



PROTECTING ALL SAN FRANCISCANS FROM FLAVORED HEALTH HARMS



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POPULATION HEALTH DIVISION
SAN FRANCISCO DEPARTMENT OF PUBLIC HEALTH

Why address flavored tobacco products now?

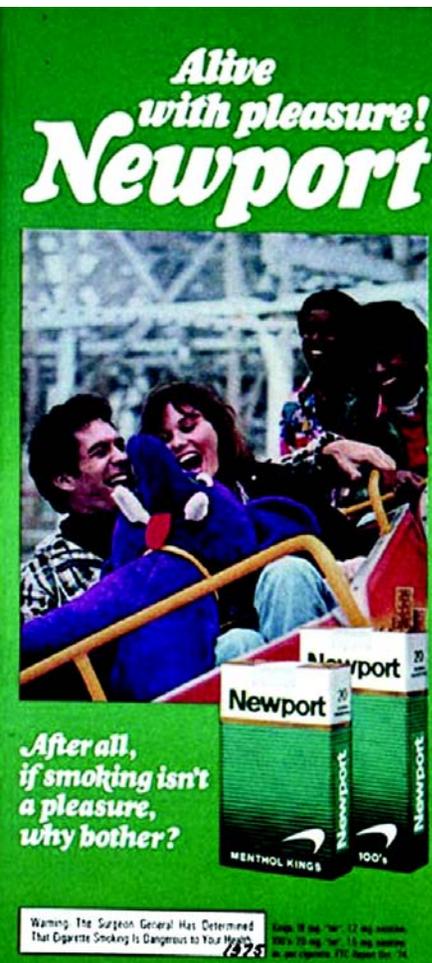
- 438,000 Americans die from tobacco-every year- that's still the leading cause of death
- In 2009, President Obama signed the Family Smoking and Prevention Act, which prohibited all flavored cigarettes EXCEPT menthol
 - Flavored cigarettes disappeared, but e-cigarettes and flavored small cigars emerged
 - Protections are needed in San Francisco for those who are targeted by menthol cigarette advertising and those who are targeted by other flavored products



What are flavored tobacco products?



Why are flavored products a problem? MENTHOL



- Menthol cigarettes serve as anesthetic, allowing newer smokers to commence use by calming their lungs
- Perception of less harsh feeling and reduced harm, but research shows that menthol is more deeply inhaled
- Menthol smokers more likely to attempt a quit, less likely to succeed



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Why are flavored products a problem? FLAVORS

- Flavored e-cigarettes and small cigars allow for young people/non smokers to commence nicotine use
 - Candy, fruit, and menthol flavored e-cigs appeal to youth. Youth have a higher preference for sweet things than adults.
 - Surgeon General reports that 90% of smokers start before age 18, so it is essential to remove the flavored enticement.



Why are flavored products a problem? TARGETING

- Heavy marketing and price promotions by the tobacco industry
- Every day over 1,000 American smokers die- the industry needs replacements to maintain, even more new recruits to grow their business
 - Packages and flavors that are appealing
 - Pricing is extremely low- in San Francisco's Tenderloin we purchased 12 fruit flavored cigars for 99 cents

FLAVORED TOBACCO AND YOUTH

TOBACCO COMPANIES FLAVOR TOBACCO TO TASTE LIKE CANDY, FRUIT, MINT, AND OTHER FLAVORS

FLAVORED TOBACCO IS HEAVILY MARKETING TO YOUTH THROUGH:

- PACKAGING LIKE CANDY**
- CHEAP PRICES**
- LOTS OF FLAVOR OPTIONS**

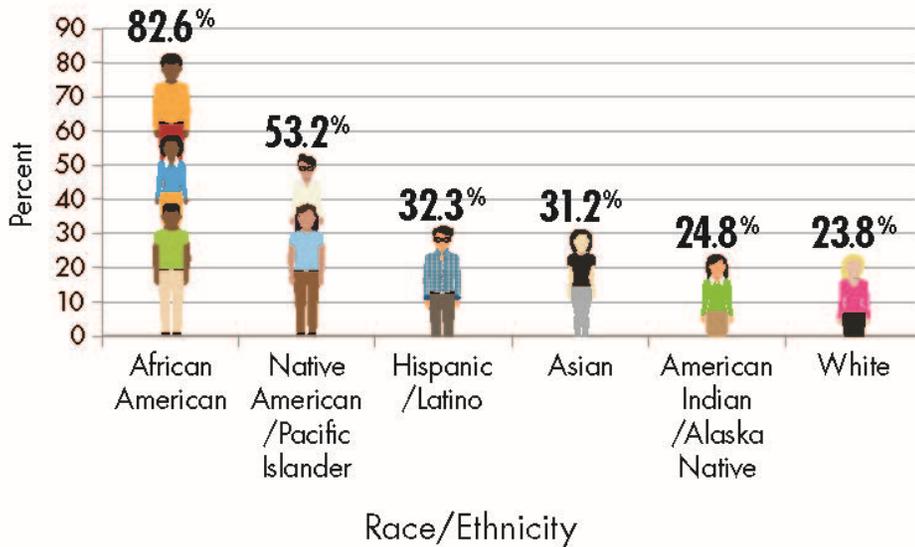
The infographic features illustrations of a cigarette, an orange slice, a chocolate bar, an orange, a strawberry, and a cigar. Below the main text are three images: a display of candy-like tobacco packages, a display of tobacco products with price tags (e.g., 2-99c), and a display of various flavored tobacco products.



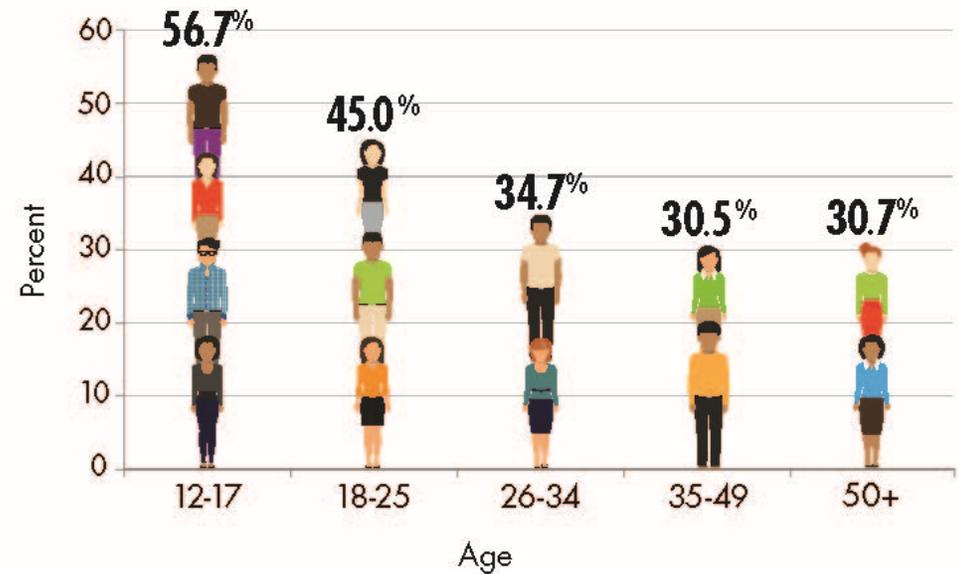
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Who uses flavored products?

Menthol Cigarette Smoker Use by Race/Ethnicity [14]



Menthol Cigarette Smoker Use by Age [13]



Who uses flavored products?

BREATHE CALIFORNIA'S PROJECT E-NUFF SURVEYED 150 SAN FRANCISCO HIGH SCHOOL STUDENTS:



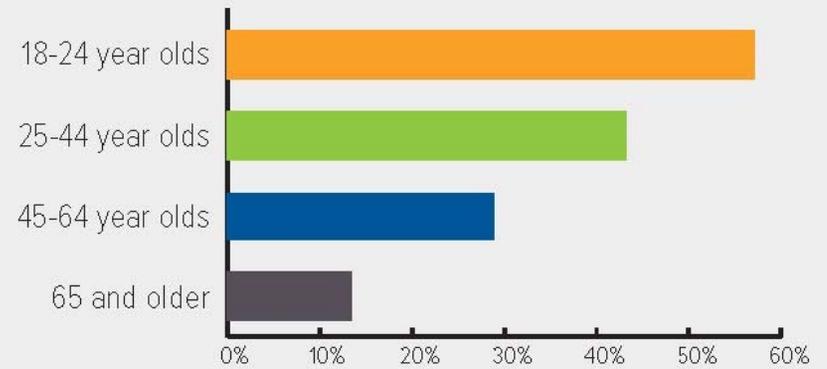
Two-thirds of students surveyed who have used blunt cigars, prefer them flavored



Half of the students surveyed who have used e-cigarettes, preferred them flavored

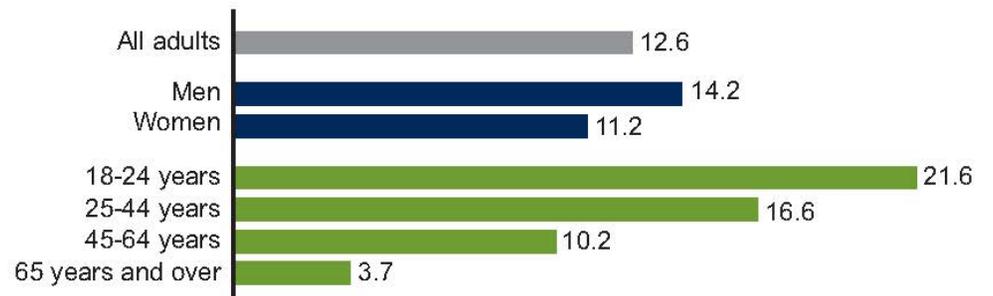


FLAVORED CIGAR USE AMONG U.S. CIGAR SMOKERS



Source: Findings from the 2009–2010 National Adult Tobacco Survey. *Nicotine & Tobacco Research*. 2013;15:608–14.

Figure 1. Percentage of adults who had ever tried an e-cigarette in their lifetime, by sex, age, and race and Hispanic or Latino origin: United States, 2014



How have these products come to harm San Franciscans?

- Specific targeting by the industry to African Americans and other groups
 - Increased use among youth and adults due to targeted marketing and pricing
 - Up to 10 times as many ads for tobacco products in Black neighborhoods



How have these products come to harm San Franciscans?

BACKGROUND:

During the introduction of Red Kamel, additional opportunities to improve Camel presence became evident in ~~the~~ San Francisco proper.

1. Consumer Subcultures

- ☉ Alternative Life Style (Castro/Gen)
- ☉ International Influence
- ☉ Rebellious; Generation X
- ☉ Street People - More Applicable to Doral *Tendulstein*

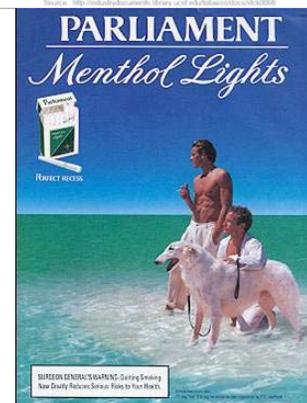
2. Camel has a higher share than in the general Marketplace. This was consistent in calls where we had the elements of presence/distribution and where we didn't

- ☉ Haight Ashbury - 22.6% SOM - Not SOC *Brand is big where we are and where we're not.*
- ☉ Castro - 10.5% **Focus is in calls where we're not (soo acts.)*
- ☉ Downtown Metro - 7.90%
- ☉ Northern California Region - 7.70% (AIM 12/30/95-2/28/96)

all 2000 calls 3/9/96

5211 2082 1122

Source: <http://industrydocuments.library.ucsf.edu/tobacco/docs/sfck0098>



**freedom. to speak.
to choose. to marry.
to participate. to be.
to disagree. to inhale.
to believe. to love.
to live. it's all good.**

the people of santa fe natural tobacco company

No additives in our tobacco does NOT mean a safer cigarette.

SURGEON GENERAL'S WARNING: Smoking By Pregnant Women May Result in Fetal Injury, Premature Birth, And Low Birth Weight.

www.nascigs.com

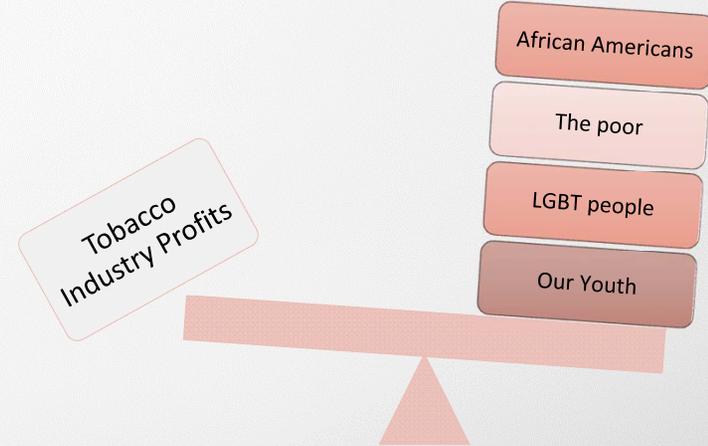


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Why are flavored tobacco products being addressed now?

- Social justice
 - Flavored products have a disproportionately harmful impact on communities of color and LGBT people
 - Protecting kids from a lifetime of addiction that most current tobacco users regret
- Other communities have addressed this issue: European Union, Canada, New York City, Minneapolis, Chicago, Berkeley, El Cerrito, Sonoma, Santa Clara County, Yolo County, and being considered by Oakland, Contra Costa County and others

Weighing San Francisco Values



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Thank you!

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