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# BU QUARTERLY

A study by U.S. Food and Drug Administration scientists has found that the agency's "The Real Cost" youth e-cigarette prevention campaign effectively reduced e-cigarette use among young people. Launched in 2018 during President Trump's administration, the campaign is credited with preventing around 444,252 American youths (ages 11 to 17) from starting e-cigarettes between 2023 and 2024.

The recent study, published in the *American Journal of Preventive Medicine*, shows that the campaign played a significant role in the nearly 70% decline in youth e-cigarette use since 2019. According to the National Youth Tobacco Survey, e-cigarette use among U.S. middle and high school students dropped from 5.38 million in 2019 to 1.63 million in 2024, the lowest level in ten years.

The evaluation, which followed a representative sample of U.S. youth over time, revealed that exposure to "The Real Cost" ads reduced the likelihood that teens who had never used e-cigarettes would start. The survey also tracked how often youth saw the campaign's ads and who went on to try e-cigarettes.

"The Real Cost" campaign reaches teens through a mix of marketing strategies, including digital media, social media, and gaming platforms. These efforts are part of the FDA's broader strategy to reduce youth tobacco use, alongside compliance and enforcement actions aimed at holding illegal tobacco sellers accountable. All FDA tobacco-related programs are funded by tobacco user fees paid by manufacturers and importers. (*FDA.gov., 2025*)

Reference: *FDA.gov.* (2025, March 14) FDA Educational Efforts Prevented Nearly 450,000 Youth from Starting E-Cigarette Use in One Year: Ads Helped Reduce Youth E-Cigarette Use to Lowest Level in a Decade.

<https://www.fda.gov/news-events/press-announcements/fda-educational-efforts-prevented-nearly-450000-youth-starting-e-cigarette-use-one-year>

## Good Neighbor Campaign

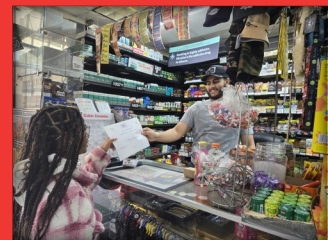
The Good Neighbor Campaign is an initiative where BU student leaders visit local stores to assess how tobacco products are being advertised and sold. The goal is to ensure that these stores are complying with regulations and promoting public health by responsibly handling tobacco-related products.



BU Leader Robert Jackson



BU Leader Tamia Saucier



BU Leader Karyn Anderson

## BU YOUTH LEADERS' CORNER



"Hi, my name is Robert Jackson, and I am a senior at Laurel High School. I have been a member of the BU program for two years now. This final year has been very eventful and beneficial for me. Being in BU has taught me a lot of things and has helped me impact my community. I've guided my peers into living a tobacco and vape-free lifestyle. I hope to use all the tools BU has given me to continue helping others throughout my life."

- Robert Jackson, Laurel High School



The Take Down Tobacco National Day of Action, previously called Kick Butts Day, is an annual event that takes place each spring, encouraging individuals to voice their opposition to the tobacco industry. Organized by the Campaign for Tobacco-Free Kids since 1996 (COCA, 2024), on April 1, 2025, young people nationwide will unite to challenge major tobacco corporations.



### CONTACT US

Contact us with your questions, concerns, or testimonies. For additional updates on the Youth Tobacco & Vaping Prevention Program, follow us on social media.

Caffee, Caffee & Associates Public Health Foundation, Inc.



No Menthol Sunday takes place on Sunday, May 18, 2025. This annual event, hosted by the Center for Black Health & Equity, aims to raise awareness about the harmful effects of tobacco, especially menthol cigarettes, on Black communities. It also serves as a call to action for individuals to quit smoking.



Take a look at the BU Video Links.

Take Down Tobacco:

<https://youtu.be/gzyzf52REW8>

No Menthol Sunday:

<https://youtu.be/ioPLiGz7QjQ>