



Protecting Denver's Kids from Tobacco and Vaping Addiction

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Smoking is the #1 Cause of Preventable Death and Disease in the U.S. and Colorado

- Tobacco kills **more** than 480,000 people annually – more than AIDS, alcohol, car accidents, illegal drugs, murders and suicides combined.
- Life expectancy for smokers is **10 years shorter** than for nonsmokers.
- Most teens who use tobacco will get hooked. 3 out of 4 teens who smoke cigarettes in high school will still be smoking as adults.
- Smokers earn 20% less than their non-smoking colleagues.
- Each year our country loses nearly 2x the number of lives to smoking than have been lost to COVID-19.

Tobacco Use & Kids – THE EPIDEMIC



Teen receives historic double lung transplant due to vaping-related illness

Doctors said he was days away from death if he didn't receive the transplant.



Tobacco Use & Kids – THE EPIDEMIC

ARIZONA NEWS

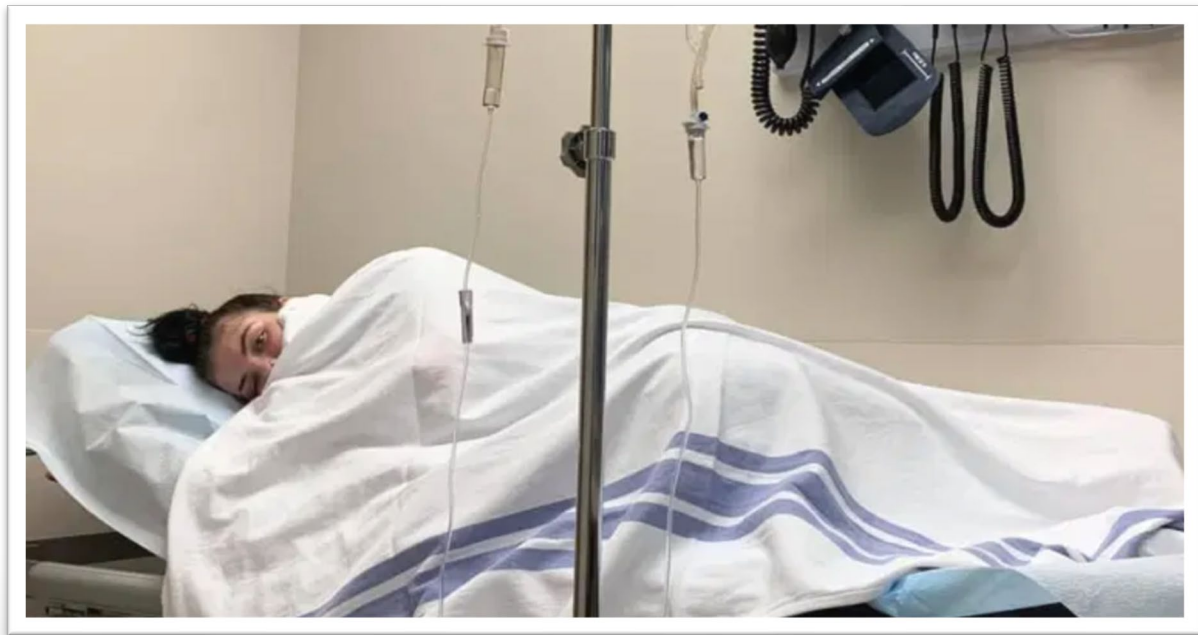
Valley teen recovering after going into vaping-related coma



Tobacco Use & Kids – THE EPIDEMIC



'I Was Terrified': Piper Johnson, UNC Student With Lung Illness Talks About Vaping Habit

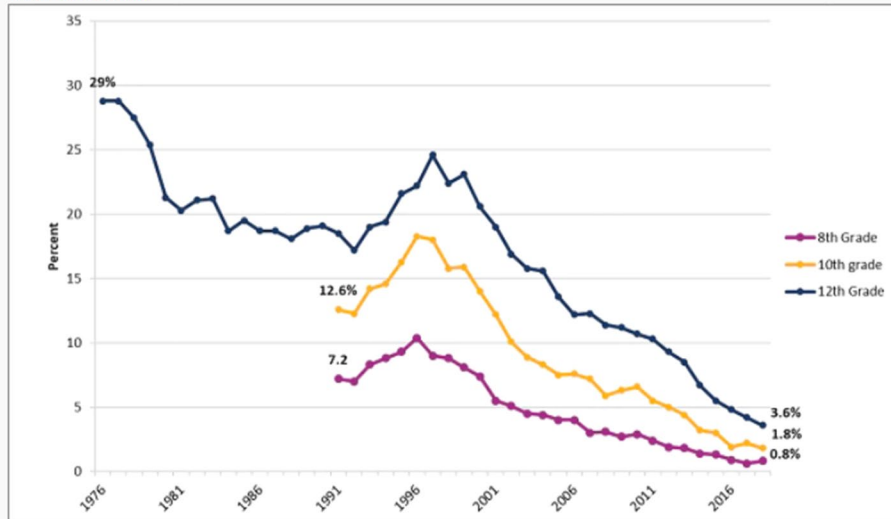




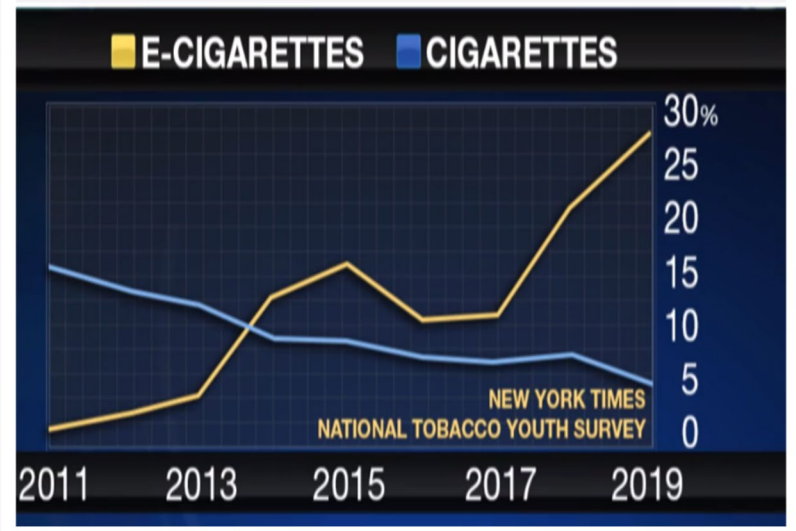
Tobacco Use & Kids – THE EPIDEMIC

Then and Now

Figure 1: 30 Day Prevalence of Daily Use of Cigarettes, by Grade, 1976-2018



THE RISE OF VAPING



Source: Johnston, L. D., Miech, R. A., O'Malley, P. M., Bachman, J. G., Schulenberg, J. E., & Patrick, M. E. (2019). *Monitoring the Future national survey results on drug use 1975-2018: Overview, key findings on adolescent drug use*. Ann Arbor: Institute for Social Research, University of Michigan. Retrieved from <http://www.monitoringthefuture.org/pubs/monographs/mf-overview2018.pdf> - PDF

CAMPAIGN
for
TOBACCO-FREE
Kids

Flavored Tobacco Products Are Putting a New Generation of Kids at Risk



WARNING: SURGEON GENERAL WARNING: Quitting Now Greatly Reduces Serious Risks to Your Health. Tobacco Smoke Causes Lung Cancer, Heart Disease, Emphysema, May Complicate Pregnancy and Cause Infertility and Other Complications. Quitting Now Greatly Reduces Serious Risks to Your Health. **WARNING: This product is not a safe alternative to cigarettes.**



The Tobacco Industry Has Known for Decades that Flavors Attract Kids

“It’s a well-known fact that teenagers like sweet products. Honey might be considered.”

-Memo to Brown & Williamson, 1972

“Make a cigarette which is obviously youth oriented. This could involve cigarette name, blend, flavor and marketing technique....for example, a flavor which would be candy-like but give the satisfaction of a cigarette”

-R.J. Reynolds Memo, 1974

“Cherry Skoal is for somebody who likes the taste of candy, if you know what I’m saying.”

-U.S. Smokeless Tobacco Sales Representative, 1994



RJ Reynolds American Executive

“We don’t smoke that s _ _ _ . We just sell it. We reserve the right to smoke for **the young, the poor, the black and stupid.**”

R.J. Reynolds executive’s reply when asked why he didn’t smoke according to Dave Goerlitz, lead Winston model for seven years for R.J. Reynolds.] Giovanni, J, “Come to Cancer Country; USA; Focus,” The Times of London, August 2, 1992.



Targeted Marketing in Denver



Targeted Marketing

TOBACCO USE IS NOT AN EQUAL OPPORTUNITY KILLER.
SMOKING DISPROPORTIONATELY AFFECTS THOSE MOST IN NEED SUCH AS THE POOR,
THE HOMELESS, RACIAL MINORITIES, LGBTQ PERSONS AND THOSE SUFFERING FROM
MENTAL ILLNESS AND SUBSTANCE USE DISORDERS.



THERE ARE UP TO
10X MORE TOBACCO ADS
IN BLACK NEIGHBORHOODS
THAN IN OTHER
NEIGHBORHOODS.



SEIDENBURG AB, CAUGHEY RW, REES VW, CONOLLY GN. STOREFRONT CIGARETTE ADVERTISING
DIFFERS BY COMMUNITY DEMOGRAPHIC PROFILE. AM J HEALTH PROMOT. 2010; 24(6): E28-E31.
(2-5X INCREASE)

MORELAND-RUSSELL S, HARRIS J, SNIDER D, WALSH H, CYR J, BARNOYA J. DISPARITIES AND
MENTHOL MARKETING: ADDITIONAL EVIDENCE IN SUPPORT OF POINT OF SALE POLICIES. INT J.
ENVIRON. RES PUBLIC HEALTH. 2013; 10:4571-4583. (10X INCREASE)

J. CANTRELL ET AL. MARKETING LITTLE CIGARS AND CIGARILLOS: ADVERTISING, PRICE, AND
ASSOCIATIONS WITH NEIGHBORHOOD DEMOGRAPHICS. AMERICAN JOURNAL OF PUBLIC HEALTH;
OCTOBER 2013, VOL. 103, NO. 10, PP. 1902-1909.

Flavored Tobacco Products Are Designed to Hook Kids

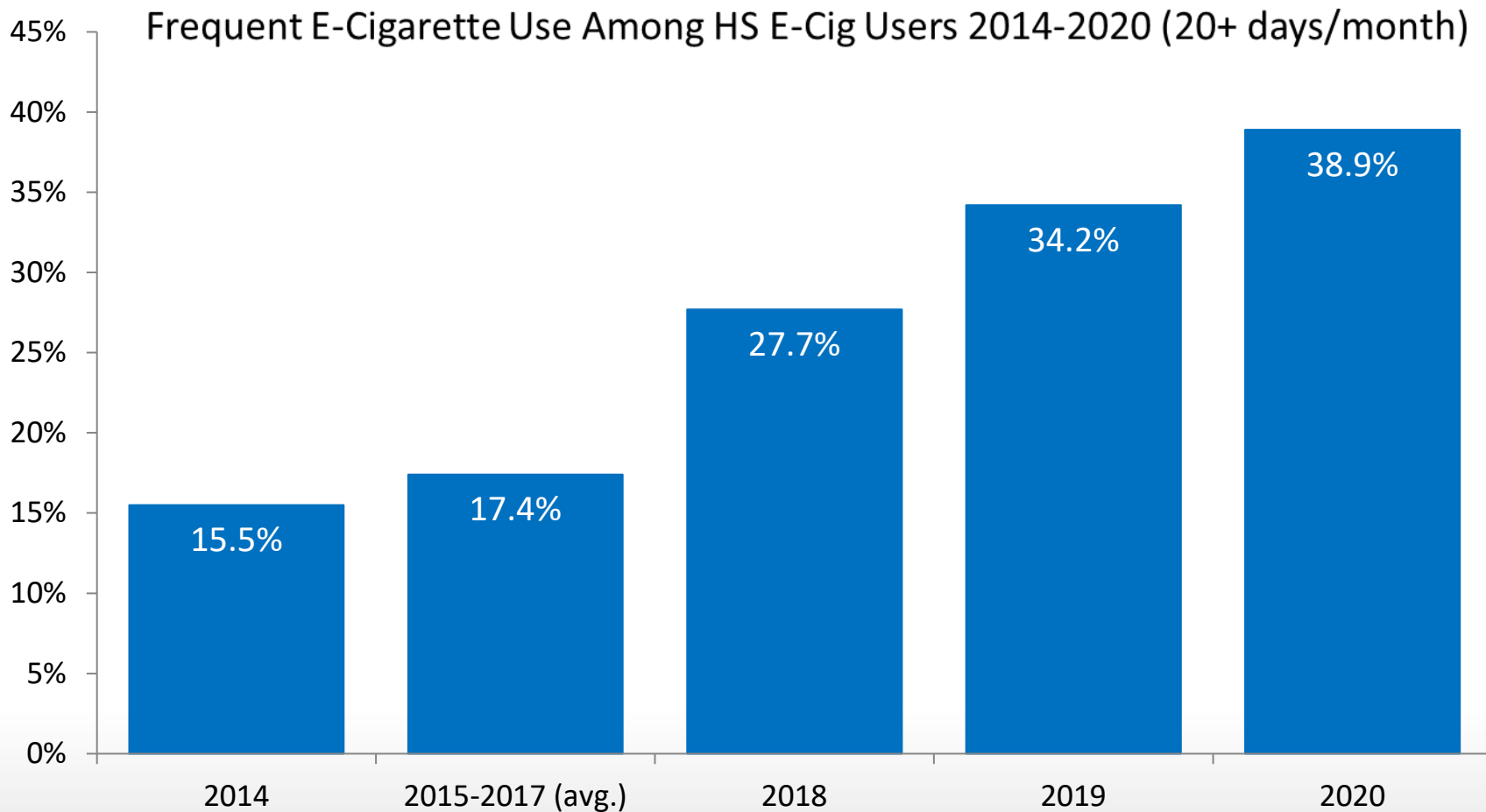


- 81% of youth who have ever used a tobacco product, starting using with a flavored product
- 72% of current youth tobacco users used a flavored product in the past month

Source: Ambrose et al., *JAMA*, 2015
Rose et al., *Tobacco Control*, 2019



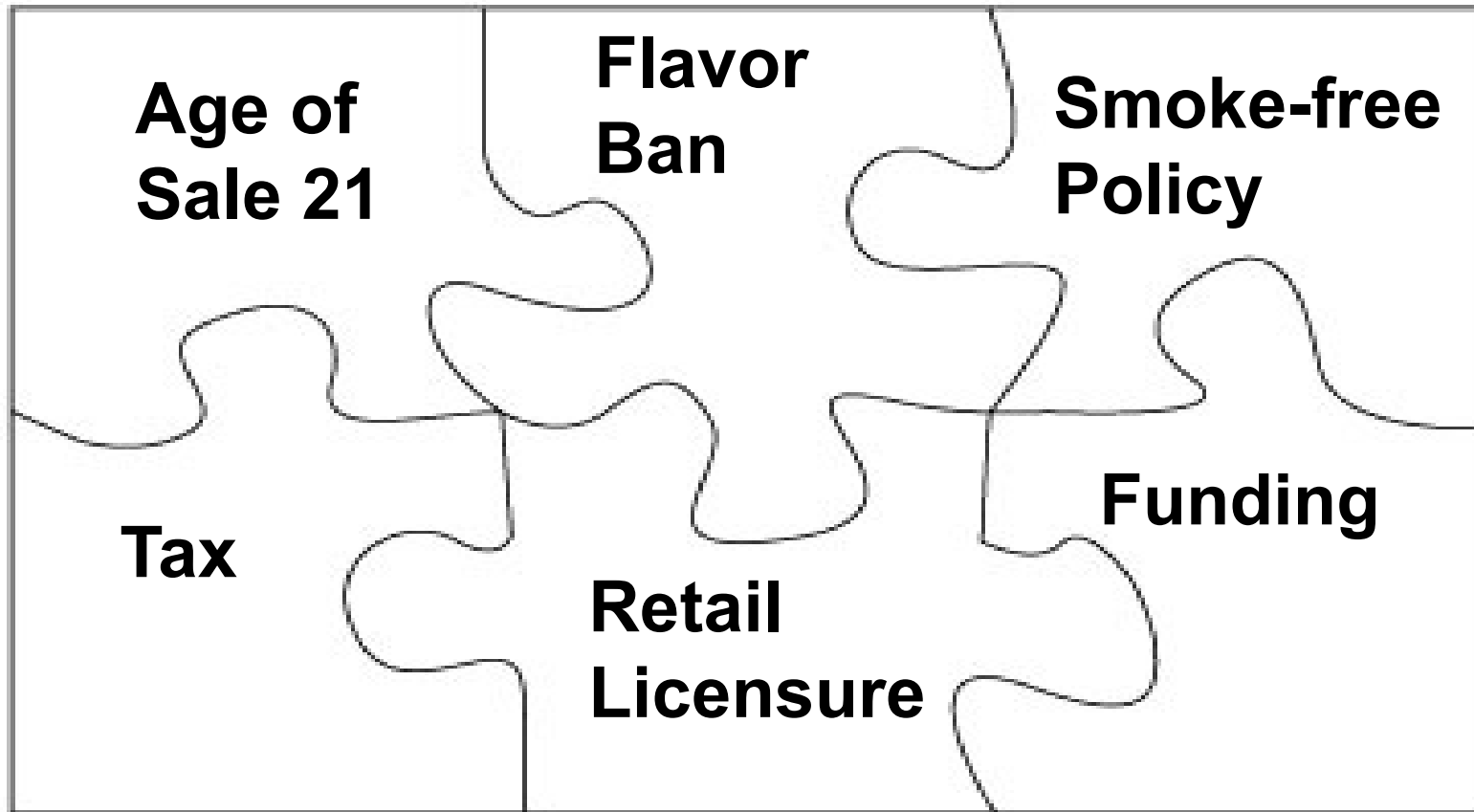
More Kids Who Use E-Cigarettes Are Becoming Addicted



Source: CDC, National Youth Tobacco Survey (NYTS)



We know how to reverse this trend.





Who Decides



CAMPAIGN
for
TOBACCO-FREE
Kids

We Need Your Help!





Take Action

FlavorsHookKidsDenver.org

