

# Unit 4: Why do E-Cigarettes and Vape Pens Matter to Young People?

The discussion points below are designed for you to initiate an essential conversation with a trusted adult in your life. It does not matter if you know the factual answer; you can research that together at a later time. What is important is that you are able to communicate with a trusted adult, to broaden your perspective on this topic.

Describe some of the benefits that the e-cigarette/vape pen industry receives when they gain adolescent customers.

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What are some of the reasons that e-cigarettes/vape pens are appealing to young people in particular?

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In your opinion, what are some of the short-term and long-term benefits for young people who decide not to use e-cigarettes and vape pens?

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