Flavors Hook Kids

The Tobacco Industry’s Kids Menu
Mariposa County Tobacco Education Program

We engage with the community to:

• Create smoke free environments
• Counter the aggressive marketing practices of the tobacco industry
• Prevent the illegal sale of tobacco products youth under 21
• Promote tobacco cessation resources

Grant Funded by the California Tobacco Control Program

By Tobacco Taxes enacted under

• Proposition 99 (1988): initial 25 cent tax
• Proposition 56 (2016): additional $2.00 tax
“E-cigarette use among U.S. youth and young adults is now a major public health concern. E-cigarette use has increased considerably in recent years, growing an astounding 900% among high school students from 2011 to 2015.”

U.S. Surgeon General Report: E-Cigarette Use Among Youth and Young Adults. 2016. 
https://e-cigarettes.surgeongeneral.gov/takeaction.html
## Mariposa Youth Tobacco Use

### Ever Tobacco Use

<table>
<thead>
<tr>
<th>Mariposa Youth Ever Tobacco Use</th>
<th>9&lt;sup&gt;th&lt;/sup&gt; Grade</th>
<th>10&lt;sup&gt;th&lt;/sup&gt; Grade</th>
<th>11&lt;sup&gt;th&lt;/sup&gt; Grade</th>
<th>12&lt;sup&gt;th&lt;/sup&gt; Grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ever Smoked a whole cigarette</td>
<td>28 %</td>
<td>20 %</td>
<td>23 %</td>
<td>22 %</td>
</tr>
<tr>
<td>Ever Tried Smokeless Tobacco</td>
<td>28 %</td>
<td>30 %</td>
<td>29 %</td>
<td>29 %</td>
</tr>
<tr>
<td>Ever Used Electronic cigarettes</td>
<td>38 %</td>
<td>32 %</td>
<td>44 %</td>
<td>45 %</td>
</tr>
<tr>
<td>or other Vaping device</td>
<td></td>
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</tbody>
</table>

### Current Tobacco Use

<table>
<thead>
<tr>
<th>Mariposa Youth Current Tobacco Use</th>
<th>9&lt;sup&gt;th&lt;/sup&gt; Grade</th>
<th>10&lt;sup&gt;th&lt;/sup&gt; Grade</th>
<th>11&lt;sup&gt;th&lt;/sup&gt; Grade</th>
<th>12&lt;sup&gt;th&lt;/sup&gt; Grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cigarettes</td>
<td>13 %</td>
<td>5 %</td>
<td>9 %</td>
<td>11 %</td>
</tr>
<tr>
<td>Smokeless Tobacco</td>
<td>18 %</td>
<td>14 %</td>
<td>6 %</td>
<td>14 %</td>
</tr>
<tr>
<td>Current Electronic cigarettes</td>
<td>16 %</td>
<td>15 %</td>
<td>14 %</td>
<td>11 %</td>
</tr>
<tr>
<td>or other vaping device</td>
<td></td>
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</tbody>
</table>

California Healthy Kids Survey 2015-2016
2009
Family Smoking Prevention and Tobacco Control Act bans cigarettes with flavors, excluding menthol

2010s
Manufactures alter products to qualify as “little cigars”. Sales of flavored cigars increase nearly 50% (2008 to 2015)

2014
E-cigarette flavors in the marketplace double from 7,764 to 15,586 in three years

2017
Delay in FDA e-cigarette regulations. Products remain on the market – final regulations expected in 2022.

Timeline: Flavored Tobacco
Types Flavored Tobacco Products

- Hookah Tobacco
- Chew/Dip Tobacco
- Cigars
- Menthol Cigarettes
- E-Liquid
- Vape Pod System
- Little Cigars
- Snus
Flavored Tobacco

- Masks the harsh taste of tobacco.
- **4 of 5** youth start with a flavored product.
- E-Cigs flavored liquid perceived as less harmful.
- Nicotine changes the adolescent brain during peak development; prone to addiction.
- Youth who vape are 3 times more likely to smoke cigarettes within a year.
“The nicotine in these products can rewire an adolescent’s brain, leading to years of addiction,”

- FDA Commissioner Scott Gottlieb, M.D.
Juul-Fast Facts

- 2018 Juul dubbed the iphone of vaporizers
- Looks like a USB flash drive, are easily concealed
- A single cartridge (pod) has as much nicotine as a pack of cigarettes
- Juul commands over 55% of the e-cigarette market
- $224 million in sales in 1 fiscal year
- Flavors: Crème Brulee, Mango, and Cool Cucumber
- 63% of Juul users aged 15-24 don’t know that the product always contains nicotine

Photo Credit: Truth Initiative
Marketing – Who is the Target

Tobacco Companies use traditional media and social media to aggressively market their products:

- Sponsor social media celebrities to endorse their products
- Reach many kids through SnapChat, Instagram, and YouTube

Photo Credit: VaporNation.com

Photo Credit: adageindia.in
Marketing Tactics-Celebrity

Then

Now

Photo Credit: Thrillist

Photo Credit: VaporNation
Marketing Tactics – Sex appeal

Then

Now

Photo Credit: Vintage Ads and Stuff

Photo Credit: Tobacco.Stanford.edu
Marketing Tactics-Masculinity

Then

Now

Photo Credit: Thrillist

Photo Credit: Trinkets & Trash
STUDY: Youth Using Alternative Tobacco Products Are More Likely to Smoke 1 Year Later

Author Findings:

Nonsmoking adolescents who use e-cigarettes, smokeless tobacco or tobacco water pipes are more likely to start smoking conventional cigarettes within a year.

They suggest that policies such as restricting flavors in e-cigarettes and raising the age of tobacco purchasing could divert youth from becoming smokers.

The Tobacco Retail Environment
Countering Tobacco

Tobacco Retailer – Local policies and ordinances

- **156** jurisdictions have policies to provide additional protection*
  
- **Flavor Restriction** – bans the sale of flavored tobacco products
  
- **Minimum package size** – prohibits the sale of cigars/cigarillos in individual or small pack size
  
- **Sales near youth populated areas** – prohibits tobacco retailers within a certain distance of schools, parks, etc.
  
- **Advertisement** – limit the number and size of tobacco ads

* August 2017. Includes Yolo, Modoc, Plumas and Placer counties

Source: The Center for Tobacco Policy & Organizing, American Lung Association in CA
The Tobacco Retail License - local change

• Local governments can enact a Tobacco Retail License
• The license can address types of tobacco product sold
• The Tobacco Retail License Fee can fund enforcement of tobacco laws that will prevent sales to youth under 21.

We need your input!

Countering Tobacco Sales to Youth – A Planning Workshop

Thursday, October 4th 10:30am – 12:30pm
Mariposa County Human Services
Lunch is included - RSVP requested
References

- www.publichealthlawcenter.org/topics/tobacco-control/retail-environment-and-licensure
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- Flavorshookkids.org
- https://www.fda.gov/NewsEvents/Newsroom/PressAnnouncements/ucm568923.htm
- Kavuluru R, Han S, Hahn EJ. On the popularity of the USB flash drive-shaped electronic cigarette Juul. Tob Control 2018 April 13 (Epub ahead of print)
- Huang J, Duan Z, Kwok J, et al. Tob Control Epub ahead of print: [please include Day Month Year]. doi:10.1136/ tobaccocontrol-2018-054382
- Celebrity-endorsed e-cigarette brand Instagram advertisements: Effects on young adults’ attitudes towards e-cigarettes and smoking intentions Joe Phua, Seunga Venus Jin, and Jung Min Hahn
- Exposure to Electronic Cigarette Advertising Among Middle and High School Students — United States, 2014–2016. Kristy Marynak, MPP1; Andrea Gentzke, PhD1; Teresa W. Wang, PhD1; Linda Neff, PhD1; Brian A. King, PhD1 -MMWR / March 16, 2018 / Vol. 67 / No. 10
- Williett JG, Bennett M, Hair EC, et al. Recognition, use and perceptions of JUUL among youth and young adults Tobacco Control Online First: 18 April 2018. doi: 10.1136/tobaccocontrol-2018-054273