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.