PROTECT DENVER KIDS AND ADVANCE HEALTH EQUITY
END THE SALE OF ALL FLAVORED TOBACCO PRODUCTS

BIG TOBACCO’S PLAYBOOK
Tobacco companies use flavors, including menthol, to target kids and communities of color leading to addiction, disease, and preventable death. Denver can act to protect kids and advance health equity without harming business.

THE TOLL OF FLAVORED TOBACCO

- 24.1% of Denver high school students have tried an e-cigarette and 12.9% current e-cigarette users.
- Nearly 90% of youth e-cigarette users use flavored products.
- Half of youth who have ever tried smoking started with menthol flavored cigarettes.
- 22.9% of cancer deaths in Colorado are attributable to smoking.
- 5,100 Colorado residents die each year from smoking (more than alcohol, illegal drugs, AIDS, car crashes, murders, and suicides combined).
- The annual health care costs in Colorado directly caused by smoking is $2.19 billion.
- The state and federal tax burden from smoking caused government expenditures is $775 per household.
THE TIME IS NOW TO PROTECT DENVER KIDS

The tobacco industry is using flavors like cotton candy, bubble gum, and mango to hook Denver kids. The research is clear: flavors play a major factor in youth initiation and use of tobacco products.

- 81% of youth who have ever used tobacco initiated with a flavored product
- 87% of youth tobacco users used a flavored tobacco product in the past month.
- At least two-thirds of youth tobacco users report using tobacco products “because they come in flavors I like.”
- Half of youth who have ever smoked initiated with menthol cigarettes

Industry documents show that the tobacco companies have a long history of developing and marketing flavored tobacco products as “starter” products that attract kids.

Restricting the sale of flavored tobacco products is an important step that will protect children from the unrelenting efforts of the tobacco industry to hook them to a deadly addiction.

BANNING FLAVORED TOBACCO ISN’T JUST ABOUT HEALTH

Ending the sale of flavored tobacco isn’t just a health issue, it’s a social justice issue. The time is now to protect kids and communities of color by enacting legislation to end the sale of flavored tobacco products in Denver.

- As a result of decades of predatory marketing by the tobacco industry, 85% of Black smokers use menthol cigarettes.
- Because menthol cigarettes are harder to quit, Black smokers are less likely than white smokers to successfully quit smoking.
- Black Americans die at higher rates than other groups from tobacco-related diseases like cancer, heart disease and stroke.
- Ending the sale of menthol cigarettes in the United States would prevent over 650,000 deaths, including 255,000 in the Black community.

THE IMPACT ON THE BUSINESS COMMUNITY & TAX REVENUE

Laws restricting the sale of flavored tobacco products have not lead to any meaningful reduction in the number of convenience/tobacco stores or employees, nor did they reduce wages in convenience stores.

Money spent on tobacco products in retail stores does not disappear when smokers quit or cut back, but simply shifts to consumer spending on other goods and services, including other products sold in convenience stores.

- 5 states and over 375 municipalities have restricted the sale of flavored tobacco. Research finds no evidence that these laws have a negative impact on businesses.
- Tobacco costs the city of Denver millions per year in health care costs. The health care cost savings far outweighs the impact on tax revenue.
- Studies show that flavored tobacco bans do not lead to increased illicit market activity or increased tobacco purchases in nearby states.