

Tobacco

...dangerous & deadly



Nicotine is
HIGHLY
addictive



- There is **NO SAFE** tobacco product
- Tobacco has **NO BENEFIT** to humans, it only causes harm
- There is **NO RISK-FREE** level of exposure to secondhand smoke

- Every year, tobacco kills about 500,000 people in the US
- Another 16 million are sickened by tobacco & secondhand smoke
- If used as intended, cigarettes will kill all of its consumers



The best way to
avoid a lifetime
of addiction is to
never start using

Reducing youth access can save lives

Youth

...the new recruits

The tobacco industry strives to replace all of those customers that quit or die every year

Consider this...

the part of the brain responsible for rational decision-making is



not fully developed until about age 25

Its NO coincidence that among adult smokers:

90% started smoking by age 18

95% started smoking by age 21



99% started smoking by age 26

That is not an accident. That is the plan.

Flavors

...candy coating the truth



Flavoring cigarettes with candy, fruit and sweet flavors was banned in 2009 because they enticed youth to smoke...

So, manufacturers bombarded the market with candy, fruit and sweet flavored

CHEAP CIGARS & CIGARILLOS

Consider this...

Cigarettes cannot be sold in packs of less than 20...

Little cigars and cigarillos can be sold as

SINGLES for just **69¢**

Menthol, fruit, & candy flavors increase the appeal of Little Cigars & Cigarillos by

*Masking
Cigar
Taste*

*Reducing
Throat
Irritation*

*Making
it easier
to inhale*

*Reinforcing
smoking
behavior*

Flavored Tobacco users have less intention to quit

Alpine County

According to the **Centers for Disease Control's Best Practices** for Comprehensive Tobacco Control Programs, the most effective community level tobacco interventions include:

Promoting cessation among current smokers

Eliminating exposure to secondhand smoke

Preventing initiation of tobacco use

1. Increase unit price

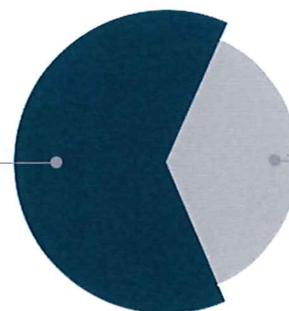
2. Hard-hitting mass media campaigns

3. Restricting access through stronger laws aimed at retailers

A 2014 poll conducted by the Alpine County Tobacco Control Program asked:

New fruit, sweet, and candy flavored tobacco products are aimed at younger consumers. Would you support or oppose a law regulating the sale of these flavored tobacco products?

63%
Support



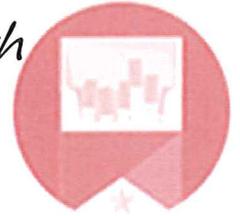
36% Oppose

At a recent, local, flavored tobacco strategy meeting, it was stated that raising children in a community that says NO to products designed to entice youth into smoking is of great value.

Options

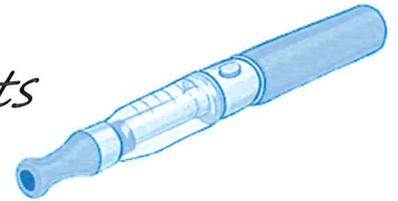
Flavored Tobacco Sales Ban

Ban on the sale of all tobacco products with distinguishing flavors—fruit, sweet, candy, menthol, mint, etc.



Tobacco Sales Ban

Ban on the sale of all tobacco products



Proximity Regulations

Restricting tobacco sales in proximity to schools, parks or other recreation areas.

Minimum Pack Sizes / Minimum Prices

Regulations preventing sales of singles or small, low cost packs.



Tobacco Retailer Licensing (TRL)

Annual local licensure for tobacco retailers with adaptable



Cigarettes, Other Tobacco Products, E-Cigarettes & E-Juice

Policy Landscape



Various Flavor Regulations

In California Communities



Berkeley
El Cerrito
Hayward
Sonoma
Santa Clara County

In Non-California Communities

Baltimore, MD
Boston, MA
Cambridge, MA
Chicago, IL
Minneapolis, MN
Montague, MA
New York City, NY
Providence, RI
St. Paul, MN
Sherborn, MA
Watertown, WA



Not all flavored tobacco bans are created equal



FDA Advisory

Flavored Tobacco Products

What you need to know



Many types of tobacco products are made to taste like vanilla, orange, chocolate, cherry, coffee and other flavors. These kinds of flavors make tobacco products especially appealing to kids, and can lead to a lifetime of tobacco addiction. The FDA is encouraging parents to understand the serious risks associated with flavored tobacco products.

Flavored tobacco products:

- **Appeal to kids.**

Young people are much more likely to use candy and fruit flavored tobacco products than adults, and tobacco industry documents show that companies have designed these cigarettes with kids in mind. For example, one tobacco company suggested creating a honey-flavored cigarette to attract teenagers who like sweet products.

- **Disguise the bad taste of tobacco.**

Candy and fruit flavors mask the bad taste of tobacco, making it easier for kids to start using tobacco products. Once they start using one tobacco product, however, they are more likely to experiment with others.

- **Are just as addictive as regular tobacco products.**

Scientists have found that many kids think flavored tobacco products are safer and less addictive than regular tobacco products. This is not true. All tobacco products contain nicotine, one of the addictive chemicals that make it so hard to quit using tobacco.

- **Have the same harmful health effects as regular tobacco products.**

Flavored cigarettes, cigars and pipes are not less dangerous than regular tobacco products. Smoking any kind of tobacco product increases your risk of developing serious health problems, including lung cancer, heart disease and emphysema. Tobacco products that you don't smoke, like snuff and chewing tobacco, have also been shown to cause gum disease and cancers of the mouth.

For more information, see www.fda.gov.

Beginning September 22, 2009, it will be illegal to sell cigarettes containing certain characterizing flavors except menthol anywhere in the United States. If you see flavored cigarettes for sale, please report it to the FDA. There are three ways to contact us:

1. Call the hotline. 1-877-CTP-1373
2. Send us a letter. 9200 Corporate Blvd, Rockville MD 20850-3229
3. Submit a report online. www.fda.gov/flavoredtobacco



FACT SHEET

Flavored Tobacco Products



Flavored tobacco products have become increasingly common in the United States. These products, containing flavors like vanilla, orange, chocolate, cherry and coffee, are especially attractive to youth. They are widely considered to be “starter” products, establishing smoking habits that can lead to a lifetime of addiction. Like all tobacco products, flavored tobacco products have serious health risks and are not considered safe by the FDA.

Youth Data

- In 2004, 22.8% of 17-year-old smokers reported using flavored cigarettes over the past month, as compared to 6.7% of smokers over the age of 25.¹
- A poll conducted in March 2008 found that one in five youngsters between the ages of 12 and 17 had seen flavored tobacco products or ads, while only one in 10 adults reported having seen them.²
- According to one study of youth smokers between the ages of 13 and 18, 52% of smokers who had heard of flavored cigarettes reported interest in trying them, and nearly 60% thought that flavored cigarettes would taste better than regular cigarettes.³
- Studies of youth expectations around other flavored tobacco products like bidis and hookahs have found that young smokers report choosing flavored products over cigarettes because they “taste better” and are perceived to be “safer.”^{4,5}

Tobacco Company Marketing

- Industry documents have previously revealed clear patterns of designing flavored cigarettes to target youth.
- Advisors to one company developed concepts for a “youth cigarette,” including cola and apple flavors, and a “sweet flavor cigarette,” stating, “It’s a well-known fact that teenagers like sweet products. Honey might be considered.”⁶
- A memo from another company instructed workers to “make a cigarette which is obviously youth oriented. This could involve cigarette name, blend, flavor and marketing technique.... for example, a flavor which would be candy-like but give the satisfaction of a cigarette.”⁷
- Other internal documents describe sweetened products as “...for younger people, beginner cigarette smokers, teenagers . . . when you feel like a light smoke, want to be reminded of bubblegum.”⁸

FACT SHEET

Flavored Tobacco Products

Health Effects

- All tobacco products, including flavored products, are addictive and carry serious health risks.
- An estimated 443,000 Americans die prematurely each year due to smoking and exposure to second-hand smoke.⁹
- More deaths are caused each year by tobacco use than by all deaths from human immunodeficiency virus (HIV), illegal drug use, alcohol use, motor vehicle injuries, suicides and murders combined.¹⁰
- Cigarette smoking causes many types of cancer, as well as heart disease and chronic lung diseases like emphysema. Smokeless tobacco products cause gum disease and cancers of the mouth.^{11,12}

Under the Family Smoking Prevention and Tobacco Control Act, the sale of cigarettes containing certain characterizing flavors other than menthol will be illegal as of September 22, 2009. The Food and Drug Administration (FDA) is currently examining options for regulating both menthol cigarettes and flavored tobacco products other than cigarettes.

¹ Klein SM, Giovino GA, Barker DC, Tworek C, Cummings KM, O'Connor RJ. Use of flavored cigarettes among older adolescent and adult smokers: United States, 2004-2005. *Nicotine Tob Res.* 2008;10(7):1209-14.

² National telephone survey of teens aged 12 to 17 and adults conducted by International Communications Research (ICR), March 2008.

³ American Legacy Foundation, First Look Report 17: Cigarette Preferences Among Youth--Results from the 2006 Legacy Media Tracking Online (LMTO), June 5, 2007, http://americanlegacy.org/PDFPublications/fl_17.pdf.

⁴ Centers for Disease Control and Prevention, 1999. Bidi use among urban youth – Massachusetts, March-April. *Morbidity and Mortality Weekly Report* 48, 796-799.

⁵ Primack BA, Sidani J, Agarwal AA, Shadel WG, Donny EC, Eissenberg TE. Prevalence of and associations with waterpipe tobacco smoking among U.S. university students. *Ann Behav Med* 2008 Aug;36(1):81-6.

⁶ Marketing Innovations, "Youth Cigarette - New Concepts," Memo to Brown & Williamson, September 1972, Bates No. 170042014.

⁷ R.J. Reynolds Inter-office Memorandum, May 9, 1974, Bates No. 511244297-4298.

⁸ Report from R.M. Manko Assoc. to Lorillard Tobacco Co. (Aug. 1978), available at <http://tobaccodocuments.org/lor/85093450-3480.html?pattern=85093450-3480#images>.

⁹ Centers for Disease Control and Prevention. Annual Smoking--Attributable Mortality, Years of Potential Life Lost, and Productivity Losses—United States, 2000-2004. *Morbidity and Mortality Weekly Report.* 2008;57(45):1226-1228.

¹⁰ Centers for Disease Control and Prevention. Tobacco-Related Mortality, available at http://www.cdc.gov/tobacco/data_statistics/fact_sheets/health_effects/tobacco_related_mortality/index.htm.

¹¹ U.S. Department of Health and Human Services. Reducing the Health Consequences of Smoking—25 Years of Progress: A Report of the Surgeon General. Atlanta, GA: U.S. Department of Health and Human Services, CDC; 1989.

¹² U.S. Department of Health and Human Services. The Health Consequences of Using Smokeless Tobacco: A Report of the Advisory Committee to the Surgeon General, 1986. Bethesda, MD: U.S. Department of Health and Human Services, Public Health Service; 1986.



Flavored Tobacco Information Resources

March 2016

Family Smoking Prevention and Tobacco Control Act - PUBLIC LAW 111-31 [H.R. 1256] JUN 22, 2009

Compliance and Regulatory Information:

<http://www.fda.gov/TobaccoProducts/GuidanceComplianceRegulatoryInformation/ucm237092.htm>

Tobacco industry use of flavours to recruit new users of little cigars and cigarillos.

— Kostygina G, Glantz SA, Ling PM, Tobacco Control JAN 2016, E-Pub OCT 29, 2014

<http://www.ncbi.nlm.nih.gov/pubmed/25354674>

The Impact of Menthol on Public Health — California Department of Public Health, California Tobacco Control Program cdph.ca.gov/programs/Tobacco AUG 2011

<https://www.cdph.ca.gov/programs/tobacco/Documents/Archived%20Files/Menthol%20Fact%20sheet-1-4.pdf>

Flavored Tobacco Products Appeal to Youth — Simon S, American Cancer Society OCT 23, 2013

<http://www.cancer.org/cancer/news/flavored-tobacco-products-appeal-to-youth>

Smoking & Tobacco Use / Youth & Tobacco Use — Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health

http://www.cdc.gov/tobacco/data_statistics/fact_sheets/youth_data/tobacco_use/

Increasing the Sale Age of Tobacco Products to 21 — Campaign for Tobacco Free Kids

https://www.tobaccofreekids.org/what_we_do/state_local/sales_21

Neuropsychology of prefrontal cortex — Shazia Veqar Siddiqui, Ushri Chatterjee, Devvarta Kumar, Aleem Siddiqui, and Nishant Goyal, Indian Journal of Psychiatry, JUL-SEP 2008

<http://www.ncbi.nlm.nih.gov/pmc/articles/PMC2738354/>

Brain Changes – Young Adult Development Project — Simpson, AR, Massachusetts Institute of Technology 2008

<http://hrweb.mit.edu/worklife/youngadult/brain.html>

There is No Risk-Free Level of Exposure to Secondhand Smoke — The Surgeon General's Report on The Health Consequences of Involuntary Exposure to Tobacco Smoke

http://www.cdc.gov/tobacco/data_statistics/sgr/2006/pdfs/no-risk-free.pdf

Best Practices for Comprehensive Tobacco Control Programs — Centers for Disease Control and Prevention 2014 (pp 1-29)

http://www.cdc.gov/tobacco/stateandcommunity/best_practices/pdfs/2014/comprehensive.pdf

Why ban the sale of cigarettes? The case for abolition — Proctor, R, Tobacco Control 2013

http://tobaccocontrol.bmj.com/content/22/suppl_1/i27.full

Model California Ordinance Restricting Sales of Flavored Tobacco Products —

ChangeLab Solutions JUN 2014

<http://www.changelabsolutions.org/publications/flavored-tobacco>

CANDY OR TOBACCO?



FACT:

Fruit and candy flavored tobacco products appeal to kids.

DON'T BE FOOLED.

multco-itstartshere.org



Campaign for a Healthy,
Active Multnomah County

