

## Overview

This brief examines the use of flavored tobacco products among Vermont’s youth and young adults. Flavors in tobacco products increase the appeal of tobacco to young people, with the highest prevalence of flavored tobacco use seen in U.S. teens aged 12-17, followed by young adults aged 18-24.<sup>1,2</sup> First use of a flavored tobacco product is also associated with continued use and progression to regular tobacco use.<sup>3,4</sup>

### Study Sample

240 Vermont teens (ages 12-17) and 633 young adults (ages 18-25) participated in either the Wave 4 (Fall 2020) or Wave 5 (Winter 2020) surveys of the PACE Vermont Study.

## Methods

873 Vermont teens and young adults completed surveys in Fall or Winter 2020 that addressed nicotine and tobacco product use (electronic vapor product (EVP), cigarette, and cigar), use of flavored tobacco products, and beliefs about flavored tobacco products.

## Findings

Nearly 1 in 5 (18%) of PACE Vermont participants used anEVP in the past 30 days; of those, 83% used flavored EVPs (Table 1). More than a third (37%) of past 30-day cigarette smokers used menthol or flavored cigarettes and 44% of past 30-day cigar, cigarillo, or little cigar smokers used flavored cigars.

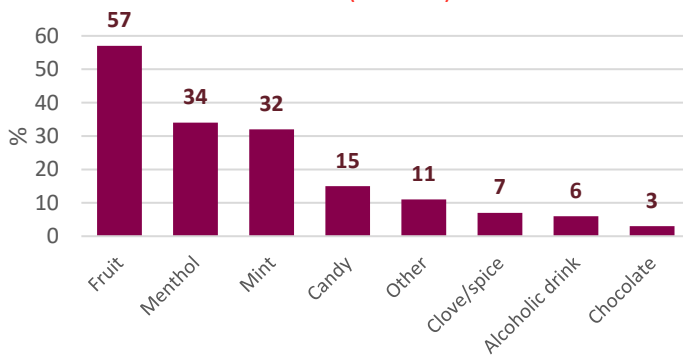
**Table 1. Prevalence of past 30-day nicotine and tobacco product use and proportion of flavored product use within each product.**

	Age 12-20 (n = 471)	Age 21-25 (n = 402)	Total (n = 873)
<b>Any electronic vapor product (EVP)</b>	19% (88/471)	17% (69/402)	18% (157/873)
<b>Proportion any flavored EVP</b>	<b>85%</b> (75/88)	<b>80%</b> (55/69)	<b>83%</b> (130/157)
<b>Any cigarette</b>	8% (36/471)	13% (54/402)	10% (90/873)
<b>Proportion any menthol/ flavored cigarette</b>	<b>31%</b> (11/36)	<b>41%</b> (22/54)	<b>37%</b> (33/90)
<b>Any cigars</b>	4% (18/471)	7% (30/402)	6% (48/873)
<b>Proportion any flavored cigars</b>	<b>33%</b> (6/18)	<b>50%</b> (15/30)	<b>44%</b> (21/48)

## Perceptions of flavored tobacco products may impact use of tobacco in young people.

- In participants aged 12-20 in Wave 5 (n = 433), 55% believed that **flavored tobacco products were “easier to use”** than non-flavored tobacco products (44% “about the same” and 2% “harder to use”).
- Nearly three-quarters (72%) believed that **the harms of using flavored tobacco products were “no different”** than non-flavored tobacco products (26% “more harmful” and 2% “less harmful”) This may contribute to the increased use of flavored tobacco products among VT youth.<sup>5</sup>

**Figure 1. Fruit, menthol, and mint were the most common flavors used by past 30-day EVP users (n = 157)**



## References

1. Ambrose BK, Day HR, Rostron B, et al. Flavored Tobacco Product Use Among US Youth Aged 12-17 Years, 2013-2014. *JAMA*. 2015;314(17):1871-1873.
2. Villanti AC, Johnson AL, Ambrose BK, et al. Flavored Tobacco Product Use in Youth and Adults: Findings From the First Wave of the PATH Study (2013-2014). *Am J Prev Med*. 2017;53(2):139-151.
3. Villanti AC, Johnson AL, Glasser AM, et al. Association of Flavored Tobacco Use With Tobacco Initiation and Subsequent Use Among US Youth and Adults, 2013-2015. *JAMA Netw Open*. 2019;2(10):e1913804.
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5. Vermont Youth Risk Behavioral Study 2019. Vermont Department of Health. [https://www.healthvermont.gov/sites/default/files/documents/pdf/CHS\\_YRBS\\_statewide\\_report.pdf](https://www.healthvermont.gov/sites/default/files/documents/pdf/CHS_YRBS_statewide_report.pdf) (accessed 1\_6\_22).