

NICOTINE USE AMONG KENTUCKY'S YOUTH

Kentucky's youth is using nicotine at an alarming rate & frequency

Kentucky high school and middle school tobacco use:

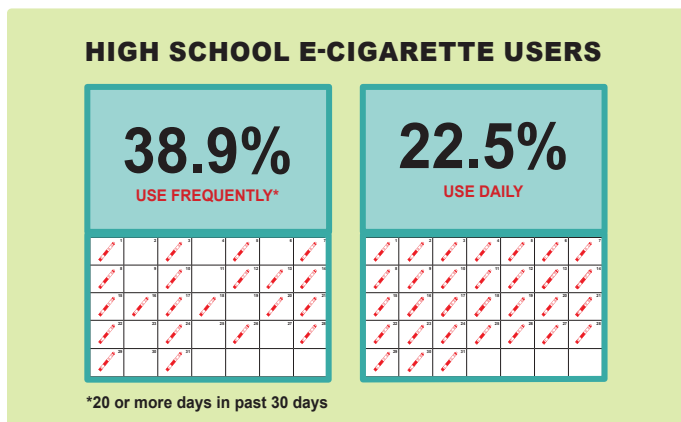
		Any Tobacco Product	E-Cigarette
High School	KY	29.7%	26%
	US	23.6%	32.7%
Middle School	KY	19.7%	17.3%
	US	6.7%	13 th out of 14 STATES*

*KY ranked 13th of only 14 states surveyed.

Source: National Youth Tobacco Survey, 2020; Middle School Youth Risk Behavior Survey, 2019; High School Youth Risk Behavior Survey, 2019

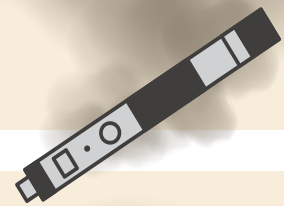
E-cigarettes can deliver much higher concentrations of addictive nicotine than traditional cigarettes.

THIS SUGGESTS A STRONG DEPENDENCY OF NICOTINE.

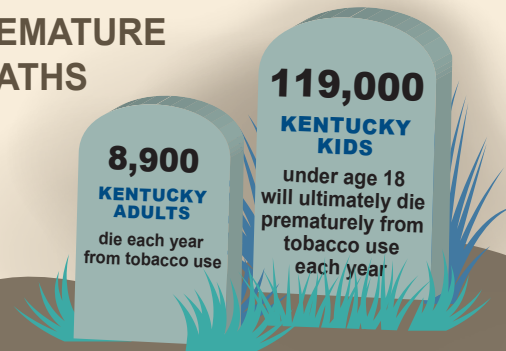


THOSE WHO REFRAIN FROM USING NICOTINE UNTIL AGE 26 ARE LIKELY TO NEVER START USING.

Nearly 90% of smokers first try a tobacco product before the age of 18



ANNUAL PREMATURE DEATHS



Why is it so?

Tobacco companies target products and promotions to youth.

Seeing tobacco product advertising in stores, on television, online, in movies, magazines & newspapers influences youths' decision to use tobacco.

WHAT CAN BE DONE?

Local communities do not have the right to design their own rules to protect their own children and young adults. By restoring local cities' and counties' right to govern the marketing and sale of tobacco products in their own communities, they would have options to combat teen vaping and smoking.

CONTACT YOUR LEGISLATOR AND TELL THEM TO ALLOW COMMUNITIES TO PROTECT THEIR YOUTH