

Flavored Tobacco

Yuba County Health & Human Services Department



“Big Tobacco uses flavored tobacco products to lure teens and those in disadvantaged communities into a deadly addiction. Tobacco-related illnesses are completely preventable and we must act at the local level to end this health crisis.”

David Tom Cooke, MD, FCCP, FACS, lung surgeon and member of the American Lung Association in California Governing Board.

Yuba County Tobacco Facts

There is a **14.6%** youth tobacco use rate in Yuba County compared to 13.8% in California. *(University of California, San Diego. 2016 California Student Tobacco Survey. San Diego, CA, February 2017.)*



In our community it is easier to find fruit flavored tobacco than fresh fruit.

Almost all tobacco retailers (95.3%) in Yuba County **sell fruit-flavored tobacco products.**

About half (51%) of these stores **sold fresh fruits or vegetables.**

(Healthy Stores for a Healthy Community Campaign survey, 2016.)

In just 3 years, there has been a **23.3% increase** in tobacco retailers **selling electronic smoking devices (ESDs)** in Yuba County. *(Healthy Stores for a Healthy Community Campaign 2013, 2016.)*

Meanwhile, about **15%** of Marysville and Wheatland **high school students report using e-cigarettes** in the past 30 days. *(California Healthy Kids Surveys, 2014/15.)*

Marketing to Kids

In 2009, the Family Smoking Prevention and Tobacco Control Act banned the sale of flavored cigarettes nationwide, but this ban did not extend to non-cigarette tobacco products. Studies show that young people start using flavored tobacco products because they “taste better” and are perceived as “safer.” According to the Food and Drug Administration (FDA), young people are much more likely to use flavored tobacco products than adults.¹

Chewing tobacco, little cigars, cigarillos, shisha (hookah), and electronic cigarettes come in sweet flavors like bubblegum and cherry. Many are packaged in brightly colored wrappers and are most commonly used among youth and young adults.

“It’s a well-known fact that teenagers like sweet products”

- Tobacco industry document²

9 out of 10 smokers start by age 18.

(U.S. Surgeon General's report 2012.)



Reducing Youth Access to Flavored Tobacco

“Today’s teenager is tomorrow’s potential regular customer”

- Tobacco industry document³



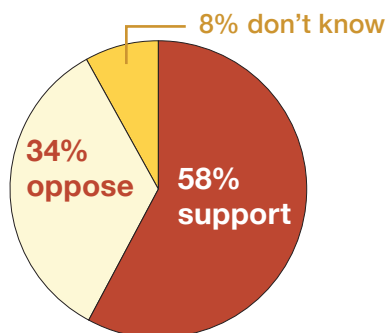
What have other communities done about this? In California, Yolo County, Santa Clara County, and the City of Hayward have passed policies banning the sale of flavored tobacco.⁴

Local Support for Regulation

Would you support or oppose a law to ban the sale of flavored tobacco products like menthol cigarettes and sweet-flavored little cigars?

The majority of people in Yuba County support a law banning flavored tobacco products.

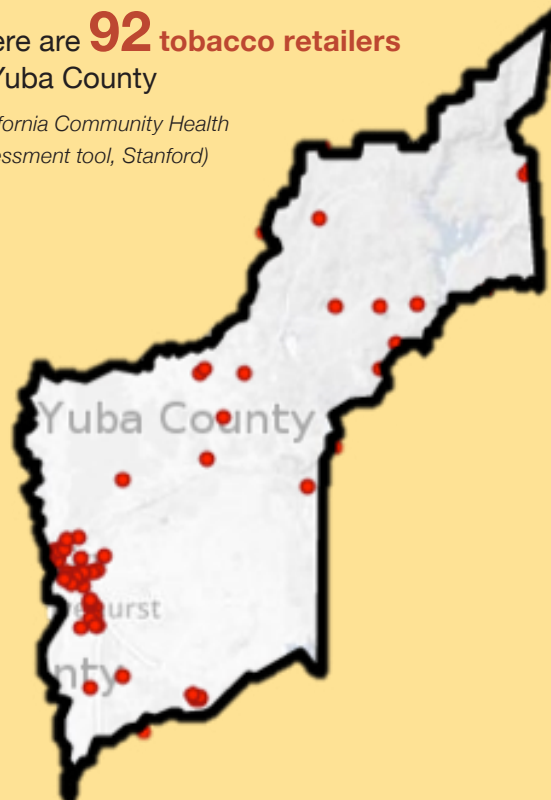
(Healthy Stores for a Healthy Community local surveys, 2016)



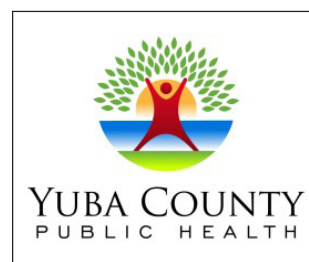
Where is Tobacco Sold?

There are **92 tobacco retailers** in Yuba County

(California Community Health Assessment tool, Stanford)



Join Us to Protect Our Youth



For information on how you can help improve the health of our community, call (530) 749-6366.

Sources

1. Campaign for Tobacco Free Kids. Tobacco Unfiltered. Tobacco Free Kids website. www.tobaccofreekids.org. Updated June 2014.
2. Marketing Innovations, “Youth Cigarette-New Concepts,” Memo to Brown & Williamson, September 1972, Bates No. 170042014.
3. Johnston, ME, Young Smokers Prevalence, Trends, Implications and Related Demographic Trends, PM USA Research Center, March 31, 1981, Bates No.2077864711-4712
4. ChangeLab Solutions. In Bad Taste: What Communities Can Do About Fruit and Candy-Flavored Tobacco Products. ChangeLab Solutions website. <http://changelabsolutions.org>. Updated January 2014.