

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: E-cigarettes are hooking a new generation on nicotine. As of the middle of March 2020 when schools closed because of the Covid-19 crisis, 19.6% of high school students and 4.7% of middle school students (3.6 million youth) are current e-cigarette users a decline in youth e-cigarette use from 2019. This decline follows unprecedented increases in e-cigarette use in recent years. From 2017 to 2019, e-cigarette use among high school students more than doubled to 1 in 4 high schoolers (27.5%). This epidemic is fueled by thousands of kid-friendly flavored tobacco products. Flavors mask the harshness of these products and make it easier for kids to ultimately become addicted.

E-cigarette companies created these products to be addictive and deliver massive doses of nicotine in over 15,000 flavors, like cotton candy and gummy bear. ^[1] And it's working!

MORE THAN 3.6 MILLION KIDS nationally now use e-cigarettes.^[2]

1 OUT OF 6 Arizona high school students use e-cigarettes.^[3]

7 OUT OF 10 youth e-cigarette users cite flavors as a reason they use e-cigarettes.^[4]

E-CIGARETTES POSE SERIOUS RISKS TO THE HEALTH OF YOUNG PEOPLE. The U.S. Surgeon General has concluded that youth use of nicotine in any form, including e-cigarettes, is unsafe.^[5]

WHILE FLAVORED E-CIGARETTES ARE THE INDUSTRY'S NEWEST TRICK TO ATTRACT KIDS, BIG TOBACCO HAS A LONG HISTORY OF TARGETING KIDS WITH FLAVORED TOBACCO PRODUCTS – ESPECIALLY MENTHOL CIGARETTES.

OVER 80% OF KIDS WHO HAVE USED TOBACCO STARTED WITH A FLAVORED PRODUCT.^[6]

Youth smokers are more likely than any other age group to use menthol cigarettes. More than half (54%) of youth smokers ages 12-17 use menthol cigarettes, including 7 out of 10 African-American youth smokers.^[7]

CIGARS, AVAILABLE IN HUNDREDS OF FLAVORS, are still popular with kids. Nearly three-quarters of youth cigar users cite flavors as a reason they smoke cigars.^[8]

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



NOTES:

1. Zhu, S-H, et al., "Evolution of Electronic Cigarette Brands from 2013-2014 to 2016-2017: Analysis of Brand Websites," *Journal of Medical Internet Research*, 20(3), published online March 12, 2018.
2. Cullen, KA, et al., "e-Cigarette Use Among Youth in the United States, 2019" *JAMA*, published online November 5, 2019.
3. www.tobaccofreekids.org/problem/toll-us/sources
4. FDA, "Modifications to Compliance Policy for Certain Deemed Products: Guidance for Industry, Draft Guidance," March 13, 2019, www.fda.gov/media/121384/download.
5. Surgeon General's Advisory on E-cigarette Use Among Youth, accessed 28 January 2020.
6. 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.
7. Villanti, A, et al., "Changes in the prevalence and correlates of menthol cigarette use in the USA, 2004-2014," *Tobacco Control*, published online October 20, 2016.
8. 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.