

# Tobacco Use Among Louisiana Youth

HIGHLIGHTS FROM THE 2021 LOUISIANA YOUTH TOBACCO SURVEY

Youth nicotine use in any form is unsafe. Early use of any tobacco product—including vapes—disrupts brain development, increases the risk of long-term addiction, and can cause irreversible health effects before reaching adulthood.<sup>1</sup> The tobacco industry targets youth, specifically Hispanic and Black youth, through tailored marketing tactics and introducing new products like vapes.<sup>2</sup>

Most youth first try tobacco  
at **12 or 13** years of age



Over  
**1 in 3**  
youth initiate  
tobacco by vaping

Tobacco use  
among  
high schoolers is 35%,  
which is more than  
**DOUBLE**  
that of  
middle schoolers

The tobacco industry targets  
communities of color<sup>3</sup>



Tobacco use is highest for  
Hispanic youth followed  
by Non-Hispanic Black and  
Non-Hispanic White youth



Health  
professionals  
asked only  
**1 in 4**  
youth about  
tobacco use

**VAPES**  
are the most  
popular tobacco  
product among  
youth followed by  
cigars and  
hookahs

More than  
**2 out of 3**  
youth do not consider vapes  
to be a tobacco product



Among youth who vape,  
**58%**  
use flavored vapes,  
typically containing  
higher levels of nicotine<sup>4</sup>

Dual use of vapes  
and cigarettes among  
high schoolers  
is 16%, which is  
**4X HIGHER**  
than that of  
middle schoolers

Where youth get vapes:

**35%**  
friends

**18%**  
family

Well-Ahead Louisiana and the Louisiana Campaign for Tobacco-Free Living remain committed to combatting tobacco use among Louisiana's youth. Resources are available for youth at [unfilteredfacts.com](https://unfilteredfacts.com). To quit vaping, youth can text **VAPEFREE** to 873373. To advocate for a change, youth can visit [WeAreNextEra.org](https://WeAreNextEra.org). School staff and health professionals can visit [wellaheadla.com/tobacco](https://wellaheadla.com/tobacco) to learn how to support youth.