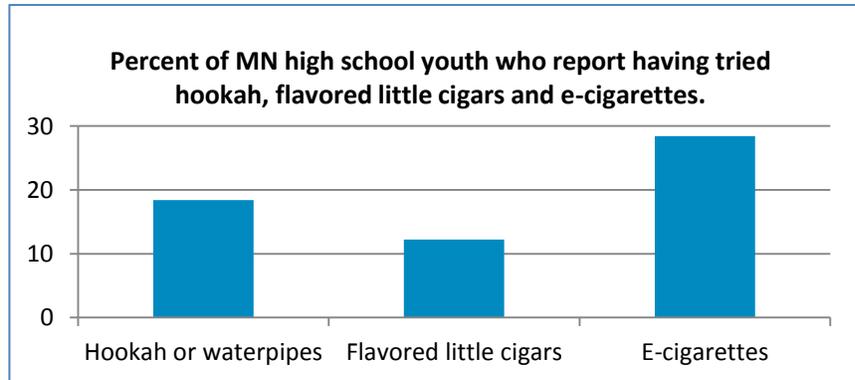


## Flavored tobacco products are popular among youth

Statewide, hookah, little cigars, and e-cigarettes are popular among youth.<sup>i</sup> These products come in flavors such as cherry, fruit punch, mocha and more.

Nationally, hookah use has nearly doubled and e-cigarette use has tripled between 2013-2014.<sup>ii</sup> Recent data collected by Minneapolis youth groups show similar trends in the community.



Minnesota Department of Health. Teens and Tobacco in Minnesota. 2014 Update

## Nicotine and flavored tobacco are harmful to youth development

Nicotine is dangerous in any form: hookah, cigarette, e-cigarette, or cigar. Nicotine exposure at a young age may cause lasting harm to brain development, promote addiction, and lead to sustained tobacco use.<sup>iii</sup> Shisha (hookah) and cigars have the same health risks as conventional cigarettes.<sup>iv</sup>

## Flavored tobacco products are designed and priced to addict kids

Youth are the tobacco industry's most important market. 78% of current Minnesota smokers tried their first cigarette before age 18.<sup>vi</sup>



**Sweetened** -The tobacco industry created flavored products to appeal to youth.<sup>vii</sup> Candy and fruit flavorings mask the harshness of tobacco, making it easier to get addicted.<sup>viii</sup> New research shows tobacco companies are using the same flavorings that are used in popular candy products such as Jolly Ranchers and Kool-aid.<sup>ix</sup>

**Cheap and easy to find** -Flavored tobacco is available in convenience stores and gas stations for as cheap as \$.99 for a 2-pack of cigarillos.

### Kids report they buy tobacco directly from stores.

- 33% of Minneapolis boys under 18 report they bought tobacco from a convenience store or gas station (2010 Minnesota Student Survey)
- 67% of youth smokers surveyed report buying tobacco directly from a store. (Breathe Free North youth surveys)

## Strategies to reduce youth access to cheap, flavored tobacco products

**Restrict access to flavored products**- Communities can restrict the sale of these products to tobacco-only shops. In Minneapolis, this strategy would reduce the availability of flavored tobacco products from approximately 420 stores to 25 stores.

**Set a minimum price**- Youth are more price sensitive than adults. Instead of allowing cigarillos to be sold for \$.50 apiece, the City of Bloomington set a minimum price per unit. Prices are now \$2.60 for a single cigarillo up to \$10.40 for a four-pack.

If you need this material in an alternative format please call the Minneapolis Health Department at (612) 673 2301 or email [health@minneapolismn.gov](mailto:health@minneapolismn.gov). Deaf and hard-of-hearing persons may use a relay service to call 311 agents at (612) 673 3000.

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<sup>i</sup> Minnesota Department of Health. Teens and Tobacco in Minnesota, 2014 Update. Available here: <http://www.health.state.mn.us/divs/chs/tobacco/youth.html>

<sup>ii</sup> Centers for Disease Control and Prevention. E-cigarette Use Triples among Middle and High School Students in Just One Year. CDC Newsroom. Centers for Disease Control and Prevention, 16 Apr. 2015. Web. 20 Apr. 2015

<sup>iii</sup> See, e.g., Jennifer B. Dwyer et al., The Dynamic Effects of Nicotine on the Developing Brain, *Pharmacology & Therapeutics* (2009).

<sup>iv</sup> Centers for Disease Control. Hookah Fact Sheet found here:

[http://www.cdc.gov/tobacco/data\\_statistics/fact\\_sheets/tobacco\\_industry/hookahs/](http://www.cdc.gov/tobacco/data_statistics/fact_sheets/tobacco_industry/hookahs/)

<sup>v</sup> U.S. Food & Drug Administration. "FDA Advisory: Flavored Tobacco Products: What you need to Know" (2012), available at

<http://www.fda.gov/downloads/TobaccoProducts/ProtectingKidsfromTobacco/FlavoredTobacco/UCM183262.pdf>.

<sup>vi</sup> ClearWay Minnesota<sup>SM</sup> and Minnesota Department of Health. Tobacco Use in Minnesota: 2014 Update. 2015.

<sup>vii</sup> Report from R.M. Manko Assoc. to Lorillard Tobacco Co. at 16 (Aug. 1978)

<sup>viii</sup> U.S. Food & Drug Administration. "FDA Advisory: Flavored Tobacco Products: What you need to Know" (2012), available at

<http://www.fda.gov/downloads/TobaccoProducts/ProtectingKidsfromTobacco/FlavoredTobacco/UCM183262.pdf>.

<sup>ix</sup> Brown, et. al. "Candy Flavorings in Tobacco." *New England Journal of Medicine*; 370:2250-2252 June 5, 2014.

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