

GET SMART ABOUT E-CIGARETTES



E-cigarettes, and other electronic nicotine delivery systems like vape pens, are [growing in popularity](#) among young adults ages 18-24. New types of e-cigarettes such as JUULs (pictured above) look like USB drives, emit little to no vapor clouds and use small, flavored pods to deliver about 200 puffs of nicotine—the same amount as in one pack of cigarettes. Less expensive, JUUL pods cost about \$4 while an [average cigarette pack costs \\$6.32](#). These reasons make e-cigarettes an appealing alternative to traditional tobacco products, but there is more to the story.

▶ E-CIGARETTES ARE TOBACCO PRODUCTS:

Under [Department of Defense \(DoD\) Instruction 1010.10](#), e-cigarettes are treated as tobacco products. This means e-cigarettes can only be used in outdoor designated tobacco use areas. Keep your eye out for Military Service members sneaking puffs outside of designated use areas, and **enforce the DoD and/or appropriate Service-level Instruction.**

▶ E-CIGARETTES CONTAIN NICOTINE:

Most e-cigarettes contain nicotine, which is highly addictive. Brain development continues into the early to mid-20s, meaning nicotine use during this age can [harm brain development](#) and affect readiness. Some [studies and reports](#) suggest that those under age 18 who use nicotine are more inclined to use illicit drugs. **Make sure Military Service members know the [risks of nicotine use](#).**

▶ E-CIGARETTES ARE **NOT AN APPROVED WAY TO QUIT TOBACCO:**

[Recent studies](#) show that use of e-cigarettes by nonsmoking young adults can lead to cigarette smoking. There is [not enough evidence](#) to prove that e-cigarettes are effective as a long-term tobacco cessation tool. **Let Military Service members know about other proven [cessation methods](#) such as counseling, quitlines and medication.**

THE CAMPAIGN

Download our new [Tobacco Cessation Resources Guide](#) to give to Military Service members who use tobacco. Encourage them to check out the resources under “Thinking About Quitting” and “Ready to Quit” as it applies to them. Type in your own local resources in the empty box on the handout.

THE LATEST IN TOBACCO



May 31st is **World No Tobacco Day (WNTD)**, a day to bring worldwide awareness to health risks of tobacco use and ways to reduce those risks. Share the following resources to help Military Service members reduce their risk and make a quit plan this WNTD:

- ▶ [Explore Quit Methods](#) (Smokefree.gov): Find out about different ways to quit tobacco.
- ▶ [Steps to Manage Quit Day](#) (Smokefree.gov): Follow five steps to get through your first day without tobacco.
- ▶ [Quitspiration](#) (Centers for Disease Control and Prevention Pinterest): Connect with others quitting tobacco and find some social media inspiration to continue a quit.



[Share](#) how you use our resources to promote tobacco cessation on your installation.

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