)

Promote health messaging throughout school.

- [Free Signs](#) (Association for Nonsmokers – Minnesota)
- Free print and digital materials, such as posters (U.S. Food and Drug Administration)
 - [If you don't think vaping is addictive, it may have already altered your brain.](#)
 - [A nicotine-free vape is not a worry-free vape.](#)

Download these posters and more at [CTP's Exchange Lab](#).

- Free school posters targeting youth with messaging on the harms of nicotine and risk of addiction. These posters were developed by Hopkins One Voice Coalition, in partnership with Hennepin County and Community Blueprint, with input from a youth focus group from Hopkins High school.
 - [Think you can low-key vape? \(JPG\)](#)
 - [Vaping to be different? So is everyone else. \(JPG\)](#)
 - [Vape isn't harmless water vapor. \(JPG\)](#)
 - [Vaping to fit in? Typical. \(JPG\)](#)



School Health Services

Here's what you can do:

Educate students on the harms of nicotine and e-cigarette use.

- **NEW** [E-Cigarettes: Talk to Youth About the Risks](#) (CDC)
- **NEW** [E-cigarettes and Youth: What Health Care Providers Need to Know \(PDF\)](#) (CDC)
- [Health Impacts of Vaping \(PDF\)](#) (Twin Cities Medical Society)
- [Health care professionals: educate your young patients about the risks of e-cigarettes \(PDF\)](#) (CDC)
- [Know The Risks E-Cigarettes and Young People](#) (CDC)
- [E-cigarettes, "Vapes", and JUULs, What Teens Should Know \(PDF\)](#) (American Lung Association)
- [Tips for Teens: E-cigarettes](#) (Substance Abuse and Mental Health Services Administration)

Provide resources to parents about talking to their teens.

- **NEW** [The Vape Talk](#) (American Lung Association)
- **NEW** [E-cigarettes and Youth: What Parents Need to Know \(PDF\)](#) (CDC)
- [Should I Talk to My Kids About Vaping?](#) (Twin Cities Medical Society)
- [Talk with your teen about e-cigarettes: A tip sheet for parents \(PDF\)](#) (CDC)
- [Teachers and Parents: That USB Stick Might Be an E-cigarette](#) (CDC)
- [Juuling: What Pediatricians and Families Need to Know \(PDF\)](#) (American Academy of Pediatrics)
- [Parents: Facts on Teen Drug Use](#) (National Institute on Drug Abuse for Parents)
- [Vaping: What You Need to Know And How to Talk With Your Kids \(PDF\)](#) (Partnership for Drug-Free Kids)
- [E-cigarettes, "Vapes", and JUULs: What Parents Should Know \(PDF\)](#) (American Lung Association)

Share resources for quitting tobacco.

To help youth

- [Tobacco Cessation Resources for Youth \(PDF\)](#) (American Lung Association in Minnesota)
- [Smokefree Teen](#) (U.S. Department of Health and Human Services)
- Free Truth Initiative quit programs: [This is Quitting](#) or [BecomeAnEX®](#). Users can text "QUIT" to 202-804-9884.

To help adults

- [Helping People Quit](#) (Minnesota Department of Health)
- [Free QUITPLAN® Downloadable Materials](#) (QUITPLAN® Services)

Curriculum Coordinators, Health Educators, and Teachers

The Centers for Disease Control and Prevention (CDC) provides evidence-based recommendations to help design and implement quality school programs to prevent tobacco use. While the tobacco industry continues to engage schools and offer free tobacco prevention curriculum, industry-sponsored school-based programs are ineffective and may ultimately promote tobacco use among youth.

NEW [E-cigarettes and Youth: What Educators and Coaches Need to Know \(PDF\)](#) (CDC)

Here's what you can do:

Update curriculum that addresses the harms of nicotine and e-cigarette use.

- [Tobacco Industry-Sponsored Youth Prevention Program in Schools \(PDF\)](#)
- [HECAT: Module T \(Tobacco-Use Prevention Curriculum\)](#)

Presentation for Youth: Know the Risks – A Youth Guide to E-cigarettes

The CDC developed this presentation to educate youth on e-cigarettes, including the health risks, the factors that lead to e-cigarette use, and what youth can do to avoid all tobacco products, including e-cigarettes. This resource is intended for adults who educate or serve youth ages 11 – 18 (teachers, youth ministers, coaches, scout leaders, etc.). Utilizing the talking points and information for users document, the presenter does not require additional information, nor permission to deliver the presentation.

Learn more about this [Presentation for Youth](#).

Use relevant, youth friendly lesson plans.

- [The Real Cost of Vaping](#) (Scholastic and the FDA) – **for grades 9-12**
- [The Tobacco Prevention Toolkit](#) (Stanford Medicine) – **for middle or high school students**
- [E-cigarette Prevention: Catch My breath](#) (CATCH – Coordinated Approach to Child Health) – **for middle or high school students**
- [Teachers: Classroom Resources on Drug Effects](#) (National Institute on Drug Abuse for Teachers)
- [smokeSCREEN: A smoking Prevention Videogame](#) (play2PREVENT) – **for ages 11-14 years old**
- [Tobacco 101](#) (Association for Nonsmokers – Minnesota) – **for youth groups, middle or high school students**
- [Lesson Plan: Vaping and JUULing](#) (Twin Cities Medical Society)
- [Taking Down Tobacco](#) (Campaign for Tobacco-Free Kids) – **for youth groups, middle or high school students**
- [Everything You Need to Know about E-cigarettes, Vaping, and Hookahs](#) (Botvin Life Skills Training) – **for grades 7-College**

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651-201-3535
tobacco@state.mn.us
www.health.mn.gov/ecigarettes

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1. U.S. Department of Health and Human Services, *E-Cigarette Use Among Youth and Young Adults. A Report of the Surgeon General*. 2016, U. S. Department of Health and Human Services, Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health: Atlanta, GA.
2. Marynak, K.L., et al., *Sales of Nicotine-Containing Electronic Cigarette Products: United States, 2015*. Am J Public Health, 2017. **107**(5): p. 702-705.
3. England, L.J., et al., *Developmental toxicity of nicotine: A transdisciplinary synthesis and implications for emerging tobacco products*. Neurosci Biobehav Rev, 2017. **72**: p. 176-189.
4. Goriounova, N.A. and H.D. Mansvelder, *Short- and long-term consequences of nicotine exposure during adolescence for prefrontal cortex neuronal network function*. Cold Spring Harb Perspect Med, 2012. **2**(12): p. a012120.