

**YOUTH4CHANGE MEMBERS FROM ACROSS CANADA CALL ON THE
FEDERAL GOVERNMENT TO REGULATE ALL VAPE FLAVOURS
INCLUDING MINT/MENTHOL.**



FOR IMMEDIATE RELEASE

June 9, 2021 - More than 1 in 4 youth who start vaping will start smoking afterwards. Flavoured vape products are a way to entice kids into a nicotine addiction and vaping trends among youth have doubled since 2017. Youth4Change groups across Canada are calling on the government to protect Canadian youth and children.

“We need all Canadians, youth and concerned adults to ask the federal government to protect kids from vaping products by regulating all vape flavours except tobacco flavour. Anything less is not good enough, and we have the facts to back it up,” says Julia Visentini, a student advocate for Youth4Change.

Over 90% of youth begin vaping with a flavoured vape product, and majority continue to use flavoured vape products. Vape and tobacco industries promote mint/menthol as adult flavours, but the latest data reveals mint as the second most popular flavour among Canadian youth. Canadian pediatricians are reporting vaping-related injuries with one third of cases having ongoing health problems and one quarter of kids and youth hospitalized. **Vape flavours target kids.**

The latest data show that the top 3 flavours used by youth are berry, mint, and mango and over **40% of youth who vape state they would quit vaping if flavours were not available.** A comprehensive flavours regulation would allow for tobacco flavour to stay on the market.

Apeksha Heendeniya from Youth4Change states “banning all vape flavours, except tobacco, will reduce youth vaping rate and protect public health, and as such, should be adopted on an urgent basis.”

Youth4Change is bringing together youth across Canada to make our voice heard. Canadians can help protect youth across this country by making sure these changes are adopted to reduce youth vaping. Canadians can let the government know they support vape flavours regulation at YOUTH4CHANGE.CA.

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To arrange for interview opportunities with youth please contact:

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Vaping Facts:

- Nova Scotia & PEI recently passed strong legislation banning all vape flavours (with the exception of “tobacco” flavour).
- Evidence shows a strong link between the appeal of flavours and youth use of vaping products.
- More than 1 in 4 youth who start vaping, start smoking afterwards.
- 84% of people who have vaped are under the age of 25.
- Vaping trends among youth have doubled since 2017.
- Over 90% of youth begin vaping with a flavoured vape product, and majority continue to use flavoured vape products.
- Canadian pediatricians are reporting vaping-related injuries with one third of cases having ongoing health problems and one quarter of kids and youth hospitalized.
- The latest data show that the top 3 flavours used by youth are berry, mint, and mango and over 40% of youth who vape state they would quit vaping if flavours were not available.

References:

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