Vaping, or e-cigarette use, has become an epidemic among teens.1

Vaping advertisements entice teens using the same old tricks used by the tobacco industry to sell cigarettes.2

Vaping ads are misleading and target teens with bright colors and sleek and fashionable images and themes of health and wellness, fun and adventurous lifestyles, sex appeal, and rebelliousness. They promote teen-friendly flavors like cotton candy and gummi bear.2-4

Unlike cigarette advertising, e-cigarette advertising is not restricted by the federal government.5

Sources of Vaping Ad Exposure Among Texas Teens from the Texas Adolescent Tobacco and Marketing Surveillance System

- Music Events or Festivals: 13.0%
- Magazines or Newspapers: 26.1%
- Internet: 40.0%
- Retail Stores: 51.4%
- Radio or Internet Radio: 52.3%
- Billboards: 68.9%
- TV: 75.6%

We can prevent teens from exposure to vaping advertisements:

- Support efforts to limit where and how e-cigarettes are sold and advertised.
- Talk to teens about how vaping advertisements are misleading.
- Know that vaping advertisements are common in teen-oriented media. Ask about and monitor teens’ media use.
- Ask your school to use the UTHealth CATCH My Breath nicotine prevention program.11
About the Texas Child Health Status Report

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Learn more at go.uth.edu/TexasChildHealth

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References


Example Advertisements

The below images are examples of vaping advertisements collected by the Stanford Research Into Tobacco Advertising (SRITA) Project. Their collection in its entirety can be viewed online at: http://tobacco.stanford.edu/tobacco_main/index.php.