

HIDDEN IN PLAIN SIGHT

Vaping has infiltrated schools, presenting a growing challenge for educators, parents and students. According to the Centers for Disease Control and Prevention (CDC), youth across the country use e-cigarettes or vapes more than any other tobacco product.¹ E-cigarettes, like all tobacco products, contain **nicotine — a highly addictive chemical** that can impair important brain functions responsible for attention, learning, mood and impulse control. Most tobacco use, including vaping, begins during adolescence, a period influenced by factors like targeted tobacco marketing, easy accessibility and peer pressure. As this trend continues to grow, a deeper understanding is needed to help address the crisis among our youth.

Tobacco use is the leading cause of preventable disease, disability and death in the United States. According to the 2025 Nevada Youth Risk Behavior Survey (YRBS), **nearly 1 in 3 (31%) of high school students and more than 1 in 6 (17%) middle school students in Clark County have tried e-cigarettes.**² Additionally, 12% of Clark County high school students and 8% of Clark County middle school students used e-cigarettes in the last 30 days.² Among U.S. students who currently use e-cigarettes, disposable devices were the most used (55.6%), followed by prefilled or refillable pods (15.6%). The most reported brands include **Elf Bar, Breeze and Mr. Fog.**³

To effectively address the youth vaping crisis, we must understand the contributing factors. First, the tobacco industry's widespread advertising tactics—including social media marketing and product placement or portrayal in teen-oriented movies and shows on popular streaming platforms—are associated with higher rates of youth tobacco and nicotine use.⁴ Teens who reported seeing tobacco-or-nicotine-related content on TikTok at least weekly had three times the odds of currently using e-cigarettes.⁴ Additionally, **74% of students reported seeing e-cigarette-related social media content.**⁵ Although most young people obtain vapes from friends or family, illegal retail sales to underage customers continue to occur when retailers fail to verify age. This is particularly concerning because **35% of Las Vegas public schools are within 1,000 feet of a tobacco retailer.**⁶ Lastly, the most common reason that students try e-cigarettes is because a friend is using them, with **60% of Clark County high school students and 59% of Clark County middle school students reporting that they got a vape from a friend, family member or someone else.**⁷ By recognizing these factors, we can help to reduce tobacco use and promote overall health and well-being among our youth!

Quitting vaping can lead to many benefits, including improving health, enhancing quality of life, and reducing the risks of premature death and adverse health effects like cancer. Fortunately, there are resources to help Nevada's youth on their quit journey such as **My Life, My Quit, the American Lung Association's NOT For Me program** and the **Truth Initiative's EX Program**. To access these programs, please text **START MY QUIT TO 36072**, or visit **notforme.org** and **join.exprogram.com**. For more information, please visit the Southern Nevada Health District's Tobacco Control Program at **gethealthyclarkcounty.org**.



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