



Youth e-Cigarette and Tobacco Use in Georgia

Using nicotine in adolescence can harm the parts of the brain that control attention, learning, mood, and impulse control.¹

What are e-Cigarettes?

E-cigarettes are electronic devices that heat a liquid and produce an aerosol or mix of small particles in the air for people to inhale. E-cigarette aerosol usually contains nicotine, flavorings, and other chemicals.



E-cigarettes have many different names. They are sometimes called “e-cigs,” “e-hookahs,” “mods,” “vape pens,” “vapes,” “carts,” “tank systems,” and “electronic nicotine delivery systems.”^{2,3}

Using an e-cigarette is sometimes called vaping or JUULing.⁴ JUUL is a brand of e-cigarette. A single JUUL pod (the liquid nicotine refill) contains as much nicotine as an entire pack of cigarettes (a quantity of 20 cigarettes).⁵

Consequently, JUUL/vaping devices can potentially be more addictive than traditional cigarettes.

Georgia Kids and e-cigarettes⁶

1 in 4 high schoolers reported that they had ever used e-cigarettes.

Nearly 80% said a friend or family is the reason why they started to vape.



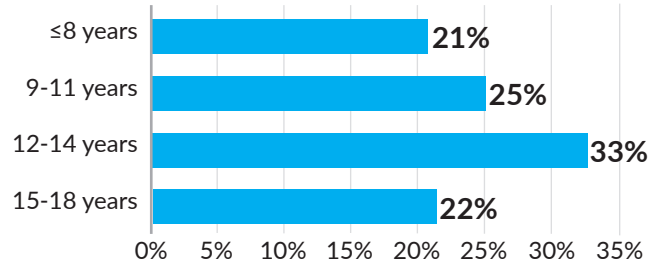
Young people who use e-cigarettes and smokeless tobacco (chew or dip) are **more likely** to smoke cigarettes in the future.⁷

Georgia’s Youth and Nicotine Use

23,176 (6%)





reported they have ever smoked a cigarette⁸

Age at which 6th-12th graders first used cigarettes⁹



Trends Among Georgia’s High School Students

When They’re Using Nicotine:¹⁰

-  **3%** smoked e-cigarettes almost daily (more than 20 days) in the past 30 days
-  **11%** say they have smoked e-cigarettes within the past 30 days
-  **7%** smoked cigarettes in the past 30 days
-  **8%** say they smoked other tobacco products (e.g., cigars, smokeless tobacco, hookah)



Where They’re Acquiring Nicotine:




84% are purchasing e-cigarettes at a gas station or convenience store¹¹



Where They’re Using Nicotine:

16% report using alcohol, tobacco, or drugs at home, school, friend’s house, or in a car¹²

What They Believe about Nicotine:

-  **1 in 4** believed e-cigarettes are more acceptable in society than cigarettes¹³
-  **26.6%** believed e-cigarettes are less addictive than cigarettes¹⁴
-  **43%** believed there is little to no risk in smoking one or more packs of cigarettes a day¹⁵



Policy Recommendations

- Increase tax on tobacco products.¹
 - To combat youth access to cigarettes, raise the tobacco tax from 37 cents to the national average of \$1.91.
- Ban flavored e-cigarette products, including disposable devices and refillable pods.
- Invest in youth-centered smoking cessation programs.

¹ Georgia's General Assembly passed legislation in 2020 that applies a 7% excise tax to vape products and raises the legal smoking age from 18 to 21.¹⁶



References for Youth e-Cigarette and Tobacco Use in Georgia

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