



PROJECT E-NUFF

Protect Youth From Flavored Tobacco

Tobacco

The #1 preventable cause of death
in our country...

Flavored Tobacco

Just as dangerous as nonflavored
tobacco and targeted to kids

About Project E-NUFF

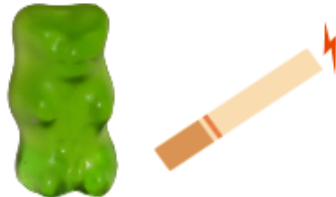
We aim to protect youth from tobacco by **prohibiting the sale of flavored tobacco in San Francisco**. This would affect all tobacco retail licensed stores in San Francisco.

We want to cover all flavored tobacco

Flavored tobacco means any product with a key flavor like candy, fruit, and mint, but not "bold". We want to cover all flavored tobacco products so children can be protected from all flavors, rather than tobacco companies targeting kids with the flavors that remain available.



Menthol cigarettes
Targets kids



Flavored e-cig liquids
Candy and fruit flavors like gummy bear, lollipops



Flavored hookah
Flavors mask the tobacco



Flavored cigars, chew, pipe tobacco
Includes "little cigars"

We want to cover all San Francisco

Flavored tobacco is sold throughout San Francisco, concentrated near schools and low-income neighborhoods – getting youth, especially low-income youth, addicted to tobacco. The policy would be fair to businesses across the city by giving the same playing field to all retailers.

Strong Public Support



Almost 90% of San Francisco high school students (ages 14-17) who believe that flavored tobacco products are harmful also believe that flavored tobacco products should stop being sold in San Francisco.¹

Flavored Tobacco and Youth

Research shows that flavored tobacco is a "starter" product, leading many youth to lifelong nicotine addiction.²

70% of African American youth who smoke use **menthol cigarettes**, much more than white (51%) and Latino youth (52%).²

7 out of 10 middle and high school students who use tobacco use flavored tobacco products.²

Menthol's "cooling" sensation makes it **more difficult** for menthol smokers to quit.³

Other Places Restricting Flavored Tobacco



These cities and counties have passed ordinances strongly limiting sales of flavored tobacco.

ENDORSE PROJECT E-NUFF

We endorse Project E-NUFF's policy campaign to protect San Francisco's youth from tobacco.

Endorsing as an: Individual Organization

Name	
Organization (for organizational endorsement)	Title
Address/City/Zip	
Email	Phone
Signature	Date

We will continue to keep in touch with you or your organization as our campaign unfolds.

In addition, please select:

- Project E-NUFF / Breathe California may **use our organization's name** as an endorser of this policy.
- We can **ask our staff for their endorsements** of this policy (as individuals).
- We can help **provide youth or adult spokespeople** for future campaign activities!

Please return your endorsement to Randy Uang,
Project E-NUFF Coordinator:
RandyU@ggbreathe.org
Fax: (415) 445-3000

Project E-NUFF is a project of Breathe California, Golden Gate Public Health Partnership, funded by the San Francisco Department of Public Health.



ggbreathe.org/project-e-nuff

Do Us A Favor – No More Flavors

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1. Project E-NUFF survey in November 2015 of high school students, primarily in the Tenderloin, Bayview-Hunters Point, Mission, and Excelsior neighborhoods.
2. Corey CG et al., "Flavored tobacco product use among middle and high school students- United States, 2014." *MMWR Morbidity and Mortality Weekly Report* 2015; 64(38): 1066-1070.
3. Foulds J, Hooper MW, Pletcher MJ, et al. Do smokers of menthol cigarettes find it harder to quit smoking? *Nicotine & Tobacco Research* 2010;12(Suppl 2):S102-9.