



POSITION STATEMENT  
(Adopted by the 2019 Board of Directors)

REGULATION OF ELECTRONIC CIGARETTES AND OTHER TOBACCO PRODUCTS

Colorado PTA recognizes that the use of electronic (E-) cigarettes and other tobacco products has negative effects on children, youth, and young adults. There is a high rate of nicotine addiction in these age groups, an increased likelihood of becoming long-term users of combustible cigarettes and mind-altering drugs, and the possibility of irreversible lung damage. In addition, the nicotine, toxins, carcinogens, and other components of E-cigarette aerosol can adversely affect adolescent and young adult brain development. One cartridge or pod in the popular E-cigarette called JUUL contains the nicotine content of an entire pack of combustible cigarettes. With the availability of a variety of flavors that are very appealing to youth, the ability to discreetly use the vaping devices, and “hip” vaping paraphernalia marketed by the vaping industry, these devices are highly attractive to youth.

Colorado PTA supports legislation and/or local regulation that increases the legal age to purchase all tobacco products to 21, to prevent the selling of these products to underage individuals. Colorado PTA also supports taxing vaping products in a manner similar to combustible cigarettes and the elimination of advertising and marketing of such products to children and youth.

Furthermore, Colorado PTA supports education and increasing awareness to deter the use of electronic cigarettes by children and youth, and encourages parents, guardians, and trusted adults to take an active role in the prevention of using such products by children and youth.