

Preventing Youth Tobacco Use Is an **FDA PRIORITY**

In 2025, though overall youth tobacco rates were low, about 2 million middle and high school students continued to use tobacco products.

FDA works to prevent youth use through:

**Effective Public
Education Campaigns,
Like The Real Cost**



**Robust Compliance
and Enforcement
Actions**



**Scientifically
Rigorous Product
Review Decisions**



Source: National Youth Tobacco Survey 2025

