

## PROJECT E-NUFF: Flavored Tobacco Products Fact Sheet

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**Policy Issue: Prohibiting the sale of all flavored tobacco products in San Francisco**

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### Secondary Research Findings

- 7 in 10 middle and high school students who use tobacco prefer flavored products [1].
- 70% African-American students use menthol cigarettes compared to their 51.4% of Non-Hispanic White (51.4%) and Hispanic peers (52.3%) [1].
- Flavored tobacco products are widely considered to be "starter" products for youth through which they can potentially be a gateway to lifelong nicotine addiction [1].
- Local jurisdictions such as Berkeley, CA and Santa Clara County, CA (unincorporated) have passed legislation that limits and restricts the sale of flavored tobacco products.

### Survey Findings from Project E-NUFF's Survey on San Francisco Youth (14-17 Year Olds)

- 1/3 of youth reported that their peers use flavored tobacco products because "*it tastes good.*"
- 32% of youth reported having ever used hookah while 31% of youth reported having ever used electronic cigarettes.
- 67% of youth reported to prefer flavored cigars; 50% of which are female.
- Almost 90% of youth who believe that flavored tobacco products are harmful think San Francisco should stop selling them.

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### Works Cited

1. Corey. C. G., et al., *Flavored tobacco product use among middle and high school students- United States, 2014*. MMWR Morbidity and Mortality Weekly Report, 2015. 64 (38): p. 1066-1070.