



FOR IMMEDIATE RELEASE

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The Community Speaks Out – Dozens of Organizations Join Coalition to End the Sale of Flavored Tobacco in Phoenix

PHOENIX – Phoenix voters and a wide-ranging group of allies that collectively represent the interest of over 60 public health, education, youth and social services, and advocacy organizations have joined the [Flavors Hook Kids Phoenix Coalition](#) to end the sale of all flavored tobacco products in Phoenix.

The Surgeon General has declared the rise of teen vaping an “epidemic” – 3.6 million youth, 19.6% of high school students and 4.7% of middle school students use e-cigarettes – including one of six Arizona high school students. Following the rise in e-cigarette use, the overall tobacco use rate among high school students in 2019 was at the highest level (31.2%) in 19 years.

These organizations are committed to helping Phoenix lead in the effort to eliminate the sale of all flavored tobacco products through a comprehensive ordinance that includes licensing all tobacco retailers and active enforcement that includes fines and license suspension and revocation for non-compliant retailers:

- African American Christian Clergy Coalition
- American Cancer Society Cancer Action Network
- American Heart Association
- American Lung Association
- Arizona Academy of Family Physicians
- Arizona Academy of Pediatricians
- Arizona Alliance of Black School Educators
- Arizona Alliance for Community Health Centers
- Arizona Asthma Coalition
- Arizona Association of Health Plans
- Arizona Medical Association
- Arizona Nurses Association
- Arizona Osteopathic Medical Association
- Arizona Public Health Association
- Arizona School Boards Association
- Arizona School Administrators
- Arizona Thoracic Society
- Arizonans Concerned About Smoking
- Big Brothers Big Sisters of Central Arizona
- Black Mothers Forum
- Black Nurses Association of Greater Phoenix Area
- Blue Cross Blue Shield of Arizona
- Boys and Girls Clubs of Metropolitan Phoenix
- Chicanos Por La Causa
- Cancer Support Community - Arizona
- Children’s Action Alliance
- Community Bridges
- Health System Alliance of Arizona
 - Banner Health
 - Dignity Health
 - HonorHealth
 - Tenet Healthcare
- Help Enrich African American Lives Coalition
- Maricopa County Medical Society
- Maricopa Area Labor Federation
- National African American Tobacco Prevention Network
- National Association for the Advancement of Colored People
- notMYkids
- School Nurses Organization of Arizona
- Vincere Cancer Center
- Valle del Sol



These organizations are backing the effort by Councilmember Michael Nowakowski to end the sale of flavored tobacco products, including flavored e-cigarettes, menthol cigarettes, flavored cigars and flavored smokeless tobacco. Research shows that 80% of teens who have ever used tobacco started with a flavored product.

It is not just flavored e-cigarettes that are having negative effects. For decades, the tobacco industry has aggressively targeted communities of color with flavored products. Forty-seven percent of Hispanics who smoke and 85% of all African Americans who smoke use menthol cigarettes. Seven out of 10 African American youth who smoke and 57% of Hispanic youth who smoke use menthol cigarettes. This results in a disproportionate burden of tobacco-related disease and death. African Americans are more likely to die from tobacco-related diseases like cancer, heart disease and stroke than any other race or ethnic group in the United States.

With enactment of the ordinance, Phoenix would join a [growing number of states and cities](#) across the country that that have passed similar laws to end the sale of all flavored tobacco products, including e-cigarettes.

For more information visit www.flavorshookkidsphoenix.org and follow on social media at @FlavorsHookKidsPhoenix .

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