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SAFE Glen Cove Coalition: Researchers Say FDA Must Crack Down on the Illegal, Nicotine-Loaded Products that Continue to Addict Kids

The CDC's results of the 2024 National Youth Tobacco Survey (NYTS) show that current (past 30-day) e-cigarette use among U.S. youth declined significantly in 2024, with e-cigarette use among high school students falling to 7.8% from 10% in 2023 and a high of 27.5% in 2019. The number of middle and high school students who reported current e-cigarette use fell from 2.13 million in 2023 to 1.63 million in 2024. However, a large percentage of youth e-cigarette users, including 42% of high school users and 27% of middle school users, reported frequent or daily use, which is a strong sign of addiction. In addition, 88% of youth users reported using flavored e-cigarettes.

The data indicates that public health measures implemented to reduce youth e-cigarette use are working – including public education campaigns and efforts at the federal, state and local levels to crack down on the sale of flavored e-cigarettes. It is encouraging news that youth e-cigarette use has fallen sharply, sparing many young people from the severe nicotine addiction and other health consequences that can result from e-cigarette use. The Campaign for Tobacco-Free Kids and other Campaigns by the FDA, the CDC, Truth Initiative will continue to advocate for full implementation of these efforts.

Despite progress, youth e-cigarette use remains a serious public health problem in the U.S., and the industry continues to find new and creative ways to attract and subsequently addict kids. Nicotine levels in e-cigarettes have skyrocketed in recent years, and the latest products contain as much nicotine as 20 packs of cigarettes or more, putting kids at risk of rapid and severe addiction. E-cigarette companies have even introduced products with *built-in video games*.

The Campaign for Tobacco -Free Kids maintains to fully end this crisis, the FDA, the Department of Justice and other relevant federal agencies must step up their enforcement efforts to clear the market of all illegal e-cigarettes. To date, the FDA has authorized the sale of only 34 e-cigarette products, but thousands of illegal, unauthorized products remain on the market. The FDA and other agencies must use all the enforcement tools at their disposal to clear the market of these illegal products. In addition, states and cities must ramp up their efforts to end the sale of flavored e-cigarettes and other flavored tobacco products.

Today's survey results also include data on youth use of nicotine pouch products like Zyn, which have seen a rapid increase in sales. While youth use of these products remains relatively low, the total number of youth using nicotine pouches has increased from 200,000 in 2021 to 480,000 in 2024. Nicotine pouches have the same characteristics that made e-cigarettes so appealing to young people, including kid-friendly flavors, heavy promotion on social media and being easy to hide. The FDA must continue to closely monitor these products and take action to prevent youth use.

Keep aware, stay informed and avoid unhealthy behaviors. “Live SAFE “. The SAFE Glen Cove Coalition works diligently to protect youth and inform parents through prevention education to avoid the negative consequence of nicotine addiction.

SAFE, Inc. is the only alcohol and substance abuse prevention, intervention, and education agency in the City of Glen Cove. The Coalition is concerned about all combustible and electronic products with marijuana and tobacco and youth consumption. The Agency is employing environmental strategies to educate and update the community regarding the negative consequences in collaboration with Carol Meschkow, Manager- Tobacco Action Coalition of Long Island. To learn more about the SAFE Glen Cove Coalition please follow www.facebook.com/safeglencovecoalition or to learn more about electronic products visit the Youth and Tobacco Use and Vaping Facts and Myths Pages of SAFE’s website to learn more about how vaping is detrimental to your health www.safeglencove.org.