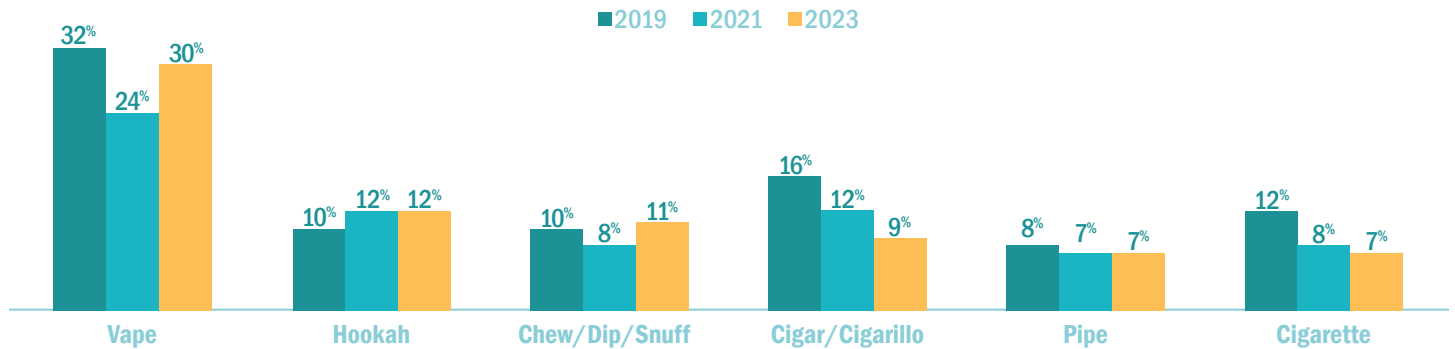


2023 LOUISIANA YOUTH TOBACCO SURVEY

Tobacco Use Among High School Students

Almost **1 in 3** high schoolers currently vape.

TOBACCO PRODUCT USE AMONG LOUISIANA HIGH SCHOOLERS OVER TIME



Health professionals asked only **1 in 3** high schoolers about tobacco use.

Stricter access laws are needed for vapes. When students were asked if they were able to purchase vapes from stores, **4 in 5** high schoolers reported YES.

Main Reasons High Schoolers Try Vapes

| | |
|------------------------|-----|
| Curiosity | 25% |
| Flavors | 13% |
| Friend or Family vapes | 10% |
| Stress | 10% |
| The Buzz | 10% |

QUICK VAPING FACTS

- Half of Louisiana high schoolers report that their first use of tobacco was by vape.
- **More than half of high schoolers do NOT consider vapes to be a tobacco product.**
- Big Tobacco targets youth through flavored vapes. 4 in 5 high schoolers use flavors when they vape.
- **Most flavored tobacco vapes contain higher levels of nicotine which leads to greater nicotine dependence.¹**

RESOURCES: For youth, visit unfilteredfacts.com and text VAPEFREE to 873373 to quit vaping. For educators and health professionals, visit wellaheadla.com/tobacco. For advocates, visit WeAreNextEra.org.