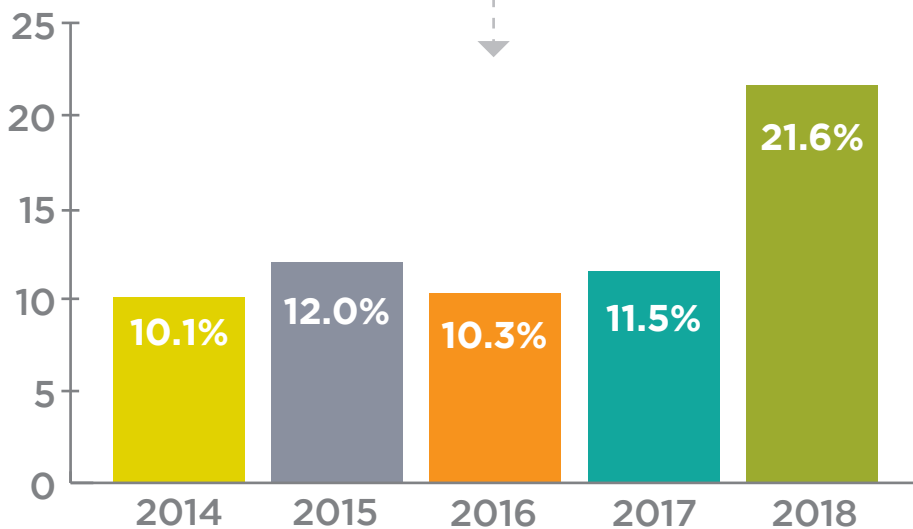


Past 30-Day E-Cigarette Use among High School Students >> **Almost Doubled** << Over the Past Year



According to 2018 Mississippi Youth Tobacco Survey (MS YTS) data, the **prevalence of past 30-day e-cigarette use** - also known as vaping - **nearly doubled** between 2017 and 2018, with **over 20% of youth reporting past 30-day use**. Use had been stable at roughly 10% over the four previous years. This **alarming increase** in the percent of Mississippi youth using e-cigarettes is likely due to the **popularity of JUUL** and other pod-based e-cigarettes. These devices provide **high levels of nicotine** in a sleek and discreet form factor. Data from the 2018 MS YTS also revealed that the **JUUL or some other pod-based e-cigarette** is the **preferred device** of 72% of past 30-day users.

