

SUPPORT SENATE BILL 2024

Protect Texas Kids from E-Cigarettes

A VAPING CRISIS

We are facing a youth vaping crisis. Over 1.6 million middle and high school students report current use of e-cigarettes in the U.S.¹ These products are available in flavors and toy-like designs that appeal to children and adolescents.² And more than 86% of the e-cigarettes on the market today lack FDA approval and are illegal to sell in the U.S.³

Nicotine disrupts neural development and negatively affects attention, learning, and impulse control in adolescent brains. This can lead to lasting changes in brain function, which increases the risk of lifelong addiction and exacerbates mental health issues.⁴

DID YOU KNOW?

- More than 1 in 3 youth e-cigarette users report using e-cigarettes at least 20 of the last 30 days.⁵
- Nearly 90% of current youth e-cigarette users used flavored e-cigarettes, with fruit and candy flavors being the most popular.⁶
- When including all tobacco related products, smoking costs taxpayers over \$2 billion each year in Medicaid costs.⁷

CRITICAL PROTECTIONS

The Texas Medical Association supports SB 2024 as a necessary and proactive public health measure to protect our youth. This bill offers critical protections that:

- Prohibit advertising strategies that target youth;
- Restrict products that target kids; and
- Prevent companies from designing e-cigarettes that resemble childhood games, school supplies, and children's toys.

SOURCES

- 1 U.S. Food and Drug Administration (FDA) Annual National Youth Tobacco Survey, 2024. <https://www.fda.gov/tobacco-products/youth-and-tobacco/results-annual-national-youth-tobacco-survey>
- 2 FDA warning letter, "Retailers Warned to Stop Selling Illegal E-Cigarettes Resembling Youth-Appealing Characters, School Supplies, Toys, and Drinks," August 23, 2023. <https://www.fda.gov/tobacco-products/ctp-newsroom/retailers-warned-stop-selling-illegal-e-cigarettes-resembling-youth-appealing-characters-school>
- 3 North American Quitline Consortium, "U.S. Retail Sales Data Show 86% of E-cigarette Sales are for Illegal Products," Nov. 20, 2024. <https://www.naquitline.org/news/687488/U.S.-Retail-Sales-Data-Show-86-of-E-cigarette-Sales-are-for-Illegal-Products.htm#:~:text=to%20a%20Friend%20Retail%20Sales%20Data%20Show%2086%25%20of%20E%20cigarette,Sales%20are%20for%20Illegal%20Products&text=New%20research%20from%20Truth%20Initiative,the%20market%20are%20illegal%20products>
- 4 Texas Medical Association testimony, House Committee on Public Health, May 12 20025. https://www.texmed.org/uploadedFiles/Current/2016_Advocacy/Texas_Legislature/Testimony/SB_2024_House_Public_Health_Oral_Testimony.pdf
- 5 Centers for Disease Control and Prevention, "Youth E-Cigarette Use Remains Serious Public Health Concern Amid COVID-19 Pandemic." https://archive.cdc.gov/www_cdc_gov/media/releases/2021/p0930-e-cigarette.html#:~:text=Frequency%20of%20Use%3A%20Among%20youth%20who%20currently%20used,20%20or%20more%20of%20the%20past%2030%20days
- 6 Campaign for Tobacco-Free Kids, "E-Cigarettes: Flavors Fuel a Youth Addiction Crisis." <https://www.tobaccofreekids.org/what-we-do/industry-watch/e-cigarettes>
- 7 Campaign for Tobacco-Free Kids, "The Toll of Tobacco in Texas." <https://www.tobaccofreekids.org/problem/toll-us/texas>



E-Cigarette



Cartoon



E-Cigarette



Toy



E-Cigarette



Cartoon



E-Cigarette



School Supplies



E-Cigarette



Toy



E-Cigarette



Toy



Physicians Caring for Texans

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