

OVX YOUTH EDUCATE YOUTH ON TOBACCO PREVENTION

- Our Voices Xposed (**OVX**) and Vermont Kids Against Tobacco (**VKAT**) are Vermont's youth led movements dedicated to **preventing tobacco use** statewide.
- Since 2014, OVX youth from across the state have joined together through the **CounterBalance campaign**, working to **reduce the harmful effects of tobacco products** on Vermont youth.

FLAVORED TOBACCO PRODUCTS ATTRACT YOUTH & E-CIGARETTE PRODUCTS HARM YOUTH

- One **5% e-cigarette pod** can have **as much nicotine as an entire pack of cigarettes**.
- When tobacco products and e-cigarettes are sold in **flavors teens love**, like cotton candy, bubble gum and peanut butter cup, they continue to be attracted to trying and using them.
- The truth about both flavored tobacco and e-cigarette products is that they can contain nicotine, which is **addictive, toxic and can affect brain development**.
- Nicotine exposure at a young age increases the risk of more **severe dependence** on nicotine.
- The long-term health effects of vaping are unknown at this time.

THE VARIETY OF FLAVORED E-CIGARETTES ARE A PRIMARY REASON WHY THEY ARE SO POPULAR AMONG YOUTH

- **More than 1 in 4 Vermont high schoolers** have used an e-cigarette product in the last month.
- **85%** of e-cigarette users ages 12-17 use **flavored e-cigarettes**.
- **10% of Vermont youth** reported that the **primary** reason they use e-cigarette products is because they are available in **many flavors**.
- There are more than **15,000** flavors of e-cigarettes currently available.
- Teens who first try tobacco using a vape are **four times more likely to try cigarettes**, compared to teens who don't vape, and teens who first try tobacco using a vape are **three times more likely to be current cigarette smokers** within two years.
- The vape industry continues to target your children with candy and fruit-flavored products.

POPULAR & EMERGING PRODUCTS POPULAR AMONG YOUTH

- JUUL looks like a **USB flash drive**, so it is **easy to hide** from parents and teachers.
- JUUL contains a **LOT** of nicotine, in fact **more** than the average e-cigarette.
- According to JUUL, one JUUL pod contains about **200 puffs**.
- JUUL **still has mint and menthol flavors**.
- Other popular emerging e-cigarette brands include **Suorin, Blu** and **Vuse**, among others.

CHANGES TO VERMONT'S TOBACCO LAWS IN 2019

- July 1 - Tobacco substitutes containing nicotine, including **e-cigarettes**, can only be **sold by a retailer who is licensed** or has purchased their products from a licensed wholesaler. The law effectively bans retail sales by mail, phone or internet.
- July 1 - Tobacco substitutes containing nicotine, **including e-cigarettes**, are subject to a **92% tax** on the wholesale cost.
- September 1 - Vermont raised **the age to purchase tobacco products to 21**. This includes cigarettes, e-cigarettes and any other tobacco substitute that contains nicotine.