Protecting our Youth:

**ELIMINATE FLavored TOBACCO**

**The Good News:**
Fewer teens are smoking traditional cigarettes than ever before.

In 1997 roughly **25%** TEENS USED CIGARETTES vs In 2019 roughly **5%** TEENS USED CIGARETTES

**The Bad News:**
With the introduction of e-cigarettes, youth tobacco rates are skyrocketing once again.

**1 IN 4 HIGH SCHOOL AGE KIDS REPORTING TOBACCO USE**

**WHY eliminate the sale of ALL flavored tobacco products?**

- **Nearly all (97%)** of youth e-cigarette users report using flavored products, while most report that flavored products are a key reason for their use.
- All tobacco products contain nicotine, which is particularly harmful to the adolescent/developing brain (a disposable device/pod has as much nicotine as a pack of cigarettes).

**PRODUCTS COME IN MORE THAN 15,000 DIFFERENT FLAVORS**

like apple, cherry, grape, chocolate, menthol, mint, peach, bubble gum, cotton-candy and vanilla.

Current youth tobacco users report using flavored products:

- **68%** flavored e-cigarettes
- **48%** smokeless flavored products
- **47%** menthol cigarettes
- **42%** flavored cigars
- **31%** flavored smoke pipe tobacco
- **31%** flavored hookah

More than **8 in 10 youth** who have ever used tobacco products started with flavored products.
Demographics of tobacco users in middle and high school who use flavored products:

- **High School** vs **Middle School** Students
  - High School Students: 100
  - Middle School Students: 0
  - White Students: 72%
  - Hispanic Students: 59%
  - Black Students: 76%

- **White** vs **Hispanic** vs **Black** Students
  - White Students: 63%
  - Hispanic Students: 48%
  - Black Students: 76%

WHAT can be done?

Cities, counties, and states across the United States are eliminating the sale of ALL flavored tobacco products to protect our youth from a lifetime of nicotine addiction.

The American Heart Association urges local, state, and federal action to adopt policies that:

- **Cover ALL tobacco products**
- **Include ALL characterizing flavors**, including mint and menthol
- **Focus enforcement and penalties** on tobacco retailers.
- **Require tobacco retail licenses** to ensure compliance with sales age and flavor laws.

Menthol makes cigarettes easier to smoke and harder to quit. Nearly 65% of young menthol smokers say they would quit if menthol cigarettes were banned.

Health disparities continue to increase in communities of color and low-income neighborhoods where menthol cigarettes are marketed extensively.

Menthol cigarette use among current smokers (aged 12+) in the U.S. by race/ethnicity:

- White: 28.9%
- Asian: 38%
- Hispanic: 46.9%
- Black: 84.6%

Source: https://d3n8a8pro7vhmx.cloudfront.net/yourethecure/pages/27915/attachments/original/1588187707/Fast_Facts_Flavored_Tobacco_04292020.pdf?1588187707