

COLUSA COUNTY TOBACCO EDUCATION PROGRAM

LIFELONG ADDICTION

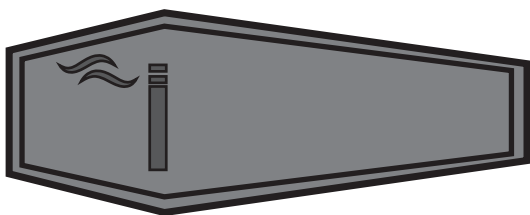
OFTEN STARTS OUT SWEET



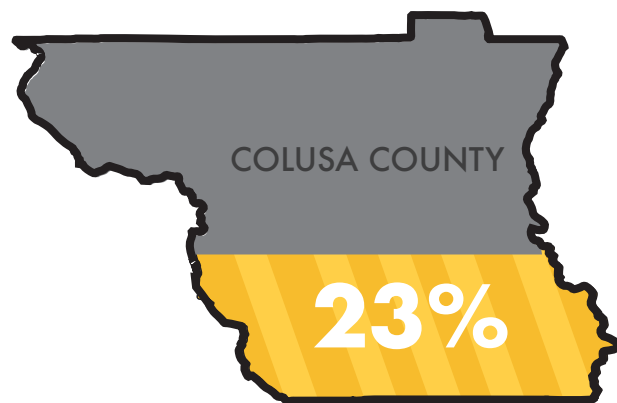
FLAVORS MASK THE HARSH TASTE OF TOBACCO PRODUCTS, **MAKING THEM EASIER AND MORE APPEALING FOR YOUTH TO USE**¹



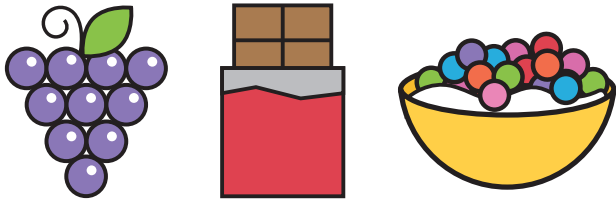
THE TOBACCO INDUSTRY KNOWS IF KIDS START USING TOBACCO AT A YOUNG AGE THEY ARE MORE LIKELY TO BECOME **LIFELONG USERS**⁴



The **number of youth using flavored tobacco** products such as cigars, cigarillos, smokeless tobacco, hookah, and e-cigarettes has increased **significantly in recent years**.³



ALMOST **23%** OF COLUSA COUNTY YOUTH ARE **CURRENT TOBACCO USERS**⁵



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—

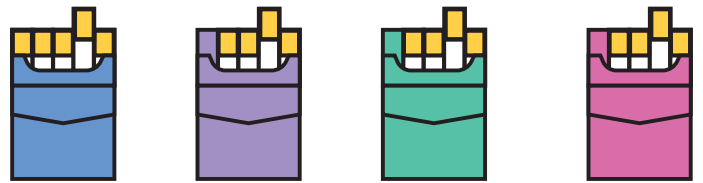
PLACEMENT IN KID-FRIENDLY AREAS

—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

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1. King, B.A., et al. Flavored cigar smoking among US adults: findings from the 2009–2010 National Adult Tobacco Survey. *Nicotine & Tobacco Research*, 15.2 (2013): 608-614.
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4. U.S. Department of Health and Human Services. Preventing tobacco use among youth and young adults: a report of the Surgeon General. Atlanta, GA: US Department of Health and Human Services, Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health, 2012.
5. California Department of Public Health, California Tobacco Control Program. (2016). *California Student Tobacco Survey, 2015-2016*. Sacramento, CA: California Department of Public Health.
6. Healthy Stores for a Healthy Community. (2018). Colusa county – 2016. Retrieved from <http://healthystoreshealthycommunity.com/counties/colusa/>.
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