



The Impact of 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.¹
- The average smoker loses 10 years of life expectancy due to tobacco use.²
- This burden is disproportionately borne by minority and low-income city residents.³
 - 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.⁴ Even nonsmokers pay for these costs, through health insurance premiums and taxes for Medicare and Medicaid.
- 28% of Philadelphia's youth used some form of tobacco cigarettes, cigars, smokeless tobacco, or electronic vapor products in 2015.⁵

Tobacco flavorings put our youth at risk for initiating and continuing smoking.

- 90% of smokers start by age 18.⁶
- In 2014, 70% of teenagers who used tobacco reported using a flavored product within the past 30 days.⁷
- Cheap candy and fruit flavored cigarillos are often packaged and sold in kid-friendly flavors like fruit punch and watermelon, 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%).⁸
- A 2013 study showed that stores in majority black neighborhoods in Philadelphia were 74% more likely to have tobacco ads near children's products.⁹



Support for a restriction on the sale of flavored tobacco is widespread, and several major cities have already taken action.

- The San Francisco City Council recently passed a ban on tobacco flavorings.¹⁰
- New York City, Minneapolis, and Providence all have restrictions on the sale of flavored tobacco products. New York City prohibits flavorings in cigars.
- NAACP delegates adopted a resolution supporting efforts at the state and local levels to restrict the sale of flavored tobacco products, specifically citing Big Tobacco's well-documented history of targeting African-American communities.¹¹
- 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.

References

- ¹ Smoking-attributable mortality calculated using SAMMEC methodology. Data source: Philadelphia Department of Public Health, Vital Statistics Report, 2013. Firearm homicide data and Drug Overdose death data from the Philadelphia Medical Examiner's Office.
- ² CDC. Tobacco-Related Mortality Fact Sheet. December 1, 2016. Available at https://www.cdc.gov/tobacco/data_statistics/fact_sheets/health_effects/tobacco_related_mortality/.
- ³ Public Health Management Corporation Community Health Data Base's (2014/2015) Southeastern Pennsylvania Household Health Survey
- ⁴ Assuming Philadelphia's costs are proportional to national costs. Xu X et al. Annual healthcare spending attributable to cigarette smoking: an update. *Am J Prev Med* 2014;48:326-33.
- ⁵ CDC. 2015 High School Youth Risk Behavior Survey. Available at: <https://nccd.cdc.gov/youthonline/App/Results.aspx?LID=PH>. Accessed on April 07, 2017.
- ⁶ CDC. Youth and Tobacco Use Fact Sheet. April 14, 2016. Available at https://www.cdc.gov/tobacco/data_statistics/fact_sheets/youth_data/tobacco_use/. Accessed on April 07, 2017.
- ⁷ Flavored Tobacco Product Use Among Middle and High School Students — the United States, 2014 *MMWR* October 2, 2015 / 64(38);1066-1070. Available at <https://www.cdc.gov/mmwr/preview/mmwrhtml/mm6438a2.htm>.
- ⁸ Philadelphia Department of Public Health. Use of Tobacco by Youth in Philadelphia. *CHART* 2017;2(5):1-4.
- ⁹ Hillier A, Chilton M, Zhao Q, Szymkowiak D, Coffman R, Mallya G. Concentration of Tobacco Advertisements at SNAP and WIC Stores, Philadelphia, Pennsylvania, 2012. *Prev Chronic Dis* 2015;12:140133.
- ¹⁰ http://www.tobaccofreekids.org/press_releases/post/2017_06_27_sanfrancisco
- ¹¹ Tavernise S., NY Times 9/13/2016. Black Health Experts Renew Fight Against Menthol Cigarettes. Available at <https://www.nytimes.com/2016/09/14/health/menthol-cigarettes-fda.html>.