



## PRESS RELEASE

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### **Youth Vaping Skyrockets in Nevada: Nevada Tobacco Prevention Coalition Receives State Funding for New Anti-Vaping Public Education Campaign**

**LAS VEGAS** (Dec. XX, 2020) — While COVID-19 has grabbed the headlines, it has overshadowed another health crisis – youth vaping. [Nevada Tobacco Prevention Coalition \(NTPC\)](#) has been awarded funding through Senate Bill 263 passed in the 2019 Nevada Legislative Session for a five-part anti-vaping public education and advertising campaign. Branded “[Behind the Haze](#)” and “[Let’s Talk Vaping](#),” the campaign aims to educate teens as well as adults and parents about the hidden dangers of vaping. NTPC has made its mission to improve the health of Nevadans by reducing the burden of tobacco use and nicotine addiction.

“Youth vaping has skyrocketed over the past several years and in 2019 our state lawmakers recognized the need to reduce youth use of vape products and prevent additional youth from starting,” said Kelli Goatley-Seals, President of Nevada Tobacco Prevention Coalition. “With the funding designated by lawmakers, NTPC has worked with national and statewide leaders in vaping prevention to develop a campaign to educate youth and adults about the short-term and long-term dangers of using vape products.”

Since 2014, vaping has gained popularity among Nevada’s youth at an alarming rate. Vaping companies have fueled this fire by creating a deception around the harm of consuming their product and hyper-targeting the youth. They continue to spend large sums of money on propaganda and hiring teen influencers to normalize vaping and encourage the vaping culture. While under 5% of Nevada high school students report using cigarettes in 2019, a shocking 24.1% reported using vapes. The industry has made billions, and now millions of teens are addicted.

#### **Hidden Dangers of Vaping**

The vaping industry continues to manipulate teens into thinking that vapes are harmless. According to studies:

- Youth are more at risk for addiction to the nicotine contained in vapes because their brains are still developing, leading to other addictions such as cigarettes.
- The exposure of a young brain to nicotine can cause mood disorders and permanently lower impulse control.
- In addition to nicotine, the aerosol from vapes can contain ultrafine particles and heavy metals which can be harmful to health.

- E-cig vapor can inflame airways, producing “sticky mucus” and phlegm that gets trapped in the lungs, causing major breathing problems.
- Chemical burns in the lungs of vapers from nicotine and THC resemble the damage that was seen in the lungs of WWI soldiers who inhaled mustard gas.

### **Anti-Vaping Campaign**

Funding received by NTPC allowed for collection of data from youth statewide, which has helped to inform the campaign. Funding will also allow for broader education and unveil the unethical tactics of the vaping industry. NTPC has developed two brands that will reach teens and adults across the state of Nevada, Behind the Haze and Let’s Talk Vaping. The campaign was developed with support for SB263 from state legislators Heidi Gansert, Marilyn Dondero Loop, David Parks and Julia Ratti. Through campaign messaging, statewide partnerships and collaborations, NTPC hopes to reduce youth vaping in Nevada.

For more information on Nevada Tobacco Prevention Coalition, research and the dangers of vaping please visit [www.tobaccofreenv.org](http://www.tobaccofreenv.org).

### **About Nevada Tobacco Prevention Coalition (NTPC)**

Nevada Tobacco Prevention Coalition is a collaboration of organizations and individuals that work in public health, health care, local and national nonprofits, community-based organizations, insurance payors, professional and medical associations, higher education, and government. NTPC members work together and pool resources toward the goal of ultimately eliminating commercial tobacco use and secondhand smoke exposure as a public health issue.

NTPC’s mission is to improve the health of all Nevadans by reducing the burden of tobacco use and nicotine addiction. For a comprehensive list of members and for more information on NTPC, please visit [www.tobaccofreenv.org](http://www.tobaccofreenv.org) or like us on [Facebook](#).

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