



Tobacco use is still the #1 cause of preventable death and is responsible for 1 in 10 deaths around the world. We're working to protect kids, save lives, and create a **world free of disease and death caused by tobacco.**

E-cigarettes are reversing progress made in reducing youth tobacco use.

In 2020, **1 in 5** U.S. high school students were current e-cigarette users.

Many e-cigarettes deliver massive doses of **nicotine**, a highly addictive substance that **can harm the developing brain**, impacting learning, memory, and attention.

There are more than **15,500 e-cigarette flavors** on the market like mango, chocolate, mint, and menthol, and 70% of youth e-cigarette users say they use them "because they come in **flavors I like.**" ([CDC](#))

Visit fightflavoredcigs.org/resources-for-parents/ for more info and tools for parents to talk to their kids about e-cigarettes

Tobacco is a social justice issue.

For more than 50 years, the **tobacco industry has targeted Black Americans with pervasive marketing of menthol cigarettes.** Today, 85% of Black smokers use menthol cigarettes.

Menthol masks the harshness of smoking and makes cigarettes more addictive, **making it easier for kids to start smoking and harder for addicted smokers to quit.**

The tobacco industry also **targets Black youth with marketing for cheap, flavored cigars**, which can be smoked like cigarettes and are sold in a kid-friendly flavors for as cheap as 3 for 99 cents.

Learn more and get information about how you can take action at tfk.org/problem/health-disparities

SOURCES: Tobacco Control, Centers for Disease Control & Prevention, National Youth Tobacco Survey (NYTS), U.S. Surgeon General

Follow us on social media for the latest info and how you can get involved:



www.TobaccoFreeKids.org

