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.

1 OUT OF 6 Arizona high school students use e-cigarettes.

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

MORE THAN 3.6 MILLION KIDS nationally now use e-cigarettes.

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.

And it’s working!

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.

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.

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.

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.

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