Using nicotine in adolescence can harm the parts of the brain that control attention, learning, mood, and impulse control.1

What are e-Cigarettes?

E-cigarettes are electronic devices that heat a liquid and produce an aerosol or mix of small particles in the air for people to inhale. E-cigarette aerosol usually contains nicotine, flavorings, and other chemicals.

E-cigarettes have many different names. They are sometimes called “e-cigs,” “e-hookahs,” “mods,” “vape pens,” “vapes,” “carts,” “tank systems,” and “electronic nicotine delivery systems.”2,3

Using an e-cigarette is sometimes called vaping or JUULing.4 JUUL is a brand of e-cigarette. A single JUUL pod (the liquid nicotine refill) contains as much nicotine as an entire pack of cigarettes (a quantity of 20 cigarettes).5

Consequently, JUUL/vaping devices can potentially be more addictive than traditional cigarettes.

Georgia’s Youth and Nicotine Use

23,176 (6%) reported they have ever smoked a cigarette8

Age at which 6th-12th graders first used cigarettes9

<table>
<thead>
<tr>
<th>Age</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>≤ 8 years</td>
<td>21%</td>
</tr>
<tr>
<td>9-11 years</td>
<td>25%</td>
</tr>
<tr>
<td>12-14 years</td>
<td>33%</td>
</tr>
<tr>
<td>15-18 years</td>
<td>22%</td>
</tr>
</tbody>
</table>

Trends Among Georgia’s High School Students

When They’re Using Nicotine:10

- 3% smoked e-cigarettes almost daily (more than 20 days) in the past 30 days
- 11% say they have smoked e-cigarettes within the past 30 days
- 7% smoked cigarettes in the past 30 days
- 8% say they smoked other tobacco products (e.g., cigars, smokeless tobacco, hookah)

Where They’re Acquiring Nicotine:84% are purchasing e-cigarettes at a gas station or convenience store11

Where They’re Using Nicotine:16% report using alcohol, tobacco, or drugs at home, school, friend’s house, or in a car12

What They Believe about Nicotine:

- 1 in 4 believed e-cigarettes are more acceptable in society than cigarettes13
- 26.6% believed e-cigarettes are less addictive than cigarettes14
- 43% believed there is little to no risk in smoking one or more packs of cigarettes a day15
Policy Recommendations

- Increase tax on tobacco products.\(^1\)
  
  - To combat youth access to cigarettes, raise the tobacco tax from 37 cents to the national average of $1.91.

- Ban flavored e-cigarette products, including disposable devices and refillable pods.

- Invest in youth-centered smoking cessation programs.

\(^1\) Georgia’s General Assembly passed legislation in 2020 that applies a 7% excise tax to vape products and raises the legal smoking age from 18 to 21.\(^16\)
References for Youth e-Cigarette and Tobacco Use in Georgia


2. Ibid.


5. Ibid.


9. Ibid.

10. Ibid.


14. Ibid.
