

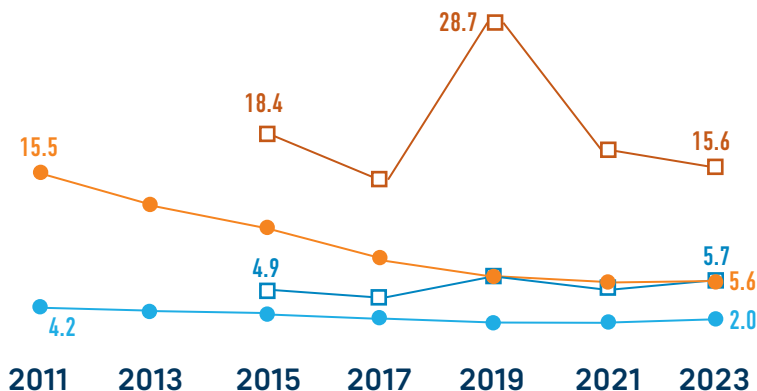
# Flavored Tobacco Use in Maine

E-cigarette use among Maine youth and young adults has rapidly increased in recent years despite a significant decline in cigarette use over the past 20 years. E-cigarettes, also called e-cigs or vapes, have gained popularity as new products come on the market, often marketed to youth and young adults.

The use of flavored products, which contain diacetyl – a chemical flavor known to be linked to severe lung disease – has made e-cigarettes more appealing to youth and young adults. Youth who start vaping with flavors are more likely to have a lifetime nicotine addiction.

## TOBACCO USE AMONG MAINE YOUTH 2023 (%)

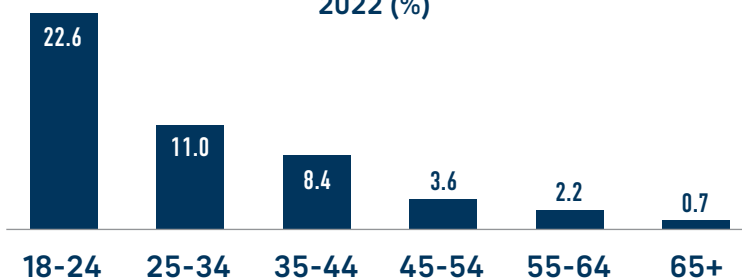
- 7th/8th Cigarette Use
- 9th-12th Cigarette Use
- 7th/8th E-Cigarette Use
- 9th-12th E-Cigarette Use



Data Source: Maine Integrated Youth Health Survey (MIYHS), 2023.

**In 2022, young adults ages 18-24 were significantly more likely to use e-cigarettes than any other adult age group.**

## E-CIGARETTE USE AMONG MAINE ADULTS 2022 (%)



Data Source: Maine Behavioral Risk Factor Surveillance System (BRFSS), 2022.

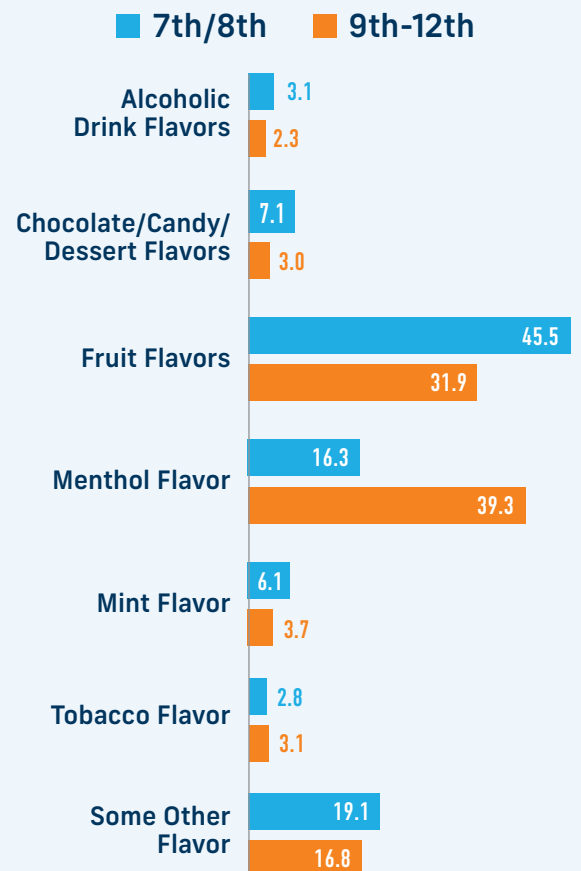
## Flavors Being Vaped

Among Maine students who currently use e-cigarettes, **middle school students were most likely to use fruit flavored products (45.5%)** while **high school students were most likely to use menthol flavored products (39.3%)** followed closely by fruit flavored products (31.9%).

## MAINE STUDENTS WHO USED A FLAVOR OTHER THAN TOBACCO, 2023 (%)

**Middle School (7th/8th): 97.2%**

**High School (9th-12th): 97.0%**

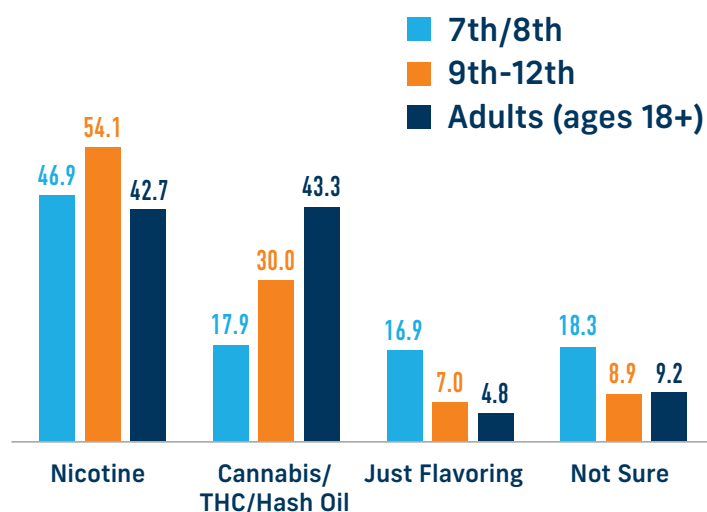


Data Source: Maine Integrated Youth Health Survey (MIYHS), 2023.

## What They Are Vaping

**Nicotine is the most popular e-cigarette product being vaped among Maine youth** at nearly 47% among middle school students and over 50% among high school students, and the second most popular product among Maine adults (43%).

Cannabis is the second most popular e-cigarette product accounting for 30% of all e-cigarette products among Maine high school students and the most popular e-cigarette product among Maine adults (43%).



Data Source: Youth - Maine Integrated Youth Health Survey (MIYHS), 2023; Adults - Maine Behavioral Risk Factor Surveillance System (BRFSS), 2022.

## Quitting E-Cigarettes

**In 2023, 52.9% of Maine high school students who used e-cigarettes tried to quit at least once in the past year.<sup>1</sup>**

According to data from the Maine Young Adult Tobacco Survey among Maine young adults ages 18-24, 34% indicated they had successfully quit using e-cigarettes and/or cigarettes while 15% indicated they were still trying to quit. Another 12% indicated they had successfully quit but had started using again.<sup>2</sup>

<sup>1</sup>Data Source: Youth - Maine Integrated Youth Health Survey (MIYHS), 2023.

<sup>2</sup>Data Source: Maine Young Adult Tobacco Survey, 2023.



## What You Can Do to Curb the Use of Flavored E-Cigarette Products Among Youth

- Talk to youth and young adults in your life about the dangers of using flavored tobacco products
- Encourage youth to quit using tobacco products through the MyLife MyQuit™ program ([mylifemyquit.org](http://mylifemyquit.org))
- Support bans on the sale of flavored tobacco products in your community



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**Maine Tobacco Prevention and Control Program**

**Learn more at [vapefreemaine.com](http://vapefreemaine.com)**