



# E-CIGARETTE USE AMONG LOUISIANA YOUTH

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FINDINGS FROM THE LOUISIANA  
YOUTH TOBACCO SURVEY

2019

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# E-Cigarette Use Among Louisiana Youth

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For help quitting tobacco, call 1-800-QUIT-NOW or visit [www.quitwithusla.org](http://www.quitwithusla.org).

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# E-Cigarette Use Among Louisiana Youth

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# E-Cigarette Use Among Louisiana Youth

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## EXECUTIVE SUMMARY

Electronic cigarette (e-cigarette) use – commonly known as vaping – among Louisiana youth remains a public health concern. The recent outbreak of lung injury associated with e-cigarette use prompted this early release report<sup>1</sup> from the 2019 Louisiana Youth Tobacco Survey. The survey monitors tobacco-use trends and behavior among middle and high school students in Louisiana, which is crucial to the development and planning of cessation and prevention programs. The Louisiana Youth Tobacco Survey offers insight into youth e-cigarette prevalence, initiation, access, consumption, and knowledge.

### Prevalence

- Approximately 1 in 4 (**26.0%**) middle school students and half (**51.5%**) of high school students have ever used e-cigarettes.
- Approximately 1 in 7 (**15.4%**) middle school students and 1 in 3 (**31.6%**) high school students have used e-cigarettes in the past 30 days.

### Initiation

- Half of middle school and high school students who ever used e-cigarettes reported the main reason they tried one was because they were curious (middle school: **55.5%**; high school: **54.2%**).
- The most frequently reported age of initiation among middle school students was 12 (**29.1%**).
- The most frequently reported age of initiation among high school students was 14 (**20.7%**).

### Access

- Approximately 1 in 3 (**37.5%**) and half (**48.6%**) of high school students who ever used e-cigarettes reported purchasing e-cigarettes from a friend.

### Consumption

- The most commonly reported reason middle school and high school students use e-cigarettes was friends or family member use (middle school: **45.2%**; high school: **36.8%**).
- The most popular e-cigarette brand among middle school students who had ever tried e-cigarettes was JUUL (**33.6%**).
- Most middle school students who have ever used e-cigarettes did not know the brand (**37.6%**).
- The most popular e-cigarette brand among high school students who had ever used e-cigarettes was JUUL (**54.9%**).

### Knowledge

- Approximately 1 in 5 (**19.5%**) middle school students reported they do not think that electronic cigarettes are harmful to their health.
- Approximately 1 in 3 (**29.4%**) high school students reported they do not think that electronic cigarettes are harmful to their health.

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<sup>1</sup> Well-Ahead Louisiana, a chronic disease prevention and healthcare access initiative of the Louisiana Department of Health, and the Louisiana Campaign for Tobacco-Free Living are releasing the e-cigarette data from the 2019 Louisiana Youth Tobacco Survey early due to the recent outbreak of lung injury associated with e-cigarette use.

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# E-Cigarette Use Among Louisiana Youth

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## INTRODUCTION

The prevention of tobacco initiation remains a significant priority of Well-Ahead Louisiana and TFL. The Centers for Disease Control and Prevention (CDC) developed the Youth Tobacco Survey to provide states with the data needed to design, implement, and evaluate comprehensive tobacco control programs that work to prevent youth from initiating tobacco use and help those who have already started using tobacco to quit. In Louisiana, e-cigarette use increased 1.5 times (9.1% to 12.3%) from 2015 to 2017 and increased 2.5 times (12.3% to 31.6%) from 2017 to 2019 among high school students. Among middle school students, e-cigarette use increased 1.5 times (4.8% to 8.6%) from 2015 to 2017 and almost doubled (8.6% to 15.4%) from 2017 to 2019.

### Background

Well-Ahead utilizes the Louisiana Youth Tobacco Survey (LYTS) to understand youth tobacco use and trends among middle school and high school students across the state. TFL utilizes the data trends to design and implement their *NextEra*® program, a statewide youth movement uniting Louisiana high school students to advocate for tobacco-free lifestyles. The LYTS collected detailed information regarding the quantity and frequency of tobacco products as well as knowledge, perceptions, and attitudes associated with tobacco use. Well-Ahead utilizes the LYTS to monitor short-term, intermediate, and long-term indicators that help design, implement, and evaluate the program. The LYTS has been conducted in 2008, 2009, 2011, 2013, 2015, 2017, and 2019. This report focuses on e-cigarette results of the 2019 survey.

### Methods

The LYTS collects tobacco-related data from middle school students grades 6-8 and high school students grades 9-12. A two-stage cluster sample design is used to ensure a representative sample of students are included. The first stage consists of randomly selecting schools within the grade range specified with a probability proportional to enrollment size. The second stage consists of randomly selecting classrooms within the selected schools, and all students in these selected classes are eligible to participate. The self-administered questionnaire is anonymous. LYTS data is weighted to adjust for any unequal probabilities of selection, nonresponse, and disproportionate selection of different demographic groups.

The race/ethnicity demographic breakdown is limited to non-Hispanic Whites, non-Hispanic African Americans, and Other due to the small sample size of certain race/ethnicity categories. Other includes those who reported race as Hispanic, Latino, American Indian, Alaska Native, Native Hawaiian, or Other Pacific Islander.

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# E-Cigarette Use Among Louisiana Youth

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## TERMS AND DEFINITIONS

|                      |   |
|----------------------|---|
| <b>CDC</b>           | Centers for Disease Control and Prevention  |
| <b>E-cigarettes</b>  | A battery-powered cartridge that includes a heating element that vaporizes a liquid solution that may contain a mixture of nicotine, flavors, and other chemicals that help to make aerosol |
| <b>Ever Use</b>      | Defined as the use even just once over the course of one's lifetime   |
| <b>Current Use</b>   | Defined as the use one or more times in the last 30 days  |
| <b>Middle School</b> | Middle School students are students in grades 6-8 at the time of the survey   |
| <b>High School</b>   | High School students are students in grades 9-12 at the time of the survey  |
| <b>LYTS</b>          | Louisiana Youth Tobacco Survey  |
| <b>TFL</b>           | Louisiana Campaign for Tobacco-Free Living  |
| <b>WAL</b>           | Well-Ahead Louisiana  |

# E-Cigarette Use Among Louisiana Youth

## DEMOGRAPHICS

| Demographic Breakdown of Students Who Participated in the 2019 Louisiana Youth Tobacco Survey |                      |            |                      |            |
|---|----------------------|------------|----------------------|------------|
|   | Middle School        |            | High School          |            |
|   | Unweighted Frequency | Weighted % | Unweighted Frequency | Weighted % |
| <b>Total</b>  | 1501                 | 100        | 1178                 | 100        |
| <b>Sex</b>  |                      |            |                      |            |
| Male  | 700                  | 51.3%      | 555                  | 50.3%      |
| Female  | 797                  | 48.7%      | 613                  | 49.7%      |
| No Response   | 4                    | --         | 10                   | --         |
| <b>Race/Ethnicity</b>   |                      |            |                      |            |
| Non-Hispanic White  | 634                  | 46.8%      | 479                  | 46.9%      |
| Non-Hispanic Black  | 593                  | 43.5%      | 462                  | 43.4%      |
| Other   | 246                  | 9.6%       | 216                  | 9.6%       |
| No Response   | 28                   | --         | 21                   | --         |
| <b>Grade</b>  |                      |            |                      |            |
| 6 <sup>th</sup>   | 606                  | 34.6%      | --                   | --         |
| 7 <sup>th</sup>   | 593                  | 32.9%      | --                   | --         |
| 8 <sup>th</sup>   | 368                  | 32.4%      | --                   | --         |
| 9 <sup>th</sup>   | --                   | --         | 373                  | 28.0%      |
| 10 <sup>th</sup>  | --                   | --         | 352                  | 25.7%      |
| 11 <sup>th</sup>  | --                   | --         | 292                  | 23.4%      |
| 12 <sup>th</sup>  | --                   | --         | 137                  | 22.9%      |
| Other   | 2                    | --         | --                   | --         |
| No Response   | 26                   | --         | 24                   | --         |

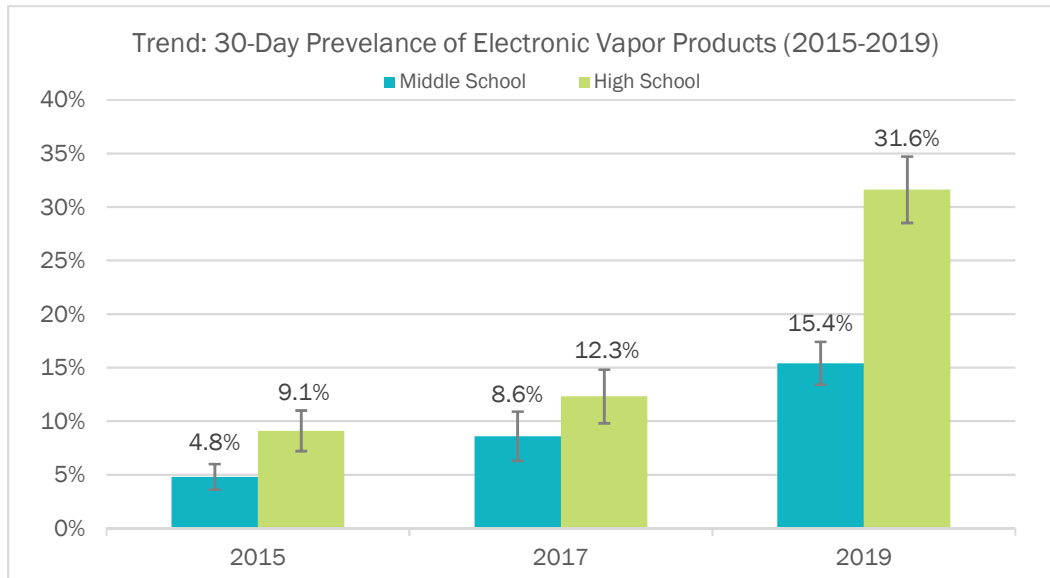
LYTS, 2019

# E-Cigarette Use Among Louisiana Youth

## TRENDS

### Trend: Current Use

Louisiana students were asked how many days they used e-cigarettes in the past 30 days on the 2015-2019 LYTS. Between 2015 and 2019, current use of e-cigarettes has over tripled among middle school (4.8% [3.6-6.0] to 15.4% [95%CI: 13.3-17.4] and high school students (9.1% [7.1-11.0] to 31.6% [95%CI: 28.4-34.7]).



**Figure 1. Percentage of Louisiana Middle School and High School Students Who Currently Use Electronic Vapor Products (2015-2019), LYTS 2019**

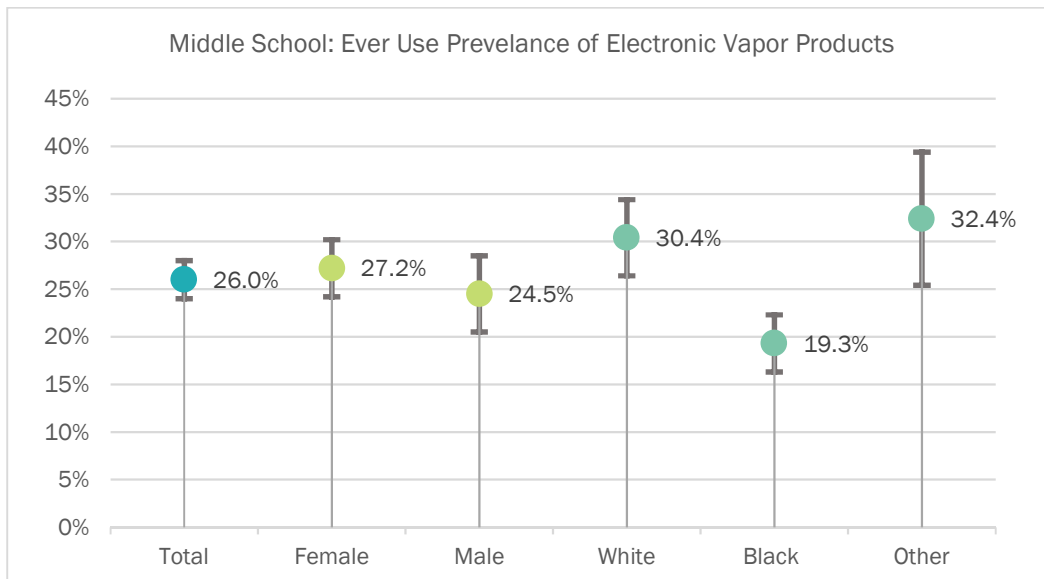


# E-Cigarette Use Among Louisiana Youth

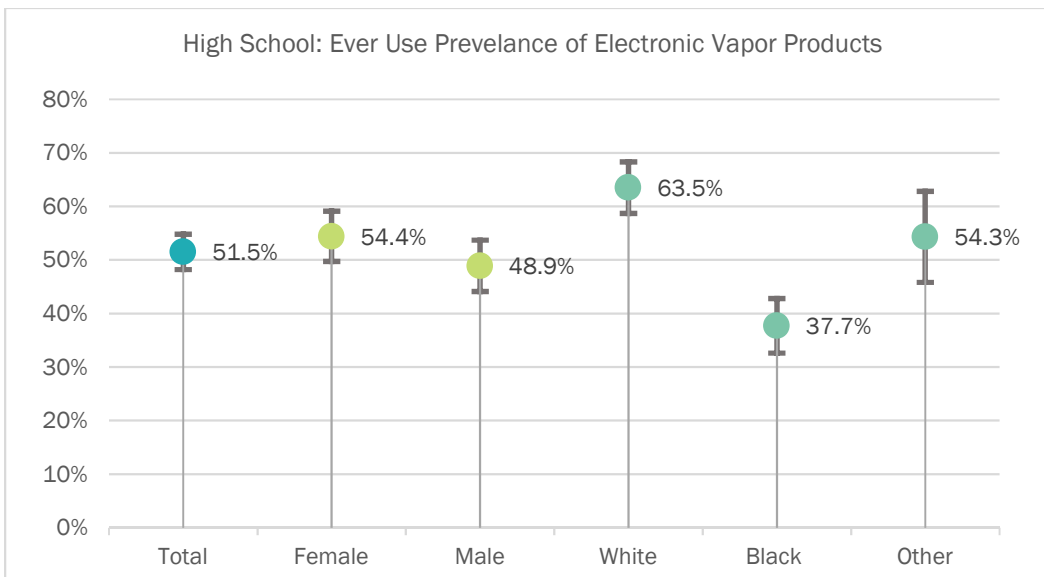
## RESULTS

### Prevalence: Ever Use

Students were asked whether they had ever used an electronic vapor product (e-cigarette). Approximately 26.0% (95%CI: 23.5-28.4) of middle school students had ever used an e-cigarette and 51.5% (95%CI: 48.2-54.8) of high school students had ever used an e-cigarette.



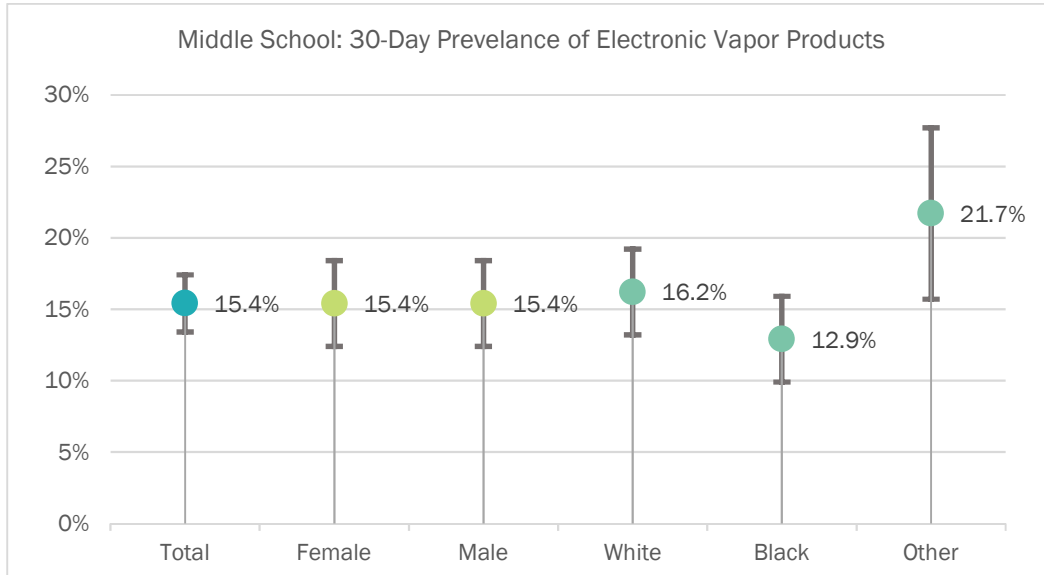
**Figure 2. Percentage of Louisiana Middle School Students Who Have Ever Used an Electronic Vapor Products, LYTS 2019**



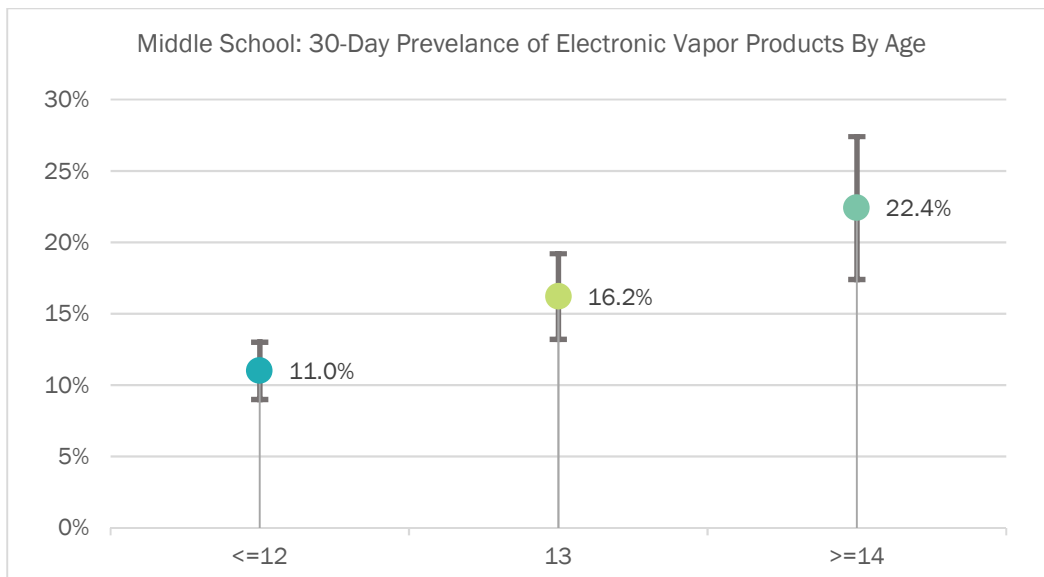
**Figure 3. Percentage of Louisiana High School Students Who Have Ever Used an Electronic Vapor Products, LYTS 2019**

### Prevalence: Current Use

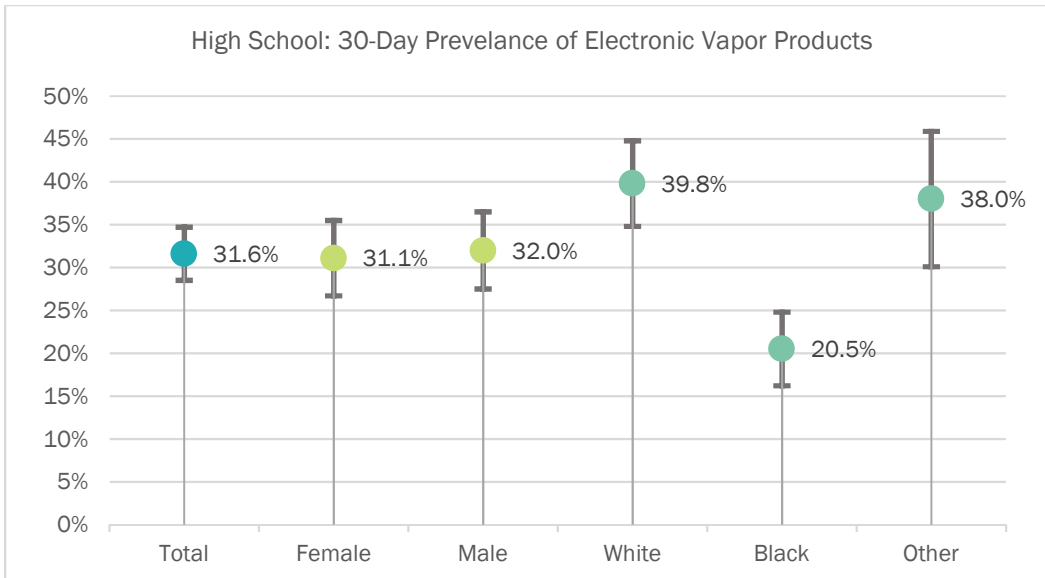
Louisiana students were asked how many days they used e-cigarettes in the past 30 days. Current use was defined as having used an e-cigarette on one or more days during the past 30 days. In 2019, 15.4% (95%CI: 13.3-17.4) of middle school students are current users, and 31.6% (95%CI: 28.4-34.7) of high school students are current users.



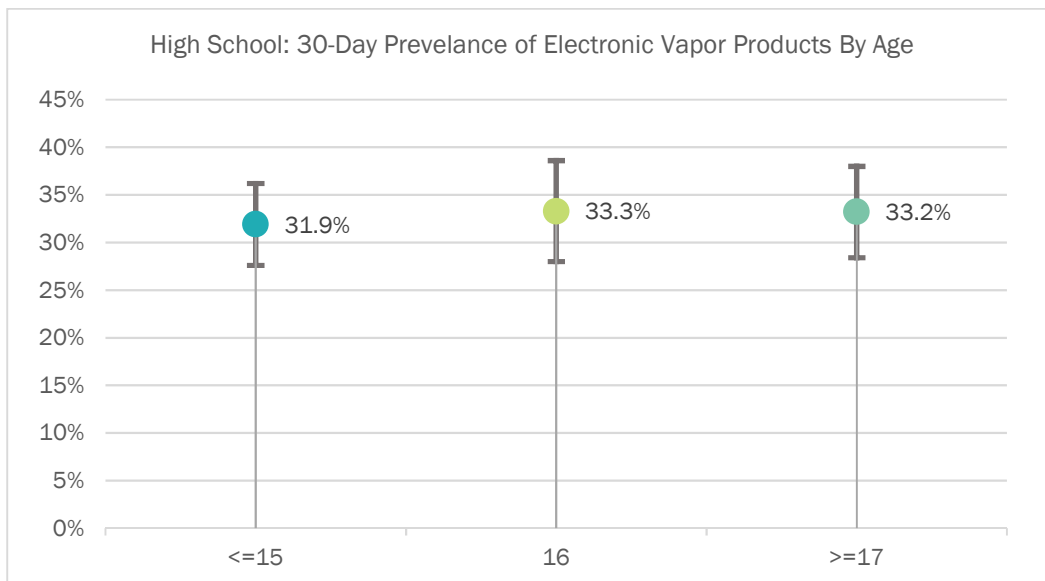
**Figure 4. Percentage of Louisiana Middle School Students Who Currently Use Electronic Vapor Products, LYTS 2019**



**Figure 5. Percentage of Louisiana Middle School Students Who Currently Use Electronic Vapor Products by Age, LYTS 2019**



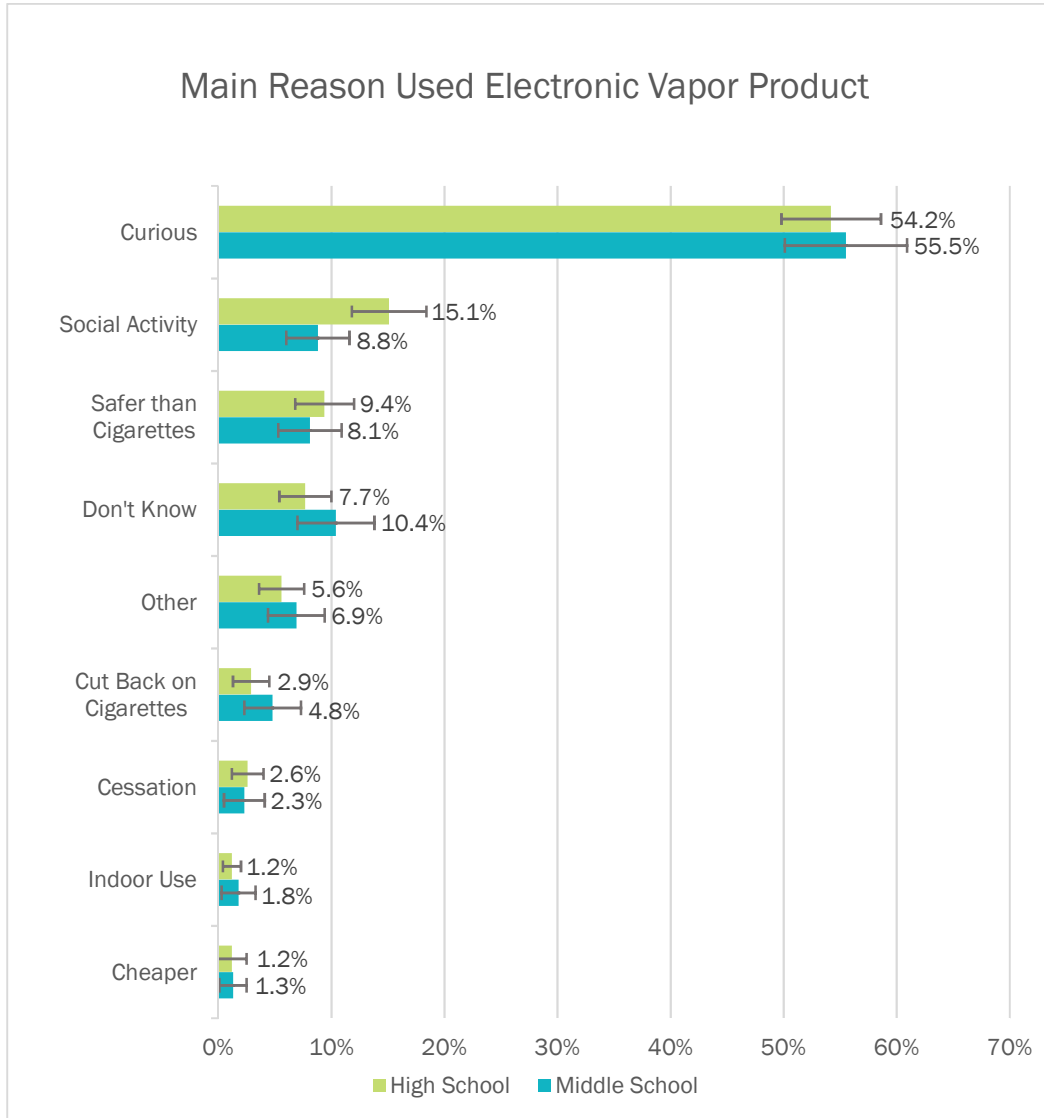
**Figure 6. Percentage of Louisiana High School Students Who Currently Use Electronic Vapor Products, LYTS 2019**



**Figure 7. Percentage of Louisiana High School Students Who Currently Use Electronic Vapor Products by Age, LYTS 2019**

### Initiation: Main Reason

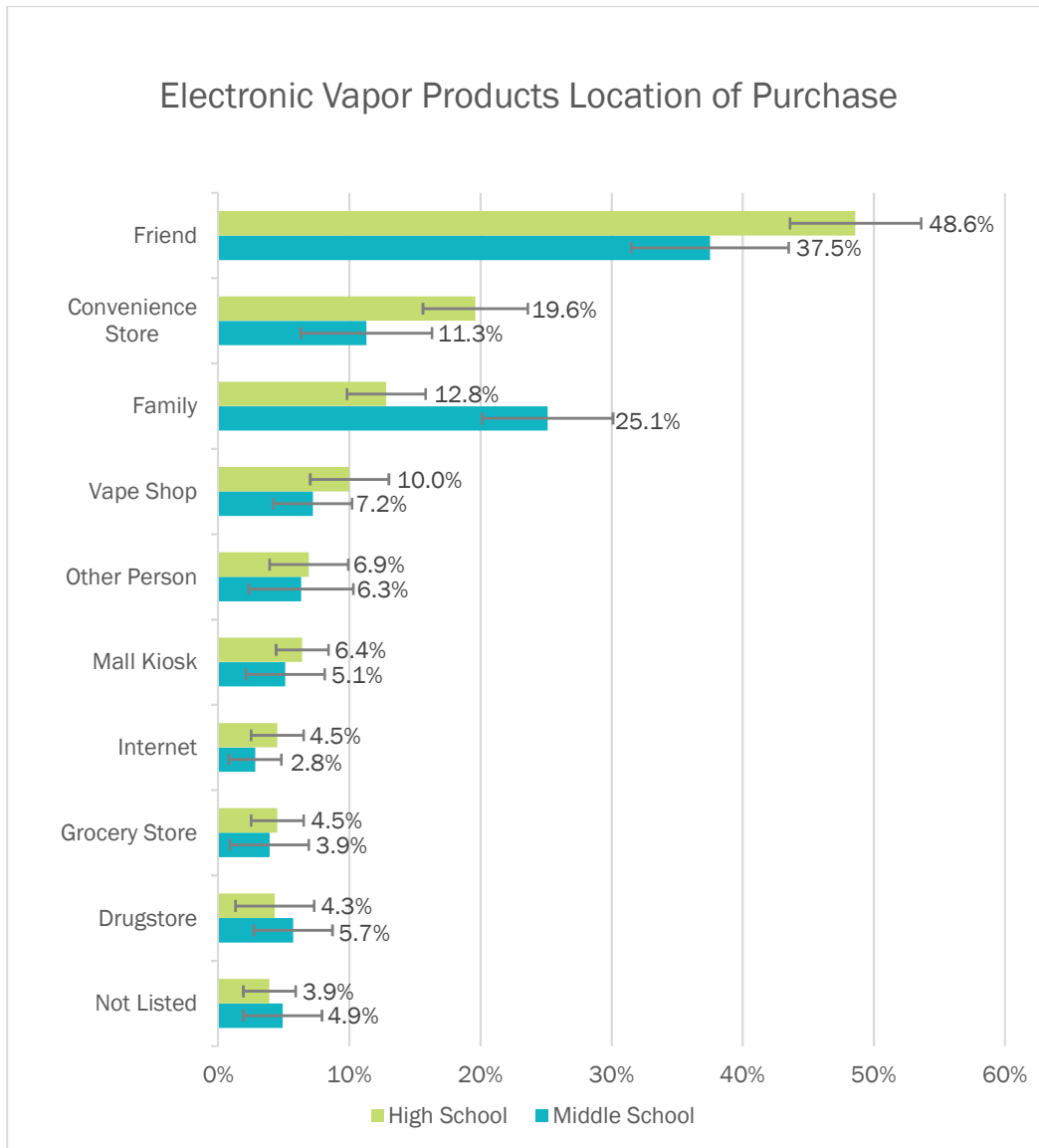
Louisiana middle school and high school students who had ever used e-cigarettes were asked the main reason why they used an e-cigarettes. The highest reported main reason students used e-cigarettes among both high school and middle school was that students were curious (MS: 55.5% [95%CI: 50.2-60.9]; HS: 54.2% [95%CI: 49.7-58.6]).



**Figure 8. Main Reason Students Have Ever Used Electronic Vapor Products, LYTS 2019**

**Access: Location of Purchase**

Students who had ever used e-cigarettes were asked where they buy e-cigarettes. Approximately 1 in 3 (37.5% [95%CI: 31.3-43.7]) middle school students and half (48.6% [95%CI: 43.4-53.7]) of high school students who had ever used e-cigarettes obtained them from friends.



**Figure 9. Electronic Vapor Product Location of Purchase, LYTS 2019**

### Consumption: Brand

Students who had ever used e-cigarettes were asked what brands of e-cigarettes they had ever used. The most popular e-cigarette brand among middle school and high school students was JUUL (MS: 33.6% [95%CI: 28.8-38.4]; HS: 54.9% [95%CI: 50.5-59.4]). However, most middle school students did not know the brand of e-cigarette they had ever used (37.6% [95%CI: 32.2-42.9]).

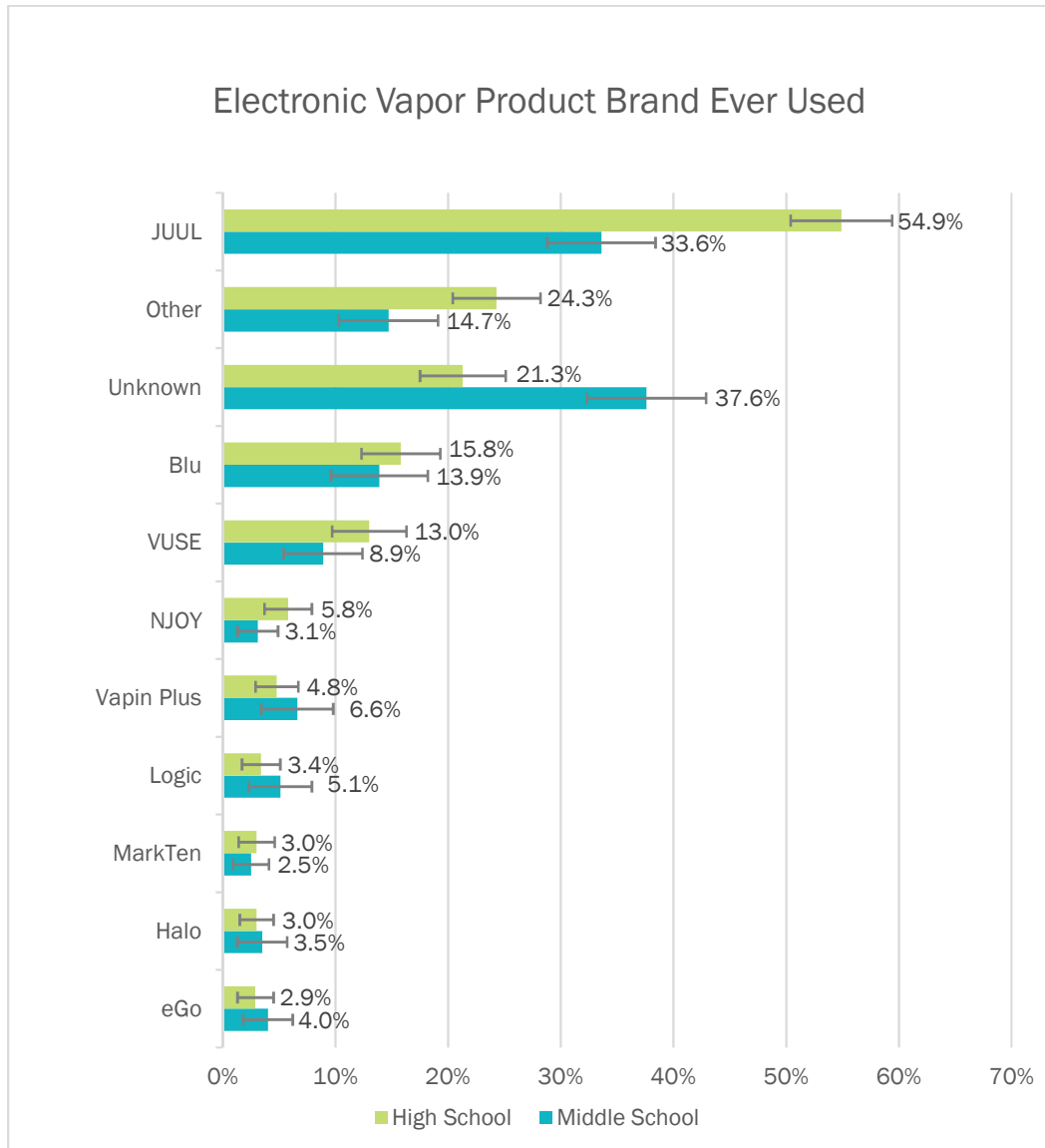


Figure 10. Electronic Vapor Product Brand Ever Used, LYTS 2019

### Consumption: Reason

Louisiana middle school and high school students who had ever used e-cigarettes were asked about reasons why they have used e-cigarettes. The most reported reason students used e-cigarettes among both middle school and high school students was that friends or family members used them (MS: 45.2% [95%CI:39.4-51.1]; HS: 36.8% [95%CI: 32.4-41.3]). One in 7 middle school students (14.2% [95%CI: 10.2-18.4]) and 1 in 5 (20.7% [95%CI: 16.7-24.7]) high school students reported a reason they use e-cigarettes is because they are available in flavors such as mint, candy, fruit, or chocolate.

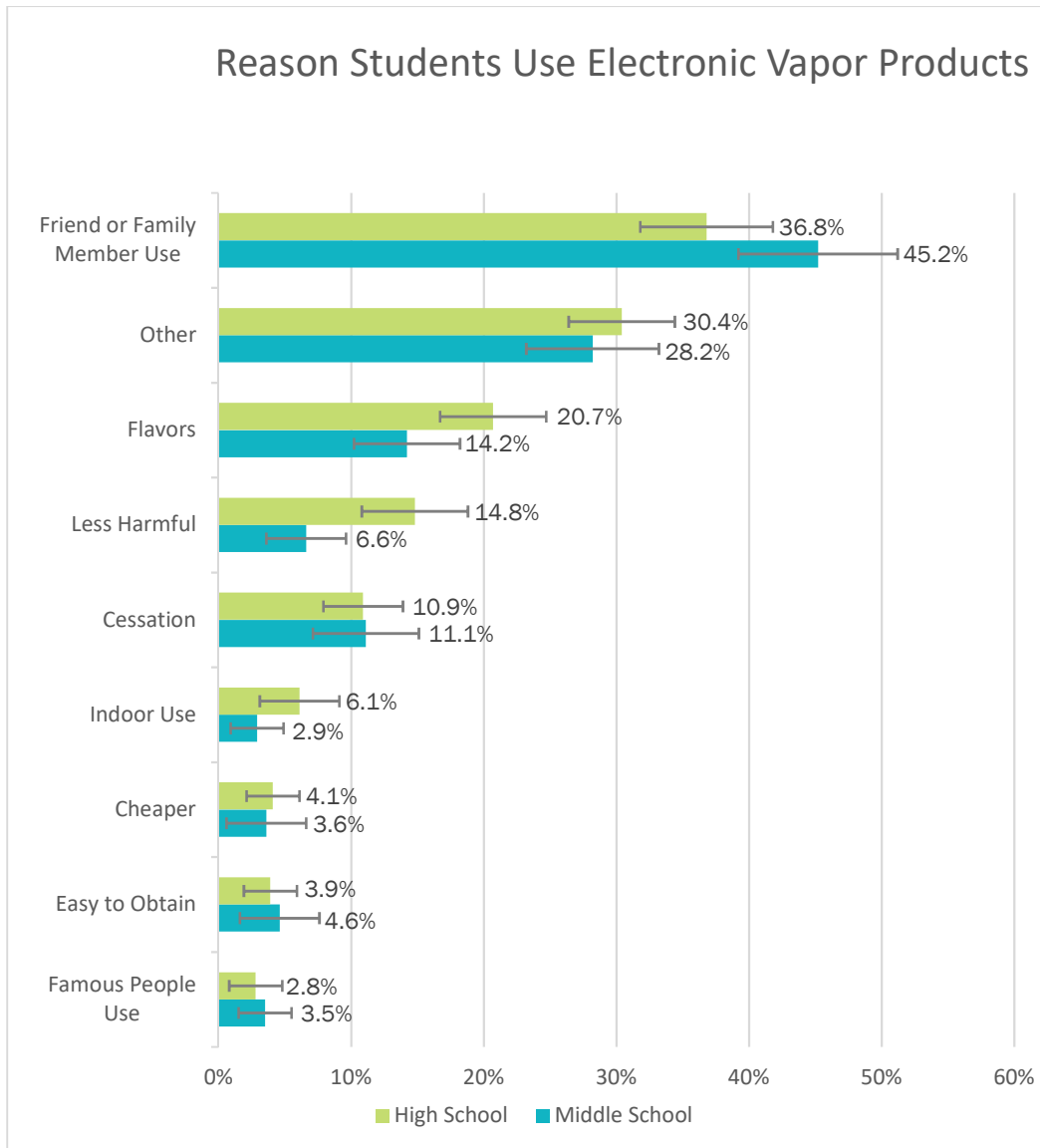
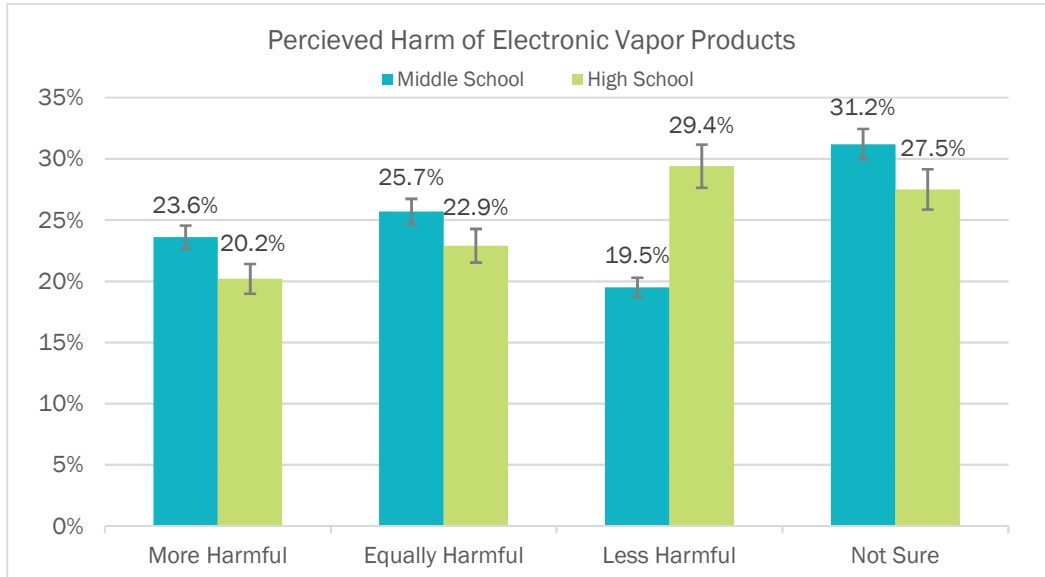


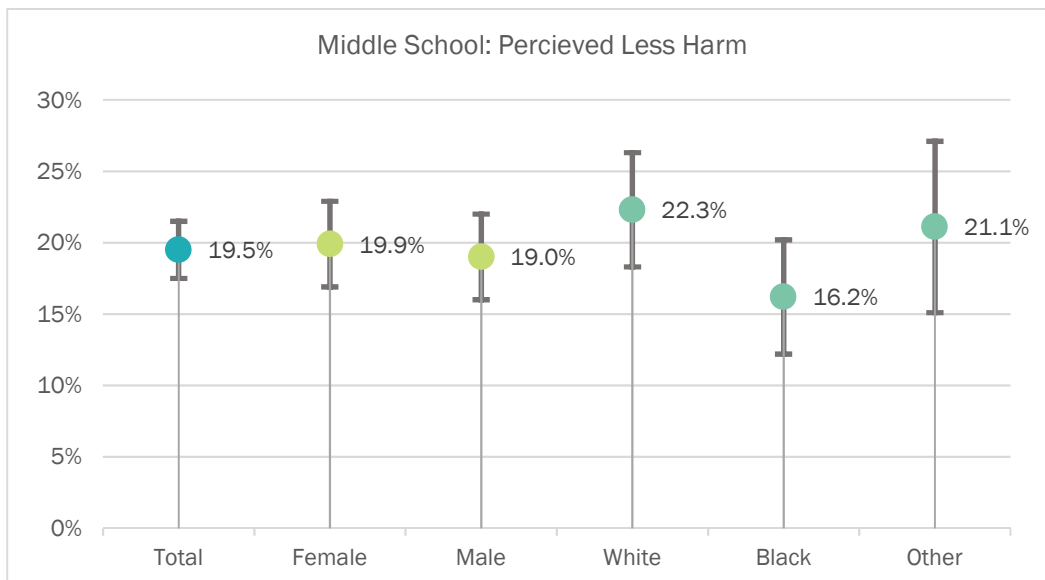
Figure 11. Reason Students Use Electronic Vapor Products, LYTS 2019

### Knowledge: Perceived Harm of E-Cigarettes

Middle school and high school students were asked about how harmful they believed e-cigarettes are when compared to other tobacco products. Approximately 19.5% (95%CI: 17.2-21.7) of middle school students and 29.4% (95%CI: 26.3-32.6) of high school students believe that e-cigarettes were less harmful than other tobacco products.

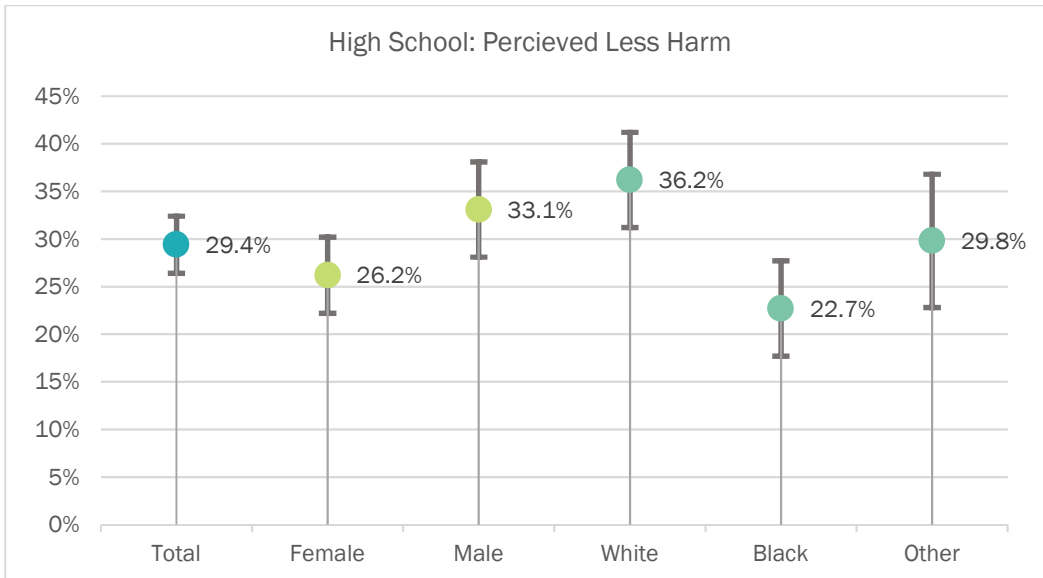


**Figure 12. Perceived Harm of Electronic Vapor Products, LYTS 2019**



**Figure 13. Louisiana Middle School Students Who Perceived Electronic Vapor Products as Less Harm, LYTS 2019**





**Figure 14. Louisiana High School Students Who Perceived Electronic Vapor Products as Less Harm, LYTS 2019**

This report on e-cigarette use among Louisiana youth is an early release excerpt from the 2019 Louisiana Youth Tobacco Survey (LYTS) report. A full report of all LYTS data will be available in 2020. This report is a collaborative effort of Well-Ahead Louisiana and the Louisiana Campaign for Tobacco-Free Living.

