

# THE IMPACT OF MENTHOL AND FLAVORED TOBACCO ON YOUTH

## THE HUMAN AND ECONOMIC COSTS OF TOBACCO IN PHILADELPHIA ARE DEVASTATING



In Philadelphia, tobacco kills more than 3,500 city residents each year, more than overdoses, gun homicides, alcohol, and physical inactivity combined.

The average smoker loses 10 years of life expectancy due to tobacco use.

This burden is disproportionately borne by minority and low-income city residents.



26% of African-Americans in Philadelphia smoke vs 21% of whites.

32% of Philadelphians with incomes below the poverty line smoke vs. 20% of non-poor city residents.



The medical costs alone to treat illnesses caused by smoking in Philadelphia are over \$840 million. Even nonsmokers pay for these costs, through health insurance premiums or taxes for Medicare and Medicaid.

28% of Philadelphia's youth used some form of tobacco cigarettes, cigars, smokeless tobacco, or electronic vapor products in 2015.

## TOBACCO FLAVORINGS PUT OUR YOUTH AT RISK FOR INITIATING AND CONTINUING SMOKING



90% of smokers start by age 18.

In 2014, 70% of teenagers who used tobacco reported using a flavored product within the past 30 days.

Cheap candy, fruit, and menthol flavored cigarillos are often packaged and sold in kid-friendly flavors and placed next to candy displays to entice kids to start smoking



Teens in Philadelphia are now more likely to smoke cigars than cigarettes.

From 2011 to 2015, while cigarette use declined from 9.6% to 7.2%, cigar use rose from 6.0% to 10.5%, and nearly tripled among black youth (from 4.5% to 11.9%).

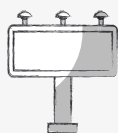


Menthol minimizes the harshness of smoke while increasing the likelihood of addiction. Teens who start smoking with menthol products are twice as likely to become daily lifetime smokers.

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## THE TOBACCO INDUSTRY TARGETS YOUTH OF COLOR



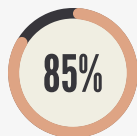
Menthol cigarette advertisements have exploited cultural traditions in African-American communities, including Black History Month, the Black Power movement, and hip-hop culture.

A 2013 study showed that stores in majority black neighborhoods in Philadelphia were 74% more likely to have tobacco ads near children's products.



Nationally, billboard ads in black neighborhoods are more likely than those in white neighborhoods to show menthol brands

Cigarette ads in Ebony are 10 times as likely to be for menthol than ads in People



Blacks teens reported more menthol cigarette use (71%) than non-Hispanic whites (51%) and Hispanics (52%)

85% of black smokers but only 29% of white smokers smoke menthol cigarettes

## SUPPORT FOR A RESTRICTION ON THE SALE OF FLAVORED TOBACCO IS WIDESPREAD



San Francisco , Minneapolis, Chicago and Oakland have all passed bans on the sale of tobacco flavorings, including menthol in cigarettes.

New York City and Providence all have restrictions on the sale of flavored tobacco products.



In 2011, the U.S. Food & Drug Administration (FDA) concluded that the removal of menthol cigarettes from the marketplace "would benefit public health in the United States."

NAACP delegates adopted a resolution supporting efforts at the state and local levels to restrict the sale of menthol cigarettes and other flavored tobacco products, specifically citing Big Tobacco's well-documented history of targeting African-American communities.



The National Medical Association, the foremost association of physicians of African descent, passed a resolution in support of a ban on flavored tobacco at its August 2017 meeting.

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