



2025 Electronic Cigarette (E-Cigarette) Report

**As Required by
Texas Health and Safety Code Section
161.0902**



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Executive Summary

Texas Health and Safety Code, Section [161.0902](#), requires the Texas Department of State Health Services (DSHS) to report to the Governor, Lieutenant Governor, and Speaker of the House of Representatives by January 5 of each odd-numbered year on the use of e-cigarettes in Texas.

This report provides information on:

- Incidence of use of e-cigarettes in the state;
- Retail compliance;
- Illegal e-cigarette sales, including sales to minors;
- E-cigarette controls, initiatives, and educational programs; and
- Future goals and plans to decrease the use of e-cigarettes.

DSHS supports state and local efforts to educate youth, parents, and young adults about the harmful health effects of e-cigarette use by:

- Engaging with community coalitions;
- Coordinating efforts among youth and young adults;
- Implementing mass-reach health communication efforts;
- Monitoring tobacco use rates, including rates for e-cigarette use;
- Offering confidential and free cessation services to Texas residents through the [Texas Tobacco Quitline](#); and
- Providing training and technical assistance to healthcare providers, public health professionals, and various organizations.

DSHS will continue to address e-cigarette use as a part of its comprehensive tobacco prevention and control efforts.

E-cigarettes are known by various names, including electronic nicotine delivery systems, vapes, and vape pens. They may also be known as the product brand name (e.g., JUUL and Elf Bar). This report collectively refers to these products as e-cigarettes.

Introduction

Since their invention in 2003, e-cigarettes have evolved and diversified in appearance and technology.¹ E-cigarettes come in many shapes and sizes. They may look like conventional cigarettes, cigars, or pipes, or they may resemble pens, USB sticks, highlighters, toys, and other non-tobacco products. Despite the variety, e-cigarette components usually include a battery, heating element, and a place to hold liquid. E-cigarettes produce an aerosol by heating liquid that usually contains nicotine, flavorings, and other chemicals to make the aerosol.² As the user draws on the e-cigarette, the battery heats the e-liquid to produce aerosol, which is inhaled into the lungs. Bystanders can also breathe in this aerosol when the user exhales into the air.³

E-cigarettes have been the most commonly used tobacco product among youth and young adults since 2014.^{4,5} Flavoring and taste, curiosity, and low perceptions of harm are common reasons youth and young adults start or use e-cigarettes.^{6,7}

Tobacco companies have marketed e-cigarettes as a safer alternative to smoking and as a tool to help people quit smoking. However, the U.S. Preventive Services Task Force, a group of experts that makes recommendations on preventive health care, has concluded that there is insufficient evidence to recommend e-cigarettes for smoking cessation in adults.⁸ Although e-cigarettes may help some adults quit smoking cigarettes, others may transfer their nicotine addiction from cigarettes to

¹ Consumer Advocates for Smoke-free Alternatives Association (CASAA). (2024). Historical Timeline of Vaping and Electronic Cigarettes. <https://casaa.org/education/vaping/historical-timeline-of-electronic-cigarettes>.

² Centers for Disease Control and Prevention. (2024). About E-Cigarettes. <https://www.cdc.gov/tobacco/e-cigarettes/about.html>.

³ Ibid.

⁴ U.S. Department of Health and Human Services. (2016). E-Cigarette Use Among Youth and Young Adults. A Report of the Surgeon General. https://www.cdc.gov/tobacco/sgr/e-cigarettes/pdfs/2016_sgr_entire_report_508.pdf.

⁵ Centers for Disease Control and Prevention. (2023). Youth and Tobacco Use. <https://www.cdc.gov/tobacco/php/data-statistics/youth-data-tobacco/index.html>.

⁶ U.S. Department of Health and Human Services. (2016). E-Cigarette Use Among Youth and Young Adults. A Report of the Surgeon General. https://www.cdc.gov/tobacco/sgr/e-cigarettes/pdfs/2016_sgr_entire_report_508.pdf.

⁷ Gentzke, A.S., Wang, T.W., Cornelius, M., et al. (2022). Tobacco Product Use and Associated Factors Among Middle and High School Students — National Youth Tobacco Survey, United States, 2021. MMWR. DOI: <http://dx.doi.org/10.15585/mmwr.ss7105a1>.

⁸ U.S. Preventive Services Task Force. (2021). Interventions for Tobacco Smoking Cessation in Adults, Including Pregnant Persons: U.S. Preventive Services Task Force Recommendation Statement. JAMA. DOI: <https://doi.org/10.1001/jama.2020.25019>.

e-cigarettes.⁹ To date, the U.S. Food and Drug Administration (FDA) has not approved any e-cigarette to aid in smoking cessation or authorized any companies to make a modified risk claim.^{10,11}

Research on the long-term health and safety consequences of e-cigarette use is still unclear. However, most e-cigarettes contain nicotine, volatile organic chemicals, heavy metals, and carcinogens, all of which can have negative effects on health. Nicotine is the chemical in conventional tobacco products that causes addiction.¹² Since e-cigarettes can deliver nicotine levels that are comparable to or even higher than conventional cigarettes, there is a high risk for addiction.¹³ Aside from addiction, long-term nicotine exposure can lead to increased blood pressure and heart rate, and problems associated with diabetes. E-liquids can have toxic effects, especially to children, and can cause nicotine poisoning if consumed or absorbed through the skin. Additionally, the adolescent brain is not fully developed until about age 25 years. Nicotine exposure during adolescence can harm the developing brain and cause addiction.¹⁴

⁹ Rahman, M.A., Nicholas, H., Wilson, A., Worrall-Carter, L. (2014). Electronic Cigarettes: Patterns of Use, Health Effects, Use in Smoking Cessation, and Regulatory Issues. Tobacco Induced Diseases. <https://tobaccoinduceddiseases.biomedcentral.com/articles/10.1186/1617-9625-12-21>.

¹⁰ U.S. Food and Drug Administration. (2022). E-Cigarettes, Vapes, and other Electronic Nicotine Delivery Systems (ENDS). <https://www.fda.gov/tobacco-products/products-ingredients-components/e-cigarettes-vapes-and-other-electronic-nicotine-delivery-systems-ends>.

¹¹ A modified risk claim refers to a modified risk tobacco product. Per Section 911 of the Federal Food, Drug, and Cosmetic Act, the term "modified risk tobacco product" means any tobacco product that is sold or distributed for use to reduce harm or the risk of tobacco-related disease associated with commercially marketed tobacco products.

¹² U.S. Department of Health and Human Services. (1988). The Health Consequences of Smoking: Nicotine Addiction. A Report of the Surgeon General. <https://stacks.cdc.gov/view/cdc/22014>.

¹³ U.S. Department of Health and Human Services. (2016). E-Cigarette Use Among Youth and Young Adults. A Report of the Surgeon General. https://www.cdc.gov/tobacco/sqr/e-cigarettes/pdfs/2016_sqr_entire_report_508.pdf.

¹⁴ Ibid.

E-Cigarette Use Prevalence in Texas

DSHS uses multiple data sources to monitor tobacco use trends, including use of e-cigarettes, among youth and adults.

Youth E-Cigarette Use

The 2023 [Texas Youth Tobacco Survey](#) (YTS) provides the latest figures on the prevalence of e-cigarette use among youth in Texas. Additional data are available in [Appendix A](#).

According to the 2023 Texas YTS:¹⁵

- 13.8 percent of middle and high school students reported having ever used or tried e-cigarettes in 2023, a statistically significant reduction from 2021 (16.0 percent) and 2020 (21.1 percent). By school level, 17.1 percent of high school students and 10.0 percent of middle school students reported ever using e-cigarettes.^{16,17,18}
- 7.4 percent of middle and high school students reported using e-cigarettes in the past month. By school level, 5.1 percent of middle school students and 9.5 percent of high school students reported using e-cigarettes in the past month, which is also less than 2021 (5.6 percent of middle school students and 11.2 percent of high school students, respectively).
- 6.5 percent of male and 8.4 percent of female students reported use of e-cigarettes in the past month.
- Among middle and high school students, 14.8 percent of non-Hispanic White students reported having ever used or tried e-cigarettes. This was followed by students of Other races/ethnicities at 14.2 percent, Hispanic students at 13.5 percent, and non-Hispanic Black students at 11.8 percent.
- Additionally, 8.5 percent of students of Other races/ethnicities reported e-cigarette use in the past month. This was followed by non-Hispanic White

¹⁵ Texas A&M University. (2024). 2023 Texas Youth Tobacco Survey.

¹⁶ Ibid.

¹⁷ Texas A&M University. (2022). 2021 Texas Youth Tobacco Survey.

¹⁸ Texas A&M University. (2021). 2020 Texas Youth Tobacco Survey.

students at 8.0 percent, Hispanic students at 7.1 percent, and non-Hispanic Black students at 6.8 percent.

- The prevalence of having ever used conventional cigarettes was 13.4 percent among high school and 8.4 percent among middle school students.
- The past month use of conventional cigarettes among high school and middle school students was 3.4 percent and 2.7 percent, respectively.

Adult E-Cigarette Use

The 2022 [Texas Behavioral Risk Factor Surveillance System](#) (BRFSS) survey provides the latest figures on the prevalence of e-cigarette use among adults in Texas. [Appendix A](#) references additional survey details.

According to the 2022 Texas BRFSS:¹⁹

- 33.1 percent of adults had used or tried an e-cigarette product, compared to 36.2 percent in 2021.²⁰
- 49.5 percent of adults ages 18-29 years reported ever using and 16.0 percent reported currently using e-cigarettes. This is the highest prevalence among all age groups.
- 7.1 percent of adults reported currently using an e-cigarette product, which is a 20.3 percent increase compared to 2021 (5.9 percent).
- 8.9 percent of males reported current e-cigarette use, compared to 5.3 percent of females.
- 8.4 percent of White adults reported currently using e-cigarette products, compared to 5.2 percent of Black adults, 6.2 percent of Hispanic adults, and 9.4 percent of respondents identifying as Other/Multiracial adults.
- Among those who never smoked conventional cigarettes, 24.0 percent reported having ever used or tried e-cigarettes and 3.9 percent reported currently using e-cigarettes.

¹⁹ Texas Department of State Health Services. (2023). 2022 Texas Behavioral Risk Factor Surveillance System.

²⁰ Texas Department of State Health Services. (2022). 2021 Texas Behavioral Risk Factor Surveillance System.

E-Cigarette Use Among Conventional Tobacco Users

DSHS used the 2022 Texas BRFSS survey results to better understand the dual use of e-cigarettes and conventional cigarettes.

According to the 2022 Texas BRFSS:²¹

- 11.8 percent of adults currently smoke cigarettes. 58.8 percent of those adults who currently smoke cigarettes reported having used or tried an e-cigarette product.
- The prevalence of current e-cigarette use was higher among adults who currently smoke cigarettes (16.0 percent) than those who formerly smoked cigarettes (12.2 percent).

²¹ Texas Department of State Health Services. (2023). 2022 Texas Behavioral Risk Factor Surveillance System.

Tobacco Product Regulation

The legal age of access to tobacco products, including e-cigarettes, is regulated at both the state and federal levels. In Texas, the legal age for the sale, distribution, possession, purchase, consumption, or receipt of tobacco products is age 21 years. Federally, the minimum age for the sale of tobacco products, including e-cigarettes, is age 21 years.

Texas Tobacco Product Regulation and Updates

Texas Health and Safety Code, Chapter 161, Subchapters H and R, pertain to the regulation of tobacco products in Texas. [Subchapter H](#) contains provisions related to the legal age of sale, verifying identification, retail warning notices and training, tobacco product vending machines, the distribution of free tobacco products, and e-liquid packaging. [Subchapter R](#) relates to delivery sales of tobacco products. The Texas Comptroller of Public Accounts (Comptroller) enforces these provisions.

Texas retailers who sell tobacco and e-cigarette products are required to obtain retailer permits from the Comptroller. The Comptroller issues a Cigarette and Tobacco Retailer Permit as well as an E-Cigarette Retailer Permit.^{22,23}

In 2023, the 88th Texas Legislature passed [House Bill \(HB\) 4758](#), the Protecting Children from E-Cigarette Advertising Act, which prohibits the sale of an e-cigarette container that:

- Depicts a cartoon-like fictional character that mimics a character primarily aimed at entertaining minors;
- Imitates or mimics trademarks or trade dress of products that are or have been primarily marketed to minors (this includes a symbol or celebrity image that is primarily used to market products to minors); or
- Resembles a food product, including candy or juice.

The act took effect January 1, 2024, and is under the purview of the Comptroller.

²² Texas Comptroller of Public Accounts. (2024). Cigar and Tobacco Products Tax. <https://comptroller.texas.gov/taxes/tobacco/cigar-tobacco.php>.

²³ Texas Comptroller of Public Accounts. (2024). E-Cigarette Retailer Permit. <https://comptroller.texas.gov/taxes/tobacco/e-cig-retailer-permit.php>.

[HB 114](#) requires a student be removed from class and placed in a disciplinary alternative education program if the student possesses, uses, sells, gives, or delivers to another person an e-cigarette on or within 300 feet of school property or while attending a school-sponsored or school-related activity on or off school property. The act took effect September 1, 2023, and is under the purview of the Texas Education Agency.

Tobacco Regulation Enforcement

The Comptroller and the Texas Health and Human Services Commission (HHSC) both have programs to ensure retailers comply with state tobacco regulations and laws regarding legal age of access.

Comptroller Tobacco Enforcement Program

The Comptroller's Tobacco Enforcement Program (TEP) helps protect children from the ill effects of cigarettes, e-cigarettes, and other tobacco products. The Comptroller pursues the following types of tobacco and e-cigarette cases:

- Sales to minors;
- Retailer failure to post warning signs and appropriate permits;
- Sales of unpackaged cigarettes or in quantities less than twenty;
- Failure to properly notify employees of tobacco control laws;
- Sale of e-cigarettes with packaging that targets minors; and
- Suspected criminal activity.

The Comptroller performs retailer compliance efforts through its Criminal Investigation Division (CID) and its Tax Enforcement Division. The CID conducts inspections, in part, based on anonymous, public submissions to the [Texas E-Cigarette and Tobacco Hotline](#). Both divisions perform random unannounced compliance inspections across the state to ensure retailers comply with Texas tobacco control laws. Retailer violation of tobacco control laws can lead to civil penalties, permit suspension, and/or permit revocation.

Further, the Comptroller offers training to peace officers and vendors as well as other resources to minors and the community at large to encourage and reinforce tobacco law compliance.

HHSC Initiatives

HHSC oversees tobacco enforcement and compliance programs aimed at reducing the access and availability of youth tobacco products, including e-cigarettes. HHSC coordinates with the Comptroller on tobacco enforcement efforts and reports citations to the Comptroller monthly.

HHSC Tobacco Enforcement Program

The HHSC TEP oversees the majority of tobacco retailer enforcement through a contract with Texas State University to conduct tobacco enforcement activities. Texas State University solicits applications from local law enforcement agencies to conduct controlled buys and follow-up controlled buys of tobacco and e-cigarette retailers.

For fiscal year 2023, Texas State University contracted with 31 law enforcement agencies. These agencies conducted 7,772 controlled buys with a total of 453 violations. The overall violation rate was 5.82 percent. Out of those totals, there were 4,390 e-cigarette controlled buys and 199 e-cigarette violations. The e-cigarette violation rate was 4.53 percent.

For fiscal year 2024, Texas State University contracted with 31 law enforcement agencies. These agencies conducted 5,824 controlled buys with a total of 385 violations. The overall violation rate was 6.61 percent. Out of those totals, there were 3,252 e-cigarette controlled buys and 190 e-cigarette violations. The e-cigarette violation rate was 5.84 percent.

Tobacco Compliance Program

HHSC also conducts voluntary retailer compliance inspections and provides quality tobacco and e-cigarette retailer education through 11 [Prevention Resource Centers](#).

For fiscal year 2023, the Prevention Resource Centers conducted 18,397 compliance inspections. For fiscal year 2024, the Prevention Resource Centers conducted 19,578 compliance inspections.

Synar Program

HHSC also administers the federal [Synar Program](#) in Texas, which conducts annual, randomized controlled buys that reflect an accurate sample of permitted tobacco

and e-cigarette retail outlets accessible to minors. States must achieve a retail violation rate of less than 20 percent to ensure the continuation of the full federal Substance Use Prevention, Treatment, and Recovery Services Block Grant award.

For fiscal year 2023, the state's Synar retail violation rate was 15.9 percent. For fiscal year 2024, the Synar retail violation rate was 16.6 percent.

E-Cigarette Controls and Initiatives

DSHS follows the Centers for Disease Control and Prevention (CDC) [Best Practices for Comprehensive Tobacco Control Programs](#), which treats e-cigarettes the same way as conventional tobacco products in its tobacco control efforts. DSHS also includes e-cigarette education and prevention in existing outreach efforts.

Current DSHS Initiatives

In line with CDC best practices, current DSHS tobacco prevention and control efforts include cessation services, youth and young adult initiatives, community coalitions, behavioral health initiatives, secondhand smoke and e-cigarette aerosol initiatives, and public health surveillance and evaluation.

Tobacco Prevention and Control Regional Coordinators

DSHS has nine Tobacco Prevention and Control Regional Coordinators covering all eight DSHS Public Health Regions (PHRs). They serve as subject matter experts and promote DSHS tobacco prevention and control efforts in counties within their region. They provide education and outreach to multiple organizations, including school districts, worksites, youth organizations, health care organizations, and community coalitions.

In fiscal years 2023 and 2024, DSHS Regional Coordinators:

- Educated 20,062 youth and young adults on the harms of tobacco use, including e-cigarettes and other emerging products;
- Educated 8,239 adults on the harms of tobacco use, including e-cigarettes and other emerging products;
- Provided 138 worksites with information on reducing secondhand smoke and e-cigarette aerosol exposure;
- Educated 175 health systems or health care organizations on the benefits of integrating electronic referrals to the Texas Tobacco Quitline into their electronic health records (EHRs); and
- Trained or provided technical assistance to 284 health care organizations or providers on the cessation intervention known as Ask-Advise-Refer.

Tobacco Prevention and Control Coalitions

DSHS funds community coalitions to implement comprehensive tobacco control efforts that creates sustainable community change. Tobacco Prevention and Control Coalitions (TPCCs):²⁴

- Provide education to youth and adults on the dangers of tobacco products, including e-cigarettes;
- Promote cessation programs;
- Recruit youth to participate in statewide tobacco prevention youth programs; and
- Work to promote smokefree ordinances and worksite policies in their service areas.

In fiscal year 2023, the 2019-2023 five-year cohort completed its work. This TPCC cohort consisted of three coalitions covering Angelina, Polk, San Augustine, Brazoria, Cameron, and Willacy counties. In fiscal years 2019-2023, these TPCCs:

- Educated 9,251 adults on the harms of tobacco use, including e-cigarettes;
- Educated 53,658 youth on the harms of tobacco use, including e-cigarettes;
- Provided 445 worksite consultations to employers on ways to reduce secondhand smoke and e-cigarette aerosol exposure; and
- Provided 487 cessation consultations to health care providers.

In fiscal year 2024, the 2024-2028 five-year cohort started. This TPCC cohort consists of three new coalitions covering Nacogdoches, Houston, Jasper, Shelby, Tyler, Ellis, Johnson, and Bexar counties. In fiscal year 2024, these TPCCs:

- Educated 365 adults on the harms of tobacco use, including e-cigarettes;
- Educated 3,488 youth on the harms of tobacco use, including e-cigarettes;
- Provided six worksite consultations to employers on ways to reduce secondhand smoke and e-cigarette aerosol exposure;
- Provided two cessation consultations to health care providers; and

²⁴ One TPCC may serve multiple counties.

- Worked with one municipality, the City of Schertz, to enhance its smokefree municipal ordinance to become more comprehensive and include e-cigarettes.

Students, Adults, and Youth Working Hard Against Tobacco

DSHS contracts with Texas State University to lead Students, Adults, and Youth Working Hard Against Tobacco (Say What!), the statewide tobacco prevention and control youth movement. Established in 2011, Say What! currently has 1,256 active youth groups across the state and several initiatives that include e-cigarette education and awareness. Say What! also works with a Youth Advisory Board made up of 10-15 high school and college students who serve as Teen Ambassadors from across the state. Teen Ambassadors provide guidance to the statewide Say What! program and educate their peers, adults, and stakeholders on the harmful effects of tobacco and e-cigarette use.

In collaboration with Teen Ambassadors, Say What!:

- Educates middle and high school students through mini-grant kit projects (free “projects in a box” that include well-designed tobacco and e-cigarette prevention-focused materials);
- Raises awareness through social media and other campaigns; and
- Convenes a statewide conference and regional summits to educate and provide youth with the experience and skills needed to become tobacco prevention and control leaders in their communities.

[Appendix B](#) provides Say What! performance measure data for fiscal year 2023 and fiscal year 2024.

Peers Against Tobacco

DSHS contracts with the University of Texas at Austin (UT Austin) to lead the Peers Against Tobacco (PAT) initiative, a tobacco prevention and control program for colleges and universities.

PAT implements a peer-led initiative to eliminate all forms of tobacco use, including e-cigarettes on college campuses across the state. This includes:

- Using curriculum and outreach campaigns;

- Creating policy implementation guides; and
- Conducting a survey and environmental scans on campuses.

PAT also implements a media campaign to bring awareness to the dangers of tobacco products, e-cigarettes, and other emerging products. Additionally, PAT administers a college survey every year to participating schools to assess students' knowledge, attitudes, and behaviors related to commercial tobacco products and alternative tobacco products, including e-cigarettes.

[Appendix C](#) provides PAT performance measure data for fiscal year 2023 and fiscal year 2024.

Texas Youth Tobacco Awareness Program

Until fiscal year 2025, DSHS contracted with Texas A&M University to administer Texas Youth Tobacco Awareness Program (TYTAP), a program for individuals under age 21 years who are cited for possession of tobacco products. DSHS funded Texas A&M University to train and certify TYTAP instructors who then educate youth with the information and skills necessary to quit tobacco and avoid tobacco products in the future. Currently, there are 33 active TYTAP instructors throughout Texas.

During fiscal year 2025, DSHS will begin phasing out TYTAP and transitioning to a new E-Cigarette and Tobacco Awareness Program (ETAP). See the [Future Goals and Plans](#) section for more information.

Texas Tobacco Quitline

DSHS contracts with Red Ventures and Optum (RVO) Health to administer the Texas Tobacco Quitline, which provides confidential, free, and convenient cessation services to Texas residents ages 13 years and older to help them quit all tobacco products, including e-cigarettes.

Texas Tobacco Quitline services are provided in both English and Spanish, with access to translation services for other languages, and are accessible through all major mobile and desktop operating systems. Services include:

- Free quit coaching for Texas residents ages 18 years and older (youth receive coaching support via the Youth Digital Program);

- Up to eight weeks of free nicotine replacement therapy (NRT) as well as access to combination NRT²⁵ for Texas residents ages 18 years and older;
- Special population tracks for pregnant or postpartum women and those with behavioral health conditions;
- Menthol-specific coaching and support enhancement for all participant tracks for those who indicate they use menthol cigarettes or cigars; and
- Other services, such as group video sessions, a Youth Digital Program, informational resources for lung cancer screening, and the ability for physicians to pre-authorize NRT when referring patients.

The Youth Digital Program is the youth cessation component for the Texas Tobacco Quitline and is designed to meet youth ages 13-17 years through digital content, chat, and text. The program addresses all tobacco products, including e-cigarettes, and is delivered through an online dashboard, which includes chatting with a coach, videos, animations, podcasts, and quizzes. It also consists of six steps where youth will progress week to week and take six to nine weeks to complete, depending on the quit date. Content is adapted for youth and includes topics and actions relevant to them, including but not limited to keys to quitting, health impacts, peer pressure, triggers, etc.

Texas residents ages 13 years and older can call the Texas Tobacco Quitline at 1-877-YES-QUIT (1-877-937-7848) or quit online at [YesQuit.org](https://www.yesquit.org).

DSHS also evaluates the Texas Tobacco Quitline each year to assess participant tobacco and e-cigarette cessation outcomes. For 2022-2023, the conventional tobacco product quit rate was 34.8 percent and the conventional tobacco product and e-cigarette quit rate was 31.3 percent. These quit rates are above the national standard of 30 percent.²⁶

Live Vape Free Program

A standalone and complementary program to the Texas Tobacco Quitline, DSHS contracts with RVO Health to administer the Live Vape Free Program, which is an

²⁵ Combination NRT means use of a short- and long-acting NRT medication used together. Combining short- and long-acting NRT medications has proven to increase a person's chances of quitting.

²⁶ North American Quitline Consortium. (2024). Quitline Metrics and Benchmarking Data Glossary. <https://www.naquitline.org/page/glossary>.

interactive e-cigarette/vaping cessation program for youth and young adults to help them:

- Learn about the harms of e-cigarettes/vaping;
- Hear from their peers; and
- Have a place to take action once they are ready to quit.

In 2024, the Live Vape Program expanded to include young adults ages 18-26 years. The program was originally only for youth ages 13-17 years. It now also offers free NRT to young adults ages 18-26 years.

Youth and young adults can text VAPEFREE to 873373 or visit LiveVapeFree.com.

Community Health Worker Cessation Curriculum and Training

In fiscal years 2023 and 2024, DSHS contracted with the National Community Health Worker Training Center at Texas A&M University to provide tobacco cessation training and continuing education units (CEUs) to community health workers (CHWs) and CHW instructors in Texas.

The training included information on tobacco and e-cigarette use, cessation, emerging products, the Texas Tobacco Quitline, and how to refer patients to the Quitline.

In fiscal years 2023 and 2024:

- 171 new CHWs were trained and certified, with a focus on cessation; and
- 420 CHWs and CHW instructors were trained and received CEUs.

eTobacco Protocol EHR Initiative

DSHS contracts with UT Austin to implement the eTobacco Protocol initiative. For this initiative, UT Austin works with Texas health systems on EHR integration with the Texas Tobacco Quitline. Health systems that complete this integration can then electronically refer patients to the Texas Tobacco Quitline. This enhances and improves provider workflow.

UT Austin has integrated 48 health systems with the Texas Tobacco Quitline.

Behavioral Health

In May 2024, DSHS relaunched its tobacco control behavioral health initiative. For this initiative, DSHS contracts with Integral Care to implement tobacco free and smokefree worksite policies, and to provide cessation support at Local Mental Health Authorities and substance use treatment centers.

Tobacco and E-Cigarette Surveillance and Evaluation

DSHS conducts public health surveillance and evaluation on tobacco product use, including e-cigarettes. The following surveillance and evaluation systems are used to demonstrate the public health impact of tobacco product use and make data-driven and evidence-informed decisions for program implementation.

Texas BRFSS – [Texas BRFSS](#) is a statewide phone survey that DSHS conducts in collaboration with CDC. In addition to chronic and behavioral data, BRFSS collects data on whether someone has ever smoked a cigarette, e-cigarette, or other tobacco product and how frequently or recently someone has used those products.

Texas Youth Risk Behavior Surveillance System (YRBS) – [Texas YRBS](#) is a classroom-based survey for high school students to monitor health-risk behaviors, including assessing what tobacco products, including e-cigarettes, are used and frequency of use.

Texas YTS – [Texas YTS](#) is a statewide classroom-based survey that provides data for students in grades 6-12 with respect to prevalence of tobacco use, including e-cigarettes; exposure to secondhand smoke; access to products through retailers; knowledge and attitudes about the health effects of tobacco use; exposure to media and advertising promoting tobacco products; exposure to school curricula and media aimed at preventing tobacco use; and exposure to the availability of tobacco cessation resources.

Texas College Tobacco Policy Database – The [Texas College Tobacco Policy Database](#) lists the campus tobacco policies of postsecondary institutions in Texas and rates each policy based on its level of comprehensiveness. The database notes whether policies prohibit e-cigarettes in all indoor areas of any campus building, on all campus outdoor grounds, and in campus-owned vehicles.

Texas Smokefree Ordinance Database – The [Texas Smokefree Ordinance Database](#) identifies, details, and analyzes all known Texas municipal ordinances

enacted to reduce or eliminate exposure to secondhand smoke, including whether an ordinance includes e-cigarettes in its definition of smoking. The database examines five focal settings that local ordinances may cover: municipal worksites, private worksites, restaurants, bars in restaurants, and bars not in restaurants. For each focal setting, a rating and a descriptor are assigned. [Appendix D](#) provides the protection level for focal settings rating matrix.

Of the 1,220 municipalities in Texas, only 107 have 100 percent smokefree ordinances as evaluated by the University of Houston.²⁷

Collaborative E-Cigarette Efforts

In 2024, DSHS released a new [Reducing E-Cigarette Use Among Youth and Young Adults Toolkit for Health Care Providers](#). The toolkit promotes the Ask-Counsel-Treat method, provides information on youth and young adult e-cigarette and vaping use, and lists cessation resources available to Texas residents. This toolkit is intended for any health care provider that interacts with youth and young adult patients who use e-cigarettes. This includes, but is not limited to, physicians, nurses, clinic staff, hospital staff, dentists, CHWs, public health professionals, and behavioral health professionals.

Developing the toolkit was a collaborative effort between DSHS and the Cancer Alliance of Texas Tobacco Control Priority Area Workgroup. While this toolkit can be used as a standalone resource, it was developed in part to complement the Baylor College of Medicine's [From Vapes to Victory: Empowering Teens to Overcome Vaping](#) interactive training module.

Fiscal Year 2024-2025 Appropriations and Updates

The Legislature provided DSHS \$4.1 million in additional appropriations for the fiscal years 2024-2025 biennium to enhance the Texas Tobacco Quitline and relaunch the Vapes Down media campaign.

For the Texas Tobacco Quitline, DSHS used the increased funding to expand NRT offerings from two-week NRT to eight-week NRT, as well as ensure the continuation and capacity of existing coaching sessions. DSHS also used the funding to offer a new combination NRT service, which means Texas Tobacco Quitline participants can

²⁷ DSHS contracts with University of Houston to administer, maintain, and update the Texas Smokefree Ordinance Database.

use a short- and long-acting NRT medication together. The use of combination NRT has the strongest documented effect on quit outcomes. These new NRT offerings launched on March 1, 2024. From March 1, 2024, to August 31, 2024, 642 Texas Tobacco Quitline participants have received eight-weeks of NRT and 2,243 Texas Tobacco Quitline participants have received eight-weeks of NRT and combination NRT.

For the Vapes Down media campaign, DSHS relaunched the campaign in September 2024. The Vapes Down media campaign features digital and social media ads as well as in-school and community outreach events. During fiscal year 2024, DSHS established a contract with Sherry Matthews Group and worked on developing creative concepts, ads, support materials, and outreach event logistics. In fiscal year 2025, DSHS launched the Vapes Down digital and social media campaign, as well as the outreach events.

In collaboration with DSHS, Sherry Matthews Group produced three new Vapes Down ads and reused one ad from the first Vapes Down campaign launch:

- [It's Slowing Me Down](#)
- [Break Up](#)
- [Brain Fog](#)
- [Chemicals](#) (Reused Ad)

Sherry Matthews Group partnered with the University Interscholastic League to conduct in-person outreach events for the Vapes Down media campaign during September 2024.²⁸ Youth outreach events included six high school football games and six middle school events. Young adult outreach events include two city squares and one college. [Appendix E](#) provides the full list of Vapes Down media campaign outreach event locations. The outreach events allowed the Vapes Down media campaign to reach youth, young adults, parents, and school staff. Audiences were engaged via outreach exhibits and materials, such as a video wall, interactive iPad quizzes, a pledge wall, competitions, and giveaways. Overall, the Vapes Down outreach events generated an estimated 114,993 impressions (audience engagement with exhibits and campaign staff).

²⁸ The Vapes Down media campaign outreach event locations were selected based on public health surveillance data such as age, e-cigarette use rates, urban/rural communities, population size, etc.

DSHS is exploring opportunities to develop a new media campaign aimed at adults ages 30-64 years and that promotes and increases awareness of Texas Tobacco Quitline cessation services.

Future Goals and Plans

DSHS will continue to implement its existing tobacco prevention and control efforts as well as explore and pursue future initiatives.

TYTAP to ETAP Transition

During fiscal year 2025, DSHS will begin phasing out the existing TYTAP and transitioning to the new ETAP. The TYTAP model trains and certifies TYTAP instructors who offer independent TYTAP classes to individuals under age 21 years who are cited for possession of tobacco products and who have been referred by a court, a school, or a parent/guardian to complete the classes. Many of the certified TYTAP instructors charge class registration fees, hold classes in person only, and are not easily accessible to individuals living in rural areas. The new ETAP will be available statewide and at no cost to individuals under age 21 years. The new program will provide an online curriculum, which will include key elements of tobacco control best practices (includes e-cigarettes) for prevention, cessation, and alternative to school suspension.

YTS Updates

DSHS is working with Texas A&M University to add two asthma control-related questions to YTS. The inclusion of these questions into YTS will enhance existing tobacco and asthma control surveillance systems and provide the first Texas-specific data source for asthma and secondhand smoke reporting among 6th-12th grade students.

Conclusion

Research on the long-term health effects of e-cigarette use is still unclear. However, e-cigarettes can contain nicotine, heavy metals, and carcinogens. The popularity of e-cigarette use and the harms caused by it have resulted in many national, state, and local public health agencies implementing policies and programs to prevent youth initiation and use as well as encourage cessation.

DSHS supports state and local efforts to educate youth, parents, and young adults about the harmful health effects of e-cigarette use. This is accomplished through all the activities discussed in this report.

DSHS will continue to address e-cigarette use as a part of its comprehensive tobacco prevention and control efforts.

Appendix A. Youth and Adult E-Cigarette Prevalence Rates

Table 1. Percentage of Youth, Grades 6 to 12, who Report Ever and Past Month Use of E-Cigarette Products, by Demographic Characteristics, Texas, 2023

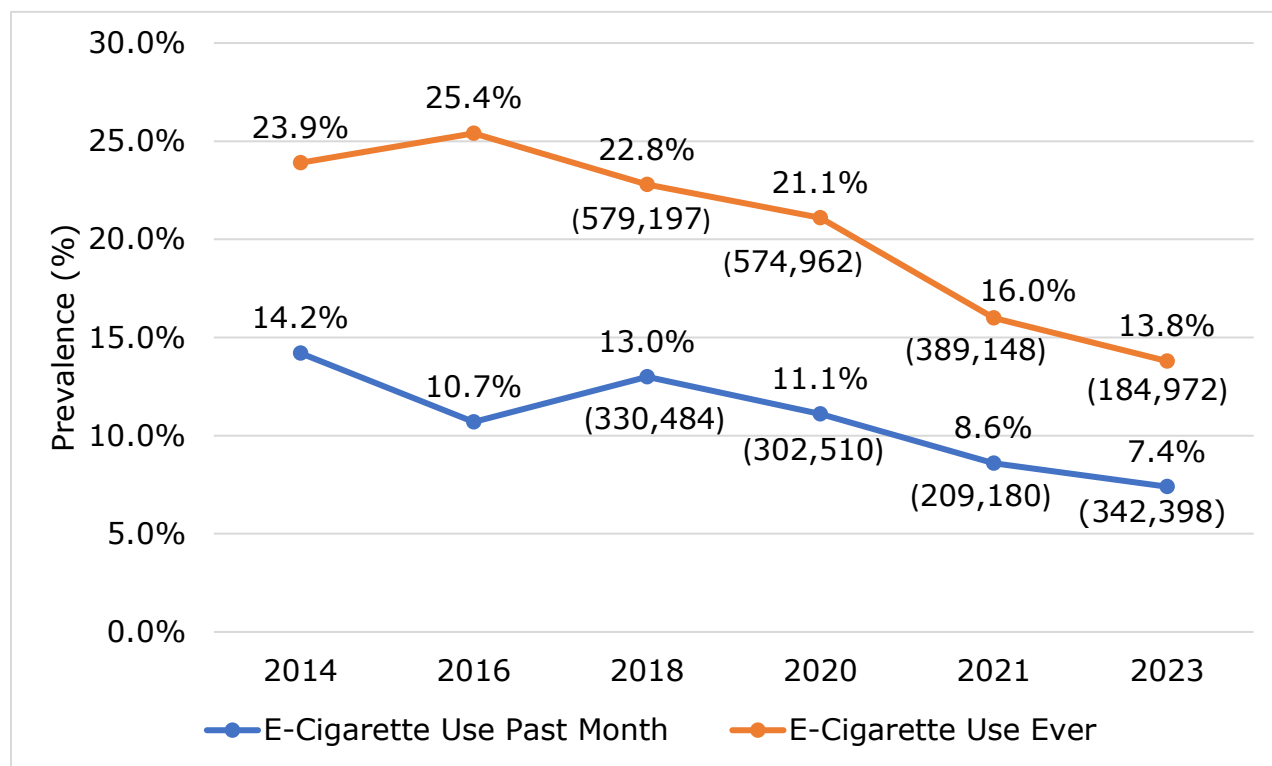
Demographics	Ever E-Cigarette Use ²⁹		Past Month E-Cigarette Use	
	Estimated No. of Youths	Percent	Estimated No. of Youths	Percent
All Youth (Grades 6-12)	342,798	13.8	184,972	7.4
Sex				
Male	154,009	12.3	81,023	6.5
Female	185,589	15.3	102,327	8.4
Race/Ethnicity				
White	98,391	14.8	53,140	8.0
Hispanic	187,751	13.5	98,632	7.1
Black	28,006	11.8	16,012	6.8
Other	28,476	14.2	17,055	8.5
School Level				
Middle School	116,575	10.0	59,438	5.1
High School	226,224	17.1	125,534	9.5
Grade				
Grade 6	28,554	7.5	15,826	4.2
Grade 7	37,660	9.7	20,890	5.4
Grade 8	50,360	12.6	22,722	5.7
Grade 9	54,226	13.8	31,853	8.1
Grade 10	59,537	16.9	30,594	8.7
Grade 11	54,589	18.6	28,425	9.7
Grade 12	57,873	20.1	34,662	12.1

Data Source: Texas A&M University, 2023 Texas Youth Tobacco Survey.

Note: The estimated number of youths by demographic characteristics may not sum to the total estimated number of all youths (grades 6-12) due to rounding and the application of survey weights.

²⁹ Students reporting ever having used or tried an e-cigarette.

Figure 1. Trends in Youth E-Cigarette Use, Texas, 2014-2023



Data Source: Texas A&M University, 2014-2023 Texas Youth Tobacco Survey.

Note: The values in the parentheses below the prevalence percentages represent the estimated number of youths who reported ever using or trying e-cigarettes, as well as those reporting e-cigarette use in the past month. Estimated counts for 2014 and 2016 survey data could not be provided due to insufficient information on specific variables and weights required in statistical analysis.

Table 2. Number and Percentage of Adults Who Report Ever and Current E-Cigarette Use, by Demographics, Texas, 2022

Demographics	Ever E-Cigarette Use ³⁰		Current E-Cigarette Use ³¹	
	Estimated No. of Adults	Percent	Estimated No. of Adults	Percent
All Adults	6,571,030	33.1	1,415,604	7.1
Sex				
Male	3,580,987	36.0	888,381	8.9
Female	2,990,043	30.2	527,223	5.3
Age Group (Years)				
18 to 29	2,160,078	49.5	697,069	16.0
30 to 44	1,932,365	35.3	388,553	7.1
45 to 64	1,612,249	27.2	263,609	4.4
65 and older	788,379	21.6	62,946	1.7
Race/Ethnicity				
White	2,523,041	31.8	664,405	8.4
Black	699,542	29.3	123,458	5.2
Hispanic	2,568,666	36.3	438,621	6.2
Other/Multiracial	606,338	33.3	1,396,837	9.4

Data Source: Texas Department of State Health Services, 2022 Texas Behavioral Risk Factor Surveillance System.

Note: The estimated number of adults by demographic characteristics may not sum to the total estimated number of all adults due to rounding and the application of survey weights.

³⁰ Respondents who answered “yes” to the question, “Have you ever used or tried an e-cigarette, vape pen, or e-hookah?”

³¹ Ever e-cigarette users who answered “every day” or “some days” to the question “Do you currently use this/these products every day, some days, or not at all?”

Table 3. Number and Percentage of Adults Who Report Ever and Current E-Cigarette Use, by DSHS PHR of Residence, Texas, 2022

	Ever E-Cigarette Use		Current E-Cigarette Use	
	Estimated No. of Adults	Percent	Estimated No. of Adults	Percent
All Adults	6,571,030	33.1	1,415,604	7.1
DSHS PHR				
1	217,858	38.6	67,720	12.0
2	175,818	36.7	54,452	11.4
3	1,624,126	30.9	323,728	6.2
4	260,476	38.6	39,757	5.9
5	163,179	32.5	43,822	8.7
6	1,345,033	30.1	263,390	5.9
7	848,053	34.7	216,184	8.8
8	632,677	33.0	168,594	8.8
9	209,060	40.4	53,563	10.4
10	192,013	37.1	22,078	4.3
11	446,607	34.6	96,830	7.5

Data Source: Texas Department of State Health Services, 2022 Texas Behavioral Risk Factor Surveillance System.

Note: The estimated number of adults by PHR may not sum to the total estimated number of all adults due to rounding and the application of survey weights.

Table 4. Number and Percentage of Adults Who Report Current Cigarette Smoking, by Demographics, Texas, 2022

Demographics	Estimated No. of Adults	Percent
All Adults	2,359,962	11.8
Sex		
Male	1,291,977	13.0
Female	1,067,985	10.7
Age Group (Years)		
18-29	301,529	6.8
30-44	787,161	14.4
45-64	902,276	15.2
65 and older	346,867	9.4
Race/Ethnicity		
White	1,027,548	12.9
Black	320,398	13.4
Hispanic	768,653	10.8
Other/Multiracial	175,557	9.6

Data Source: Texas Department of State Health Services, 2022 Texas Behavioral Risk Factor Surveillance System.

Note: The estimated number of adults by demographic characteristics may not sum to the total estimated number of all adults due to rounding and the application of survey weights.

Table 5. Number and Percentage of Adults Who Report Ever and Current E-Cigarette Use, by Smoker Status, Texas, 2022

Smoker Status	Ever E-Cigarette Use ³²		Current E-Cigarette Use ³³	
	Estimated No. of Adults	Percent	Estimated No. of Adults	Percent
All Adults	6,571,030	33.1	1,415,604	7.1
Smoker Status				
Current Cigarette Use	1,374,531	58.8	373,942	16.0
Former Cigarette Use	2,013,502	47.3	518,245	12.2
Never Cigarette Use	3,137,505	24.0	507,088	3.9

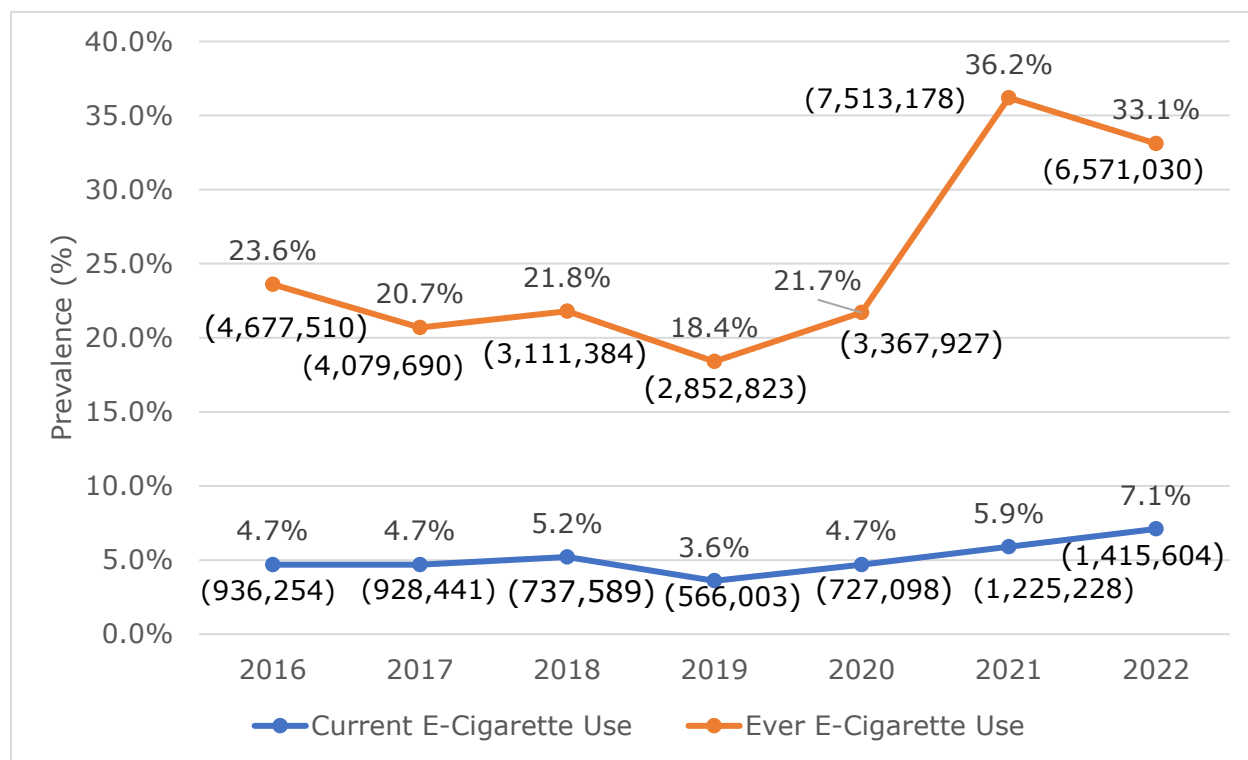
Data Source: Texas Department of State Health Services, 2022 Texas Behavioral Risk Factor Surveillance System.

Note: The estimated number of adults by smoker status may not sum to the total estimated number of all adults due to rounding and the application of survey weights.

³² Respondents who answered “yes” to the question, “Have you ever used or tried an e-cigarette, vape pen, or e-hookah?”

³³ Ever e-cigarette users who answered “every day” or “some days” to the question “Do you currently use this/these products every day, some days, or not at all?”

Figure 2. Trends in Adult E-Cigarette Use, Texas, 2016-2022



Data Source: Texas Department of State Health Services, 2016-2022 Texas Behavioral Risk Factor Surveillance System.

Note: The values in the parentheses below the prevalence percentages represent the estimated number of adults who reported ever using or trying e-cigarettes, as well as those reporting e-cigarette use in the past month.

Appendix B. Say What! Performance Measures

Table 6. Fiscal Years 2023 and 2024 Say What! Performance Measures

Performance Measure	Fiscal Year 2023 Total	Fiscal Year 2024 Total
Number of Mini-Grant Kits Awarded	211	300
Number of Mini-Grant Kit Projects Reported	198	207
Number of Youth Reached by Mini-Grant Kit Projects	102,862	89,742
Number of Adults Reached by Mini-Grant Kit Projects	12,920	13,598
Number of Regional Summits Held	5	5
Number of Youth Participating in Regional Summits	13,623	12,226
Number of Adults Participating in Regional Summits	1,163	826
Number of Statewide Conferences Held	1	1
Number of Youth Reached by the Statewide Conference	178	161
Number of Adults Reached by the Statewide Conference	122	96
Number of Online Trainings Conducted	3	3
Number of Youth Participating in Online Trainings	119	14
Number of Adults Participating in Online Trainings	816	589

Appendix C. PAT Performance Measures

Table 7. Fiscal Year 2023 and 2024 PAT Performance Measures

Performance Measure	Fiscal Year 2023 Total	Fiscal Year 2024 Total
Number of PAT-Designated College Campuses	27	27
Number of PAT-Designated Unique Colleges	19	19
Number of Unique Colleges Participating in the College Tobacco Survey	22	27
Number of Users Completing the PAT Tobacco Education Curriculum	407	6,600
Number of Texas College Students Reached by the Annual PAT Media Campaign	1,200,000	43,960 ³⁴
Number of Colleges Listed in the Texas Campus Tobacco Policy Database	206	206
Number of Private Colleges Listed in the Texas Campus Tobacco Policy Database	46	46
Number of Public Colleges Listed in the Texas Campus Tobacco Policy Database	56	56
Number of Community Colleges Listed in the Texas Campus Tobacco Policy Database	104	104
Number of Smokefree, Tobacco-Free, and Vape-Free Colleges Listed in the Texas Campus Tobacco Policy Database	112	123
Number of Colleges with a 100 Percent Comprehensive Rating	73	74

³⁴ The PAT media campaign reach data are lower for fiscal year 2024 than fiscal year 2023 due to a change in outreach approach. Unlike previous fiscal years, the fiscal year 2024 PAT media campaign only targeted ads to college students around PAT-designated college campuses. The goal was that these targeted ads will increase the likelihood of other college students joining PAT peer education efforts on their college campuses.

Appendix D. Texas Smokefree Municipal Ordinance Database Focal Settings Ratings Matrix

Table 8. Protection Level for Focal Settings Rating Matrix

Rating	Descriptor	Criteria
5	100 Percent Smokefree	No smoking allowed in a particular setting.
4	Moderate	Designated smoking areas are allowed if separately ventilated. The owner or manager may choose to be smoke free or designate separately or independently ventilated smoking areas.
3	Mixed	Either no smoking is allowed or designated smoking areas are allowed if separately or independently ventilated, but coverage is partial due to exceptions, ambiguities, or legal issues.
2	Limited	Designated smoking areas are allowed or required.
1	No Coverage	No restrictions on smoking in the stated setting, even if a secondhand smoke ordinance exists.

Appendix E. Vapes Down Media Campaign Outreach Events and Locations

**Table 9. Vapes Down Media Campaign Outreach Events and Locations by DSHS
PHR**

Date	DSHS PHR	Location
September 5, 2024	8	Bush Middle School, San Antonio, Texas
September 6, 2024	8	Canyon Middle School, New Braunfels, Texas
September 6, 2024	8	Canyon High School's Cougar Stadium, New Braunfels, Texas
September 7, 2024	8	Reagan High School's Commander Stadium, San Antonio, Texas
September 12, 2024	9	Nimitz Middle School, Odessa, Texas
September 12, 2024	9	Permian High School's Ratliff Stadium, Odessa, Texas
September 13, 2024	9	Alamo Junior High, Midland, Texas
September 13, 2024	9	Midland Legacy High School's Astound Broadband Stadium, Midland, Texas
September 14, 2024	7	San Marcos Square, San Marcos, Texas
September 19, 2024	2	Texas State Technical College, Abilene, Texas
September 20, 2024	1	Lubbock-Cooper Middle School, Lubbock, Texas
September 20, 2024	1	Lubbock-Cooper High School's Pirate Stadium, Lubbock, Texas
September 27, 2024	5	Jefferson Middle School, Port Arthur, Texas
September 27, 2024	5	Port Arthur Memorial High School's Memorial Stadium, Port Arthur, Texas
September 28, 2024	4	Tyler Square, Tyler, Texas