

MILLENNIALS AND TOBACCO



The generation of millennials live in a world of technology based devices. This has led to an increase in social media, which has created a new stage for advertising. Tobacco companies have found a new and effective way to market their products, which have evolved from filter cigarettes to electronic and flavored cigarettes. The marketing has worked, as 2.4 million middle school and high school students were active (approx. 30 days) users of e-cigarettes or electronic cigarettes.

According to the CDC:
More than 18 million **(7 out of 10)**
middle school and high school students were
exposed to E-Cigarette ads in 2014.

What is the difference between E-Cigarettes and Electronic Cigarettes?

E-Cigarettes	Electronic Cigarettes (Vaporizers)
Mostly sold in gas stations and convenience stores	Available only at specialty stores
Looks like a cigarette	Looks like a fountain pen
Contains e-liquid	Contains e-liquid
Heats the liquid to a high heat "burning" to create the vapor	Gradually heats the liquid with warm air that passes through a cartomizer at a set temperature
Disposable	Non-disposable
Contains Nicotine	Contains Nicotine

Signs Your Child May be Using Tobacco

- Cough, throat irritation, hoarseness
- Bad breath, or they begin using breath mints, gum, or mouthwash often
- Decreased athletic performance and/or shortness of breath
- Windows open in bedrooms for no reason
- Friends who use tobacco products

CDC Tips for Parents

- Set a positive example by being tobacco-free. For free help, call **1-800-QUIT-NOW** or visit **www.smokefree.gov**
- Talk to your kids' about why they shouldn't use any tobacco products, including e-cigarettes.
- Know if your kids' friends use tobacco. Talk about ways to refuse tobacco.
- Know what media your children are viewing, and decide what programs and websites are appropriate for their age. Watch programs together and discuss content.

Want to schedule an appointment?

Log in at patients.careatc.com or call **800.993.8244**

Or use the CareATC mobile app! Search 'CareATC' in your Android or Apple app store. Download and log in using your patient portal username and password! Need help? Call 800.993.8244.

