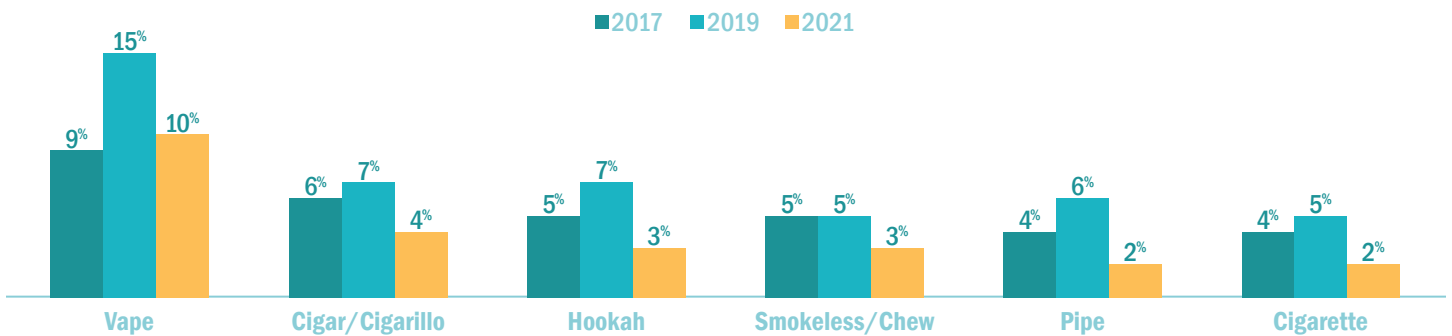


2021 LOUISIANA YOUTH TOBACCO SURVEY

Tobacco Use Among Middle School Students

1 in 10 middle school students currently vape.

TOBACCO PRODUCT USE AMONG LOUISIANA MIDDLE SCHOOL STUDENTS OVER TIME



Health professionals asked only **1 in 5** middle schoolers about tobacco use.

More education is needed around vaping. When asked if vaping is as harmful as smoking, **almost half** of middle schoolers believe vaping is less harmful or were not sure.

Main Reason Middle Schoolers Try Vapes

Curiosity	58%
Stress	11%
Social Activity	6%
Safer than Other Tobacco	5%
Quit or Cut Back on Tobacco	3%

QUICK VAPING FACTS

- 39% of Louisiana middle schoolers report that their first use of tobacco was by vape.
- 63% of middle schoolers do NOT consider vapes to be a tobacco product.
- Tobacco industry targets youth through flavored vapes. 60% of middle schoolers use flavors when they vape.
- Most flavored vapes contain higher levels of nicotine, which leads to greater nicotine dependence.¹

RESOURCES: For youth, visit unfilteredfacts.com and text VAPEFREE to 873373 to quit vaping. For educators and health professionals, visit wellaheadla.com/tobacco. For advocates, visit WeAreNextEra.org.