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# The Montana Clean Indoor Air Act Protects Public Health

Expansions to the Montana Clean Indoor Air Act:

- ✓ Protect the public from further exposure to secondhand smoke.
- ✓ Protect the public from exposure to emissions from novel tobacco products, including e-cigarettes

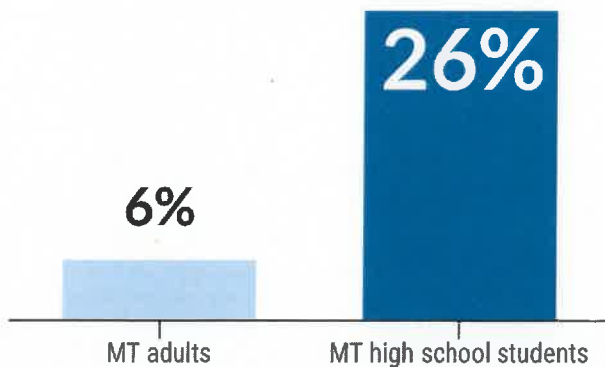
**11**   
MT LOCALITIES  
protect their residents  
from e-cigarette aerosol.

**497,784**  
MT RESIDENTS  
are protected from e-  
cigarette aerosol.

 **9**  
MT LOCALITIES  
keep outdoor secondhand  
smoke from drifting indoors.

Including e-cigarettes in smokefree laws protects our youth.

The use of e-cigarettes among Montana's high school students is **4X** that of Montana adults. (1, 2)



E-cigarette aerosol is not "harmless water vapor." The aerosol can contain harmful and potentially harmful substances, including:

- Nicotine
- Ultrafine particles that can be inhaled deep into the lungs
- Toxic flavorings
- Volatile organic compounds
- Cancer-causing chemicals
- Heavy metals such as nickel, tin, and lead (3)

**17**   
states include e-cigarettes in their comprehensive smokefree laws. (4)

#### Sources:

1. Montana Youth Risk Behavior Survey, 2021.
2. Montana Behavioral Risk Factor Surveillance System, 2021.
3. Centers for Disease Control and Prevention. About Electronic Cigarettes. [https://www.cdc.gov/tobacco/basic\\_information/e-cigarettes/about-e-cigarettes.html](https://www.cdc.gov/tobacco/basic_information/e-cigarettes/about-e-cigarettes.html). Accessed May, 2019.
4. Centers for Disease Control and Prevention State Tobacco Activities Tracking and Evaluation (STATE) System. Smokefree Indoor Air Laws, Including E-cigarette. <https://www.cdc.gov/statesystem/factsheets/ecigarette/EcigSFIA.html>. Accessed November 2022.

Updated 11/29/2022



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# The Importance of Including E-Cigarettes in Smokefree Laws

## E-Cigarette Use in Montana

- E-cigarettes are the most commonly used tobacco product among Montana’s youth.
- 26%** of Montana high school students currently use e-cigarettes and **almost half** have tried them.<sup>8</sup>
- The top three reasons youth use e-cigarettes are as follows:
  - Use by a “friend or family member;”
  - Availability of “flavors such as mint, candy, fruit, or chocolate;”
  - Belief that “they are less harmful than other forms of tobacco such as cigarettes.”<sup>10</sup>
- Among current e-cigarette users in Montana, **40%** are also currently using regular cigarettes.<sup>9</sup>
- E-cigarette use currently represents more population-level harm than benefit.<sup>11</sup>

### CONTACT

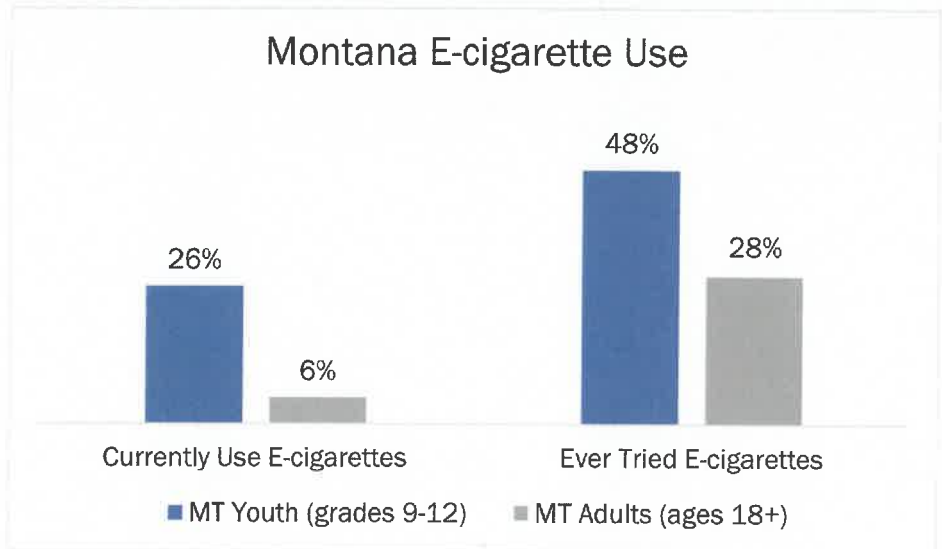
#### Montana Tobacco Use Prevention Program

Phone: (866) 787-5247

E-mail: [infotobaccofree@mt.gov](mailto:infotobaccofree@mt.gov)

Website: [tobaccofree.mt.gov](http://tobaccofree.mt.gov)

## Montana E-cigarette Use



Montana Youth Risk Behavior Survey, 2021; Montana Behavioral Risk Factor Surveillance System, 2020 (ever use) and 2021 (current use).

## E-cigarette aerosol is not “harmless water vapor.”

- E-cigarette aerosol is not “harmless water vapor.” It contains ultrafine particles, cancer-causing chemicals, metals and nicotine.
- E-cigarettes can be used to deliver nicotine, marijuana and other drugs.<sup>6</sup>
- Nicotine levels in e-cigarette aerosol are similar to levels found in cigarette smoke.<sup>2</sup> Exposure to nicotine, in any form, is unsafe for youth, pregnant women, and developing fetuses.
- The long-term health impacts of using e-cigarettes and exposure to secondhand e-cigarette aerosol are unknown.

## The popular use of e-cigarettes normalizes tobacco use behavior and addicts a new generation to nicotine.

- E-cigarette use among youth is strongly associated with use of other tobacco products.<sup>4</sup>
- Kids who use e-cigarettes are 4 times more likely to smoke in the future than kids who do not use e-cigarettes.<sup>5</sup>

## E-cigarettes are not an approved cessation tool.

- While e-cigarettes have the *potential* to benefit non-pregnant adult smokers if used as a complete substitute for all combustible tobacco, e-cigarettes are not an FDA approved quit method.<sup>6</sup>
- The U.S. Surgeon General has concluded there is presently insufficient evidence to recommend e-cigarettes as a cessation tool.<sup>7</sup>
- It is safest to avoid use of all tobacco products, including e-cigarettes.





# The Importance of Including E-Cigarettes in Smokefree Laws

## SOURCES

1. U.S. Department of Health and Human Services. E-Cigarette Use Among Youth and Young Adults. A Report of the Surgeon General. Atlanta, GA: U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health, 2016
2. Dinakar C, O'Connor GT. The Health Effects of Electronic Cigarettes. N Engl J Med 2016; 375:1372-81
3. Montana Youth Risk Behavior Survey, 2021.
4. Loewenstein DK, Middlekauff, HR. Electronic Cigarette Device-Related Hazards: A Call for Immediate FDA Regulation. Am J Prev Med;52(2):229-231.
5. Sonjeli et al., Association between initial use of e-cigarettes and subsequent cigarette smoking among adolescents and young adults. JAMA Pediatrics, 2012.
6. Centers for Disease Control and Prevention. About Electronic Cigarettes. [https://www.cdc.gov/tobacco/basic\\_information/e-cigarettes/index.htm](https://www.cdc.gov/tobacco/basic_information/e-cigarettes/index.htm) Accessed January 2022.
7. U.S. Department of Health and Human Services. Smoking Cessation. A Report of the Surgeon General. Atlanta, GA: U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health, 2020.
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9. Montana Behavioral Risk Factor Surveillance System, 2021.
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11. Soneji S., Sung H-Y., Primack B., Pierce J., Sargent J. (2018) Quantifying population-level health benefits and harms of e-cigarette use in the United States. PLoS ONE 13(3): e0193328.

11 localities in Montana have included e-cigarettes in their local smokefree laws.

## Including e-cigarettes in local smokefree laws is legal.

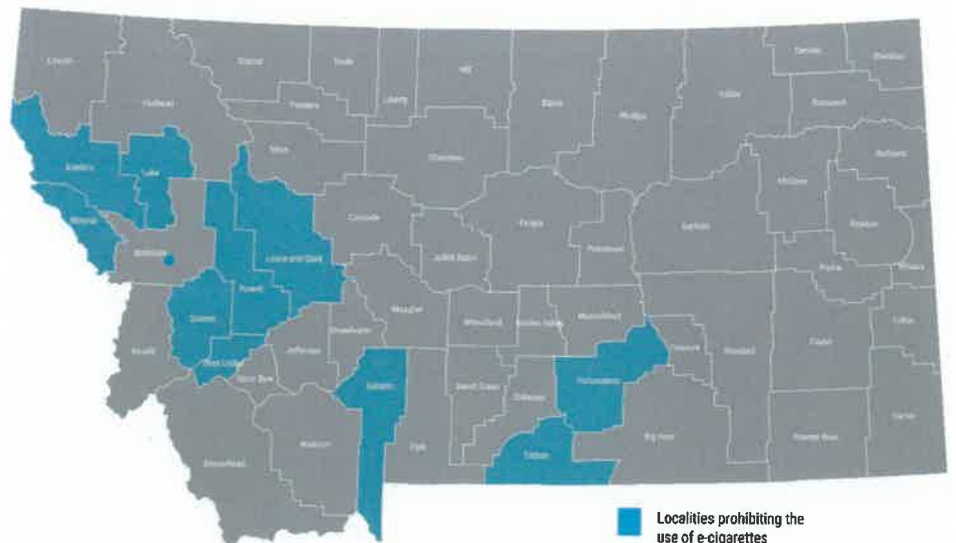
- In Montana, localities are able to enact laws that are more stringent than the Montana Clean Indoor Air Act.
- Whether or not e-cigarettes are included in county or city smokefree laws, individual businesses and organizations have the ability and right to prohibit the use of e-cigarettes on their own property.

## Including e-cigarettes strengthens and simplifies smokefree laws.

- Allowing e-cigarettes to be used in public places where smoking is not allowed undermines existing smokefree policies. Including e-cigarettes in smokefree laws is not banning e-cigarettes, but rather prohibiting use in public places where smoking is not allowed.
- Including e-cigarettes in smokefree indoor air policies establishes a uniform standard and reduces confusion around enforcement. E-cigarette devices can look similar to conventional cigarettes and, at a distance, aerosol appears like smoke.

## There is no additional cost to enforce the inclusion of e-cigarettes in smokefree laws.

- The Montana Clean Indoor Air Act (MCIAA) is a complaint-driven policy. No additional man-power is needed to include e-cigarettes in the CIAA.
- The Montana Department of Public Health and Human Services, its designees, local health boards, and their designees have enforcement authority, including determining if a violation has occurred.



# Montanans Have the Right to Clean Air

Secondhand smoke or the smoke from burning commercial tobacco products, such as cigarettes, cigars, or pipes, harms children and adults. Secondhand smoke contains more than 7,000 chemicals; hundreds are toxic, and about 70 can cause cancer. (1)

The only way to fully protect people from secondhand exposure is to **eliminate smoking** in all homes, worksites and public places. (1)



Separating smokers from nonsmokers, opening windows, and using ventilation systems or air cleaning systems does not protect people from exposure. (2)



E-cigarettes, or vapes, emit an aerosol that can expose bystanders to *harmful chemicals*. Secondhand e-cigarette aerosol can contain nicotine, ultrafine particles, volatile organic compounds, cancer-causing chemicals and heavy metals. (3)

## Sources:

- Centers for Disease Control and Prevention. Secondhand Smoke (SHS) Facts. [https://www.cdc.gov/tobacco/data\\_statistics/fact\\_sheets/secondhand\\_smoke/general\\_facts/index.htm](https://www.cdc.gov/tobacco/data_statistics/fact_sheets/secondhand_smoke/general_facts/index.htm) Accessed January, 2021.
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- Centers for Disease Control and Prevention. Health Effects of Secondhand Smoke. [https://www.cdc.gov/tobacco/data\\_statistics/fact\\_sheets/secondhand\\_smoke/health\\_effects/index.htm](https://www.cdc.gov/tobacco/data_statistics/fact_sheets/secondhand_smoke/health_effects/index.htm). February 27, 2020.

# Health Effects Caused by Secondhand Smoke

## CHILDREN

Middle ear disease  
Respiratory symptoms, impaired lung function  
Lower respiratory illness  
Sudden infant death syndrome

## ADULTS

Stroke  
Nasal irritation  
Lung cancer  
Coronary heart disease  
Reproductive effects in women: low birth weight

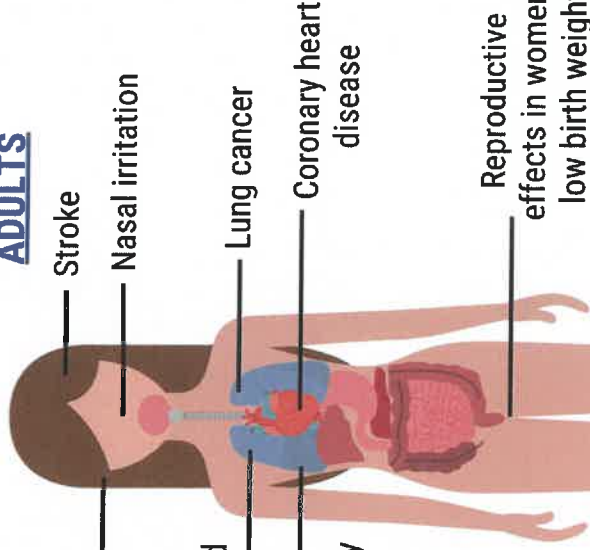


Chart adapted from the CDC (4)

## The Clean Indoor Air Act protects Montanans from the harms of secondhand smoke.

The purpose of our state's smokefree law is:

- to protect the public health and welfare by prohibiting smoking in public places and places of employment;
- to recognize the right of nonsmokers to breathe smoke-free air; and
- to recognize that the need to breathe smoke-free air has priority over the desire to smoke.



Localities can add protections to keep their communities safe from further exposure to secondhand smoke and e-cigarette aerosol.

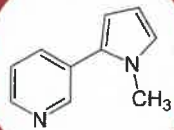


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# E-CIGARETTES

## 5 FACTS YOU NEED TO KNOW



99% of e-cigarettes sold in U.S. convenience stores contain nicotine.



Nicotine is highly addictive and can harm brain development, which continues until age 25.



E-cigarette aerosol can contain ultrafine particles and cancer-causing chemicals.



Youth who use e-cigarettes are 4 times more likely to smoke cigarettes in the future.



The long-term health effects of e-cigarette use are unknown.

# E-CIGARETTES ARE NOT SAFE

THE IMPORTANCE OF INCORPORATING  
E-CIGARETTES IN SMOKEFREE POLICIES

48%

OF MONTANA HIGH SCHOOL STUDENTS  
HAVE TRIED E-CIGARETTES

26%

OF MONTANA HIGH SCHOOL STUDENTS  
ARE CURRENT E-CIGARETTE USERS

#1

E-CIGARETTES ARE NOW THE  
MOST COMMONLY USED TOBACCO PRODUCT  
AMONG MONTANA'S YOUTH

4x

MONTANA YOUTH USE E-CIGARETTES  
5 TIMES MORE THAN MONTANA ADULTS



ALLOWING E-CIGARETTE USE NORMALIZES  
SMOKING BEHAVIOR

99%

OF E-JUICE SOLD CONTAINS NICOTINE.  
EXPOSURE TO NICOTINE, IN ANY FORM, IS  
UNSAFE FOR YOUTH



E-CIGARETTE AEROSOL CONTAINS HARMFUL  
CHEMICALS



OBSERVING E-CIGARETTE USE MAKES  
YOUTH THINK IT'S SAFE



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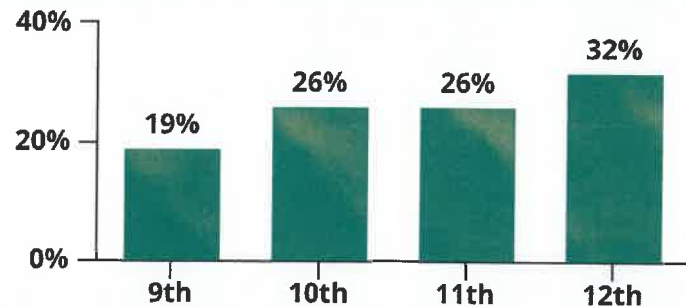
# Nearly half (48%) of high school students in Montana have **tried e-cigarettes**

## Facts and Statistics on Teen E-cigarette Use



In 2021, more than a **quarter (26%)** of Montana high school students reported **currently using e-cigarettes**.

Percent of Montana high school students who reported **currently using e-cigarettes by grade**, 2021 MT YRBS



Annual **tobacco industry marketing expenditures in Montana** totaled **\$31 million** in 2020. Nationwide, the tobacco industry spent **\$9 billion**.

**Most (96%)** youth e-cigarette users started with a **flavored product**.

As of 2017, there were over **15,500** distinct **e-cigarette flavors** available for sale.



**99%**

of e-cigarettes sold in U.S. convenience stores **contain nicotine**.

Youth use of nicotine in any form is **unsafe**. Nicotine is **highly addictive** and can **harm the developing brain**.

Scientists are still learning about the long-term health effects of e-cigarettes. The chemicals contained in the aerosol **have not been deemed safe for inhalation**.

### Data sources:

1. Montana Office of Public Instruction, Montana Youth Risk Behavior Survey, 2021
2. Campaign for Tobacco-free Kids. "The Toll of Tobacco in Montana." <https://www.tobaccofreekids.org/problem/toll-us/montana>. Accessed November 2022.
3. Hsu, G., Sun, J. Y., & Zhu, S. (2018). Evolution of Electronic Cigarette Brands From 2013-2014 to 2016-2017: Analysis of Brand Websites. Journal of Medical Internet Research, 20(3). doi:10.2196/jmir.8550
4. Population Assessment of Tobacco and Health, 2016-2017 wave.
5. Marynak KL et al. (2017) Sales of Nicotine-Containing Electronic Cigarette Products: United States, 2015. American Journal of Public Health. 107(5):702-705.

Updated 11/30/2022



# Flavored Tobacco Products HOOK KIDS



The tobacco industry uses fruit, mint, and candy flavors as a way to target youth.

## WHY ARE FLAVORED TOBACCO PRODUCTS A PUBLIC HEALTH ISSUE?

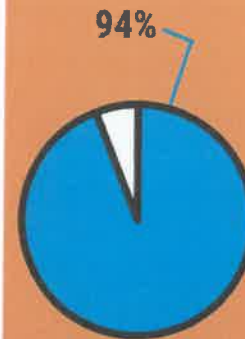
- 1 Flavors mask the harshness of tobacco and are particularly appealing to youth.
- 2 Flavors are a primary reason youth start using tobacco and can make quitting tobacco difficult.
- 3 Flavors, like menthol, contribute to health disparities.



of U.S. middle and high school students who used tobacco products reported using at least one flavored product in 2019.

### THE 2020 U.S. SURGEON GENERAL REPORT

cited youth are more likely than adults to initiate tobacco product use with flavored tobacco products.



Among Montana high school students who used e-cigarettes in 2021, 94% reported using non-tobacco flavored products.

## WHAT SHOULD MONTANANS KNOW?

Prohibiting the sale of flavored tobacco products is an effective way to protect youth from a lifetime of nicotine addiction.



**5 states & over 300 localities** have taken action on flavored tobacco products.

### Sources:

1. Centers for Disease Control and Prevention, Office on Smoking and Health. "Summary of Scientific Evidence: Flavored Tobacco Products, Including Menthol." [https://www.cdc.gov/tobacco/data\\_statistics/evidence/pdfs/Scientific-Evidence-Brief-Flavored-Tobacco-Products-Including-Menthol-508.pdf](https://www.cdc.gov/tobacco/data_statistics/evidence/pdfs/Scientific-Evidence-Brief-Flavored-Tobacco-Products-Including-Menthol-508.pdf). February 2021.
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3. Montana Youth Risk Behavior Survey, 2021.
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# E-cigarettes & Marijuana

E-cigarettes are electronic devices that heat a liquid and produce an aerosol. E-cigarettes are most commonly used to deliver nicotine; however, the devices can also be used to deliver marijuana and other drugs. Recreational marijuana was legalized for sale in Montana January 1, 2021 and along with legalization came various restrictions to limit youth access and exposure to marijuana products. Many of the restrictions do not apply to e-cigarette devices and, therefore, leave a large gap in exposure.

## E-cigarettes

### Clean Indoor Air Act does not prohibit use in indoor public places and workplaces

The Montana Clean Indoor Air Act (CIAA) does not prohibit the use of e-cigarettes in indoor public places or workplaces. It is challenging to tell if an individual is vaping nicotine or vaping marijuana. Vaping nicotine is allowed under the CIAA, but vaping marijuana is not allowed under MCA § 16-12-108, which prohibits use of marijuana products in locations where smoking is prohibited. Eleven localities in Montana have expanded their local CIAA protocol to prohibit e-cigarette use of any form in indoor public places or workplaces.

### Can be sold in stores that allow minors

E-cigarette products can be found in convenience stores, grocery stores, pharmacies and other retail environments that are open to all ages. There is no federal or state law that restricts the sale of e-cigarettes products to adult-only facilities.

### Retailers have a nominal annual license fee of \$20

The Alternative Nicotine or Vapor Products Retail License is \$20 annually.

### E-cigarette products are not taxed at the state or federal level

While e-cigarettes are the most commonly used tobacco product among youth, they remain untaxed in Montana. Thirty states tax e-cigarettes. Increasing the price of tobacco products is one of the most effective methods to prevent youth initiation.

## Marijuana

### Use is prohibited in all places where smoking is prohibited

With the passage of recreational marijuana, the definition of "smoking" or "to smoke" under the Montana Clean Indoor Air Act (CIAA) was amended to include the use of marijuana. Additionally, MCA § 16-12-108 prohibits using marijuana or marijuana products in a location where smoking tobacco is prohibited.

### Individuals under 21 are not allowed in marijuana businesses

MCA § 16-12-207(b)(12) states, "A person under 21 years of age is not permitted inside a marijuana business unless the person is a registered cardholder."

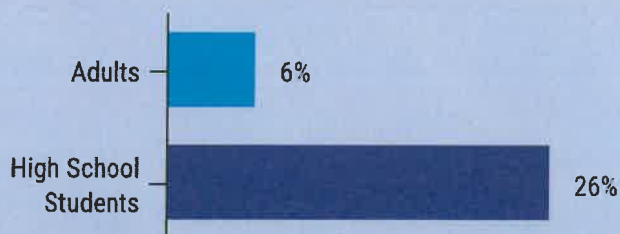
### Dispensaries have a substantial annual license fee of \$5,000

Annual marijuana dispensary fees are \$5,000 per location.

### Marijuana products are taxed at 20% of the retail price

MCA § 15-64-102 sets a 20% tax on the retail price of marijuana, marijuana products, and live marijuana plants for adult-use dispensaries.

## Current e-cigarette use among Montana adults vs. Montana high school students



Source: Montana Behavioral Risk Factor Surveillance System, 2021; Montana Youth Risk Behavior Survey, 2021.

## Among Montana high school students who vaped in the last 12 months, 25% used a vape product to deliver marijuana.



Source: Montana Prevention Needs Assessment, unweighted data estimates from 10th and 12th grade students, 2022.



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# E-cigarettes, Youth & Nicotine

## Youth e-cigarette use is an epidemic in Montana

- **Almost half** of Montana high school students have tried e-cigarettes and **26%** currently use them.<sup>1</sup>
- E-cigarettes are the most commonly used tobacco product among Montana youth.<sup>1</sup>
- The use of e-cigarettes among Montana's high school students is over **4X** that of Montana adults.<sup>1,2</sup>
- Frequent and daily e-cigarette use among Montana high school students both increased by more than **120%** from 2015 to 2021.<sup>3</sup>
- Montana has the **2<sup>nd</sup> highest** prevalence of ever e-cigarette use among high school students according to the most recent national data.<sup>4</sup>

### CONTACT

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Website: [tobaccofree.mt.gov](http://tobaccofree.mt.gov)

## What are e-cigarettes?

- Electronic cigarettes, or e-cigarettes, are devices that heat a liquid into an aerosol that the user inhales.
- E-cigarettes include **vapes, vape pens, mods, tanks, e-cigars, e-pipes and e-hookahs.**

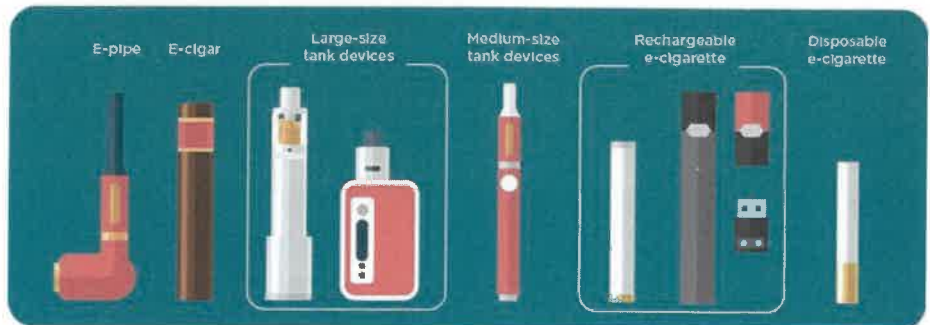


Image source: Centers for Disease Control and Prevention; About Electronic Cigarettes

## Big Tobacco targets youth with e-cigarettes

- Big Tobacco continues to adapt its portfolio to attract new users and replace those who have quit or died from tobacco-related diseases.
- In 2018, the top 25 e-cigarette manufacturers brought in more than \$2.5 billion in sales and **96%** of these sales were from brands owned in whole or part by Big Tobacco.<sup>5</sup>
- Between 2016-2017, **15,586 distinct e-cigarette flavors** were available for sale on websites, over double the amount from 2013-2014.<sup>6</sup>
- Most (**96%**) youth e-cigarette users started with a flavored product.<sup>7</sup>
- Among Montana high school students who used e-cigarettes in 2021, **94% reported using non-tobacco flavored products.**<sup>1</sup>
- The tobacco industry spends **\$30.8 million each year in Montana** promoting their products.<sup>8</sup>
- In 2019, **69%** of U.S. middle and high school students were exposed to e-cigarette marketing.<sup>9</sup>





## Help for youth who want to quit

**My Life, My Quit** is a cessation program specifically for youth who need or want help quitting all forms of tobacco (e-cigarettes, cigarettes, smokeless, nicotine pouches and cigars/cigarillos).

My Life, My Quit is a free and confidential service for all Montanans under the age of 18, with dedicated coaches ready to support, listen and help youth quit tobacco.

Youth who are interested should text “start my quit” to 36072, call 1-855-891-9989 or visit [www.mylifemyquit.com](http://www.mylifemyquit.com)



## What are the risks of using e-cigarettes?

### E-cigarette aerosol is NOT “harmless water vapor”

- E-cigarette aerosol can contain harmful and potentially harmful substances, including:
  - Nicotine
  - Ultrafine particles that can be inhaled deep into the lungs
  - Flavoring such as diacetyl, a chemical linked to a serious lung disease
  - Volatile organic compounds
  - Cancer-causing chemicals
  - Heavy metals such as nickel, tin, and lead<sup>10</sup>
- The chemicals contained in e-cigarette aerosol have not been deemed safe for inhalation.

### Nicotine is addictive and harms brain development

- E-cigarettes almost always contain nicotine. **99%** of e-cigarettes sold in US convenience stores contain nicotine.<sup>11</sup>
- Nicotine is highly addictive and youth use of nicotine in any form is **unsafe** because the brain continues developing until about age 25.<sup>10</sup>
- JUUL, a popular e-cigarette product among youth, has as much nicotine in one cartridge ‘pod’ as an entire pack of cigarettes.<sup>12</sup>

### E-cigarettes act as a gateway to other tobacco product and substance use

- Research shows that kids who use e-cigarettes are **4 times** more likely to smoke cigarettes in the future than kids who do not use e-cigarettes.<sup>13</sup>
- The nicotine in e-cigarettes and other tobacco products can prime the adolescent brain for addiction to other drugs such as cocaine.<sup>10</sup>

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13. Sonjeli et al., Soneji S., Barrington-Trimis, J.L., Wills, T.A., Leventhal, A., Unger, J.B., et al. (2017). E-Cigarette Use and Subsequent Cigarette Smoking Among Adolescents and Young Adults: A Systematic Review and Meta-Analysis. *JAMA Pediatrics*.