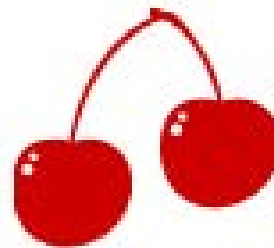
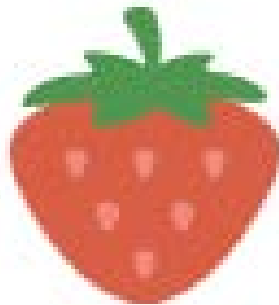
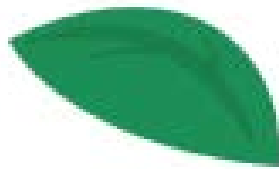


Flavored
Tobacco
YOUTH HEALTH
AND
Social Justice



BREATHE[®]
CALIFORNIA
Golden Gate Public Health Partnership

Flavored Tobacco



HOW THE TOBACCO INDUSTRY

TARGETS YOUTH WITH

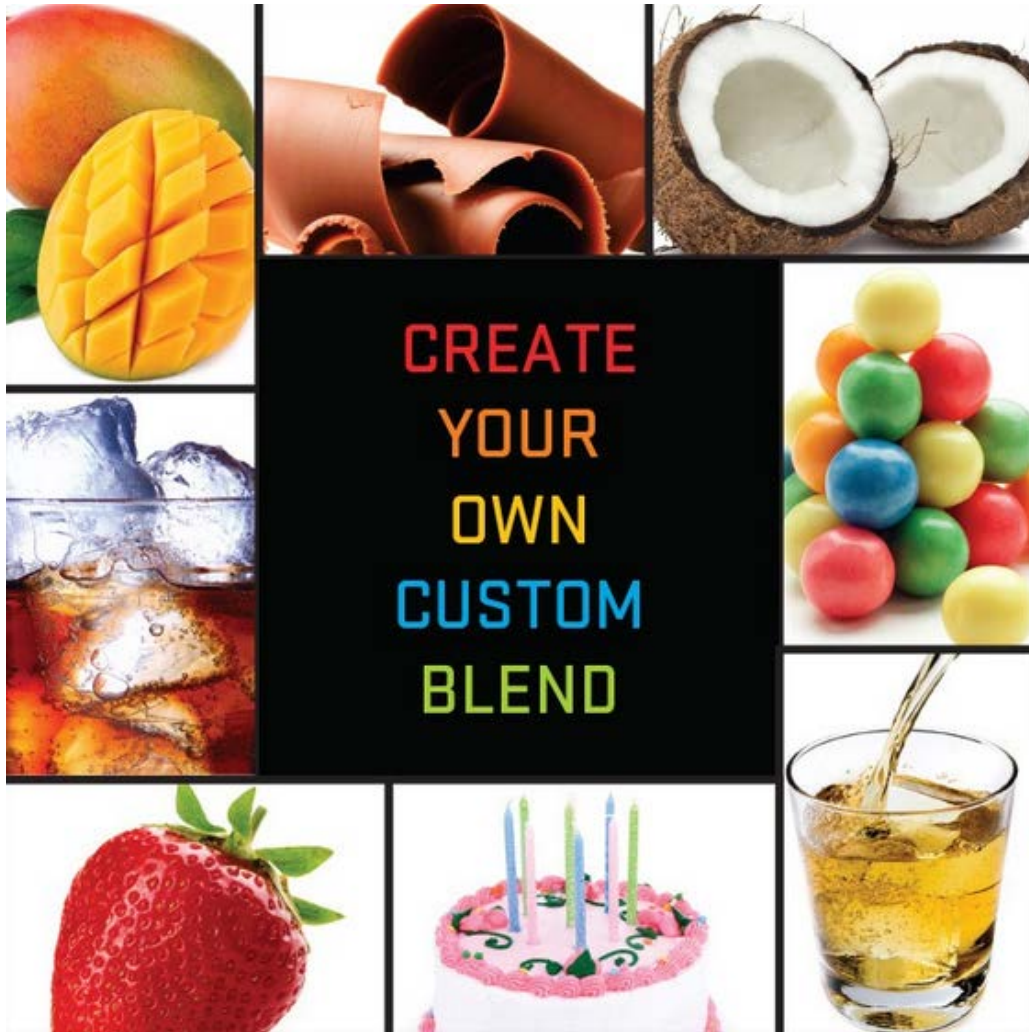
Flavored
Tobacco



PACKAGING



PRICING



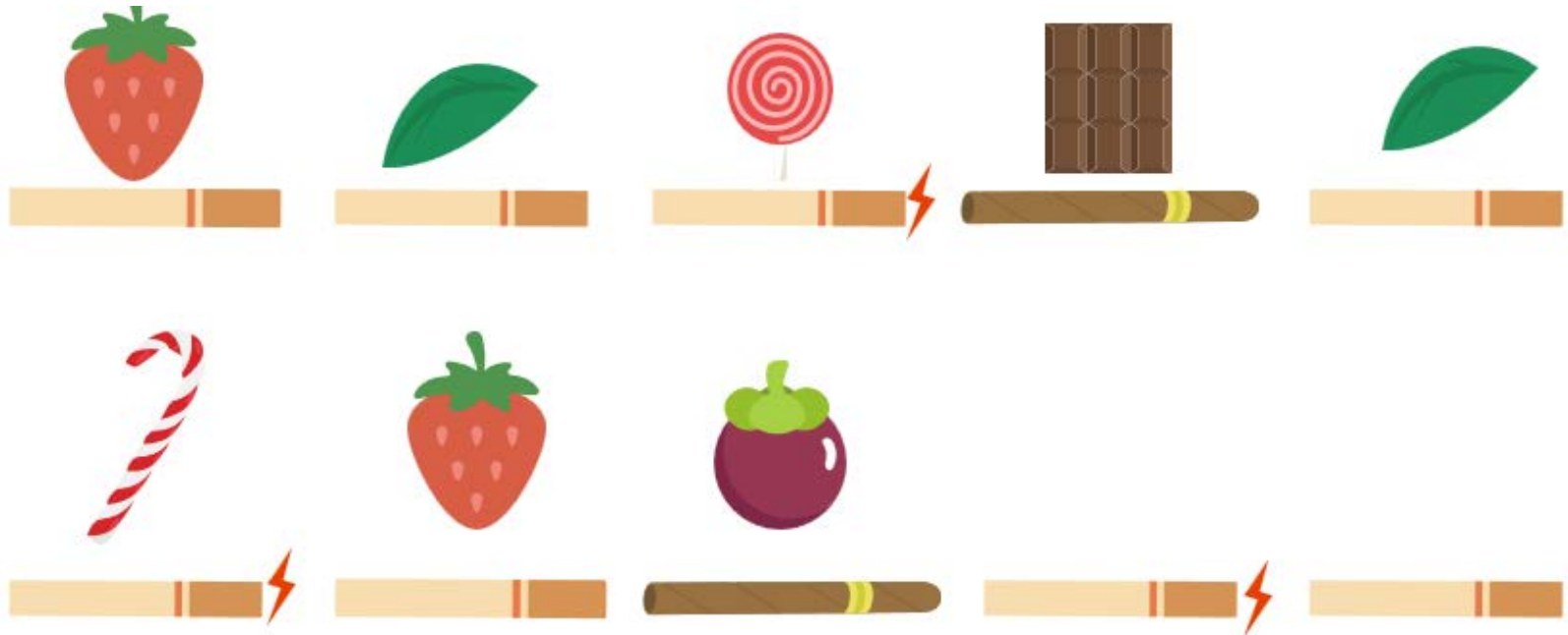
CREATE
YOUR
OWN
CUSTOM
BLEND



FLAVOR TYPES

Flavored
Tobacco
AND
Social Justice

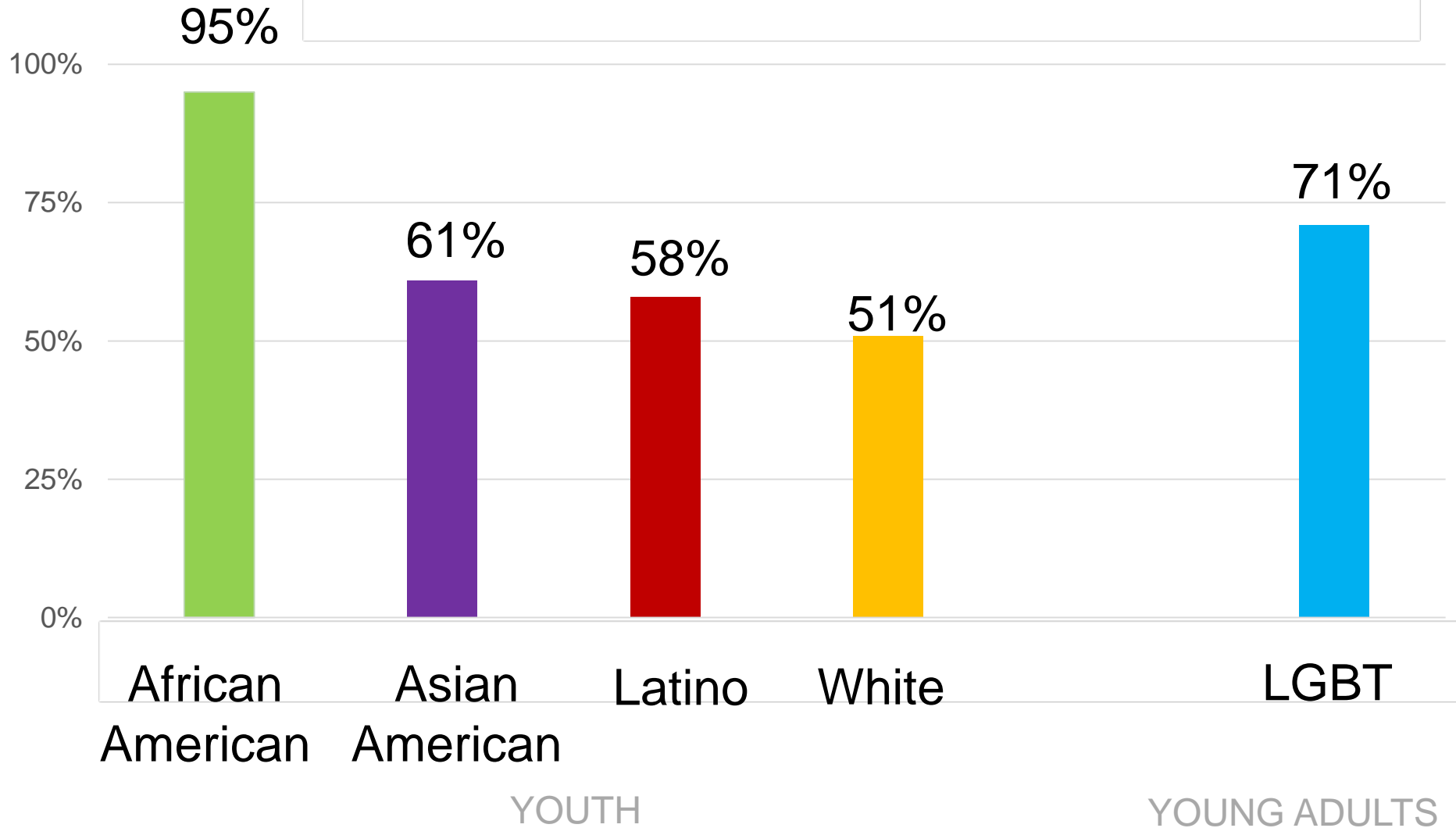
8 OUT OF **10** **teen smokers**



started with
flavored tobacco

Ambrose BK, et al., "Flavored Tobacco Product Use Among US Youth Aged 12-17 Years, 2013-2014." *JAMA* 2015; 314(17): 1871-1873.

Menthol Cigarette Rates For Smokers





7A. Have you ever used Electronic cigarettes/vape pens/vaporizers/vape pipes?

- Yes
- No

7B. If yes, do you prefer using E-cigarettes with flavored e-liquids? For example: cherry, gummy bear, watermelon etc.

- Yes
- No
- Don't know

8A. Have you ever used a cigarette?

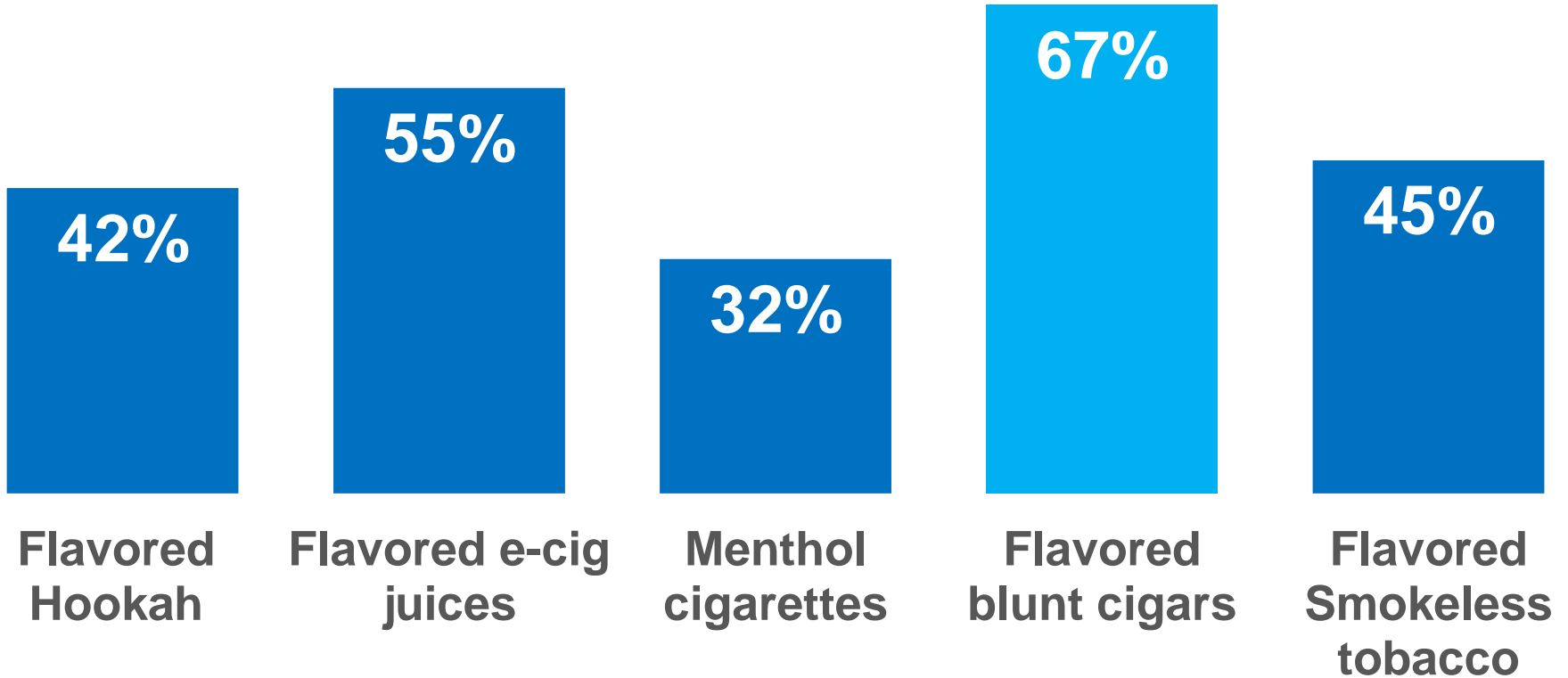
- Yes
- No

8B. If yes, do you prefer menthol (mint flavored) cigarettes?

- Yes
- No



Do you prefer flavored _____?
[for users of each tobacco product]

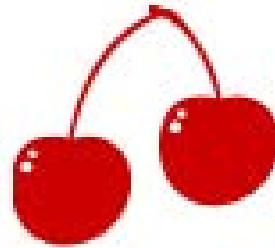


Number of respondents = 150

Now What?

Do us a favor, no more flavor!

Putting an end to the sale of
flavored tobacco in San Francisco



**PACKAGED
LIKE CANDY**



**CHEAP
PRICES**



**LOTS OF
FLAVORS**



tinyurl.com/noflavor
ggbreathe.org/enuff



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Extra Slides



Other Places Restricting Flavored Tobacco

Additional Issues of Concern

Youth: Tobacco's next generation of customers

Flavored tobacco: Just as dangerous

Balancing community health and potential business impact

Role of existing healthy retail programs

Project E-NUFF



Advocates

Natalie Andrade
Athina Leyba
Victoria Laleau
Annam Janjua
Chris Schouest
Christelle Etienne
Michelle Wu
Christine Eliazo
Charles Ramilo



Project Managers

Randy Uang
Christopher Ndubuizu,
MPH

YOUTH AND FLAVORED TOBACCO

FLAVORED TOBACCO PRODUCTS ARE TOBACCO PRODUCTS THAT ARE FLAVORED TO TASTE LIKE CANDY, FRUIT, MENTHOL (MINT), AND OTHER FLAVORS.

FLAVORED TOBACCO IS HEAVILY MARKETED TO YOUTH THROUGH:

ATTRACTIVE PACKAGING

CHEAP PRICES

LOTS OF FLAVOR OPTIONS



FLAVORS MASK THE TASTE OF TOBACCO, BUT CANNOT MASK THE NEGATIVE HEALTH IMPACT

BLUNT CIGARS

HOOKAH

SMOKING AT A YOUNGER AGE CAN LEAD TO HARMFUL BRAIN DEVELOPMENT AND SEVERE NICOTINE ADDICTION.*

SMOKELESS TOBACCO

E-CIGARETTES

PIPES



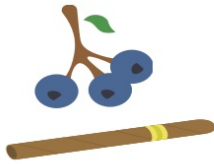
MOST YOUTH SMOKERS STARTED WITH FLAVORED TOBACCO

80%

8 out of 10 teen smokers who use tobacco products started with a flavored product.*



BREATHE CALIFORNIA'S PROJECT E-NUFF SURVEYED 150 SAN FRANCISCO HIGH SCHOOL STUDENTS:



Two-thirds of students surveyed who have used blunt cigars, prefer them flavored



Half of the students surveyed who have used e-cigarettes, preferred them flavored



WHAT CAN YOU DO?



**SPRING 2017
SIGN THE PETITION**

**TINYURL.COM/
NOFLAVOR**

GGBREATHE.ORG/enuff



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SOURCES

Ambrose BK, et al., "Flavored Tobacco Product Use Among US Youth Aged 12-17 Years, 2013-2014." JAMA 2015; 314(17): 1871-1873.

U.S. Department of Health and Human Services. 2012. Preventing tobacco use among youth and young adults: a report of the Surgeon General.

WWW.GGBREATHE.ORG