

## Report to **PARENTS**

# Back to School, Not Back to E-Cigarettes

## A Vaping Epidemic

Before the COVID-19 pandemic, America's kids were in the grip of another public health crisis—the youth e-cigarette epidemic. 3.6 million kids use e-cigarettes, and they're being exposed to massive doses of highly addictive nicotine.

## Hiding in Plain Sight

E-cigarettes can look like flash drives, pens, highlighters or other common school supplies. As kids go back to school, keep an eye out for these popular vaping devices that could be hiding in plain sight. They're sold in sweet flavors that appeal to kids and deliver massive doses of nicotine that can quickly lead to addiction and harm the developing brain.

## Taking Action

The FDA faces a critical deadline of Sept. 9, 2021, to decide on applications from e-cigarette manufacturers to keep their products on the market. Leverage your voice as a parent to tell the FDA to protect kids by rejecting flavored, nicotine-loaded e-cigarettes:

- Sign up to get **action alerts and updates** from Campaign for Tobacco-Free Kids at [tobaccofreekids.org/get-involved](http://tobaccofreekids.org/get-involved)
- **Sign the petition** telling the FDA to stop all flavored tobacco products at [takedowntobacco.org/petition](http://takedowntobacco.org/petition)
- **Tweet** at and call your federal elected officials and urge them to protect kids from flavored tobacco: [tobaccofreekids.org/media/2021/back-to-school](http://tobaccofreekids.org/media/2021/back-to-school)

## YOUTH VAPING: STILL AN EPIDEMIC

**3.6M** kids used e-cigarettes in 2020.



2020 National Youth Tobacco Survey

The cause is clear:  
flavored e-cigarettes



**83%**

of youth e-cigarette users use flavored products.

## POPULAR FOR THE WRONG REASONS



2020 National Youth Tobacco Survey

E-cigarettes come in many shapes and sizes. As your child heads back to school, look out for these most popular e-cigarette brands with kids.