Children's Hospital of Philadelphia PolicyLab

Electronic Cigarettes and Youth in the United States: A Call to Action (at the Local, National and Global Levels)

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E-cigarettes have emerged and soared in popularity in the past ten years, making them the most common tobacco product used among youth in the United States (US). In this review, we discuss what the Surgeon General has called a public health "epidemic"-the precipitous increase in youth use of e-cigarettes and the health consequences of this behavior. Further, we review tobacco control policy efforts (e.g., Tobacco 21, banning flavors, advertising restrictions, and clean indoor air laws)-efforts proven to be critical in reducing cigarette smoking and smoking-related disease and death among US children and adults-including their potential and challenges regarding managing and mitigating the emergence of e-cigarettes. Finally, we close with a discussion of the efforts of transnational tobacco companies to rebrand themselves using e-cigarettes and other new products.

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