

When Marketing Electronic Nicotine Delivery Systems to Adults ENDS up Targeting Youth and Young Adults

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There has been much attention paid to the increasing usage of electronic nicotine delivery systems (ENDS), whose packaging and advertising note its intended for adult usage. However, these products are often used by teens. To what degree does this marketing influence adolescent behavior? Loukas et al. ([10.1542/peds.2018-3601](#)) researched this question by studying two cohorts in Texas, one of 2,288 high school students and 2,423 college students, none of whom reported using ENDS in 2014. By 2.5 years later, these students had higher odds of ENDS initiation if they recalled seeing retail store-based ENDS advertising during the baseline year. ENDS marketing on TV also increased ENDS usage for the college students. While the FDA and some states are taking action to reduce the initiation of ENDS use in youth and young adults, this study does point out the important role marketing may play in contributing to initiation of this addictive and potentially harmful habit. Reading this study may help you understand why we all need to advocate to reduce or, even better, eliminate marketing of these products so that we can celebrate when there are finally no ENDS in sight for our adolescent and young adult patients.

- [Electronic Nicotine Delivery Systems](#)
- [The Tobacco 21 Movement and Electronic Nicotine Delivery System Use Among Youth](#)
- [A Public Health Crisis: Electronic Cigarettes, Vape, and JUUL](#)
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