

New York State

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## Leading the Way



According to the U.S. Surgeon General's report on e-cigarettes and young people, "No matter how it's delivered, nicotine is harmful for youth and young adults."

E-cigarettes are devices that heat a liquid, usually containing nicotine, flavoring and other additives, into an aerosol that the user inhales.

E-cigarettes are considered among tobacco products because most contain nicotine, which comes from tobacco and are addictive. Besides nicotine, e-cigarettes can contain other harmful ingredients.

A recent CDC report indicates that e-cigarette use has risen dramatically in the last five years, with 1 in 6 high school students using e-cigarettes in the past month.

## Protect Children From Tobacco and E-Cigarette Use

Last year, we proudly supported and vigorously advocated for the inclusion of electronic cigarettes (e-cigarettes) in the Clean Indoor Air Act and the ban of their use on school grounds.

Alarming, the Centers for Disease Control and Prevention (CDC) shows that e-cigarettes and other Electronic Nicotine Delivery Systems (ENDS) use among students in grades 6-12 tripled in one year's time and are the most commonly used tobacco products among youth. According to a recent report from the National Academies of Sciences, Engineering and Medicine, there is now substantial evidence the e-cigarette use can be "highly addictive" and teenagers that use these devices are at higher risk of smoking traditional tobacco products.

E-cigarettes and other ENDS are shockingly available in more than 7,000 fruit and candy flavors and use cartoons and celebrities, which are appealing to youth, in their advertising.

### **NYS PTA fully supports:**

- The imposition of an excise tax of 10 cents per fluid milliliter on vapor products at the distributor level;
- Legislation, regulation and/or other national, state and local measures to strengthen the prohibitions on the sale, advertising and marketing of e-cigarettes and other ENDS to youth (18 years or younger); and
- Increased educational programs and activities aimed at ending tobacco and e-cigarette use by youth.

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