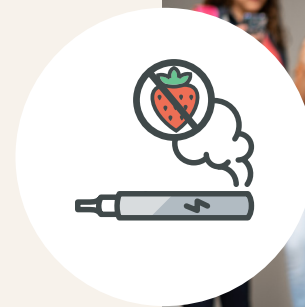


Flavored Tobacco Restrictions



Everyone deserves the opportunity to live a healthy, full life — but not everyone in our country has an equal opportunity to achieve this.

CityHealth, an initiative of the de Beaumont Foundation and Kaiser Permanente, promotes a package of tried and tested policies that ensure all people in our largest cities have access to healthy choices.

Together, with visionary city leaders, we can make sure that all people have access to a safe place to live, a healthy body and mind, and a thriving environment. Policy solutions like Flavored Tobacco Restrictions can help make communities healthier and resolve critical health disparities — now and decades down the road.

Flavored tobacco products — including flavored e-cigarettes and menthol cigarettes — endanger the health of our communities. The tobacco industry uses flavored tobacco products to lure new users, especially young people, into tobacco addiction. Prohibiting the sale of all flavored tobacco products can reduce use of these dangerous and addictive products and supports the well-being of everyone — especially young people.

THE FLAVORED TOBACCO CHALLENGE

- Roughly 34 million adults in the U.S. are current smokers, and over 16 million Americans live with a smoking-related disease including cancer, heart disease, and respiratory diseases.
- Most adult smokers began smoking before age 18. Flavors make tobacco products more appealing to youth, and menthol flavoring can increase the addictiveness of cigarettes and make it harder to quit.
- Flavored tobacco products are used disproportionately among youth and people of color. These populations then suffer disproportionately from the related health impacts.

A HEALTHY SOLUTION: FLAVORED TOBACCO RESTRICTIONS

- **Protects Youth** – Manufacturers intentionally develop and name flavors — like strawberry or cherry dynamite — to lure young people. Flavored Tobacco Restrictions policies can encourage cessation and prevent youth initiation into tobacco use.
- **Reduces Medical Costs** – Flavored Tobacco Restrictions policies can improve public health and save money by reducing tobacco-related diseases and their associated medical costs.
- **Promotes Equity** – Flavored tobacco endangers the health of all our communities. Menthol cigarettes are intentionally marketed to Black communities — even while Black people are more likely to die from smoking-related diseases. Restricting flavors is a straightforward solution that will help everyone live longer, healthier lives.

Going For Gold

CityHealth annually rates Flavored Tobacco Restrictions policies in cities with criteria that set the “gold standard” in each policy area. These criteria were developed with input from national experts, are backed by evidence, and work to reduce or remove systemic barriers to health equity. Medals are awarded to cities that meet the elements necessary for the best quality policy (gold), a good quality policy (silver), and a passable quality policy (bronze). Cities with no policy, or that don’t meet the minimum threshold for a bronze medal, receive no medal.

FLAVORED TOBACCO RESTRICTIONS MEDAL CRITERIA



	Bronze	Silver	Gold
1. City has a flavored tobacco law that prohibits the sale, by all retailers, of at least one category of flavored tobacco products.	✓	✓	✓
2. The law does not contain any penalties for youth use, purchase, or possession.	✗	✓	✓
3. Penalties are levied against the owner/operator or the business license holder not the store clerk.	✗	✓	✓

NOTES:

- For a bronze, a city must prohibit the sale of at least one product category
- For a silver, a city must prohibit the sale of at least two product categories
- For a gold, a city must prohibit the sale of all three product categories

Product categories:

- Menthol cigarettes
- All flavored e-cigarettes and vaping devices
- All ‘Other Tobacco Products’ to include cigars, cigarillos, dipping tobacco, snuff, chew, hookah, etc.

RESTRICTING FLAVORED TOBACCO FOR MASSACHUSETTS CITIES

Massachusetts’ broad flavored tobacco ban went into effect June 1, 2020 and was the first statewide flavored tobacco ban in the country. Governor Baker emphasized the importance of reducing youth initiation and combatting smoking-related illness and death when he signed the bill. In the absence of federal action, he said, he felt compelled to act in the interest of public health.