

protecting our youth:

# ELIMINATE FLAVORED TOBACCO



American Heart Association.

## The Good News:

Fewer teens are smoking traditional cigarettes than ever before.

In 1997 roughly

**25%**

TEENS USED CIGARETTES

VS

In 2019 roughly

**5%**

TEENS USED CIGARETTES

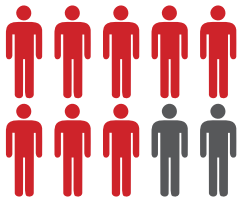
## The Bad News:

With the introduction of e-cigarettes, youth tobacco rates are skyrocketing once again.

**1 IN 4**

HIGH SCHOOL AGE KIDS REPORTING TOBACCO USE

## WHY eliminate the sale of ALL flavored tobacco products?



more than **8 in 10 youth** who have ever used tobacco products started with **flavored products**



**Nearly all (97%) of youth e-cigarette users** report using **flavored products**, while most report that **flavored products are a key reason for their use**



All tobacco products contain nicotine, which is particularly harmful to the adolescent/developing brain (**a disposable device/pod has as much nicotine as a pack of cigarettes**)

## PRODUCTS COME IN **MORE THAN 15,000 DIFFERENT FLAVORS**

like apple, cherry, grape, chocolate, menthol, mint, peach, bubble gum, cotton-candy and vanilla.

### Current youth tobacco users report using flavored products:



**68%**

flavored e-cigarettes



**48%**

smokeless flavored products



**47%**

menthol cigarettes



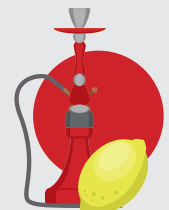
**42%**

flavored cigars



**31%**

flavored smoke pipe tobacco



**31%**

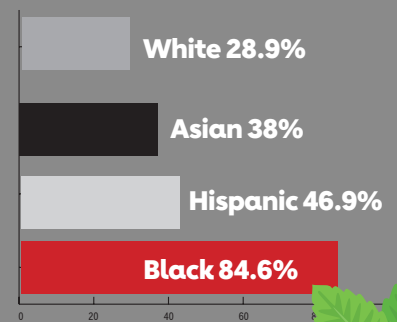
flavored hookah

# Demographics of tobacco users in middle and high school who use flavored products:

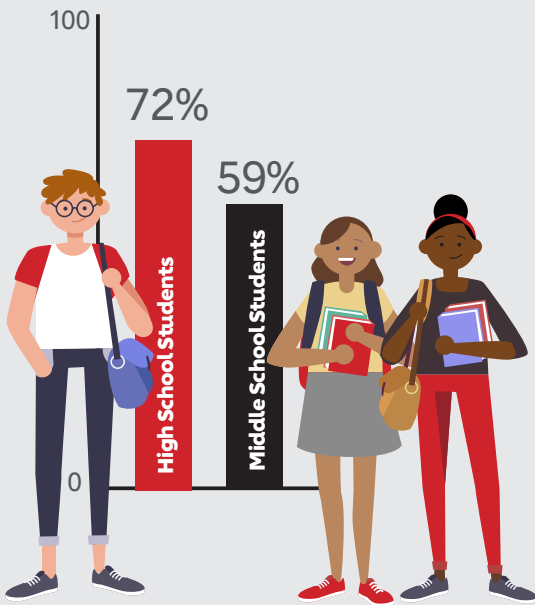
Health disparities continue to increase in communities of color and low-income neighborhoods where **menthol** cigarettes are marketed extensively.

**Menthol** makes cigarettes easier to smoke and harder to quit. Nearly 65% of young menthol smokers say they would quit if **menthol** cigarettes were banned.

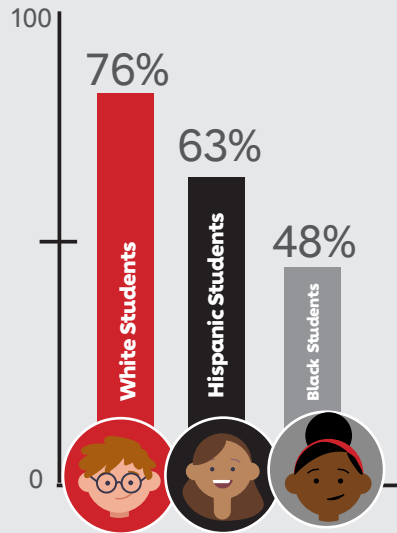
## Menthol cigarette use among current smokers (aged 12+) in the U.S. by race/ethnicity



### High School vs Middle School Students



### White vs Hispanic vs Black Students



## WHAT can be done?

Cities, counties, and states across the United States are **eliminating the sale of ALL flavored tobacco products** to protect our youth from a lifetime of nicotine addiction.

The American Heart Association urges local, state, and federal action to adopt policies that:



**Cover ALL tobacco products**



**Include ALL characterizing flavors, including mint and menthol**



**Focus enforcement and penalties on tobacco retailers.**



**Require tobacco retail licenses** to ensure compliance with sales age and flavor laws.