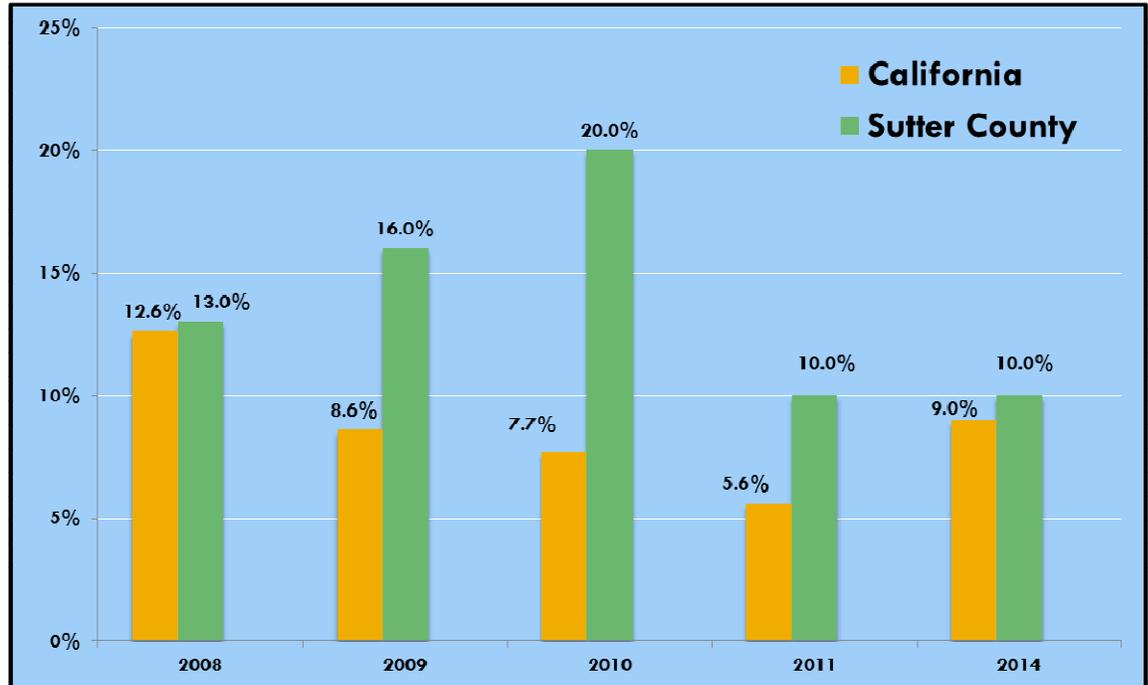


Sutter County– Youth Access to Tobacco

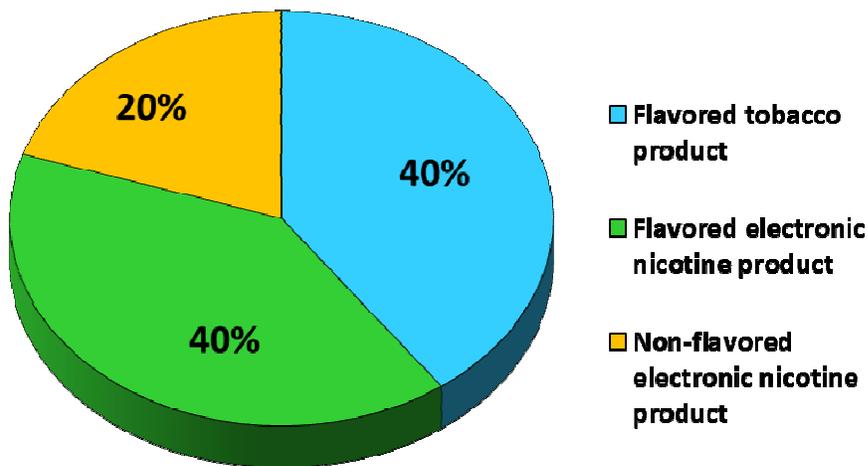
Just the facts

Percent of stores attempting to sell tobacco products to underage youth 2014¹

In a recent focus group of local high school age youth students were asked “where do you get your tobacco products?”— more than half of the students reported buy tobacco products at convenience stores and smoke shops.²



Types of products stores attempted to sell to youth



In 2014 e-cigarette use among teens surpassed the use of traditional cigarettes. Over a quarter million teens who reported using e-cigarettes had never used traditional cigarettes.⁴

Nearly 9/10 adult smokers start before the age of 18.³

In Sutter County 10% of youth smoke— That’s the same as both Yuba City & River Valley High Schools senior classes combined.

Local high school students were asked: "What is more popular among youth, electronic devices & hookah pens or traditional cigarettes?"²

"I see people using more hookah pens than cigarettes."

-Male high school student

"Vape pens are made for kids. If it was for an adult don't you think they would use flavors that would appeal to adults, not fruit?"

-Female high school student

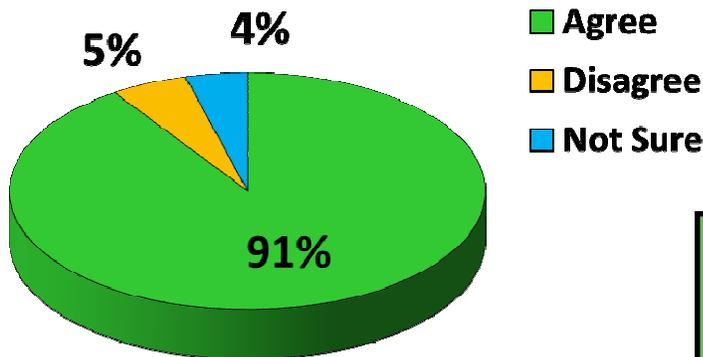
"Every freshman has one [hookah/vape pen]."

-Male high school student

As part of a statewide campaign all tobacco retailers Sutter County were surveyed regarding product type, placement, availability, price and advertising.⁵

- In Sutter County, **100%** of stores located near schools sell candy flavored nicotine products like cherry, apple & grape.
- In Sutter County, nearly **90%** of stores sell candy flavored nicotine products for less than **\$1.00**.
- In Sutter County, Youth are **7 times** more likely to see ads for unhealthy products like tobacco & alcohol than for healthy items like water or fruit.

200 Sutter County adults were asked if they agreed with this statement: "I would support a local law that makes it more difficult for underage youth to purchase tobacco in Sutter County."⁶



Local tobacco retailer licensing ordinances with strong enforcement provisions are effective in reducing illegal sales of tobacco to minors.⁷

For more information visit www.suttercaounty.org/publichealth or call 530-822-7215

1. Sutter County Tobacco Control Program Youth Tobacco Purchase Survey Report, October 2014
2. Sutter County Tobacco Control Program Youth Focus Groups, October 2014
3. <http://www.surgeongeneral.gov/library/reports/preventing-youth-tobacco-use/factsheet.html>
4. State Health Officers Report on E-Cigarettes: A community Health Threat., January 2015
5. Healthy Stores for a Healthy Community Campaign, Sutter County Data, March 2014: www.healthystoresforahealthycommunity.com
6. Sutter County Tobacco Control Program, Intercept Interviews Report, 2011
7. The Center for Tobacco Policy & Organizing/American Lung Association California, March 2011