Youth Exposure to Advertising and E-Cigarette Use

Greater exposure to e-cigarette ads is associated with higher odds of youth e-cigarette use. Most e-cigarettes contain NICOTINE, which can cause ADDICTION, may harm brain development, and could lead to continued tobacco product use among youth.

Efforts to reduce youth exposure to tobacco advertising are crucial to prevent all forms of tobacco use among youth.

Sources of E-Cigarette Advertising

- 8 million youth are exposed through magazines and newspapers
- 9.6 million youth are exposed through TV/movies
- 10.5 million youth are exposed through the internet
- 14.4 million youth are exposed at retail stores

SOURCE: CDC Vital Signs, January 2016

SOURCE: Pediatrics, April 2016