

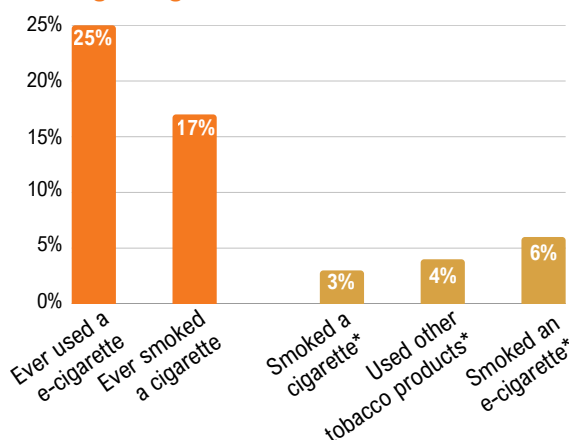
# YOUTH E-CIGARETTE AND TOBACCO USE IN GEORGIA

E-cigarettes are the most widely used tobacco product among U.S. youth. All tobacco products, including e-cigarettes, pose serious health risks, particularly for children and teens.<sup>1</sup>

## Georgia's Youth and Nicotine Use

Vaping remains widespread among Georgia's youth, with nearly **one in four** high school students reporting having ever used e-cigarettes.<sup>2</sup>

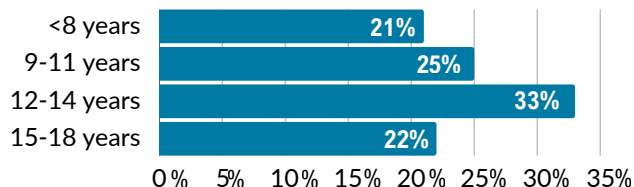
### Nicotine Product Use Among Georgia High School Students<sup>3, 4</sup>



\*Within the last 30 days

### Youth Exposure to Nicotine: From Convenience Stores to Social Media

- **84%** buy e-cigarettes from gas stations or convenience stores<sup>5</sup>
- **32%** get products from friends; **31%** buy them directly<sup>6</sup>
- **74%** of students who use social media reported encountering posts or content related to e-cigarettes<sup>7</sup>



Age at which 6-12th graders first used cigarettes<sup>8</sup>

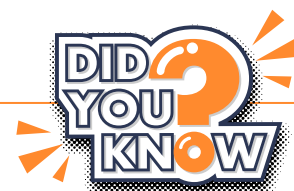


### What are e-Cigarettes?

E-cigarettes are electronic devices that heat a liquid to produce an aerosol containing nicotine, flavorings, and other chemicals.

Also known as: <sup>9, 10</sup>

- e-cigs
- e-hookahs
- mods
- vape pens
- vapes
- carts
- tank systems
- electronic delivery systems
- JUULing



Vape aerosol can contain ultrafine particles and toxicants that irritate and injure lung tissue.<sup>11</sup>



## PERCEPTION VS. REALITY

Many Georgia teens underestimate the risks of vaping. Misconceptions about safety, addiction, and social acceptance continue to fuel nicotine use among youth.

### Youth Perceptions → v. Reality

**1 in 4** believed e-cigarettes are more acceptable in society than cigarettes <sup>12</sup>

Georgia law now treats vaping the same as smoking. The 2023 amendment to the Smoke-Free Air Act extends existing restrictions to e-cigarettes, affirming vaping is not viewed as a more acceptable alternative in public spaces.



**26.6%** believed e-cigarettes are less addictive than cigarettes <sup>13</sup>

Young people who use e-cigarettes and smokeless tobacco (chew or dip) are **more likely** to smoke cigarettes in the future. <sup>15</sup>



**43%** believed there is little to no risk in smoking one or more packs of cigarettes a day <sup>14</sup>

Nicotine use during adolescence can harm brain regions responsible for attention, learning, mood and impulse control, <sup>16</sup> with research showing lasting reductions in brain structure and cognitive performance among youth who start smoking in late childhood. <sup>17</sup>



## POLICY RECOMMENDATIONS

- Increase the excise tax on tobacco products from 37 cents (the lowest in the nation) to the national average of \$1.91.
- Ban flavored e-cigarette products, including disposable devices and refillable pods.
- Fund, increase, and improve public anti-smoking and anti-vaping campaigns, including messaging about the drivers of substance misuse among youth (e.g., peer pressure, family environment/parental approval).
- Encourage stronger regulations on advertising and social media exposure to tobacco/nicotine use.

SCAN BELOW TO SEE  
FACTSHEET CITATIONS



# REFERENCES FOR YOUTH E-CIGARETTE AND TOBACCO USE IN GEORGIA

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