



Hatch, Kevin <knhatch@methuen.k12.ma.us>

Fwd: In 2 years e-cigarettes set us back 20

1 message

Dean Brouder <dbrouder54@yahoo.com>
To: Kevin hatch <knhatch@methuen.k12.ma.us>

Mon, Dec 9, 2019 at 2:33 PM

Please

Sent from my iPhone

Begin forwarded message:

From: Tobacco-Free Kids <info@tfk.org>
Date: December 9, 2019 at 11:35:01 AM EST
To: Dean Brouder <dbrouder54@yahoo.com>
Subject: In 2 years e-cigarettes set us back 20
Reply-To: bryan@tfk.org

Youth tobacco use hasn't been this high since 2000, according to the latest survey.



UPDATE

Dear Dean,

In just two years, we've seen two decades worth of progress against tobacco go up in sickly-sweet vapor.

We're facing a new epidemic of youth nicotine addiction driven by surging youth use of Juul and other e-cigarettes, which have become by far the most commonly used tobacco products among youth (27.5% among high school students and 10.5% among middle school).

It's equally clear that flavors are driving this problem. The vast majority of kids who use tobacco products start with a flavored product.

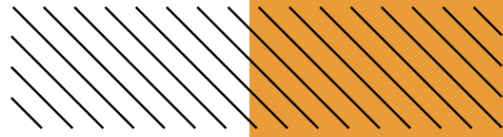
Donate to end the youth e-cigarette epidemic

How do we stop the growing crisis?

We leverage our partnerships, elevate community voices, and stick to our three-part strategy:

- **Advocate** for policies to reverse this epidemic, especially by prohibiting flavored e-cigarettes
- **Build** a nationwide grassroots movement to demand change
- **Launch** hard-hitting communications campaigns to spread the word about this escalating crisis and stand up to companies like Juul

On September 10 of this year we launched a new project, **Protect Kids: Fight Flavored E-Cigarettes**, to do just that. If you haven't already explored the Protect Kids website, joined the email list or followed the initiative on Facebook and Twitter, I encourage you to do so. Protect Kids is your entry point to the nationwide movement tackling the crisis head on, from the White House to the State House on down to City Hall.



THE YOUTH E-CIG EPIDEMIC ENDS NOW.

PROTECT
FIGHT FLAVORED E-CIGS
KIDS.

We have our work cut out for us in 2020. The latest CDC survey lays bare the challenge: After decades of progress reducing youth tobacco use in the U.S., 31.2% of high school students and 12.5% of middle school students – **6.2 million kids altogether** – used tobacco products this year.

We're confident we can halt the epidemic and reverse the trend, but not without the **support** of millions of people like you standing up with us to say enough is enough!

The future of our kids is worth more than tobacco industry profits.

Thank you for joining us in this fight.

Sincerely,

Matt Myers



President

DONATE

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