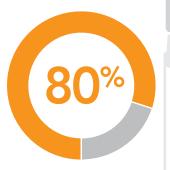
PROGRESS ERASED:

FLAVORED TOBACCO AND THE E-CIGARETTE EPIDEMIC AMONG YOUTH

Recent increases in the use of e-cigarettes is driving increases in tobacco product use among youth.1

Flavored tobacco products are driving youth experimentation...

...more than **80%** of vouth who have ever used a tobacco product reported that their first product was flavored.2



Over e-juice flavors MENTHOL

are on the market. The FDA states certain flavors are one of the principal drivers of the youth appeal to tobacco products...³

...[and] e-cigarette use among youth has hit epidemic proportions.4

Flavored and mentholated tobacco products are "starter" products that help new users establish daily habits and promote addiction to tobacco products.5

4.9 million

middle and high school students in 2018 were current users of tobacco products, up from 3.6 million in 2017.8

e-cigarette use

increased from among high school students from 2017 to 2018.7

high school students in LA County reported ever using e-cigarettes. $^\epsilon$



Centers for Disease Control and Prevention. Vital Signs: Tobacco Product Use Among Middle and High School Students – United States, 2011-2018. Morbidity and Mortality Weekly Report, 2019;68(06)[accessed 2019 Fb 5]



³ DiFranza, J.R., Wellman, R.J., Sargent, J.D., et al. (2006). Tobacco Promotion and the Initiation of Tobacco Use: Assessing the Evidence for Causality. Pediatrics, 117(6), e1237-e1248.

² California Department of Public Health, California Tobacco Control Program. California Tobacco Facts and Figures 2018. Sacramento, CA: California Department of Public Health; 2018

Office of the Commissioner. (2018, September 12). Press Announcements - Statement from FDA Commissioner Scott Gottlieb, M.D., on new steps to address epidemic of youth e-cigarette use. Retrieved from https://www.fda.gov/NewsEvents/Newsroom/PressAnnouncements/ucm620185.htm.

S California Medical Association. Flavored and mentholated tobacco products: enticing a new generation of users. 2016. http://www.cmanet.org/resource-library/detail/?item=flaored-and-mentholated-tobacco-products.
County of Los Angeles, Public Health. (2019, February 14). Public Health Proposes Tobacco Retail Policy and Ordinance Change to Protect Youth [Press release].
Gentzke AS, Creamer M, Cullen KA, et al. Vital Signs: Tobacco Product Use Among Middle and High School Students — United States, 2011–2018. MMWR Morb Mortal Wkly Rep 2019;68:157–164. DOI: http://dx.doi.org/10.15585/mmwr.mm6806e1.

⁸ Behavioral Risk Factor Surveillance System 2013-2015. Sacramento, CA: California Department of Public Health. Image © 2018 California Department of Public Health