LIFELONG ADDICTION OFTEN STARTS OUT SWEET

Flavors mask the harsh taste of tobacco products, making them easier and more appealing for youth to use.

4 out of 5 kids who have used tobacco started with a flavored product.

The number of youth using flavored tobacco products such as cigars, cigarillos, smokeless tobacco, hookah, and e-cigarettes has increased significantly in recent years.

Almost 23% of Colusa County youth are current tobacco users.

COLUSA COUNTY TOBACCO EDUCATION PROGRAM
countyofcolusa.org/flavoredtobacco
Nearly 86% of stores that sell tobacco in Colusa County, sell flavors with strong kid-appeal, such as grape, chocolate, and breakfast-cereal imitations.6

LIMITING ACCESS TO
FLAVORED TOBACCO
PROTECTS COLUSA COUNTY YOUTH
FROM LIVING WITH A
LIFETIME OF ADDICTION

COLORFUL PACKAGING
AND
PLACEMENT IN KID-FRIENDLY AREAS
MAKES THEM
HIGHLY.Visible
AND
ATTRACTIVE TO KIDS7

VISIT OUR WEBSITE TO LEARN
MORE & TAKE ACTION
countyofcolusa.org/flavoredtobacco

Colusa County Public Health Tobacco Education Program
530-458-0380
tep@colusadhhs.org

7. Oregon Public Health Division, Oregon Health Authority. Flavored Tobacco: Sweet, Cheap, and Within Kids’ Reach. CD Summary, 63.21 (2014).