

# Flavored Tobacco Products HOOK KIDS



The tobacco industry uses fruit, mint, and candy flavors as a way to target youth.

## WHY ARE FLAVORED TOBACCO PRODUCTS A PUBLIC HEALTH ISSUE?

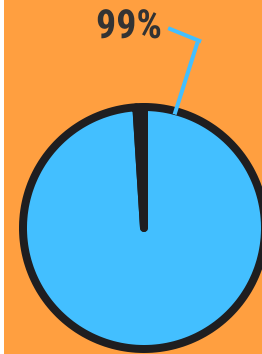
- 1 Flavors mask the harshness of tobacco and are particularly appealing to youth.
- 2 Flavors are a primary reason youth start using tobacco and can make quitting tobacco difficult.
- 3 Flavors, like menthol, contribute to health disparities.



80% of U.S. high school students who used tobacco products reported using a flavored product in 2021.

### THE 2020 U.S. SURGEON GENERAL REPORT

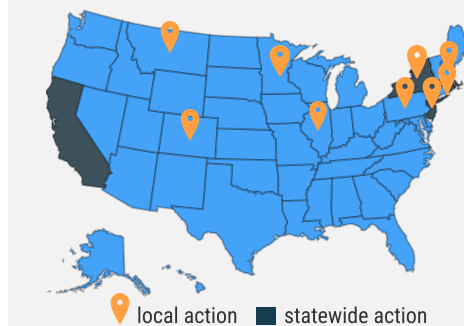
cited youth are more likely than adults to initiate tobacco product use with flavored tobacco products.



99% Among Montana high school students who used e-cigarettes in 2023, 99% reported using non-tobacco flavored products.

## WHAT SHOULD MONTANANS KNOW?

Prohibiting the sale of flavored tobacco products is an effective way to protect youth from a lifetime of nicotine addiction.



5 states & over 300 localities have taken action on flavored tobacco products.

### Sources:

1. National Youth Tobacco Survey, United States, 2021. Tobacco Product Use and Associated Factors Among Middle and High School Students. Morbidity and Mortality Weekly Report, 2022.
2. U.S. Department of Health and Human Services. Smoking Cessation. A Report of the Surgeon General. Atlanta, GA: U.S. 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, 2020.
3. Montana Youth Risk Behavior Survey, 2023.
4. Campaign for Tobacco-free Kids. "States & Localities that have restricted the sale of flavored tobacco products" <https://www.tobaccofreekids.org/assets/factsheets/0398.pdf>. June 8, 2021.



MONTANA  
**TOBACCO USE  
PREVENTION PROGRAM**