

FLAVORS HOOK KIDS

PHOENIX



LET'S END THE SALE OF ALL FLAVORED TOBACCO PRODUCTS



IT'S PHOENIX'S TIME TO PROTECT OUR KIDS:

THE PROBLEM: Menthol cigarettes aren't just like other cigarettes. Menthol masks the harshness of smoking and makes cigarettes more addictive. That makes it easier for kids to start smoking and harder for smokers to quit.

Why are menthol cigarettes more popular among African Americans and youth?

The popularity of menthol cigarettes among African Americans and youth is a direct result of a decades-long targeted marketing campaign by the tobacco industry. Since the 1950s, the tobacco industry has targeted African Americans with pervasive marketing of menthol cigarettes through sponsorship of community and music events, magazine advertising, and retail promotions. They are also priced cheaper in some African-American communities, making them appealing, particularly to price-sensitive youth.

How does the tobacco industry sell menthol cigarettes?

The biggest tobacco companies in the United States spend more than \$115 million annually on marketing for cigarette and smokeless tobacco products in Arizona.^[1]

MORE THAN ONE OUT OF EVERY THREE CIGARETTES SOLD IN THE U.S. ARE MENTHOL CIGARETTES.^[2]

HALF OF YOUTH

who have ever tried smoking initiated with menthol flavored cigarettes.^[4]

OVER HALF (54%) OF YOUTH SMOKERS AGES 12-17

use menthol cigarettes compared to about one-third of smokers ages 35 and older.

PREVALENCE OF MENTHOL USE IS EVEN HIGHER AMONG AFRICAN AMERICAN AND HISPANIC YOUTH:

seven out of ten African-American youth smokers and 57% of Hispanic youth smokers smoke menthol cigarettes.

MENTHOL CIGARETTES ARE DISPROPORTIONATELY USED BY COMMUNITIES OF COLOR

- 85% of all African American smokers and 47% of Hispanic smokers smoke menthol cigarettes, compared to 29% of Whites.^[3]

OUR SOLUTION: TO PROTECT THE HEALTH AND FUTURE OF PHOENIX'S YOUTH AND COMMUNITIES OF COLOR, WE MUST END THE SALE OF ALL FLAVORED TOBACCO PRODUCTS.



NOTES:

1. U.S. Federal Trade Commission (FTC), *Cigarette Report for 2018, 2019*, www.ftc.gov/system/files/documents/reports/federal-trade-commission-cigarette-report-2018-smokeless-tobacco-report-2018/p114508cigarettereport2018.pdf [data for top 5 manufacturers only].; *FTC, Smokeless Tobacco Report for 2018, 2019*, www.ftc.gov/system/files/documents/reports/federal-trade-commission-cigarette-report-2018-smokeless-tobacco-report-2018/p114508smokelesstobaccoreport2018.pdf[Data for top 5 manufacturers only].
2. U.S. Federal Trade Commission (FTC), *Cigarette Report for 2018, 2019*, www.ftc.gov/system/files/documents/reports/federal-trade-commission-cigarette-report-2018-smokeless-tobacco-report-2018/p114508cigarettereport2018.pdf [data for top 5 manufacturers only].
3. Villanti AC, Mowery PD, Delnevo CD, Niaura RS, Abrams DB, Giovino GA. *Changes in the prevalence and correlates of menthol cigarette use in the USA, 2004-2014*.
4. Ambrose, BK, et al., "*Flavored Tobacco Product Use Among US Youth Aged 12-17 Years, 2013-2014*," *Journal of the American Medical Association*, published online October 26, 2015.