

# Big Tobacco targets **kids.**

*The more they're exposed,  
the more likely they are to smoke.*

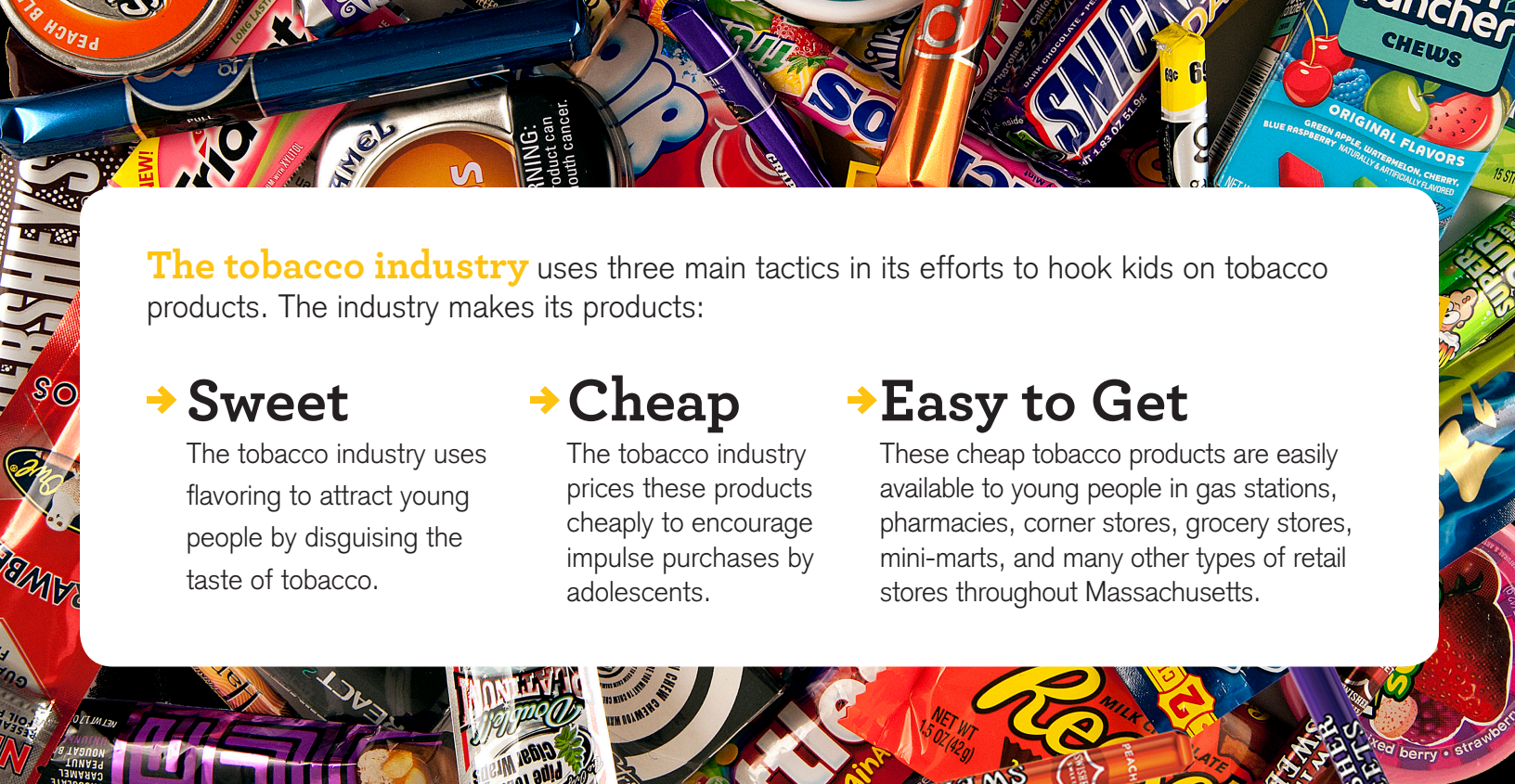


*It's a fact:* Research shows that kids who shop at stores with tobacco two or more times a week are **64% more likely to start smoking than their peers who don't.\***

**Make smoking history.**

\*Source: Henriksen, Schleicher, Feiugbery and Fortmann. Pediatrics: The Official Journal of the American Academy of Pediatrics. July 19, 2010, DOI: 10.1542/peds.2009.3021





**The tobacco industry** uses three main tactics in its efforts to hook kids on tobacco products. The industry makes its products:

→ **Sweet**

The tobacco industry uses flavoring to attract young people by disguising the taste of tobacco.

→ **Cheap**

The tobacco industry prices these products cheaply to encourage impulse purchases by adolescents.

→ **Easy to Get**

These cheap tobacco products are easily available to young people in gas stations, pharmacies, corner stores, grocery stores, mini-marts, and many other types of retail stores throughout Massachusetts.

## Health Risks

Adolescents are especially harmed by nicotine, the highly addictive substance in tobacco products and e-cigarettes.

Nicotine affects brain development, which continues to age 25. The effects of nicotine exposure during youth and young adulthood can be long-lasting and can include lower impulse control and mood disorders. Nicotine can prime young brains for addiction to other drugs, such as cocaine and methamphetamine.<sup>1</sup>


**Because of the way nicotine changes the adolescent brain, people who start smoking as adolescents smoke more and have a harder time quitting than people who start as adults.**<sup>2</sup>

<sup>1</sup> U.S. Department of Health and Human Services. E-Cigarette Use Among Youth and Young Adults: A Report of the Surgeon General—Executive Summary. Atlanta, GA: U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health, 2016.

<sup>2</sup> Many published studies have shown this, including: Abreu-Villaca, Y. et al (2003). Short-term adolescent nicotine exposure has immediate and persistent effects on cholinergic systems: Critical periods, patterns of exposure, dose thresholds. *Neuropsychopharmacology*, 28 pp. 1935-1949.

<sup>3</sup> U.S. Food and Drug Administration. Vaporizers, E-cigarettes, and other Electronic Nicotine Delivery Systems (ENDS), 2016.

## Candy or Tobacco Flavor?



**White Grape**  
**Cotton Candy**  
**Banana Split**  
**Honey Berry**  
**Cherry Cola**  
**Fruit Punch**  
**Pink Lemonade**  
**Chocolate Mint**  
**Kiwi Strawberry**  
**Tropical Fusion**

All of the above are actual flavors of tobacco products.

# Big Tobacco is at it Again

The tobacco industry is always trying to grow profits, and it's at the expense of our nation's youth. They're targeting kids with sweet, cheap, and easy to get tobacco products using popular fruit and candy-like flavors. Flavored tobacco products are typically priced below five dollars and widely available at retailers frequented by youth.

## Little Cigars, Cigarillos, and Tip Cigars

These types of tobacco products feature candy-like flavors and come in varying sizes and shapes. Tobacco companies price them at levels that are attractive to youth, often selling them for less than one dollar each.



## E-Cigarettes

E-cigarettes (also known as e-cigs, e-hookahs, or vape pens) are battery-powered vaporizers that simulate the action and sensation of smoking. The products don't use tobacco, but most contain and deliver nicotine. The user inhales aerosol, commonly called vaping. E-cigarettes come in many different sizes, varieties, flavors, and colors and are usually cheaper than cigarettes.



## E-Liquids

E-liquid, e-fluid, or e-juice is the mixture used in vapor products such as e-cigarettes. Available in many variations, e-liquids feature a range of nicotine strengths and flavors. In addition to nicotine and flavorings, they usually contain chemicals like propylene glycol and glycerin.<sup>3</sup>



## Blunts and Blunt Wraps

While blunts and blunt wraps are typically associated with marijuana use, they are made of tobacco, come in many fruit and candy flavors, and can cost as low as 59 cents. Smoking these products can lead to nicotine addiction among youth.



## Chewing and Dipping Tobacco

Dipping tobacco (dip) consists of shredded tobacco leaves that users place between their lower lip and gum. It is not chewed. Chewing tobacco (chew) is made up of tobacco leaves that users place between their cheeks and gum and "chew." Excess liquid is spit out.



# The Latest on E-Cigarettes:\*

- Among Massachusetts high school youth, nearly half (44.8%) have ever used e-cigarettes. This far surpasses ever use of cigarettes, which was 27.8% in 2015.
- High school youth current<sup>†</sup> use of e-cigarettes is at a higher rate than any tobacco products<sup>‡</sup> combined (23.7% compared to 15.9%).
- High school youth are much more likely to use e-cigarettes than adults. This has not been the case for cigarettes. While the current<sup>†</sup> youth cigarette use rate in Massachusetts is just half of the adult use rate (7.7% versus 14%), the current<sup>†</sup> youth e-cigarette use rate is more than nine times higher than the adult use rate (23.7% versus 2.6%).

Youth Data Source: 2015 Massachusetts YRBS

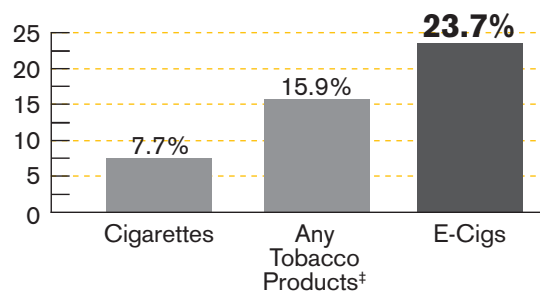
Adult Data Source: 2015 Massachusetts BRFSS

\* E-cigarette data refer to electronic nicotine delivery products, which include e-cigs, e-hookahs, vape pens, or other vaping devices.

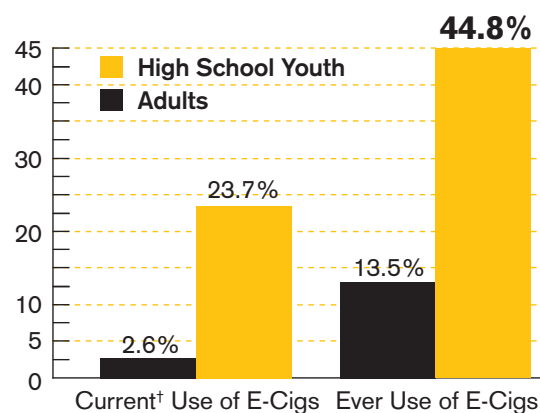
† Use in the past 30 days.

‡ Any tobacco is defined as cigarettes, cigars (including little cigars and cigarillos), and smokeless tobacco (such as chewing tobacco, snuff, or dip).

Current<sup>†</sup> Use of Tobacco Products by Massachusetts High School Youth, 2015



E-Cigarette Use Among Massachusetts High School Youth and Adults, 2015



## What You Can Do

**The tobacco industry continues to target kids. It's time to take action and get outraged!**

**Look around.** Talk with kids in your community about tobacco products and ask them what they see. The more our kids are exposed to these products, the more likely they are to start smoking.<sup>1</sup>

**Know the facts.** Flavored tobacco products are considered “starter” products that aid in the establishment of smoking patterns for youth and can lead to long-term addiction.<sup>2</sup> The youth cigarette smoking rate continues to decrease, but 2,800 young people still become new daily smokers every year in Massachusetts.<sup>3</sup>

**Support local strategies.** Find out more about local regulations to reduce the tobacco industry's influence in your community at [makesmokinghistory.org/my-community](http://makesmokinghistory.org/my-community).

**Engage young people.** Encourage young people to join The 84 Movement, a statewide youth initiative that empowers young people to make a difference in their own communities. Learn more at [The84.org](http://The84.org).

<sup>1</sup> Henriksen, Schleicher, Feiughery and Fortmann. Pediatrics: The Official Journal of the American Academy of Pediatrics. July 19, 2010, DOI: 10.1542/peds.2009.3021

<sup>2</sup> Food and Drug Administration. “Fact Sheet: Flavored Tobacco Products.” Accessed 2/17/16. <http://www.fda.gov/downloads/TobaccoProducts/Labeling/ProductsIngredients-Components/UCM183215.pdf> and U.S. Department of Health and Human Services. 2012. Preventing Tobacco Use Among Youth and Young Adults: A Report of the Surgeon General. Atlanta: U.S. National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health, p. 539. <http://www.surgeongeneral.gov/library/reports/preventing-youth-tobacco-use/full-report.pdf>.

<sup>3</sup> New underage daily smoker estimate based on data from U.S. Dept of Health and Human Services (HHS), “Results from the 2015 National Survey on Drug Use and Health,” with the state share of national initiation number based on CDC data on future youth smokers in each state compared to national total. Information accessed February 2017 from: [http://www.tobaccofreekids.org/facts\\_issues/toll\\_us/massachusetts](http://www.tobaccofreekids.org/facts_issues/toll_us/massachusetts).

Make smoking history.



Massachusetts Department of Public Health

GET OUTRAGED!

visit [makesmokinghistory.org](http://makesmokinghistory.org) to learn more