



KANSAS CITY MISSOURI

Eliminating the Sale of Flavored Tobacco Products

Ordinance 240897

Tuesday, October 8

Neighborhood Planning and Development Committee



Data Behind the Policy

- Despite the success of tobacco prevention and cessation programs, tobacco use is still highly prevalent among youth and adult populations.
- A decrease in cigarette smoking among youth has coincided with an increase in the use of e-cigarettes and other flavored tobacco products.
- The increased appeal of e-cigarettes and other tobacco products has been popularized by the marketing and promotion of “fun, enticing” flavorings to youth and also to adults looking for nicotine alternatives to cigarettes.

Youth Tobacco Use

- Reportedly, >2.5 million high school and middle school students report current use of e-cigarettes.
- More than 8 in 10 youth who have ever used tobacco products started with flavored products.
- Nearly all (97%) of youth e-cigarette users report using flavored products.
- All tobacco products contain nicotine, which is particularly harmful to the adolescent/developing brain (a disposable device/pod has as much nicotine as a pack of cigarettes).

Health Risks

- As individuals become increasingly addicted to flavored tobacco products there have been significant reports of severe respiratory illnesses and hospitalizations among youth and adults with use of e-cigarette products.
- Commonly added sugars to burley tobacco can lead to an increase in toxicants in tobacco smoke that are hazardous to the respiratory tract.
- Emerging studies have found that short-term exposure to aerosolized flavorings in e-cigarettes can have damaging effects on the regulation of blood vessel function due to their effects on endothelial cells which is a risk factor for cardiovascular disease.

Tobacco Targeting

- Tobacco companies have historically marketed menthol products to Black consumers.
- In the 1950s, only 5% of Black Americans who smoked used menthol. Now, after decades of industry targeting, nearly 90% of Black Americans who smoke use menthols.
- Juul used organic social media platforms and posts to advertise their products. From 2015-2018, more than 250,000 posts were shared with #Juul.
- Nearly 45% of Juul's followers on Twitter are not old enough to purchase tobacco legally.

Health Disparities

- Health disparities continue to increase in communities of color and low-income neighborhoods where menthol cigarettes are marketed extensively.
- Menthol makes cigarettes easier to smoke and harder to quit. Nearly 65% of young menthol smokers say they would quit if menthol cigarettes were banned.
- Menthol cigarette use among current smokers (aged 12+) in the U.S. by race/ethnicity: White 28.9%, Asian 38%, Hispanic 46.9%, Black 84.6%.

Policy Solution

- The Committee Substitute for Ordinance 240897:
 - Eliminates the sale of flavored tobacco products in Kansas City.
 - Creates a license to sell tobacco products so we know where the retailers are located.
 - Requires annual compliance checks to verify these items are no longer being sold.

Help Kansas City join the **almost 400 localities** and states that have passed tobacco flavor restrictions!