

It's all about **ADDICTING** a new generation!



Not only are more kids and young adults using e-cigarettes/vapes, they are using them more often.¹

Top reasons young people give for vaping:²

1 Vapes are **less harmful** than other types of nicotine.

Many adolescents falsely believe these new products are safe. Some don't even realize they contain nicotine. Some e-cigarettes can deliver much higher concentrations of nicotine than traditional cigarettes.¹



Teens who vape are

3X MORE LIKELY

than non-vapers to become daily **cigarette smokers**.⁴

2 Appealing **flavors** like mint, candy, fruit, or chocolate.

Tobacco companies use flavors in order to improve the taste and reduce the harshness of tobacco products, making them more appealing and easier for beginners - often kids - to try the product and ultimately become addicted.³



of high school kids in California who vape use

FLAVORS⁵



3 Use by **friends** and/or family members.

1 IN 4

high school age kids

now report using e-cigarettes. They are the most popular tobacco product used by youth.¹



Nearly

90 PERCENT
of smokers

first try a tobacco product by age 18. If someone hasn't started using tobacco by age 26, ¹ they are likely to never start.

Flavors

Tobacco companies have a long history of developing and marketing flavored tobacco as "**STARTER**" products that attract kids.⁶

81% of youth who ever tried tobacco chose flavored tobacco as their **FIRST** tobacco product.⁷

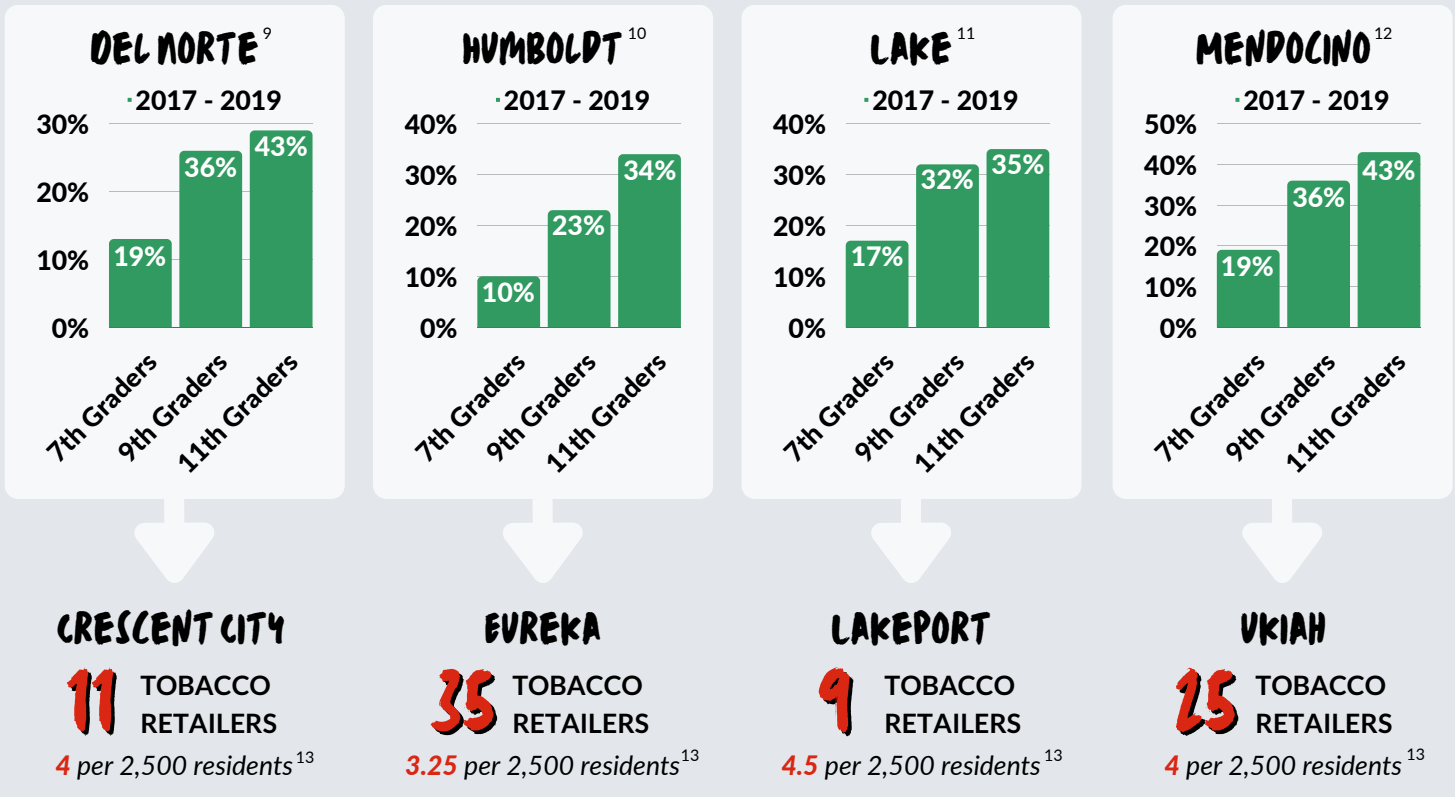
Tobacco product manufacturers aggressively market flavored products in several ways:⁷

- Emphasizing flavors in advertisements
- Using colorful imagery on packaging
- Introducing new and limited-edition flavors
- Paying to place them on store countertops and near candy displays where they are visible and easily accessible to youth.

Local Statistics

Exposure to tobacco marketing in stores increases tobacco experimentation and use by youth and is more powerful than peer pressure. Middle school youth exposed to tobacco products in a retail setting multiple times per week are twice as likely to start smoking.⁸

YOUTH THAT HAVE EVER TRIED E-CIGARETTES.



Call To Action

- Smart tobacco policies can help create an environment where community leaders and families feel empowered to reject the culture of tobacco use and choose healthier, tobacco-free futures.
- Local retail licensing policies can reduce youth access to tobacco by banning the sale of all flavored tobacco products, address retail density, tobacco displays and advertising proximity to youth friendly areas, and tobacco free pharmacies.
- Ask communities to pass smoke free policies to protect community spaces such as fairs, rodeos, and shared shared living spaces such as apartment complexes.
- Smokefree outdoor air laws can protect rural Californians from the secondhand smoke they want to avoid.



1. https://www.heart.org/en/healthy-living/healthy-lifestyle/quit-smoking-tobacco/youth-and-tobacco-infographic?utm_source=referral&utm_medium=partner&utm_campaign=khc2020&utm_term=aplink

2. <https://www.heart.org/en/healthy-living/healthy-lifestyle/quit-smoking-tobacco/tobacco-endgame-and-e-cigarettes>

3. https://www.tobaccofreekids.org/microsites/flavortrap/full_report.pdf#:~:text=%20Tobacco%20companies%20long%20history%20of,to%20try%20th%20product%20and%20ultimately%20become%20addicted

4. <https://publications.aap.org/pediatrics/article/147/2/e2020025122/36274/Use-of-E-cigarettes-and-Other-Tobacco-Products-and>

5. Zhu S-H, Braden K, Zhuang Y-L, Gamst A, Cole AG, Wolfson T, Li S. (2021). Results of the Statewide 2019-20 California Student Tobacco Survey. San Diego, California : Center for Research and Intervention in Tobacco Control (CRITC), University of California San Diego.

6. <https://tobaccofreekids.org/microsites/flavortrap/>

7. <https://truthinitiative.org/research-resources/emerging-tobacco-products/flavored-tobacco-use-among-youth-and-young-adults?scclid=ec3dcf95c00411eca67233c357ecdef3>

8. <https://www.tobaccofreekids.org/assets/factsheets/0072.pdf>

9. https://data.calschls.org/resources/Del_Norte_County_1719_Sec_CHKS.pdf

10. https://data.calschls.org/resources/Humboldt_County_1719_Sec_CHKS.pdf

11. https://data.calschls.org/resources/Lake_County_1719_Sec_CHKS.pdf

12. https://data.calschls.org/resources/Mendocino_County_1719_Sec_CHKS.pdf

13. <https://cthat.org/>

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RESOURCES