Youth Exposure to Advertising and E-Cigarette Use

Greater exposure to e-cigarette ads is associated with higher odds of youth e-cigarette use. Most e-cigarettes contain NICOTINE, which can cause ADDICTION, may harm brain development, and could lead to continued tobacco product use among youth.

Efforts to reduce youth exposure to tobacco advertising are crucial to prevent all forms of tobacco use among youth.

SOURCE: *Pediatrics, April 2016*

Sources of E-Cigarette Advertising

14.4 million

youth are exposed at retail stores

10.5 million

youth are exposed through the internet

9.6 million

youth are exposed through TV/movies

8 million

youth are exposed through magazines and newspapers

SOURCE: CDC Vital Signs, January 2016

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CDC