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FDA provides resources to address youth e-cigarette use

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Since 2014, e-cigarettes have been the most commonly used tobacco product among U.S. youths. The National Youth Tobacco Survey estimated that more than 2 million middle and high school students used e-cigarettes at least once in the past 30 days in 2021, with nearly 85% using flavored e-cigarettes.



Because of COVID-related methodology changes to the 2021 survey, results cannot be compared to findings from previous years.

After disturbing increases in youth e-cigarette use in 2018 and 2019, the Food and Drug Administration (FDA) was encouraged by results in 2020 that showed 1.8 million fewer U.S. youths had used e-cigarettes in the past 30 days compared to 2019 (<https://bit.ly/3H1AGTm>). However, youth e-cigarette use remains a public health concern, and the 2021 data highlight the fact that flavored e-cigarettes still are extremely popular with kids.

The FDA is working in a number of ways to address youth tobacco use, especially e-cigarette use. Efforts include enforcing the law that prohibits the sale of tobacco products to anyone

under age 21 and carefully considering the impact on youths as part of premarket review of e-cigarettes.

The FDA also helps educate youths about e-cigarette health consequences through [The Real Cost Campaign](#), an award-winning, multimedia, public education campaign that has focused on addiction and other health consequences of e-cigarette use since 2017. The campaign includes a video series, “My Vaping Mistake,” featuring cautionary stories from teens addicted to e-cigarettes (<https://bit.ly/32py2Yx>).

The FDA also has created an online hub with free educational resources (<https://bit.ly/3midfwP>), including:

- educational materials in English and Spanish developed in collaboration with Scholastic, including a parent guide on talking to kids about e-cigarettes and identifying e-cigarette use;
- free print and web materials on the dangers of tobacco use that can be added to websites, shared on social media and ordered from the FDA’s Exchange Lab;
- an FDA and AAP video series with nicotine addiction information and youth cessation resources; and
- SmokefreeTeen, a website with teen e-cigarette cessation support tools, including Vaping Reality Check, which helps teens assess their nicotine dependence, negative consequences of vaping and readiness to change.

The FDA encourages pediatric providers to share these resources on social media and with patients, families and colleagues.

The FDA’s Office of Pediatric Therapeutics (OPT), Division of Pediatric and Maternal Health (DPMH) and Center for Tobacco Products Office of Health Communications and Education contributed to this article. OPT resides in the Office of Clinical Policy and Programs in the Office of the Commissioner. DPMH resides in the Office of Rare Diseases, Pediatrics, Urologic and Reproductive Medicine within the Office of New Drugs in the Center for Drug Evaluation and Research.

Resources

- [National Youth Tobacco Survey](#)
- [The Real Cost Campaign](#)
- [Tobacco education resources for parents and teachers](#)
- [FDA’s Exchange Lab](#)