

PROTECTING SAN PABLO YOUTH FROM TOBACCO INFLUENCES

Flavors, Pack Size and Store Density



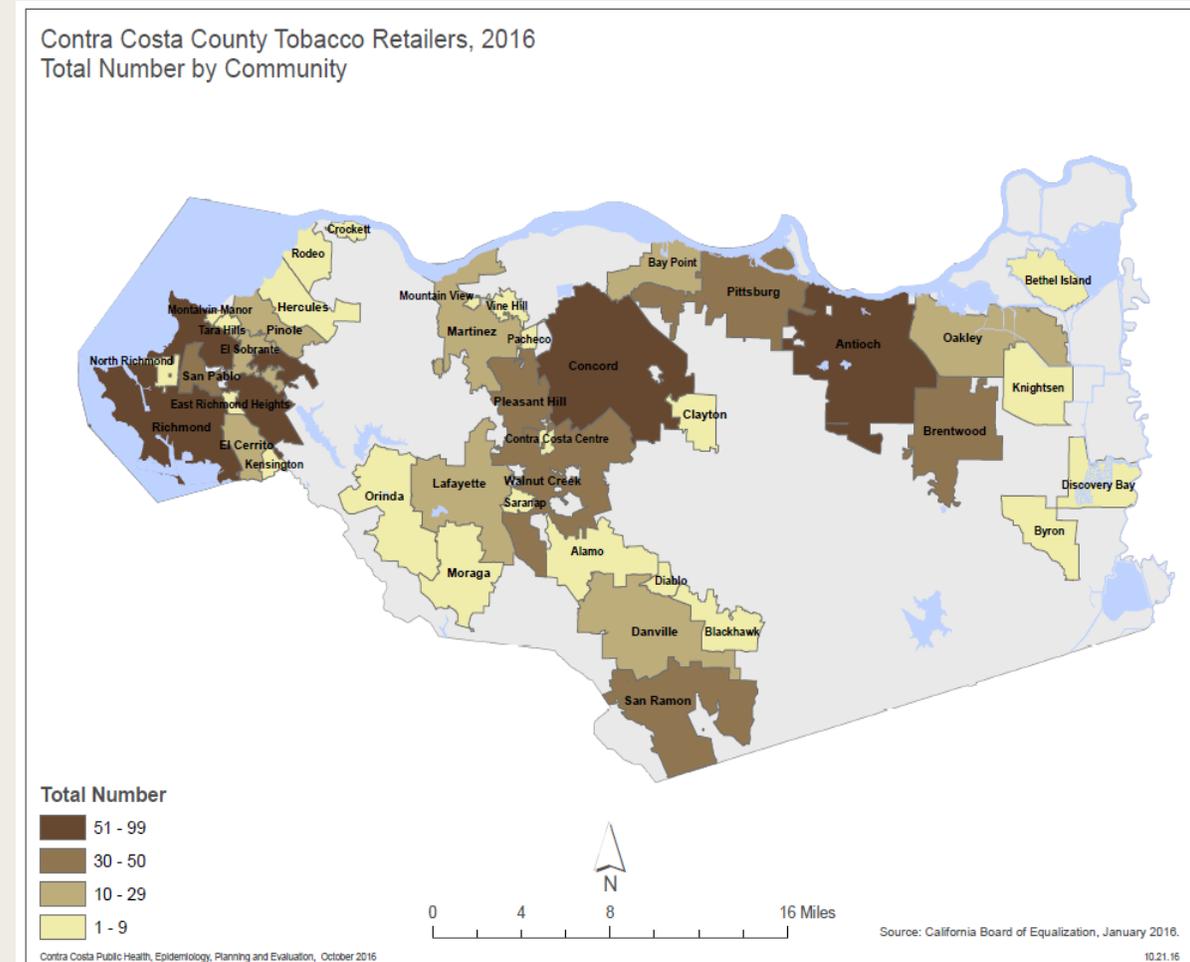
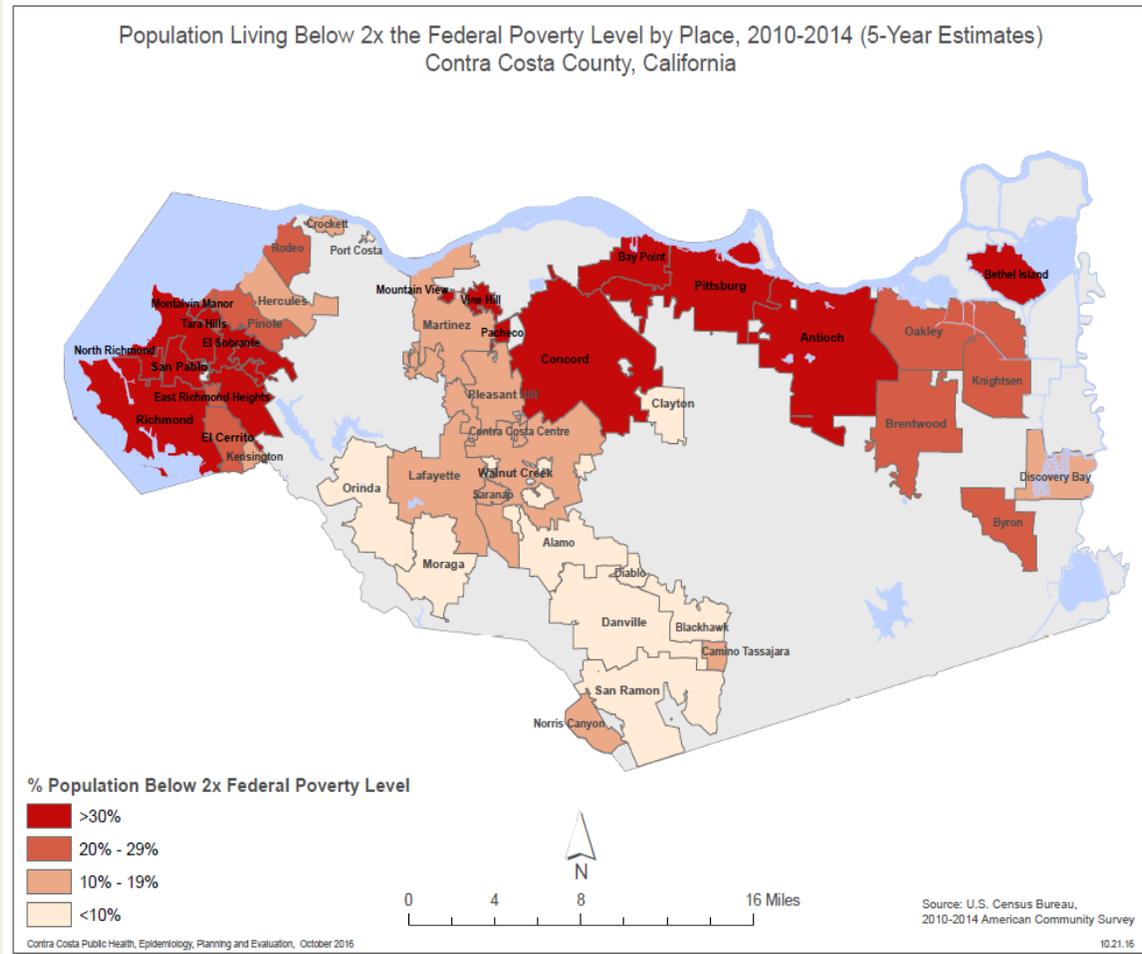
Tobacco Industry Influence

Tobacco companies spend about **\$9.1 billion** marketing cigarettes and smokeless tobacco in the United States.

- *90% of this budget is spent on in-store marketing*
- An estimated **\$593 million** was spent in California alone.
- California communities in low income neighborhoods and with higher concentration of tobacco retailers have significantly higher rates of smoking

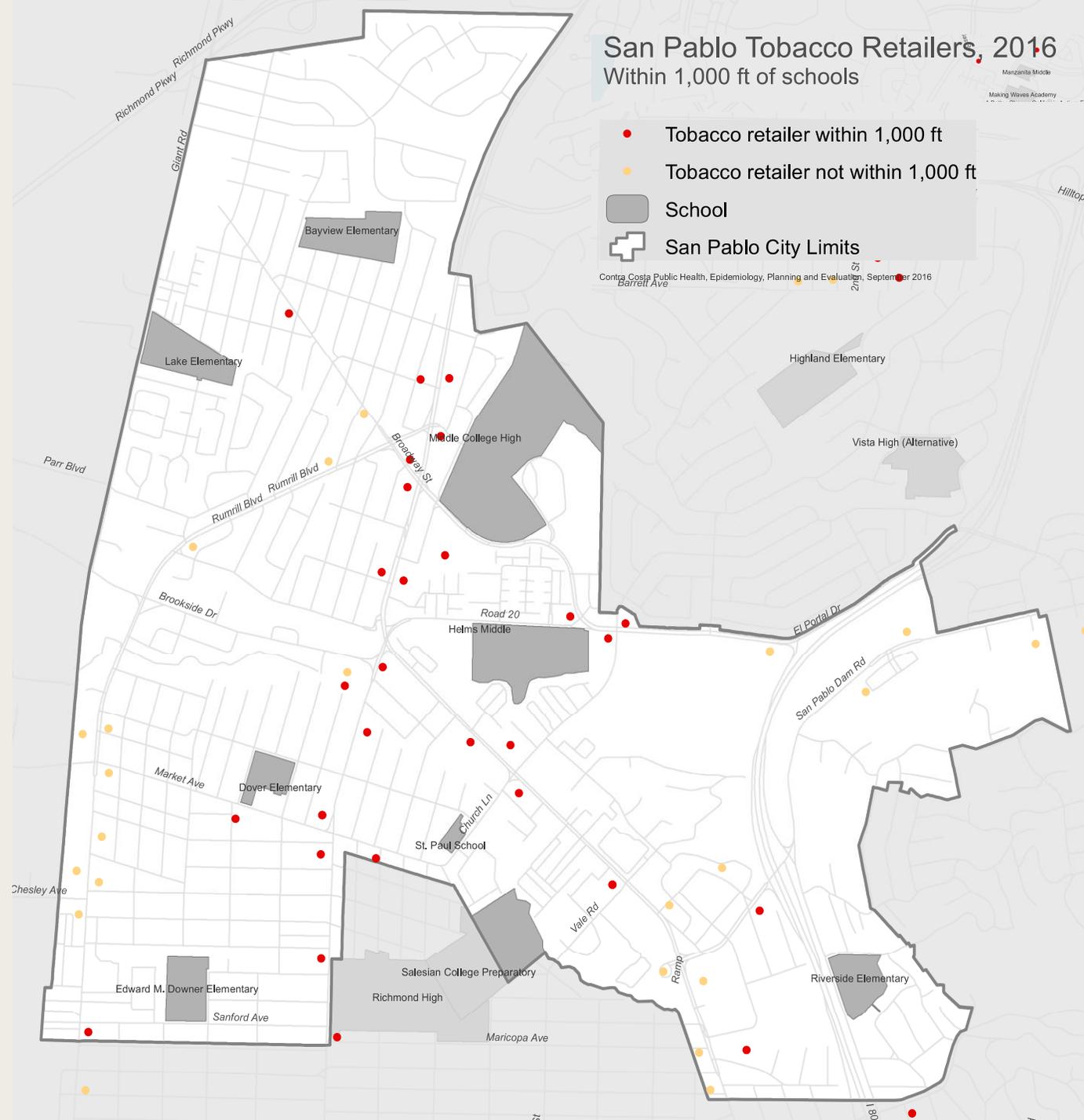


Health Inequity in the Retail Environment



2016 Community Walk Around Survey

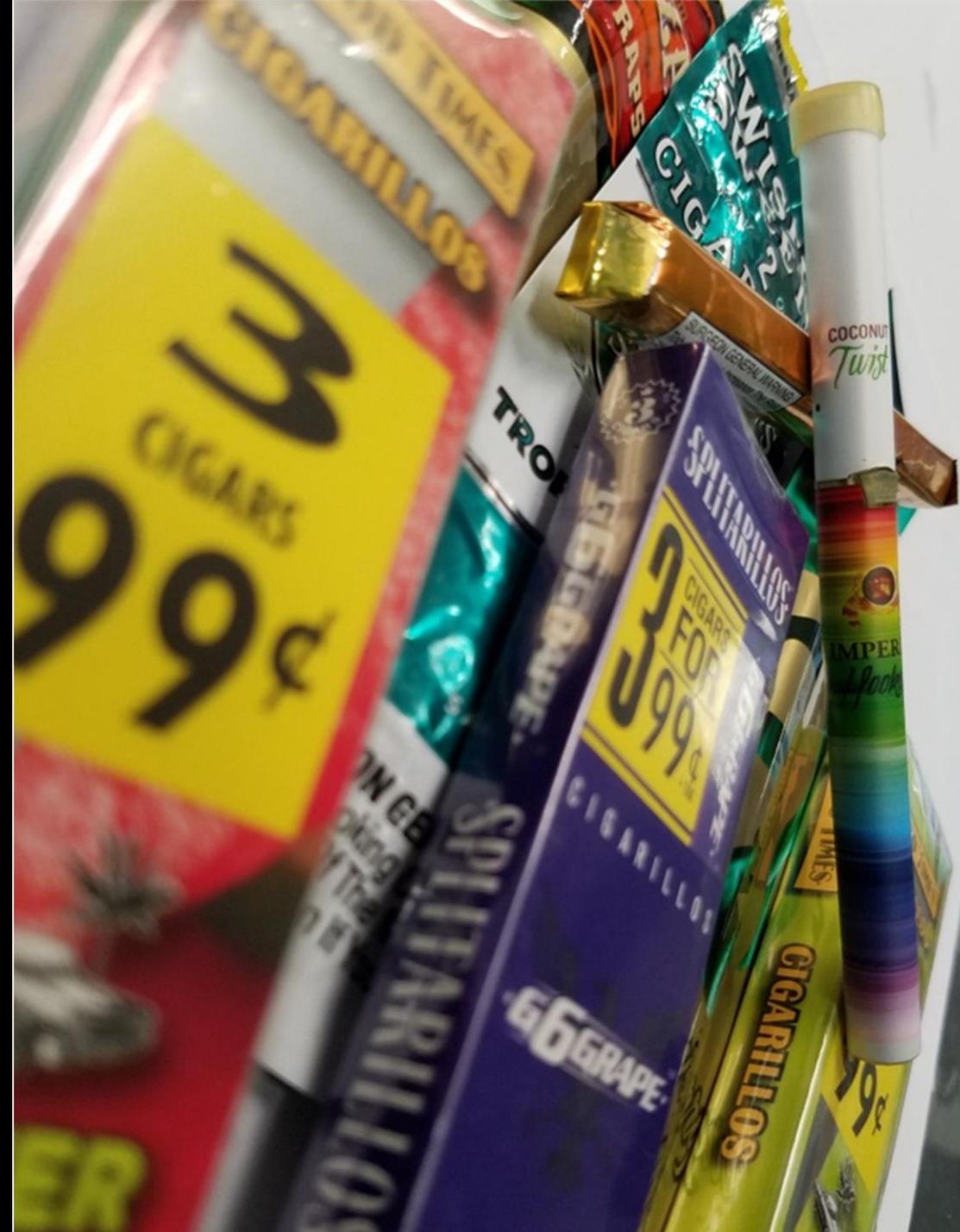
- There are **28** stores selling tobacco **within 1000 ft.** of the **9** schools in San Pablo.
- Youth are more likely to experiment with tobacco products when retailers are located near schools.
- **100%** of the stores surveyed sell menthol cigarettes
- **71%** of the stores sell cigars, little cigars and cigarillos



Flavored Tobacco Attracts Youth

Flavors are popular starter products:

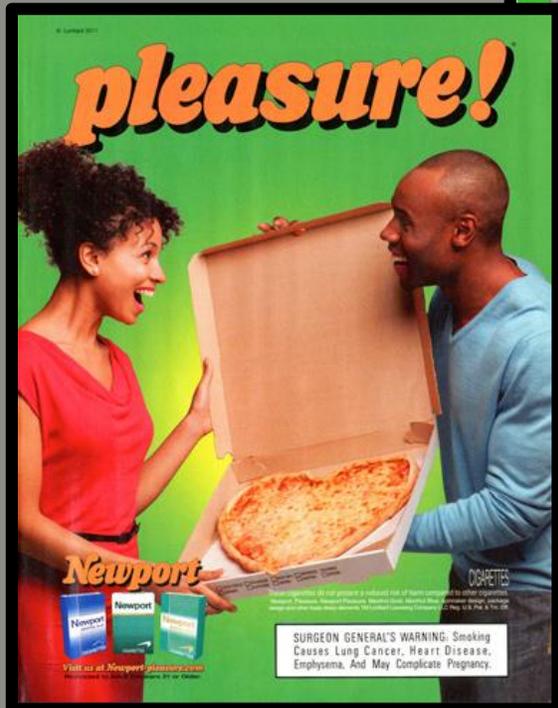
- 80 Percent of youth smokers started with a flavored tobacco product⁹
- 85% of teen vapers use flavored e-cigarettes¹⁰
- *Youth who vape are 4 times more likely to smoke one year later*¹¹
- The packaging is bright and looks like candy and they come in flavors such as **blueberry**, **peach**, **mango**, **gummy bear**, and cinnamon crunch cereal



Youth + Menthol Cigarettes

50% of youth start with menthol cigarettes and more than 80% of African American youth who smoke, smoke menthols.

- Menthol cigarettes are more likely to addict youth and are more difficult to quit than regular cigarettes.
- Menthol hides the harsh taste of tobacco and makes it easier to inhale
- They are aggressively marketed to African American and Latino youth



FDA Regulations on Flavored Tobacco

Do **NOT** Go Far Enough

- In 2009 the FDA banned cigarettes with fruit, candy and clove flavors
 - *Cigarettes that have SPECIAL APPEAL FOR CHILDREN*
- The law does **not** extend that ban to menthol cigarettes, cigars, little cigars, cigarillos or electronic smoking devices (e-cigs).



Singles and Small Packs are Affordable for Youth

Many retailers sell little cigars, and cigarillos individually or in small packs of 2 or 3⁷

Cigarillos are often sold individually for less than 59 cents each⁷

Cheap prices are more affordable to youth



Best Practices to Protect Youth from Tobacco Influences



- Policies that protect youth from tobacco influences in stores
 - *Prohibit the sale of flavored tobacco products, including menthol cigarettes, little cigars, cigarillos and electronic smoking devices*
 - *Prohibit NEW tobacco retailers from locating within 1,000 feet of schools, parks, playground, and libraries; and within 500 feet of another retailer*
 - *Require a **minimum** pack size for little cigars and cigarillos*

“WE DON’T SMOKE THAT **S#!*.**
WE JUST SELL IT.
WE RESERVE THE RIGHT TO SMOKE
FOR THE **YOUNG,** THE **POOR,** THE
BLACK AND THE STUPID.”

-RJ REYNOLDS EXECUTIVE
(NEWPORT, CAMEL, PAUL MALL)

1992 RJ Reynolds Quote

Please take a minute to read the following quote to yourself