

# Leading with Truth

## Confronting Our Nicotine Crisis

While cigarette smoking remains a major public health concern, California is facing a rapidly growing nicotine crisis. The truth is that the tobacco and nicotine industry is promoting new, high-nicotine products and marketing them as a "better alternative" to help quit smoking.

**Nothing could be further from the truth.**

### THE TRUTH IS:

- 1 Nicotine is an addictive poison,** lethal in small amounts and banned as a pesticide.<sup>1,2,3</sup>
- 2 Nicotine harms developing brains, worsens mental health issues** like depression, anxiety, and mood swings<sup>4,5</sup>, and increases the risk of all types of addiction.<sup>6</sup>
- 3 Nicotine consumption increases risk of cardiovascular disease,<sup>7,8</sup>** and exposure is associated with low birth weight, risk for sudden infant death syndrome (SIDS), and disrupts brain and lung development in fetuses.<sup>9,10</sup>

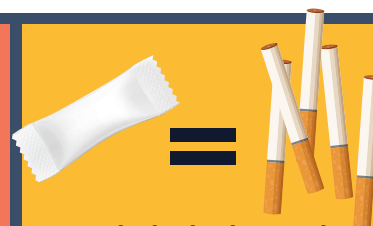
### WHAT YOU NEED TO KNOW

Vapes and nicotine pouches are the most popular tobacco products among California's youth<sup>11</sup>



"Smart" vapes are being gamified to attract youth with video games and offering prizes

Amount of nicotine in vapes **INCREASED 250%** between 2020-2024<sup>13</sup>



A single nicotine pouch can contain the equivalent nicotine amount of approximately 5 cigarettes<sup>12</sup>

From 2020-2023, the rate of nicotine pouch ingestions for children under age 6 increased

**763%**

### WHAT DOES IT ALL MEAN?

California's tobacco control and prevention progress is being undermined by an explosion of highly addictive nicotine products that are flooding local communities throughout the state.

## OUR ASK

Help us fight the Nicotine and Tobacco Industry by combatting California's growing nicotine crisis. You can play a critical role.

Share the truth about high-dose nicotine products and their risk for addicting a whole new generation.

Promote evidence-based cessation strategies and services, including the Kick It California Quitline, to ensure residents can access free and effective treatment.

Connect with your local coalitions and community partners so you can stay informed about local trends, activities, and community prevention efforts.

SOURCES: See back side

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**CALIFORNIA TOBACCO  
ENDGAME CENTER FOR  
ORGANIZING AND ENGAGEMENT**  
A project of the American Heart Association.

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