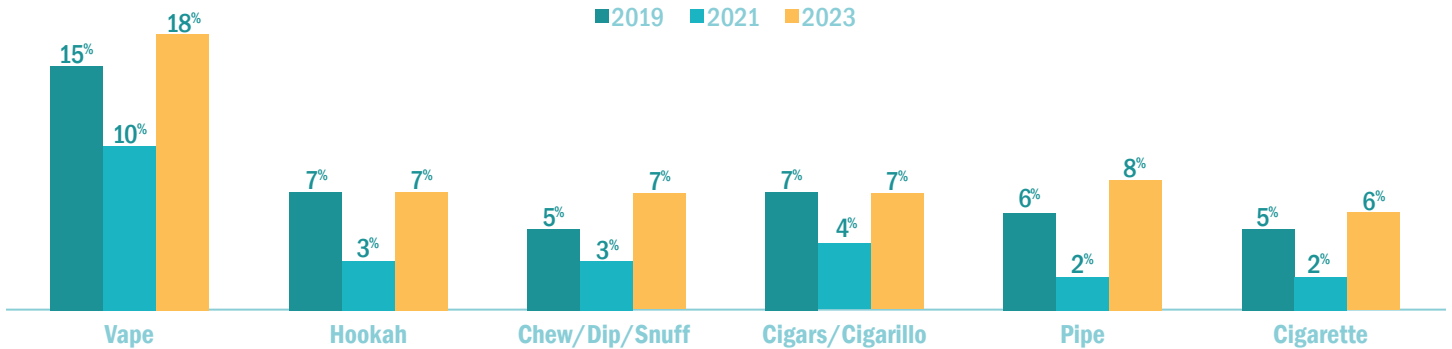


2023 LOUISIANA YOUTH TOBACCO SURVEY

Tobacco Use Among Middle School Students

1 in 5 middle schoolers currently vape.

TOBACCO PRODUCT USE AMONG LOUISIANA MIDDLE SCHOOLERS OVER TIME



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

Stricter access laws are needed for vapes. When students were asked if they were able to purchase vapes from stores, **4 in 5** middle schoolers reported YES.

Top 5 Reasons Middle Schoolers Try Vapes

Curiosity	25%
Flavors	12%
Friend or Family vapes	12%
Stress	10%
Looks Cool	9%

QUICK VAPING FACTS

- Half of Louisiana middle schoolers report that their first use of tobacco was by vape.
- **More than half of middle schoolers do NOT consider vapes to be a tobacco product.**
- Big Tobacco targets youth through flavored vapes. Almost 3 in 4 middle schoolers use flavors when they vape.
- **Most flavored tobacco 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.