IN BAD TASTE:
ADDRESSING TOBACCO IN OUR COMMUNITIES
Who We Are

The California Adolescent Health Collaborative (CAHC) is a program of the Public Health Institute (PHI)
- Alameda County Tobacco Control Policy Leadership Institute (TCPLI)
- Marketing of E-Cigarettes Towards Adolescents in Oakland Research Study (META-Oakland)

Liz talks about TCPLI and the connection with META OAK
Our Goals

- Listeners will be informed about current trends associated with tobacco companies, such as companies advocating for alternative smoking options (E.g. vaping).
- Listeners will become aware of the marketing tactics tobacco companies have used by showcasing META-Oakland data collection in Oakland’s community.
- Listeners will take home knowledge on marketing tactics towards adolescents and African Americans (E.g. menthol).
Overview

Goals

Check-in:

- Name
- How many total flavors are in all tobacco products?
  
  Estimate to be over 7,500 flavors!

What do you know?

Presentation

- Tobacco Products
- Photovoice: META-Oakland Study
- Menthol as a Social Justice Issue
- Regulating Flavors / Policies

Kahoots!

Thank you! Feedback
DOES “SOCIAL SMOKING” COUNT AS SMOKING? [Yes, No, Depends]

YES - RIGHT - It definitely counts. Some teens can have cravings after just a few cigarettes.

MOST HIGH SCHOOL STUDENTS SAY THEY WOULD RATHER DATE NON-SMOKERS. [True or False]

TRUE - RIGHT - Most high school students say they prefer to date non-smokers.

HOW MANY HIGH SCHOOL STUDENTS DON’T SMOKE? [1 OUT OF 2, 9 OUT OF 10, 1 OUT OF 6]

Right - 9 out of 10. So even if it seems like everyone around you smokes, smoking is actually not the norm.

IS MENTHOL A FLAVOR?

YES - RIGHT - Yes. Menthol is a flavor, it has a minty taste.
The tobacco industry uses flavored tobacco / nicotine products to recruit a new generation of customers.

More Black deaths are caused each year by tobacco use than from HIV, illegal drug use, alcohol use, motor vehicle injuries, suicides and murders combined.

NICOTINE INCREASES YOUR HEART RATE, TENSES YOUR MUSCLES, AND DECREASES THE OXYGEN TO YOUR BRAIN, DESPITE A REPUTATION FOR 'RELIEVING STRESS.'

SOURCE: TeenVogue.com, Tobacco Companies Target People Struggling With Mental Health, Helaina Hovitz. Jan 27, 2017
Flavored Tobacco products

- Do you know or recognize any of these products?
- We have E-juice, E-cigs here and a designed old school pipe that a e-cig, blunt wraps
- Tobacco companies have everything to gain from addicting young people to flavored tobacco products, given studies showing that the earlier one starts using tobacco, the higher the risk of addiction and the harder it becomes to quit.
What can you name of this slide?
How often do you see this is your neighborhood?
So what we have here are swishers, backwoods, and other non popular brands
The sweet flavors, colorful packaging and cheap prices of flavored tobacco products are highly appealing to youth. Flavors including grape, strawberry, chocolate, cotton candy, bubble gum & gummy bear mask tobacco’s harsh taste, encouraging young smokers.
Alternative Tobacco use

- Flavored tobacco products (including cigars, cigarillos, smokeless tobacco, shisha and nicotine solutions / electronic smoking devices) are increasingly popular among youth.
- Tobacco companies specifically target different tobacco products to different communities (menthol and swishers to urban communities, chew and snus to rural)
- Tobacco companies specifically target low-income communities and are utilizing as many avenues as possible to get youth hooked on nicotine
• These are more associates of vices. These products are really easy to get a hold of for youth through friends, family members, internet, and others big impacts.
• As you see we have hookah vapes, marijuana combined with wax, others may use hash, oil, moon rocks. other things to combine with these products the FDA hasn’t approved e-cig so what does that tell you. With these different devices you’re pretty much able to do different things with them.
• You shouldn’t be smoking at all because it's not good for your health. Smoking out of a battery can also cause a lot more damage to your health.
• The battery maintains an oil (chemicals) that you inhale into your lungs and they stick to your lungs.
• There are so many chemicals while vaping and once you release your vape (cartridge) all that smokes still is impacted with second hand smoke (in the air others can inhale) and third hand smoke (sticks to the walls of your house and your clothing even if you wash it you're just allowing the chemicals to contaminate your other clothing.
• Despite efforts to prohibit tobacco sales to minors, a 2014 survey reported that 70% of middle and high school tobacco users tried at least one flavored tobacco product.

• Research shows that 81% of youth tobacco users ages 12-17 initiated with a flavored product, and 80% used a flavored tobacco product in the past month.

• E-cigarette use tripled among U.S. high school youth from 2013 (4%) to 2014 (13%), and reached 22% among OUSD 11th graders.

• In Oakland Unified School District (OUSD), 78% of 11th grade smokers reported starting between ages 11-17

• Many believe that flavored tobacco products are safer than cigarettes. Yet, the FDA warns that all tobacco products pose serious health risks. Tobacco-related diseases are the leading cause of preventable death in the U.S, killing over 480,000 annually

EVERY DAY, MORE THAN 3,200 YOUTH UNDER AGE 18 TRY A CIGARETTE FOR THE FIRST TIME.

Oakland Youth & Tobacco

- 78% OUSD 11th grade smokers report starting between age 11-17
- 27% OUSD 11th graders use e-cigarettes
- 54% OUSD 11th graders believe it is “easy” to obtain cigarettes
- 19% Oakland youth diagnosed with asthma

Do any of these numbers surprise you?

Source:
California Healthy Kids Survey (CHKS) 2013-14, 2015-16
California Health Interview Survey (CHIS) 2014
Project Overview:
META-Oakland Study

PhotoVoice:

Research Question:
How are e-cigarettes marketed and promoted toward youth in Oakland?
What are youth perceptions of e-cigarettes?

Your photovoice project should be able to answer the following questions:
What do you see here?
What’s really happening here?
How does this relate to our lives?
Why does this problem, concern, or strength exist?
How can this image educate the community policy makers, others?
What can we do about it?

As mentioned before in these next slides we are showing you our META OAK research observation in our community when it came to tobacco / flavored products being marketed and advertised (explain Photovoice)
Cheap / Money Theme

S: We see a 4 pack of swishers called “Clippers”

H:

O: This relates to our lives because they use to be just as relevant as Dutches are today

W: because people are not taking their lungs serious

E: it related to my education because people are not educated but yet I am.

D: they can stop selling investments of flavored Tobacco
Multiple products with different flavors advertised right when you’re going to pay. This relates to our lives because it’s promoting you to buy tobacco product before you leave the store. This photo was taken the day after the announcement of the age increase.

A RECENT STUDY SHOWED THAT LOW-INCOME NEIGHBORHOODS ARE MORE LIKELY TO HAVE TOBACCO RETAILERS NEAR SCHOOLS THAN OTHER NEIGHBORHOODS.

SOURCE: Heather D’Angelo, PhD, Alice Ammerman, DrPH, RD, Penny Gordon-Larsen, PhD, Laura Linnan, ScD, Leslie Lytle, PhD, and Kurt M. Ribisl, PhD. Sociodemographic Disparities in Proximity of Schools to Tobacco Outlets and Fast-Food Restaurants. AJPH; September 2016, Vol 106, No. 9
• In a survey of 300 stores in Alameda County, 87% sold candy, mint and liquor flavored tobacco products and were located within 1,000 feet of a school.
• Among 11\textsuperscript{th} graders in Oakland, 33% believe that it is very easy to obtain cigarettes.\textsuperscript{3}
• In 2009, flavored cigarettes (excluding menthol) were banned by federal law given the evidence that they were marketed to and primarily consumed by youth. This ban coincided with the decline of high school smoking rates in CA. Circumventing this ban, tobacco companies created flavored non-cigarette tobacco products which are currently regulated neither by state nor federal law.\textsuperscript{14}
• Oakland can enact local policy to regulate the sale of flavored tobacco products. We can follow in the footsteps of Berkeley, CA (2015), Hayward, CA (2014), Providence, RI (2012), and New York City, NY (2009), which all passed local ordinances restricting flavored tobacco, despite tobacco industry resistance.
• The best way to prevent tobacco-related illness and death is to keep youth from starting to smoke in the first place. Strong laws that protect youth from accessing flavored tobacco products are crucial to preventing a lifetime of tobacco addiction and ensuring that all of Oakland’s children get to have the long and healthy lives they deserve.
Advertising Theme

S. I see a common video game advertisement

H. You see the game being promoted to youth and adults. The main character is smoking a cigar

O. This relates to my life because my little brother who is 17 likes to play this game and my 2-year-old brother likes to watch.

W. Many people like to play this game. Within these games, violence is promoted and more.

E. I think we can educate our community that it's fun to play video games but to acknowledge this is just a fantasy, not really something they should do.

D. Ask the people who are doing the promoting to not use photos like this.
In the 1960s, the tobacco industry began targeting African American communities with menthol cigarette marketing, including discounts/sampling, cultural event sponsorship and Black media promotion. This contributed to menthol popularity in communities of color, encouraging uptake and addiction.

The tobacco industry quickly realized that they had tapped into goldmine. They began to offer buy down to cigarette vendors causing mentholated cigarettes to be cheaper than non-mentholated cigarettes in Black communities.

Advocates felt as if the Black community was used as a bargaining chip considering over 80% of Blacks smoke menthol cigarettes.
This is a photo that was taken by a youth researcher in Oakland, CA.

What can you tell me about this photo that sticks out to you?
• More Black deaths are caused each year by tobacco use than by all deaths from HIV, illegal drug use, alcohol use, motor vehicle injuries, suicides and murders combined.
• Do you believe Menthol is a social justice issue?
• Menthol is a social justice issue, since the prices of tobacco companies lower the price or gives discounts to certain areas. then input slides f meta photos and combine how our locations are targeted with the prices.
• Check out thetruth.com for other and better photo regards to social justice.
Menthol in the Black Community

- Menthol is a flavoring added to tobacco products to help the poison go down easier. With a cooling minty sensation, menthol eases the harsh taste of tobacco, making tobacco products more appealing, the risk of addiction more likely, and the ability to quit more difficult for menthol smokers.
- Misleading health messages present menthol as a healthier and safer alternative to regular cigarettes. However, as the Surgeon General and FDA warn, all tobacco products pose serious health risks.
- Menthol cigarettes are starter products for youth, especially among middle school smokers. While 37% of all smokers smoke menthol cigarettes, 50% of 12 to 17 year-old smokers smoke menthol cigarettes.
- It is documented that menthol smokers have a more difficult time quitting than non-menthol smokers.
More facts - Can we have a four students volunteer and read these facts for the group?
Data restricted to adults aged 18 years and older. Low SES is defined as Less than or equal to 185 Federal Poverty Limit. Prepared by CA Department of Public Health, CA Tobacco Control Program. April 2014 AI/AN refers to American Indian or Alaskan Native. LGB refer to lesbian, gay, bixsexual. respondents were asked whether they had usually smoked menthol cigarettes during the past 30 days.

- African Americans suffer higher death rates from tobacco-related illnesses compared to Whites.
- Almost 47,000 African Americans die annually from smoking-related illnesses, making tobacco use the largest preventable cause of death among African Americans.
- Banning menthol in the U.S. could prevent 323,000 smoking-attributable deaths by 2050.

1 IN 4 LGBTQ INDIVIDUALS SMOKE.

Today, menthol cigarettes are smoked at disproportionately higher rates by African Americans and other minorities. While menthols account for about 30% of U.S. cigarette sales, over 82% of African American smokers prefer menthol, which is nearly three times higher than White smokers.
Regulating Flavors
• The 2009 Family Smoking Prevention Act originally banned all cigarette flavorings
• The tobacco industry agreed to support the Act, IF menthol were exempted
• “A cigarette or any of its component parts (including the tobacco, filter, or paper) shall not contain, as a constituent (including a smoke constituent) or additive, an artificial or natural flavor (other than tobacco or menthol) or an herb or spice, including strawberry, grape, orange, clove, cinnamon, pineapple, vanilla, coconut, licorice, cocoa, chocolate, cherry, or coffee, that is a characterizing flavor of the tobacco product or tobacco smoke.”
State / Local Regulation

- State and local governments have the power to regulate the sale of flavored tobacco products.

In California:

- California became the second state to implement a statewide Tobacco 21 law.
  - Effective June 9th, 2016
- Proposition 56 Tobacco Tax Increase $2
  - $0.87 to $2.87
  - Effective July 1st, 2017

Flavored tobacco products are unregulated on the state or federal level, local jurisdictions have the power to regulate the sale of tobacco products, including flavored tobacco products and their component parts.
Going in on ways to ban all flavors, we had to think about different things to have in the ordinance.

While there are many options in terms of a flavored tobacco ban, the strongest policy would be: A complete city-wide ban on the sale of flavored tobacco products, covering all flavors including menthol, and all types of tobacco products without exceptions. Instead of “grandfathering,” there would be a designated effective date which applies to all tobacco retailers.
Oakland Flavor Ban!

Starting July 1st, 2018:

- No sale of Flavored Tobacco products!
- Exemption for “Tobacco Stores”
  - No discounts!
- Penalties on store owners
- NO penalties on youth!
Flavored Tobacco Regulations

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Jurisdictions that have regulated flavored tobacco products
If you know anyone in your family or community that needs support on quitting. Take down the number that will fit best for them.

We’ll send an email to the instructor or teacher for resources at end of presentation[}
Let’s Play Kahoots!

https://play.kahoot.it/#/k/594eb064-2efc-4645-ad64-703d3d149541

Pair up!
Pull out your phones! (One phone per team)
Open web page to Kahoots (Do not download)
Enter PIN Code
Let’s play
Thank You