



Supporting Healthy Youth

Policy Solutions to End Youth Commercial Tobacco Use

ELIMINATE ALL FLAVORED TOBACCO PRODUCTS

End the sale of youth–appealing flavored tobacco products like candy, fruit, iced or menthol, dessert, or junk food flavors.

- Prohibit *all* flavored nicotine products inclusive of all delivery methods and any other tobacco industry innovations.
- Ensure enforcement actions hold retailers and manufacturers accountable, not youth.

81%
of teens age 12–17 who use a tobacco product started with a flavored product.

50%
of teens age 12–17 who smoke use menthol cigarettes.

FUND TRIBAL, LOCAL, AND SCHOOL–BASED PROGRAMS

Fund Youth Nicotine Prevention

- Increase state youth prevention dollars. Prevention is the most effective strategy.
- Restore funding to Tribal health agencies and local health departments for local strategies.
- Restore funding to community–based organizations for tailored programs.
- Direct tobacco tax revenues towards youth prevention programs.

<1%
of Washington’s tobacco–related revenues are invested in prevention and cessation.

9 out of 10
current smokers started as youth.

Fund Youth Nicotine Cessation

- Ensure access to cessation programs designed for youth under age 21.
- Train health providers to screen youth for nicotine use.
- Ensure school staff have training and resources to provide supportive responses that encourage youth to quit.

68%
of youth who vape have tried to quit, but almost 2/3’s had no cessation support.

“**Real progress in combatting youth vaping, smoking, and use of nicotine pouches will take a comprehensive approach that leverages the roles of community–based organizations and schools.**”

Annually, the tobacco industry spends over \$84 million on marketing in WA State.

That’s almost 20 times the state’s \$4.6 million investment in FY 2025 for all nicotine prevention and cessation programs.

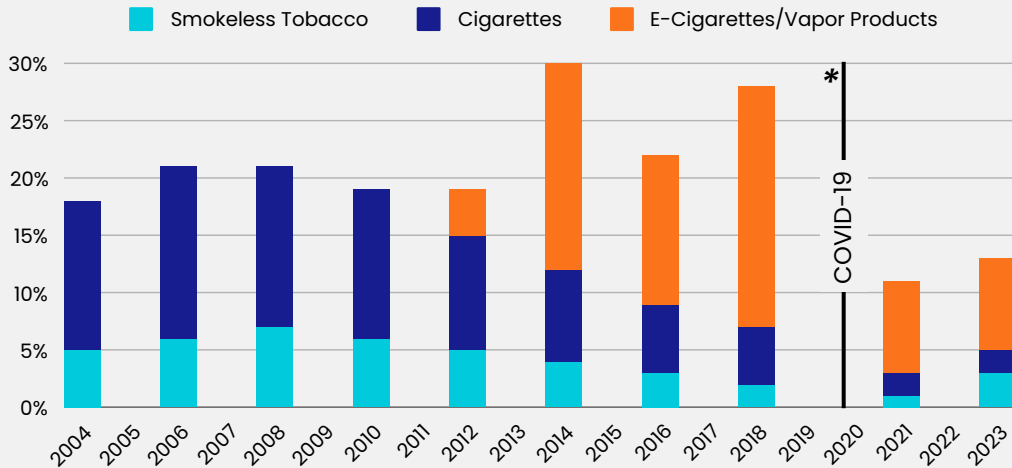


SUPPORTING HEALTHY YOUTH

Youth Commercial Tobacco Use Trends & Disparities in Washington State

Washington Youth Commercial Tobacco Use Trends 10th Graders 2004–2018 and 2021–2023

Healthy Youth Survey, current (past 30-day) use



Vaping replaced smoking among WA youth in the last 10 years.

Flavored tobacco products are the top choice of WA youth.

*HYS data is not directly comparable before and after COVID-19. In 2021, the survey also shifted to primarily an all online format. There was a post-pandemic decrease in youth substance use reporting; however the long-term impacts are unknown. askhys.net

Addressing Disparities in Youth Tobacco Use

The tobacco industry unequally targets people of color, the LGBTQ+ community, and lower income individuals. To combat that, we need community focused and culturally appropriate interventions to reduce youth tobacco and vape use.

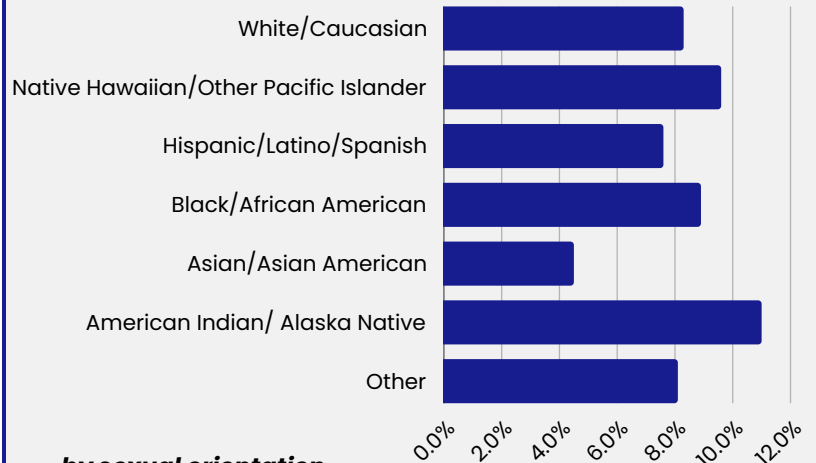
Protecting our youth will take all of us, learn more...



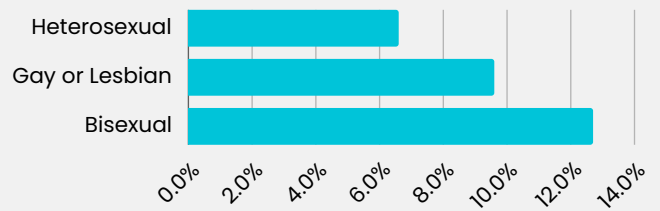
Washington Youth E-cigarette/Vapor Product Use 10th Graders 2023

Healthy Youth Survey, current (past 30-day) use

by race/ethnicity



by sexual orientation



Washington Breathes is a statewide coalition of organizations and individuals working to eliminate the harms of commercial tobacco use.

This fact sheet was developed by the coalition's Supporting Healthy Youth Workgroup and approved by the Steering Committee.

Visit washingtonbreathes.org for more information