

FLAVORED TOBACCO: CANDY COATING ADDICTION

The tobacco industry shows clear patterns of designing flavored tobacco products to target youth.

FLAVORED PRODUCTS TARGET YOUTH

- Tobacco products like chew, cigars, little cigars, and snus come in more than 20 appealing flavors such as cherry, grape, peach, chocolate, and even “mellow.”
- These products come in the same sizes, shapes, and colors as other youth-oriented products like candy, lip balm, and mints.
- E-cigarettes also include candy flavors and their popularity among youth continues to rise.¹



YOUTH ARE HOOKED EARLY AND THE ADDICTION LASTS

- 2 out of 5 Wisconsin high school students have tried a tobacco product.²
- 1 in 8 Wisconsin high school students currently use a tobacco product. Over half of these students have tried to quit, but the addiction makes it hard.²
- The majority of Wisconsin adult tobacco users started using tobacco before age 18.³

Middle and high school youth are using flavored tobacco



7 out of 10 youth tobacco users report using at least one flavored product in the last 30 days.⁵

FLAVORED TOBACCO HAS SERIOUS HEALTH RISKS

- Nicotine exposure in adolescence causes long-lasting changes in brain development, which could have negative implications for learning, memory, attention, behavior problems, and future addiction.⁴
- Health officials recommend the public avoid and discontinue use of all tobacco products due to their addictive, cancer-causing contents.



HELP RAISE A TOBACCO-FREE GENERATION

Join local efforts to stop youth tobacco use and promote quitting.

1. Centers for Disease Control and Prevention. Tobacco Use Among Middle and High School Students—United States, 2011–2014. *Morbidity and Mortality Weekly Report*, 2015;64(14):381–5
2. WI High School Youth Tobacco Survey, 2016
3. WI Behavioral Risk Factor Surveillance System, 2014
4. Minnesota Department of Health, Health Advisory: Nicotine Risks for Children and Adolescents, June 10, 2015. http://www.health.state.mn.us/divs/hpcd/tpc/topics/nicotine_docs/2015nic_advisory.pdf
5. Centers for Disease Control and Prevention. Flavored Tobacco Product Use Among Middle and High School Students — United States, 2014. *Morbidity and Mortality Weekly Report*, 2015;64(38):1066-1070
6. Photo credits: Tobacco Free Utah: tobaccofreeutah.org/varproduct.html, accessed 6/20/2013