



LET'S END THE SALE OF ALL FLAVORED TOBACCO PRODUCTS



IT'S TEMPE'S TIME TO PROTECT OUR KIDS:

THE PROBLEM: E-cigarettes are hooking a new generation on nicotine. In 2021, during the midst of the Covid-19 pandemic, over 2 million youth, including 11.3% of US high schoolers, reported current e-cigarette use (2021 NYTS). While these data are not comparable to previous survey years due to methodology changes, just prior to the pandemic in 2020 ^[1], 19.6% of US high schoolers reported current e-cigarette use, about the same level as in 2018 when the Surgeon General first declared e-cigarette use an "epidemic."^[2] This epidemic is fueled by kid-friendly flavored tobacco products. Flavors mask the harshness of these products and make it easier for kids to ultimately become addicted.

E-cigarette companies created these products to be addictive and deliver massive doses of nicotine in flavors like cotton candy and gummy bear. And it's working

MORE THAN 2 MILLION KIDS

nationally now use e-cigarettes. ^[3]

1 OUT OF 6

Arizona high school students use e-cigarettes. ^[4]

7 OUT OF 10

youth e-cigarette users cite flavors as a reason they use e-cigarettes. ^[5]

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. ^[6]

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. ^[7]

Half of high school smokers use menthol cigarettes. ^[8]

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 TEMPE'S YOUTH, WE MUST END THE SALE OF ALL FLAVORED TOBACCO PRODUCTS.



NOTES:

1. Park-Lee, E, et al., "E-Cigarette Use Among Middle and High School Students—National Youth Tobacco Survey, 2021," *MMWR*, 70(39): 1387-1389, October 1, 2021, <https://www.cdc.gov/mmwr/volumes/70/wr/pdfs/mm7039a4-H.pdf>.
2. Office of the Surgeon General, "*Surgeon General's Advisory on E-Cigarette Use Among Youth*," December 18, 2018, <https://link.edgepilot.com/s/4403e1dd/2ucJmvrBk0OoScdSIDkrUg?u=https://e-cigarettes.surgeongeneral.gov/documents/surgeon-generals-advisory-on-e-cigarette-use-among-youth-2018.pdf>.
3. 2019 Youth Risk Behavior Survey
4. FDA, "*Modifications to Compliance Policy for Certain Deemed Products: Guidance for Industry, Draft Guidance*," March 13, 2019, www.fda.gov/media/121384/download.
5. Office of the Surgeon General, "*Surgeon General's Advisory on E-Cigarette Use Among Youth*," December 18, 2018, <https://e-cigarettes.surgeongeneral.gov/documents/surgeon-generals-advisory-on-e-cigarette-use-among-youth-2018.pdf>.
6. Ambrose, BK, et al., "*Flavored Tobacco Product Use Among US Youth Aged 12-17 Years, 2013-2014*," *Journal of the American Medical Association*, published online October 26, 2015.
7. Wang, TW, et al., "Tobacco Product Use and Associated Factors Among Middle and High School Students—United States, 2019," *MMWR* 68(12), December 6, 2019, <https://www.cdc.gov/mmwr/volumes/68/ss/pdfs/ss6812a1-H.pdf>.
8. Ambrose, BK, et al., "*Flavored Tobacco Product Use Among US Youth Aged 12-17 Years, 2013-2014*," *Journal of the American Medical Association*, published online October 26, 2015.