



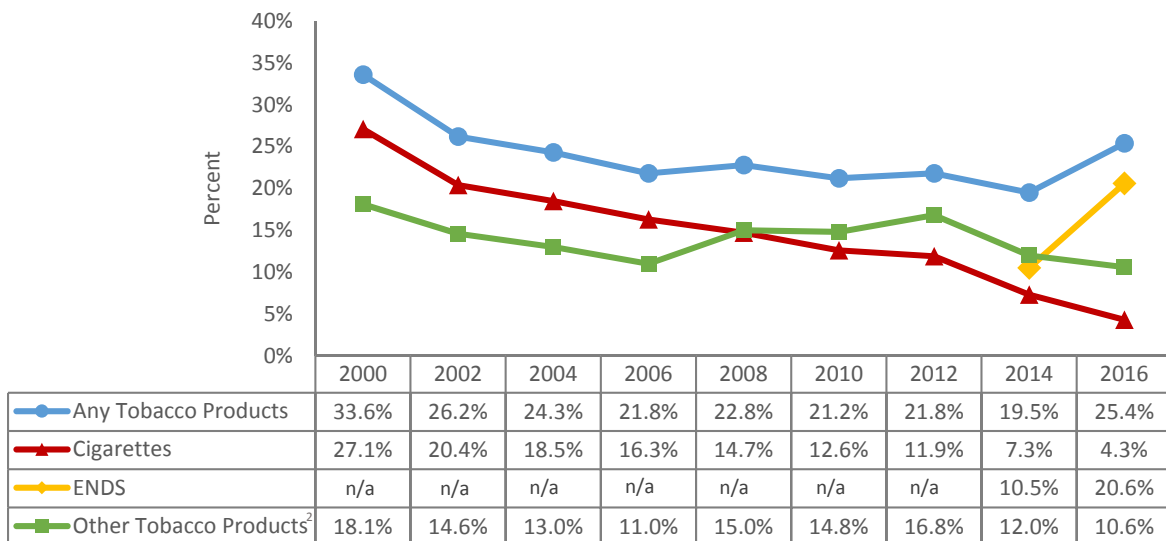
Youth Cigarette Use at All-Time Low, ENDS Use Doubles

According to the recent Surgeon General’s report, tobacco use among youth and young adults in any form, including e-cigarettes, is not safe: nicotine exposure during adolescence can cause addiction and can harm the developing adolescent brain.¹ An objective of the New York State (NYS) Prevention Agenda is to reduce the prevalence of any tobacco product use by high school age youth to 15% by 2018.² After years of downward trends in the use of tobacco products among high school youth in NYS, there has been a significant increase in the use of electronic nicotine delivery systems (ENDS), which includes e-cigarettes. According to data from the NYS Youth Tobacco Survey (YTS):

- Cigarette smoking among high school age youth use declined by 84% between 2000 and 2016 achieving an all-time low of 4.3% that report current smoking (past 30-day).
- In contrast, use of ENDS among high school age youth doubled between 2014 and 2016 from 10.5% to 20.6% making ENDS the most commonly used tobacco product surpassing cigarettes, cigars, smokeless tobacco, and hookah.

The YTS monitors the use of current tobacco products available to and used by youth. Cigarettes, cigars, and smokeless tobacco have been monitored since 2000, while products such as hookah (2008) and ENDS (2014) were added to the YTS as they gained popularity. The addition of new products to the market is one of many factors contributing to the recent increase in any tobacco product use among high school youth. For example, ENDS are marketed using similar tactics as those proven to lead to youth smoking, including: candy-flavored products; youth-resonant themes such as rebellion, glamour and sex; and celebrity endorsements.³ Continued surveillance of all tobacco product use among youth is important, especially to monitor the use of emergent products in this population.

Trends in Any Tobacco Product Use among High School Students⁴ in NYS, 2000-2016



1. U.S. Department of Health and Human Services. E-Cigarette Use Among Youth and Young Adults. A Report of the Surgeon General. Atlanta, GA: U.S. Department of Health and Human Services, Centers for Disease Control and Prevention (CDC), National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health, 2016.

2. “Any Tobacco Product” refers to the products that were asked about in the YTS year. Cigarettes, cigars, and smokeless tobacco have been monitored since 2000. Bidis and kreteks were included from 2000 to 2010. Pipe was included from 2000 to 2008, and again in 2014. Hookah was included beginning in 2008 and ENDS were included beginning in 2014. “Other Tobacco Product” refers to any product other than cigarettes or ENDS. Current tobacco use is defined as use on one or more days in the past 30 days.

3. CDC, Office on Smoking and Health. Electronic Nicotine Delivery Systems: Key Facts. 2016.

4. Based on methods developed by CDC, the YTS is a school-based survey of a representative sample of high school students in NYS. The average sample size of high school students in the YTS, for all years excluding 2008, is 4,286. In 2008, a special study was conducted and the sample was increased to 23,133.

Source: New York State Youth Tobacco Survey 2000-2016. Contact the Bureau of Chronic Disease Evaluation and Research, New York State Department of Health at (518) 473-0673 or send an e-mail to tcp@health.ny.gov. StatShots can be accessed online at: http://www.health.ny.gov/prevention/tobacco_control/reports/statshots/