

# VOTE YES ON HB 3 & SB 233

(No amendments)



End the sale of all flavored tobacco products in Maryland

Protect kids from tobacco addiction and stop the exploitation of communities of color

#FlavorsHookKids

**HB 3/SB 233 would end the sale of all flavored tobacco in Maryland**, including but not limited to electronic smoking devices, menthol cigarettes, flavored cigars, and smokeless tobacco.

Electronic smoking devices, often called e-cigarettes or vapes, deliver aerosolized or vaporized nicotine that is inhaled.

## Flavored Tobacco Hooks Kids

Flavored tobacco products lure kids into a life-long struggle with tobacco addiction. How? **They become hooked on tobacco products targeted to them in flavors like mint or menthol, gummy bear, and cotton candy.** Electronic smoking devices, often called e-cigarettes or vapes, deliver massive doses of nicotine, a highly addictive drug. Nicotine use can harm brain development in adolescents and increase their risk of addiction to other dangerous substances.<sup>1</sup>

**80%** of young people who have ever used tobacco started with a flavored product, and flavor options likely fueled a surge in the use of e-cigarettes by Maryland's high school students.<sup>2</sup>

**23%** of Maryland high school students currently use e-cigarettes—a rate 5 times higher than adults



**6%** smoke cigars

**5%** smoke cigarettes

**4.6%** use smokeless tobacco<sup>3</sup>

## Flavored Tobacco Is A Social Justice Issue

Tobacco companies have a long history of using flavors to make their products more appealing to new users, almost all of whom are kids. Flavors like menthol mask the harsh taste of tobacco, making it easier for kids to smoke, leading to lifelong addiction. **For decades, tobacco companies have aggressively targeted communities of color and the LGBTQ community** with their menthol products, leading to a devastating and unequal burden of death and disease.<sup>4</sup>

### Flavored Tobacco Targets Communities of Color

African Americans are more likely to die from tobacco-related causes than any other race or ethnic group in America.



**85%** of all African American smokers and

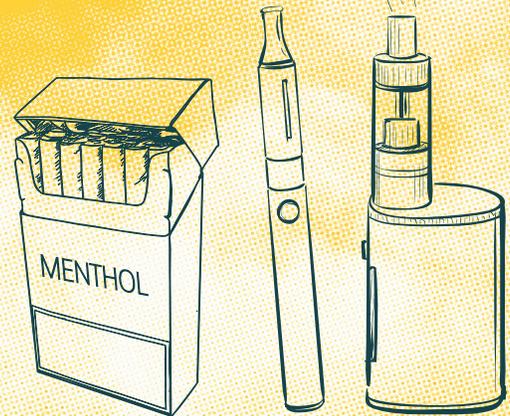
**7 out of 10** African American youth smokers use **menthol cigarettes.**<sup>5</sup>

## IT'S MARYLAND'S TIME TO ACT!

The federal government has failed to protect kids from flavored tobacco, only restricting flavors in some types of electronic smoking devices, leaving countless flavored tobacco products—including menthol cigarettes—widely available for use by kids.<sup>6</sup> **To protect the health and futures of Maryland's youth, we must end the sale of ALL flavored tobacco products.**

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## Ending the sale of flavored tobacco products has broad support in Maryland:



- Advocates for Children and Youth
- Calvert Collaborative for Children and Youth
- Center for Black Equity
- Maryland Family Network
- Maryland GASP
- Maryland Hospital Association
- Maryland PTA
- Maryland Public Health Association
- Maryland-DC Society of Addiction Medicine
- NCADD Maryland

- 1 Office of the Surgeon General, Know the Risks: E-cigarettes and Young People, accessed 2 January 2020.
- 2 Ambrose, BK, et al., "Flavored Tobacco Product Use Among US Youth Aged 12-17 Years, 2013-2014," Journal of the American Medical Association (JAMA), published online 26 October 2015.
- 3 Maryland Department of Health, Preliminary data from the Youth Risk Behavior Survey & Youth Tobacco Survey 2018-2019.
- 4 Gardiner P, Clark PI. Menthol cigarettes: moving toward a broader definition of harm. Nicotine Tob Res. 2010;12(Suppl 2): S85-S93.
- 5 Villanti AC, Mowery PD, Delnevo CD, Niaura RS, Abrams DB, Giovino GA. Changes in the prevalence and correlates of menthol cigarette use in the USA, 2004-2014.
- 6 FDA, Guidance for Industry: Enforcement Priorities for Electronic Nicotine Delivery System (ENDS) and Other Deemed Products on the Market Without Premarket Authorization, January 2020.