

FOR IMMEDIATE RELEASE: March 15, 2019

**CONTACTS: Rachel Griffith, (202) 868-4824
Boot Bullwinkle, (202) 481-9343**

Montana Kids Will Kick Butts – and Juul – on March 20 *State Leaders Challenged to Fight Skyrocketing Epidemic of Youth E-Cigarette Use*

WASHINGTON, D.C. – Kids in Montana will unite against tobacco use on March 20 as they join thousands of young people nationwide to mark Kick Butts Day, an annual day of youth activism sponsored by the Campaign for Tobacco-Free Kids. More than 1,000 events are planned across the United States (see below for a list of local events).

This year, kids are focused on kicking Juul, the e-cigarette that has become enormously popular among youth across the country.

While cigarette smoking among high school students nationwide has fallen to 8.1 percent, e-cigarette use among high schoolers rose by an alarming 78 percent in 2018 alone – to 20.8 percent of the student population. In 2018, more than 3.6 million middle and high school students used e-cigarettes. U.S. public health leaders have called youth e-cigarette use an “epidemic” that is addicting a new generation of kids.

In Montana, 22.5 percent of high school students use e-cigarettes, while 12.1 percent smoke cigarettes. Tobacco use claims 1,600 lives in Montana and costs the state \$440 million in health care bills each year.

On Kick Butts Day, youth and health advocates are calling for strong action to reverse the youth e-cigarette epidemic. In particular, they are calling on the Food and Drug Administration, states and cities to ban all flavored tobacco products, including e-cigarettes in flavors like cotton candy, gummy bear and mango that tempt kids. Other effective strategies to reduce youth tobacco use include laws raising the tobacco sale age to 21, significant tobacco tax increases, comprehensive smoke-free laws and well-funded tobacco prevention programs.

“This year on Kick Butts Day, we’re challenging policy makers at every level to do their part to reverse the youth e-cigarette epidemic and continue driving down youth tobacco use,” said Matthew L. Myers, President of the Campaign for Tobacco-Free Kids. “We cannot allow e-cigarettes, especially Juul, to addict another generation and reverse the enormous progress we’ve made in reducing youth tobacco use.”

Key facts about e-cigarettes include:

- The main cause of the youth e-cigarette epidemic is Juul, which looks like a computer flash drive, is small and easy to hide, delivers a powerful dose of nicotine, and comes in kid-friendly flavors like mango, fruit and mint. According to the manufacturer, each Juul “pod” (cartridge) delivers as much nicotine as a pack of 20 cigarettes.
- E-cigarettes pose serious health risks for kids. [The U.S. Surgeon General](#) has found that youth use of nicotine in any form – including e-cigarettes – is unsafe, causes addiction and can harm

the developing adolescent brain, affecting learning, memory and attention. Studies also show that young people who use e-cigarettes are more likely to become cigarette smokers.

On Kick Butts Day, youth join in creative events including signing pledges to be tobacco-free, learning about the harmful chemicals in tobacco products and organizing rallies at state capitols.

In Montana, activities include:

On March 19, students from **Plains High School, Thompson Falls High School, and Trout Creek School in Sanders County** will hear an anti-tobacco presentation from two speakers — a six-time oral cancer survivor and a Cherokee Indian storyteller — among other activities. Time and location: 9:15 AM Plains High School gym (412 Rittenour Street, Plains); 12:25 PM Thompson Falls High School gym (601 Golf Street, Thompson Falls) and 2:25 PM at Trout Creek School (4 School Lane, Trout Creek). Contact: Sandra Gubel (406) 291-4901.

The **Powell County Youth Prevention Coalition** and youth from the **reACT Coalition** in **Anaconda** will host a chaos volleyball tournament and anti-smoking jeopardy. Time: 4:00 PM. Location: Fred Moodry Middle School, 219 E. 3rd Street, Anaconda. Contact: Amanda Bohrer (406) 846-2303.

On March 21, students from **Roosevelt Middle School in Red Lodge** will commit to being tobacco-free, encouraging peers and loved ones to quit smoking by constructing and signing a pledge wall, and participating in a Zumba dance class. Time: 9:43 AM. Location: Roosevelt Middle School, 413 S. Oakes Avenue, Red Lodge. Contact: Jean Atherly (406) 860-3825.

All events will take place March 20 unless otherwise indicated. For a full list of Kick Butts Day activities in Montana, visit www.kickbuttsday.org/map. Additional information about tobacco, including state-by-state statistics, can be found at www.tobaccofreekids.org.

