

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 youth who have ever used a tobacco product reported that their **first product** was flavored.²



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

Over **15,000** e-juice flavors



4.9 million

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

21%

e-cigarette use increased from among high school students from 2017 to 2018.⁷

12%

2 in 5 high school students in LA County reported ever using e-cigarettes.⁶



¹ 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 Feb 5].

² 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.

³ California Department of Public Health, California Tobacco Control Program. California Tobacco Facts and Figures 2018. Sacramento, CA: California Department of Public Health; 2018

⁴ 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>.

⁵ California Medical Association. Flavored and mentholated tobacco products: enticing a new generation of users. 2016. <http://www.cmanet.org/resource-library/detail/?item=flavored-and-mentholated-tobacco-products>.

⁶ County of Los Angeles, Public Health. (2019, February 14). Public Health Proposes Tobacco Retail Policy and Ordinance Change to Protect Youth [Press release].

⁷ 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.

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