

Issue: Flavored Tobacco

Winona County Alliance for
Substance Abuse Prevention

Overview

What is Winona County ASAP?

Flavored Tobacco + Youth Data

Current Tobacco Laws

Winona County Flavored Tobacco Environmental Scan

Solutions

What is Winona County ASAP?

- Network of students, parents, community leaders
- Promote healthy choices and positive aspects of community
- Public health and strategic prevention approach



WINONA COUNTY
ASAP
Alliance for Substance Abuse Prevention

“Flavors attract them. Nicotine addicts them. Without the flavors, many fewer kids would be attracted to these products. 85% of the kids who use tobacco, use a flavored one.”

Matthew Myers, Campaign for Tobacco-Free Kids

Data

85% of high school students who currently use tobacco, use a flavored tobacco product

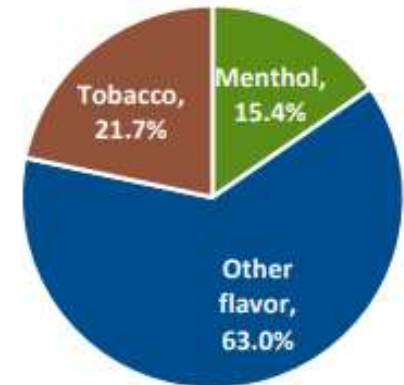
78.4% of high school and middle school students reported that the first tobacco product they ever tried was flavored

- Source: MDH, 2020 (statewide data)

Tobacco companies add chemicals to improve flavor and reduce harshness on the throat

Youth perceive flavored tobacco products to be safer

Figure 1. Was the first product you tried menthol or any flavor other than plain tobacco?

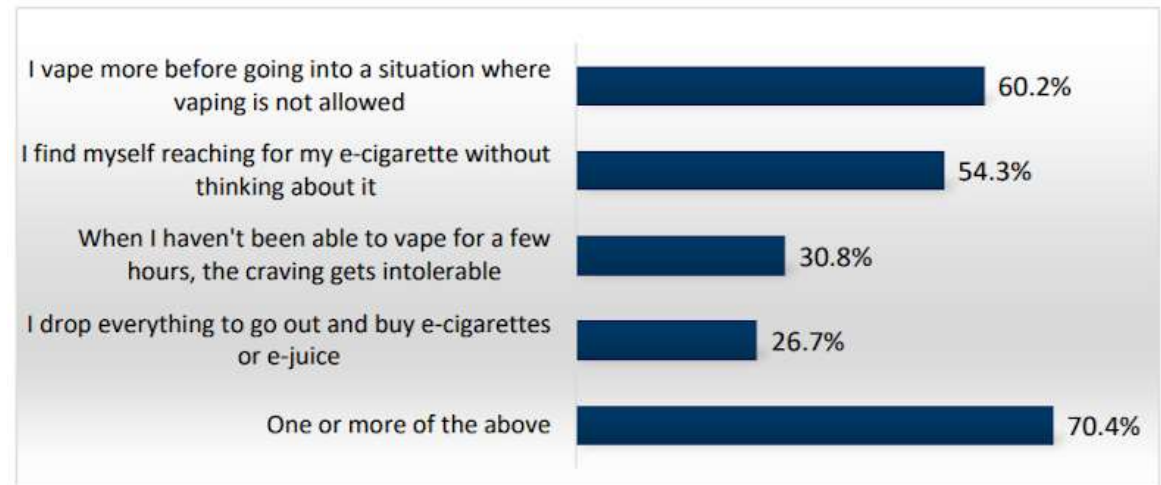


Source: 2020 Minnesota Youth Tobacco Survey; denominator: students who reported having ever used a tobacco product

Data

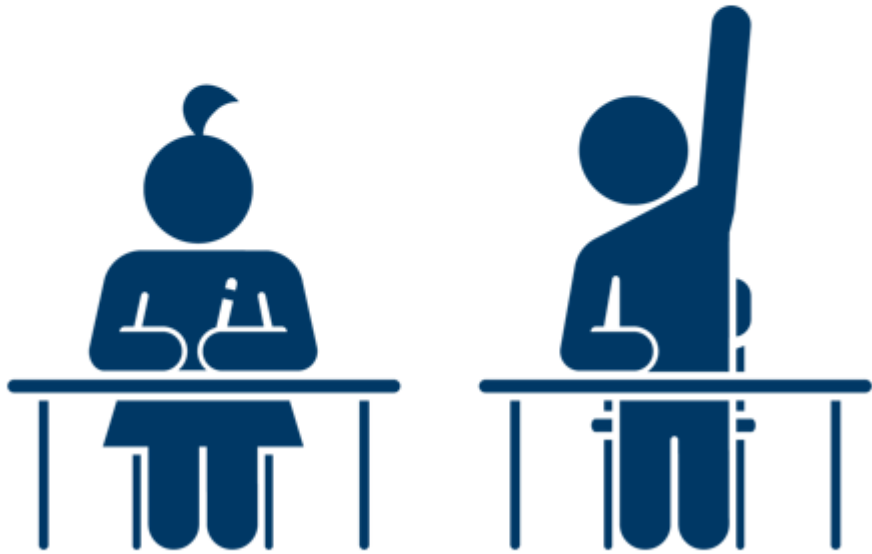
- 2/3 of students who use tobacco products were seriously thinking about quitting (CDC, 2021)
- Nearly all adult smokers tried smoking before age 18 (CDC, 2022)
- MN teens who use flavored e-cigarettes are more likely to report intolerable cravings and dependence than teens who use tobacco-flavored e-cigarettes (MDH, 2022)

Figure 8. Percent of students who currently use e-cigarettes and reported having experienced a sign of dependence.



Source: Minnesota Youth Tobacco Survey, 2020. Note: students are in the numerator if they reported experiencing the symptom rarely or more often.

Nicotine harms brain development as teens grow.

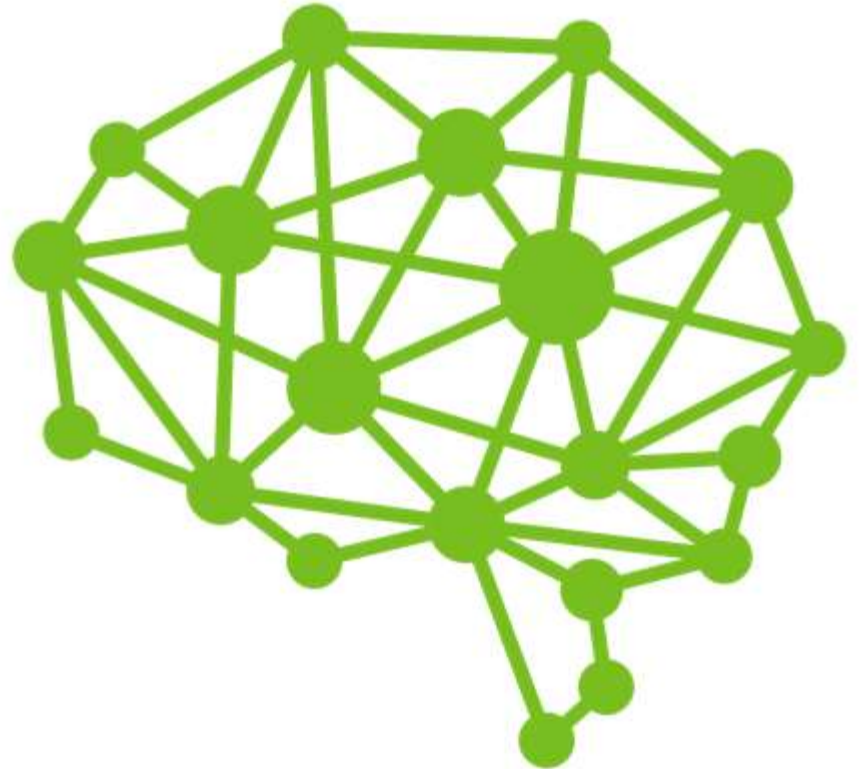


Youth nicotine exposure has negative implications for **learning, memory, and attention span.**

The brain learns addiction.

Nicotine can change brain chemistry, making youth more susceptible to addiction.

The earlier the exposure, the greater the risk.



The Cost of Tobacco

\$3 BILLION
IN EXCESS HEALTH CARE
EACH YEAR



EQUAL TO:



**PER MAN,
WOMAN AND
CHILD IN
MINNESOTA.**

Targeted Populations

- Menthol: Predominately targets African American or Black population
- Youth: Candy and Fruit-flavored
- “Flavored products target youth, what 40-year-old wants a cotton candy vape?”
- We also know that African Americans/Blacks, Native Americans, Latinx, & LGBTQ+ populations are targeted by the tobacco industry

Current Laws

2020 Federal ban on flavored cartridge-based (closed system) e-cigarette products → rise in disposable e-cigarettes



Source: Campaign for Tobacco-Free Kids-1/20

Flavored products in Winona County

- e-cigarettes are colorful, eye-catching, front, and center making it accessible and more likely to target youth
- Pictured is Severson Sinclair and BP on Mankato Avenue



Flavored Products in Winona County

- Price Promotion of e-cigarettes (pictured: Kwik Trip)
- Stores that do not sell vaping devices still sold flavored swishers or cigarillos



Flavored Products in Winona County

- Online scan
- Wide availability of flavored tobacco
- Cost savings
- Pictured: Kwik Trip, Kure Vapes, Royal Tobacco

EARN A 40¢ FUEL DISCOUNT
When you buy 2 Vuse 4 Pod Packs
Valid 1/3/22 - 4/3/22 with Kwik Rewards



SELECT MN STORES

SURGEON GENERAL'S WARNING:
Cigar smoking can cause cancers of the mouth and throat, even if you do not inhale.

\$3.00 OFF
Swisher Sweets Little Cigars
Valid 2/1/22 - 3/31/22 with Kwik Rewards



SELECT MN STORES

SURGEON GENERAL'S WARNING:
This product contains nicotine.
Nicotine is an addictive chemical.

SAVE \$10.00
When you buy 3 JUULpod 4-Packs
Valid 3/1/22 - 7/4/22 with Kwik Rewards



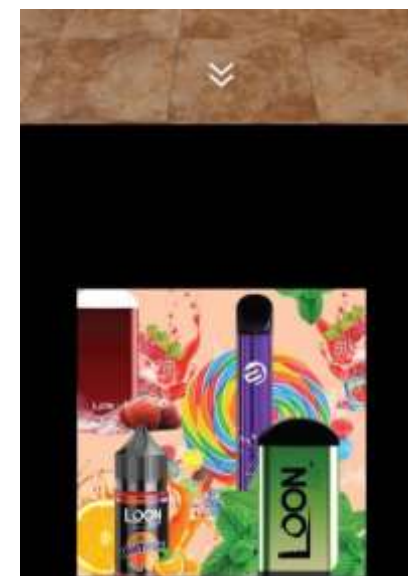
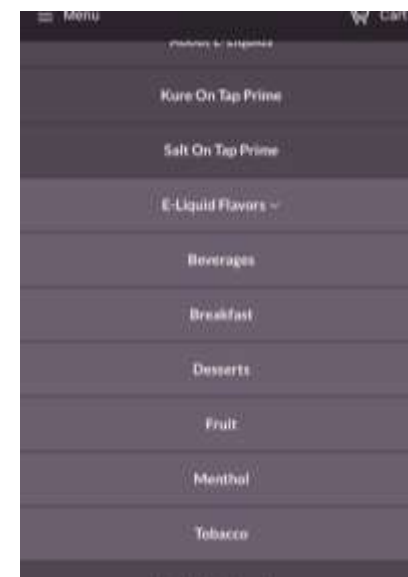
SELECT MN STORES

SURGEON GENERAL'S WARNING:
Quitting Smoking Now Greatly Reduces Serious Risks to Your Health.

SAVE \$2.00
When you buy 2 Newport Packs
Select Styles
Valid 1/3/22 - 7/3/22 with Kwik Rewards



SELECT MN STORES



Solutions

1

Reduce accessibility
through compliance

2

Clear the market of
flavored products

3

Increase tobacco
prevention funding

Accessibility

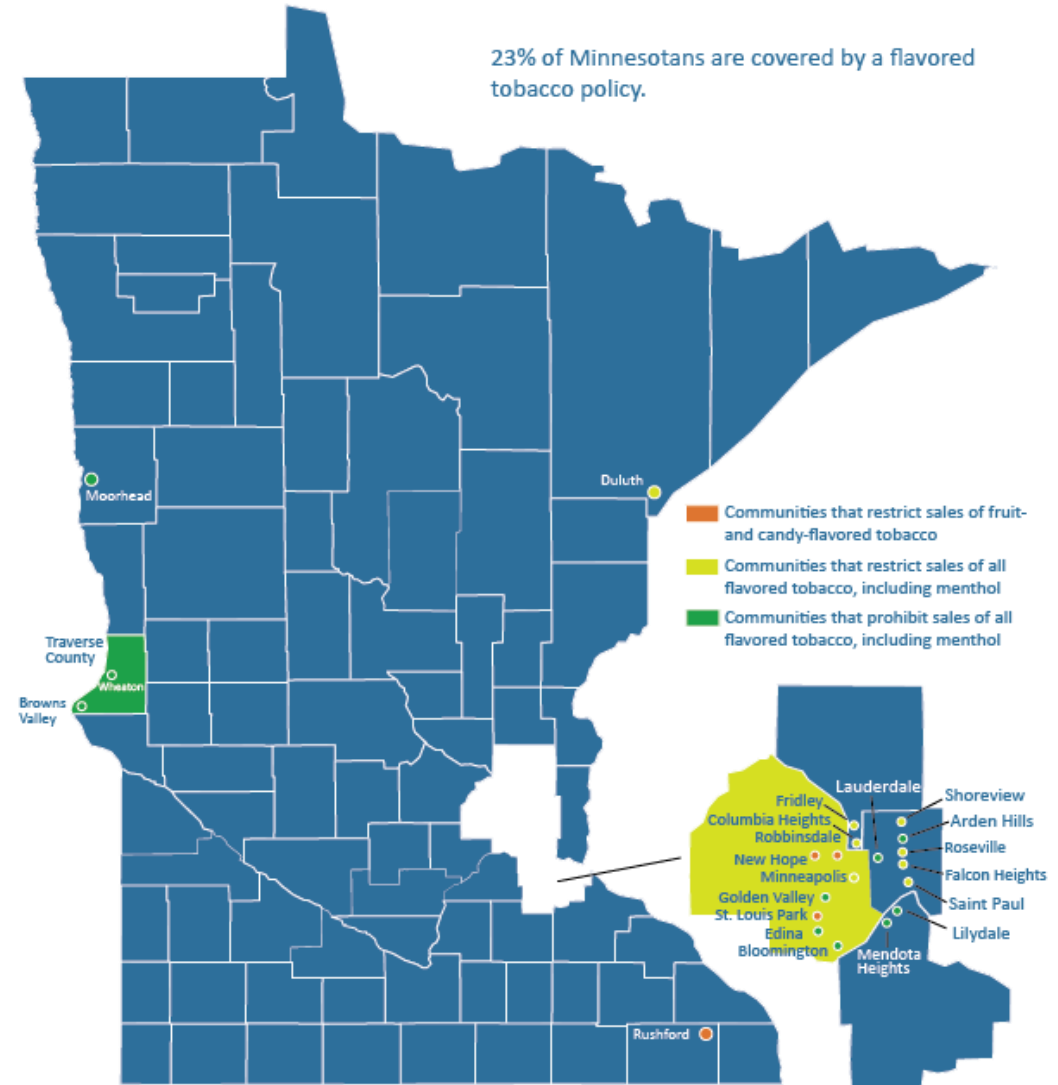


- Lack of ID checks-
importance of compliance checks
- Students selling vapes to others

Places that restrict the sale of flavored tobacco

- As of June 2021, 23% of Minnesotans are covered by a flavor restriction policy (MDH, 2022)

Minnesota communities restricting the sale of flavored tobacco



Results of Ending the Sale of Flavored Tobacco

A menthol ban in the US would lead to 923,000 smokers quitting (FDA, 2021)

San Francisco, CA Flavor Restriction: Reduction in flavored tobacco use and overall tobacco use- more people quit tobacco use

2020 Surgeon General Report: “Prohibiting flavors, including menthol, in tobacco products can benefit public health by reducing initiation among young people and promoting cessation among adults.”

A ban of flavored tobacco would lead to a 17% reduction in the probability of youth becoming smokers in the US

Questions?



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