

# **CDC Vital Signs**

## **E-cigarette Ads and Youth**

*This program is presented by the Centers for Disease Control and Prevention.*

Most electronic cigarettes, or e-cigarettes, contain nicotine, which is highly addictive and may harm brain development. In 2014, almost two and a half million middle and high school students used e-cigarettes during the previous 30-days. Tobacco product advertising can entice youth to use tobacco. More than 18 million middle and high school students were exposed to e-cigarette ads in retail stores, on the Internet, in magazines and newspapers, on TV, or in the movies. Exposure to these ads may be contributing to an increase in e-cigarette use among youth. States and communities can fund tobacco prevention and control programs, and limit where and how tobacco products are sold. Health care providers can counsel youth about the dangers of nicotine, e-cigarettes, and other tobacco use. And parents can set a positive example by being tobacco free. To learn more, visit [cdc.gov/vitalsigns](http://cdc.gov/vitalsigns).

*For the most accurate health information, visit [www.cdc.gov](http://www.cdc.gov) or call 1-800-CDC-INFO.*