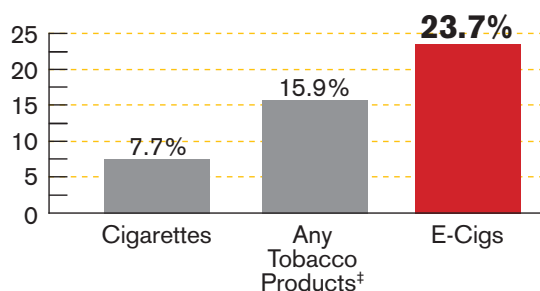


# Big Tobacco is Sweet Talking Our Kids!

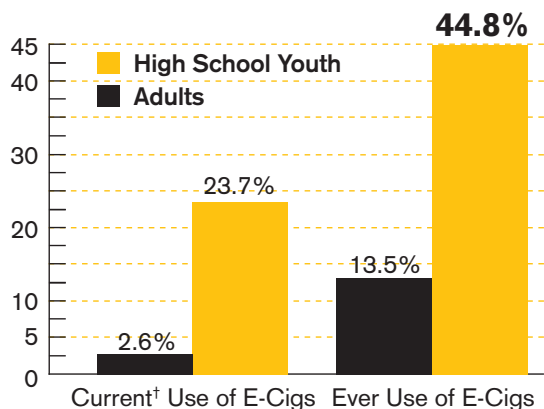
## Did you know?

In Massachusetts, almost 24% of high-school students reported using e-cigarettes, and nearly half tried them at least once. More high school youth used e-cigarettes than all other tobacco products combined, AND they used them **nine times** more often than adults.

**Current<sup>†</sup> Use of Tobacco Products by Massachusetts High School Youth, 2015**



**E-Cigarette Use Among Massachusetts High School Youth and Adults, 2015**



<sup>†</sup> Use in the past 30 days.

<sup>‡</sup> Any tobacco is defined as cigarettes, cigars (including little cigars and cigarillos), and smokeless tobacco (such as chewing tobacco, snuff, or dip).

Vape pens and e-cigarettes are dangerous and addictive—they contain nicotine, which is getting our kids hooked!

The tobacco industry makes its products:

**Sweet:** E-cigarettes or vape pens come in over 8,000 different flavors. Flavors are the leading reason that youth are using e-cigarettes.

**Cheap:** Products are cheaply priced to encourage impulse buys by young people.

**Easy to Get:** These products are at gas stations, corner stores, pharmacies, mini-marts, and many more types of stores.



## Talk with your kids!

Talk with your teenagers about vaping and make sure they know it's harmful. Nicotine is addictive and affects their brain development negatively, including increased risk for depression, mood disorders, or future drug addiction. The earlier they start, the harder it is to quit.

For more information, visit [GetOutraged.org](http://GetOutraged.org), or contact Kathleen Wilbur, Program Manager, Southeast Tobacco-Free Community Partnership, Seven Hills Behavioral Health by phone: (774) 634-3955 or email: [kawilbur@sevenhills.org](mailto:kawilbur@sevenhills.org).