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E-Cigs Gain Popularity Among Youths

By [Joe Cutter](#) January 2, 2014 10:00 AM

[The Centers for Disease Control and Prevention](#) says so-called “emerging” tobacco products, such as [electronic cigarettes](#), are gaining traction among youths. In fact, the CDC shows that children as young as middle school are using the devices.

This is happening while the use of more traditional tobacco products among kids has remained constant. [Karen Blumenfeld](#), executive director of the anti-smoking group, [GASP](#) says real cigarettes are being taxed at a higher and higher rate.

“It’s no wonder that people are switching to a less expensive product, and these new products that have fruit flavors and candy flavors, like the e-cigarettes, appeal to kids,” Blumenfeld said.

A survey published in September found that one in five middle school students who said they had never used conventional cigarettes reported having used e-cigarettes.

E-cigarette use nearly doubled between 2011 and 2012 for middle school students. [Blumenfeld](#) said the [Federal Food and Drug Administration](#) needs to start regulating e-cigarette advertising and marketing.

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