

Youth e-cigarette use in Colorado is twice the national average

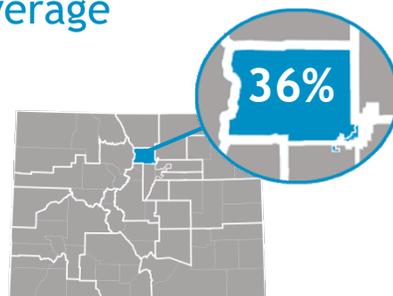


United States



Colorado

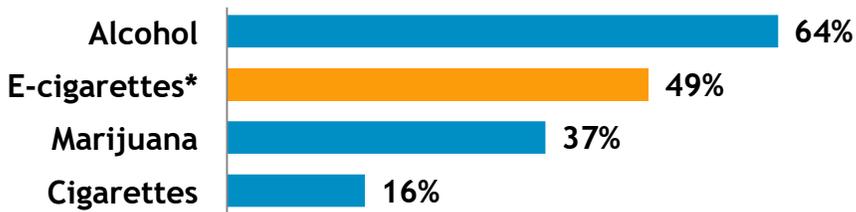
Broomfield and Boulder are among the **highest in the state**



Broomfield & Boulder

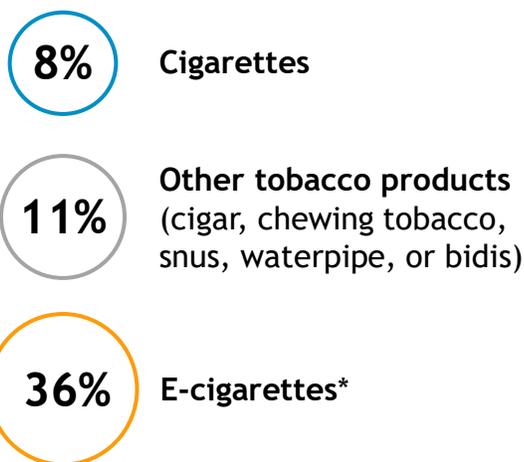
Broomfield and Boulder youth are more likely to try e-cigarettes than marijuana and cigarettes

Have you ever tried...



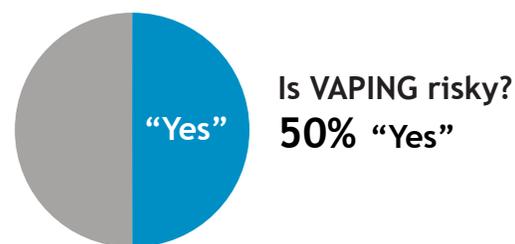
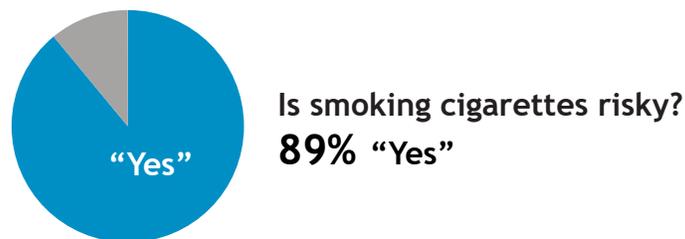
*Does not include marijuana

Current tobacco use



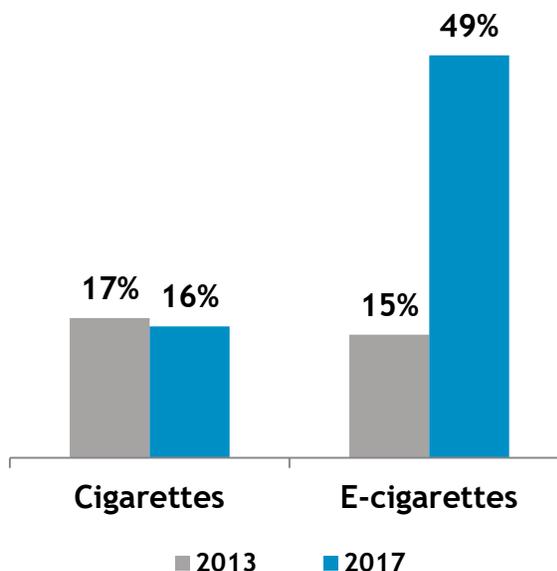
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Risk perception



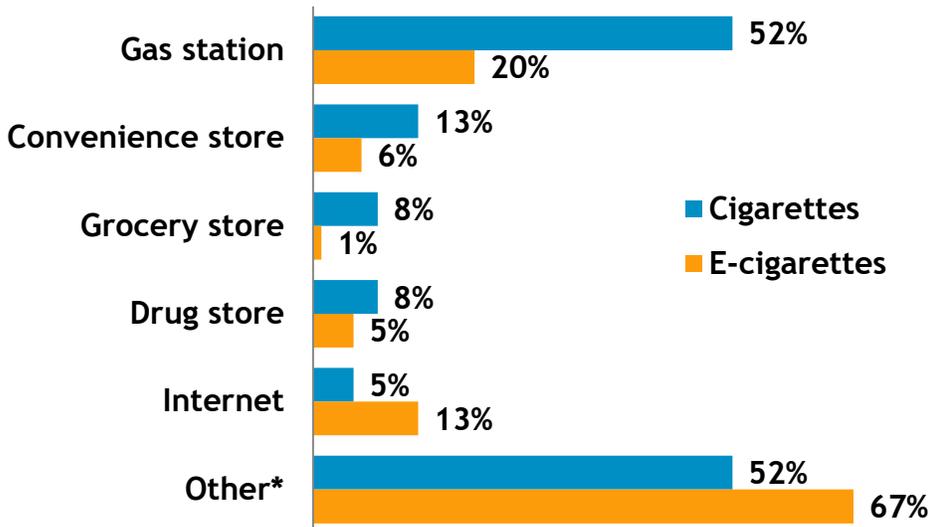
Tobacco trends

Have you ever tried cigarettes or e-cigarettes?



Access to cigarettes and e-cigarettes

Over **60%** of Broomfield and Boulder high school students believe it is easy to get cigarettes and e-cigarettes. Youth say they get these products at:



*Other sources not listed above, such as friends and family

You can make a difference

- ✓ Learn more about the health risks of e-cigarettes at TobaccoFreeCO.org
- ✓ Get involved in a local coalition for tobacco prevention
- ✓ Set an example of being smoke- and vape-free
- ✓ Be a trusted adult for a young person
 - Ask open-ended questions (“How do you feel ...?”)
 - Affirm strengths and positive behaviors (“I appreciate that you’re willing to talk with me about this.”)
 - Reflect and paraphrase (“It sounds like you...”)
- ✓ Advocate for strategies proven to protect youth:
 - Increase the tobacco sales age to 21
 - Require retailers to have a license to sell tobacco
 - Include e-cigarettes in the clean indoor air code
 - Make public outdoor places smoke- and vape-free
 - Increase the cost of tobacco products

Adults can help prevent youth e-cigarette use

Colorado high school students who have the following factors in their life are less likely to use e-cigarettes (also known as vaping):



FAMILY RULES

Youth who have clear family rules are **39% LESS** likely to vape.



TALKING WITH ADULTS

Youth who can ask a trusted adult (parent, guardian, caregiver, teacher, mentor) for help are **23% LESS** likely to vape.



EXTRACURRICULAR ACTIVITIES

Youth who participate are **12% LESS** likely to vape.



PARENTAL INVOLVEMENT

Youth whose parents know where they are and who they are with are **49% LESS** likely to vape.

LEARN MORE: For more information and complete survey data, visit healthykidscolo.org

The Healthy Kids Colorado Survey is the state’s only comprehensive survey on the health and well-being of youth. In 2017, approximately 56,000 youth from 190 randomly selected middle and high schools statewide took the survey. The data in this brief represent responses from high school students in Broomfield and Boulder counties; not all schools participated.