

YOUTH ACCESS TO TOBACCO

GET'EM YOUNG

The tobacco industry knows **9 out of 10** smokers start before the age of 18



80%

of kids who have used tobacco started with a flavored product

MOST YOUTH REPORT FLAVORING AS A LEADING REASON FOR USING TOBACCO



15,500 FLAVORS & COUNTING

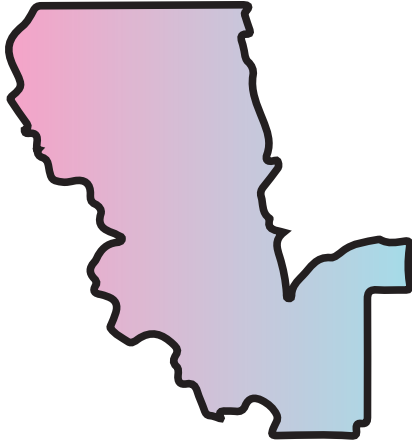
Flavorings mask the harsh taste of tobacco, making it easier and more appealing for youth to use

COLORFUL PACKAGING AND PLACEMENT NEAR THE REGISTER MAKE TOBACCO HIGHLY VISIBLE AND ATTRACTIVE TO KIDS

22%

of Sutter County youth use tobacco products – they are 8x more likely to see ads for tobacco and alcohol than they are for healthy items like water or fruit

TOBACCO SALES IN OUR COMMUNITY



- » Sutter County has **one tobacco retailer** for **every 1,000 people** – over a quarter are within 1,000 feet of schools
- » **100% of the retailers near schools** sell candy flavored tobacco products and more than **90% sell these products for less than \$1.00**
- » In 2014, **10% of stores in Sutter County** attempted to sell tobacco products to youth under the age of 21 – of the products attempted to be sold, **80% were flavored**
- » **50% of youth reported buying tobacco** products at convenience stores and smoke shops

FLAVORING RESTRICTIONS PROTECT OUR YOUTH FROM A LIFETIME OF ADDICTION

- » A growing number of communities across the state have **restricted the sales of flavored tobacco** (including e-cigarette) products
- » A poll of Sutter County adults found that over 90% would support **a law making it harder for underage youth to purchase tobacco**



TO LEARN MORE & TAKE ACTION

Join the Healthy and Safe Neighborhoods Coalition

HSNCoalition@gmail.com or visit HSNCoalition.org



Sutter County Public Health

1445 Veterans Memorial Circle, Yuba City

530-822-7215

BreatheEasySutter.org

Sources

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