

VAPING ADVERTISEMENTS & TEENS

Michael & Susan Dell Center for Healthy Living

Teens are targeted by and vulnerable to vaping advertisements.

Vaping, or e-cigarette use, is common among Texas teens, even though the minimum legal age to purchase e-cigarettes is now 21. Teen vaping in Texas is a public health issue.

Vaping Crisis



Vaping, or e-cigarette use, has become an epidemic among teens.¹



Vaping advertisements entice teens using the same old tricks used by the tobacco industry to sell cigarettes.²



Vaping ads are misleading and target teens with bright colors and sleek and fashionable images and themes of health and wellness, fun and adventurous lifestyles, sex appeal, and rebelliousness. They promote teen-friendly flavors like cotton candy and gummi bear.²⁻⁴

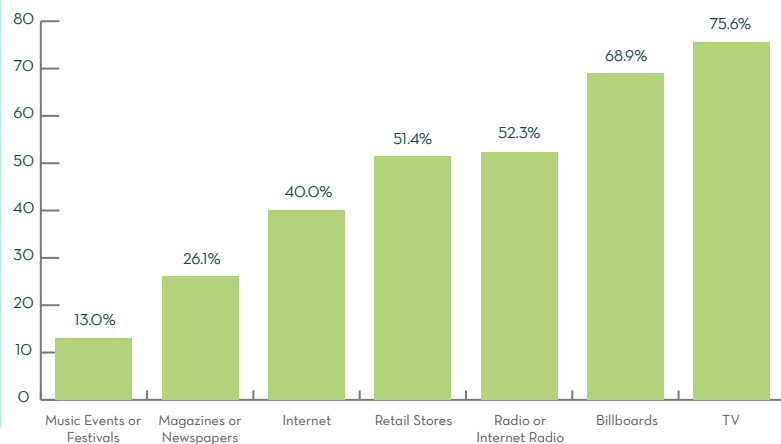


Unlike cigarette advertising, e-cigarette advertising is not restricted by the federal government.⁵

Trends in Teen Exposure to Vaping Advertisements

- Most teens report seeing vaping advertisements.^{3,5,9}
- Teens who report seeing vaping advertisements are much more likely than their peers to begin vaping and to continue vaping in the future.⁶⁻⁹
- Vaping by Texas middle and high school students is linked to the presence of tobacco retail stores within a half-mile of schools.¹⁰

Sources of Vaping Ad Exposure Among Texas Teens from the Texas Adolescent Tobacco and Marketing Surveillance System



We can prevent teens from exposure to vaping advertisements:

- Support efforts to limit where and how e-cigarettes are sold and advertised.
- Talk to teens about how vaping advertisements are misleading.
- Know that vaping advertisements are common in teen-oriented media. Ask about and monitor teens' media use.
- Ask your school to use the UTHealth CATCH My Breath nicotine prevention program.¹¹

Example Advertisements

The below images are examples of vaping advertisements collected by the Stanford Research Into Tobacco Advertising (SRITA) Project. Their collection in its entirety can be viewed online at: http://tobacco.stanford.edu/tobacco_main/index.php.



References

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About the Texas Child Health Status Report

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Learn more at go.uth.edu/TexasChildHealth

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