

Included:

- Supporter list featured in Denver Post
- HB22-1064 Fact Sheet
- Press release for poll
- Poll memo
- Newly released data on e-cigarette use by youth in Colorado
- Quotes from local Boys and Girls Clubs members
- Written statement from local high school student
- Recently published op-eds, letters to the editor and other coverage
 - Colorado Sun - Representatives Mullica and Bacon
 - Colorado Politics - impacted parent Trace Faust
 - Grand Junction Daily Sentinel
 - The Sentinel (Aurora)
 - Colorado Springs Gazette
 - Aspen Daily News



**ALL THESE
COMMUNITY GROUPS HAVE
ONE THING IN COMMON:
WE WANT TO END THE SALE OF ALL
FLAVORED TOBACCO PRODUCTS
AND PROTECT OUR KIDS FROM
A LIFETIME OF ADDICTION.**

GO TO FLAVORSHOOKKIDSCOLORADO.ORG TO LEARN MORE

PAID FOR BY TOBACCO-FREE KIDS ACTION FUND

It's Time for Colorado to End the Sale of All Flavored Tobacco Products - No Exemptions

Vote YES on HB22-1064

Sponsored by Representatives Mullica and Bacon and Senators Priola and Fields

Prohibit Flavored Tobacco and Regulate Synthetic Nicotine

The Problem: The tobacco industry has a history of marketing their products to specific age, demographic and socio-economic groups in order to get people to use their products. Flavored tobacco and now synthetic nicotine products are a favorite industry strategy for targeting young people. Eight of ten youth who have ever tried tobacco started with a flavored product. **They are designed to hook our youth and set them on a path to lifelong addiction by masking the harsh taste of tobacco.** Increasing the population of lifelong users is the industry's number one priority, putting profits over lives.

FDA's February 2020 enforcement policy restricting some flavored e-cigarettes, but left huge loopholes. Kid-friendly flavored disposable e-cigarettes, flavored e-liquids and menthol-flavored pod products like Juul are still allowed and available in stores across Colorado.

Consequences for Colorado Kids

- 25.9% of Colorado high school students use e-cigarettes, 5.7% smoke cigarettes
- 1,400 Colorado kids become new daily smokers each year - that's nearly 4 kids/day.
- About two-thirds (63.2%) of Colorado high school students report that it would be easy to get e-cigarettes if they wanted to and over half (52.3%) say it would be easy to get cigarettes
- 91,000 current youth under the age of 18 will die prematurely from smoking unless the state acts to reduce youth smoking.

Flavors and E-Cigarettes

- Nearly 1.7 million youth use flavored e-cigarettes, including 470,000 who use menthol-flavored e-cigarettes.¹ (2021 NYTS)
- 85% of youth e-cigarette users use flavored products. Among high school students who currently used any type of flavored e-cigarette, the most commonly used flavor types were fruit (72.3%), candy/desserts/other sweets (33%), mint (30.5%) and menthol (29.8%).² (2021 NYTS)

Menthol Cigarettes Increase Youth Initiation

- Menthol cools and numbs the throat, which helps mask the harshness of tobacco smoke and makes it easier for young people to start smoking.³
- About half (49.8%) of all high school smokers use menthol cigarettes. Over half a million (530,000) middle and high schoolers use menthol cigarettes.⁴
- Half (50.1%) of youth who have ever tried smoking initiated with menthol-flavored cigarettes.⁵

¹ Park-Lee, E, et al., "E-Cigarette Use Among Middle and High School Students—National Youth Tobacco Survey, 2021," *MMWR*, 70(39): 1387-1389, October 1, 2021, <https://www.cdc.gov/mmwr/volumes/70/wr/pdfs/mm7039a4-H.pdf>.

² Park-Lee, E, et al., "E-Cigarette Use Among Middle and High School Students—National Youth Tobacco Survey, 2021," *MMWR*, 70(39): 1387-1389, October 1, 2021, <https://www.cdc.gov/mmwr/volumes/70/wr/pdfs/mm7039a4-H.pdf>.

³ FDA. *Preliminary Scientific Evaluation of the Possible Public Health Effects of Menthol versus Nonmenthol Cigarettes* (2013).

⁴ Wang, TW, et al., "Tobacco Product Use and Associated Factors Among Middle and High School Students—United States, 2019," *MMWR* 68(12), December 6, 2019, <https://www.cdc.gov/mmwr/volumes/68/ss/pdfs/ss6812a1-H.pdf>.

⁵ Ambrose, BK, et al., "Flavored Tobacco Product Use Among US Youth Aged 12-17 Years, 2013-2014," *Journal of the American Medical Association*, published online October 26, 2015.

Contacts: Kayla Tibbals: 303.648.1165 | kayla@nexuspolicygroup.com
or Travis Berry: 720.560.2628 | tberry@politicalworks.net

Consequences for Coloradoans:

Masking the taste of tobacco does not minimize its impact on the smokers or our state's public health system.

- Annual healthcare costs in Colorado directly caused by smoking \$1.89 billion
- Medicaid costs caused by smoking in Colorado \$386.3 million
- Residents' state and federal tax burden from smoking-caused government expenditures \$690/household
- Proportion of Colorado cancer deaths caused by smoking 25.7%
- Colorado adults who die from smoking each year 4,100

The Solution: End the sale of all flavored tobacco products in Colorado. This includes all products, all flavors, all locations - no exemptions. It also includes establishing a fund to help communities who have been disproportionately targeted and impacted by the tobacco industry to receive support to stop smoking as well as prevent future generations from using.

Key Components of the Bill:

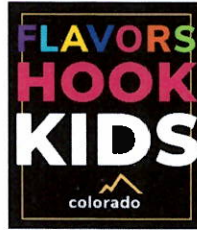
- Prohibits the sale, display and marketing of all flavored tobacco products in Colorado, including menthol and mint,
- Puts the responsibility on retailers and does not penalize users for possession.
- Establishes a 10 million dollar grant fund to help users in targeted communities stop smoking when their preferred products are taken off the market and prevent future use.
- Creates a community-based working group to ensure that funds are distributed in alignment with the needs of the impacted communities.

Supporters:

Action on Smoking and Health	Honorable Albus Brooks
Adams 12 Five Star Schools	Honorable Barbara O'Brien
African American Tobacco Control Leadership Council	Honorable Elbra Wedgeworth
African Chamber of Commerce Colorado	Honorable Paul Lopez
African Leadership Group (ALG)	Honorable Ramona Martinez
American Academy of Pediatrics - CO State Chapter	Honorable Rosemary Rodriguez
American College of Chest Physicians (ACCP)	Attorney General Phil Weiser
American Heart Association	Alisha Brown
American Lung Association	Bill Burman, MD
Americans for Nonsmokers' Rights	Carolyn Dresler, MD, MPA
Boulder County	Celeste Archer
Boulder County Public Health	Chad Morris, PhD
Boulder Valley School District	Cheryl Fleetwood
Blue Rising Together	Donald E. Moore
Brother Jeff's Cultural Center	Dr. Alex Marrero
Campaign for Tobacco-Free Kids	Dr. Anne Keke
Charter School Institute	Dr. Robert McCaffree
Center for Black Health & Equity	Dylan Lindsey, Student
Children's Hospital Colorado	Eagle County Commissioners Jeanne
Cigna	McQueeney, Kathy Chandler-Henry and
City and County of Denver	Matt Scherr
City of Aspen	Elizabeth Domangue

<p> CLLARO Colorado Academy of Family Physicians Colorado Alliance of Boys and Girls Clubs Colorado Association for School-Based Health Care Colorado Association of Health Plans Colorado Association of Local Public Health Officials Colorado Association of School Nurses Colorado Association of School Boards (CASB) Colorado Association of School Executives (CASE) Colorado Black Caucus of School Board Directors Colorado Children's Campaign Colorado Consumer Health Initiative (CCHI) Colorado Council of Black Nurses Inc. Colorado Dental Association Colorado Dental Hygienists' Association Colorado Education Association Colorado Community Health Network Colorado League of Charter Schools Colorado Medical Society Colorado Nurses Association Colorado Organization for Latina Opportunity and Reproductive Rights (COLOR) Colorado Parent Teacher Association Colorado Public Health Association Colorado Respiratory Care Society (CRCS) Colorado Rural Health Centers Colorado Rural Schools Alliance Colorado Safety Net Collaborative CoPIRG Counties and Commissioners Acting Together (CCAT) CVS Health Delta Dental of Colorado Delta Dental of Colorado Foundation Delta Sigma Theta Alumnae Chapter Denver Health and Hospital Authority Denver NAACP Denver Public Schools DSST Public Schools Eagle County GLMA: Health Professionals Advancing LGBTQ Equality Group to Alleviate Smoking Pollution (GASP) Healthier Colorado Inner City Health Jeffco Council PTA Jeffco Public Schools Kaiser Permanente Mental Health Colorado Mile High Health Alliance Mile High Medical Society NAACP State Conference </p>	<p> Golden Ward 4 Councilor Bill Fisher Justice Onwordi Kelli Fritts Kevin Marchman Kwame Spearman Kwon Atlas Larimer County Commissioners Jon Kefalas, Jody Shadduck-McNally and Kristin Stephens Lorrie Odom, MD Lucila Tvarunas Maranda Miller Marlon Barnes Maya Wheeler Mayor Aaron Brockett (Boulder) Mayor Jacki Marsh (Loveland) Mayor John I. Clark (Ridgway) Mayor Pro Tem JJ Trout (City of Golden) Michel Holien Nita Gonzales Norman Harris Papa Dia Paul A. Bunn, MD Phillip Gardiner, Dr. P.H. Portia Prescott Tamra Koch Trinidad A. Rodriguez Scott Prince, Avon Town Councilor Stacey Adimou Susan Todd Verónica Figoli Wil Alston </p> <hr/>
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<p>National Association of Hispanic Nurses - Denver Chapter National Organization of African Americans in Housing National Jewish Health National LGBT Cancer Network Oncology Nursing Society One Chance to Grow Up One Colorado Parents Against Vaping e-cigarettes Pitkin County Board of Commissioners Pitkin County Board of Health Poudre School District Pueblo Community Health Center Public Health Institute Salud Family Health SCL Health Servicios Sigue SHAPE Colorado Single Mothers of Color, Inc. Stand for Children Colorado STRIDE Community Health Center STRIVE Prep Support Jeffco Kids Tepeyac Community Health Center The Center on Colfax The Foundation for Sustainable Urban Communities The Latino Coalition of Weld County Transform Education Now (TEN) Tri-County Health Department University of Colorado Cancer Center YAASPA Aurora Youth Coalition YAASPA Denver Youth Coalition Young Invincibles</p>	
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PRESS RELEASE

March 14, 2022

Contact:

Michele Ames

303-817-5510

michele@micheleamesconsulting.com

Illana Poley

720-839-4505

illanapoley@gmail.com

80 percent of Coloradans are very concerned about teen smoking and vaping, according to new statewide poll results

Six of 10 polled would vote 'yes' to end the sale of flavored tobacco and nicotine products

(DENVER, March 14, 2022) – Coloradans are very concerned about the nicotine epidemic that has captured our teens, according to a new poll. And two thirds of them would vote to stop the sale of flavored tobacco products, the same poll shows.

Members of the Flavors Hook Kids Colorado coalition released poll results showing that, while big tobacco has deep pockets, the vast majority of Coloradans know that flavored nicotine use is bad for our children and is addicting them at alarming rates. The poll, conducted by Keating Research, surveyed more than 900 Colorado voters over four days in January. The American Heart Association, Kaiser Permanente and Tobacco Free Kids commissioned the poll.

Poll highlights include:

- The overwhelming majority of Coloradans – 8-of-10 or 80 percent of voters – are concerned about the dangers of young people smoking cigarettes, using e-cigarettes and nicotine vaping.
- A majority of voters – 6-of-10 voters or 60 percent – support a statewide law that prohibits the sale of flavored nicotine vaping products and flavored tobacco products intended to appeal to youth.
- Support for stopping the sale of flavored nicotine products crossed all demographic and ideological lines with majorities of men and women, old and young, Black, white and Hispanic, rural and urban and Republicans, Democrats and unaffiliated voters all supporting the effort.

State lawmakers are set to consider HB22 1064 on Wednesday. The bill would stop the sale of all flavored tobacco and nicotine products in all locations, no exceptions. This statewide measure follows a failed attempt to pass a similar ban in the City and County of Denver as well as other successful measures in Glenwood Springs, Carbondale, Snow Mass, Aspen and Edgewater as well as a flavored

vape ban in Boulder. In addition, five states and 335 localities have restrictions on the sale of flavored nicotine products. More than 100 organizations statewide have signed on in support of the proposal.

“Parents across the state are struggling with these flavored nicotine products that are flooding our schools and our homes. They are clearly marketed to our children and they are easy to get, even with the statewide ban on sales to those under 21,” said Morgan Richards, a mother of two in Wheat Ridge. “Because they taste and smell good, our kids aren’t making the connection to the addiction and health issues they will face if they use them. Big tobacco knows this. Science knows this. And now we need our state lawmakers understand this as well and take action.”

Even with a state law barring the sale of tobacco and nicotine products to people under 21 years of age, more than one in four Colorado teens report using e-cigarettes regularly. National surveys also demonstrate that eight of every 10 children who use nicotine started with flavored products, such as fruit or candy flavors.

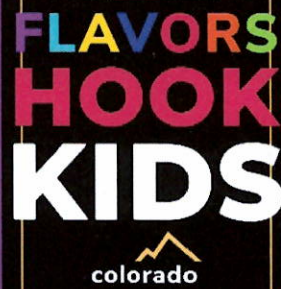
“Flavored tobacco products make smoking easier to start and harder to quit,” said Chris Roller, the vice president of advocacy for the American Heart Association-Colorado. “And, the science is clear: Flavored tobacco products, including e-cigarettes or vapes, have an adverse impact on public health and have no public health benefits as compared to non-flavored tobacco products. They increase the likelihood and degree of addiction among youth smokers, elevating the number of premature deaths from tobacco use by making your heart rate and blood pressure skyrocket, robbing your heart, brain and arteries of oxygen, and damaging your blood vessels. Their removal from the market would have enormous benefits for public health in our state.”

The results of the poll make it clear that Coloradans are ready for action on this issue and understand that candy-flavored nicotine products in colorful packages aren’t intended for adults.

“The reality is, teachers, principals and staff are dealing with vape in our schools every day,” said Carol Bowar, who heads GALS School in Denver. “Our students simply aren’t making the connection between the candy flavors they taste and the severe impact on their bodies these substances cause. By the time they start to make that connection, addiction has set in.”

About Flavors Hook Kids Colorado

[Flavors Hook Kids Colorado](#) is a campaign of more than 100 organizations and individuals from across the state committed to protecting our children by stopping the sale of flavored nicotine products and tobaccos. [The 90 organizations who have joined the coalition](#) include health and medical professionals, public health professionals, education organizations and school districts, parent groups, health insurers, chambers of commerce and children’s health advocates.



The majority (60%) of Coloradans support a statewide law prohibiting the sale of flavored nicotine and tobacco products that appeal to youth.

A Keating Research poll shows widespread support for action across all demographics. A majority – 60% – of voters support a law prohibiting the sale of fruit- and candy-flavored nicotine and tobacco products that can appeal to youth, compared to 38% who oppose it.

There is widespread concern among Coloradans about young people smoking cigarettes, using e-cigarettes and nicotine vaping.

The overwhelming majority of Colorado voters – 80% – are concerned about young people smoking cigarettes, using e-cigarettes and nicotine vaping, while only 20% of voters are not concerned. The high level of concern includes a majority – 54% – who say they’re very concerned, a strong sign that voters are demanding action to address tobacco and nicotine use among young people.



The law to prohibit the sale of fruit- and candy-flavored nicotine vaping products and flavored tobacco is a non-partisan issue, supported by a majority of Democrats (66%), Republicans (60%) and unaffiliated voters (55%) - a rare issue indeed that receives strong bipartisan support. The law is also supported by large majorities of voters across all key demographic groups:



Women



Men



Black



White



Five suburban counties



Denver / Boulder counties



Older voters age 50+



Younger voters age 18-49



Hispanic



53 rural counties



Larimer / Weld / El Paso Pueblo counties

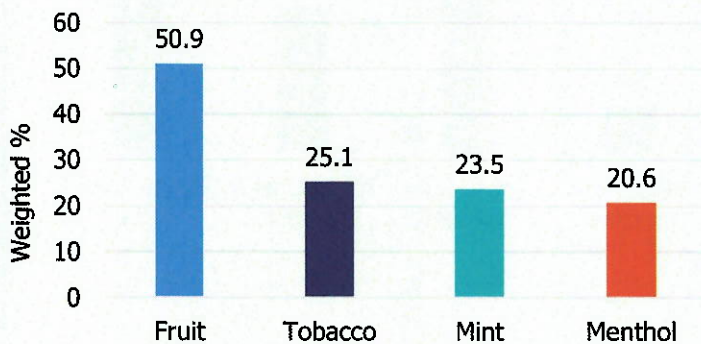
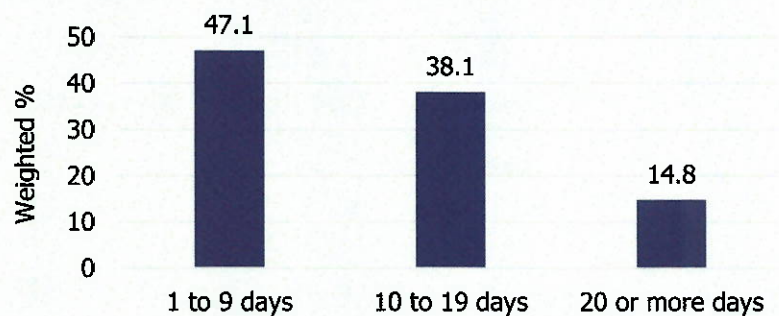
Poll Specifics These results are based on a statewide, hybrid poll of 900 Colorado voters statewide, 600 live-interviewer telephone surveys and 300 online surveys, including an oversample among 108 Black respondents and 201 Latino respondents. The poll is weighted to accurately represent the distribution of likely November 2022 voters based on party registration, gender, age, region and ethnicity. The worst-case margin of error at the 95% level for the full sample of 900 respondents is plus or minus 3.3%. The poll was conducted from January 26-31, 2022, by Keating Research.

Background

- E-cigarettes were first introduced to the U.S. market in 2007; their use among youth reached epidemic levels by 2018¹
- The CDC Foundation's Monitoring E-Cigarette Use Among Youth project aims to augment existing national- and state-level surveillance activities related to youth tobacco product use in the U.S.
- This brief report highlights findings in Colorado from an online survey of 379 youth (13-17) fielded between 9/24/2021 and 12/1/2021
- This online survey included convenience samples weighted to represent state census estimates for youth aged 13-17
- Although these data have been weighted using population-level adjustments, comparing data from these surveys to probability-based surveillance systems is not recommended
- Among all youth respondents, 22.9% were current e-cigarette users

Frequency of Use

- Current e-cigarette users were asked on how many days they had used e-cigarettes in the past 30 days
- More than half of current youth e-cigarette users (52.9%) reported using an e-cigarette on 10 or more days in that time period

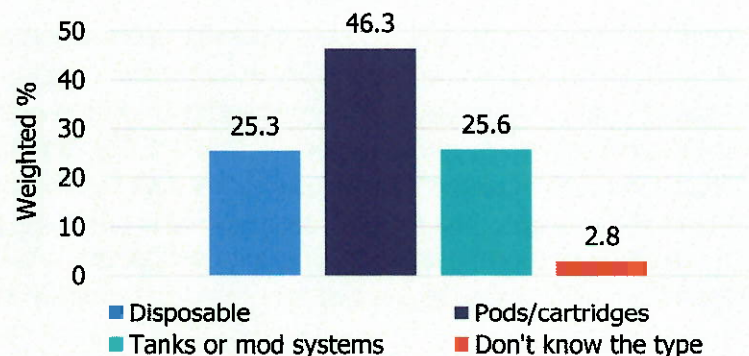


E-Cigarette Flavors

- Current e-cigarette users were asked to report all of the e-cigarette flavors they had used in the past month
- Overwhelmingly, fruit was the most-commonly used flavor among current users (50.9%)
- Among current youth e-cigarette users, 93.4% reported using flavors (excluding tobacco)

E-Cigarette Device Types

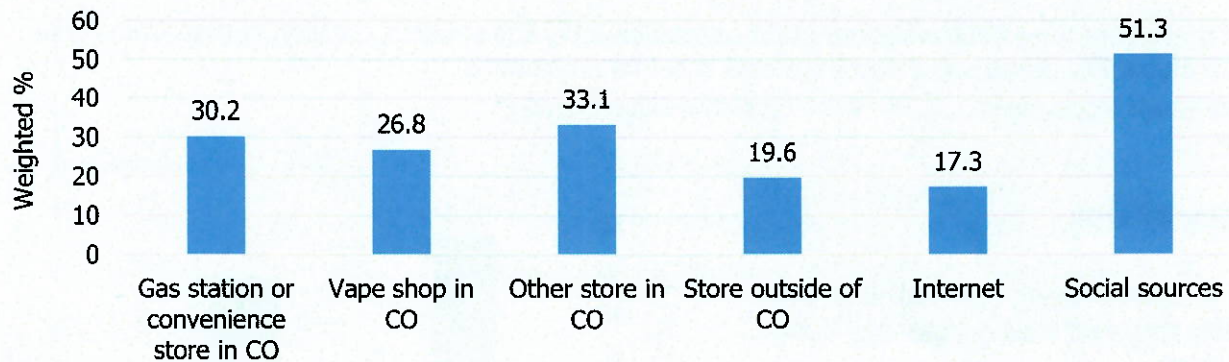
- Current e-cigarette users were asked about the device type they had used the most in the past month
- Pod/cartridge-based devices, such as JUUL, were most-commonly used by e-cigarette users (46.3%), although youth reported using a variety of device types



Monitoring E-Cigarette Use Among Youth Colorado

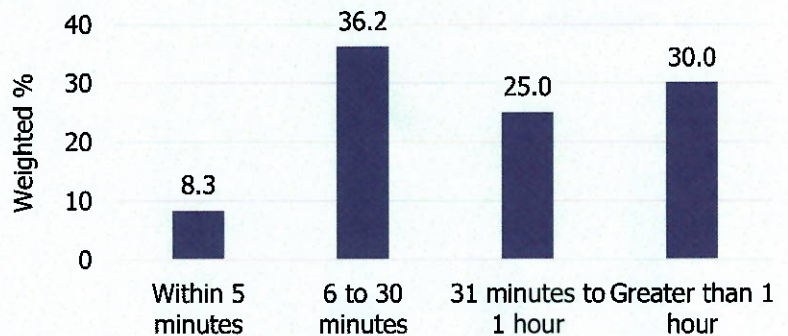
E-Cigarette Source

- Current e-cigarette users were asked to report all of the sources they had used to obtain e-cigarettes in the past month
- Current youth e-cigarette users reported purchasing products in stores within the state of Colorado, including gas stations or convenience stores (30.2%) as well as vape shops (26.8%)
- Current users also commonly reported obtaining e-cigarettes from social sources (51.3%), including friends, family members, and other persons



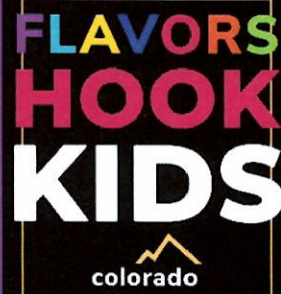
Time to Want to Use First E-Cigarette

- Current e-cigarette users were asked about how soon they want to use an e-cigarette after waking up
- Among current users, 44.5% reported wanting to use an e-cigarette within 30 minutes of waking up



Summary

- 93.4% of current Colorado youth e-cigarette users reported using flavored products
- Overall, these data show that Colorado youth use a variety of device types and flavors
- Current youth users ages 13-17 reported purchasing e-cigarettes in stores within the state of Colorado, despite the federal minimum age of 21 for the sale of tobacco products
- Most commonly, Colorado youth use pod or cartridge-based e-cigarettes, such as JUUL
- These data suggest that nicotine dependence is prevalent among youth e-cigarette users, with 44.5% of current users reporting wanting to use an e-cigarette within 30 minutes of waking up
- Flavor restrictions that exempt certain devices, flavors or stores may not reduce youth e-cigarette use



Colorado lawmakers currently considering ending the sale of all flavored tobacco and nicotine products at all locations, no exceptions, should check in with teens in our state who understand the real impacts of these products in their schools and on their friends.

The Flavors Hook Kids Colorado campaign asked some members of the Boys & Girls Club Youth Advocacy Council, a group comprised of dedicated teens from across Colorado who work together to advocate for the causes that are most important to youth today, to comment on the issue and their own experiences.

It's already illegal for kids to buy tobacco, so why do we need this ban?

"Although all tobacco is illegal to sell to youth, tobacco has completely invaded teenagers' lives. The best way to prevent teenage vaping is to make flavored vapes inaccessible to everyone." – Kuper B.

"Banning all flavoring is important because we all know there is always ways for teens to get this type of stuff. I have heard one of my friends say 'try this, it tastes good' and because of this she got attached to it ... It doesn't help the fact that it is already an addictive substance." – Jas D.

"Youth find ways to acquire tobacco products, even though it is illegal. With this ban, there will be less desire to buy the products." – Maddie V.

"The flavored products smell like candy, which is enticing to youth and they look sleek, which is aesthetically attractive." – Zoe W.

"I think that having flavors very similar to candy flavors are a way of targeting youth. Not only that, I believe the way that vaping is glorified in social media is a way of targeting us." – Angel A.

"I think that even if that is not their main goal, it does not help the fact that it makes it more desirable for teens. It is one of the main reasons teen start because it tastes good and so they want to try all these different flavors. Also, I don't see adults worrying about flavors as much." – Jas D.

Some tobacco companies say flavors don't target young people. What do you think?

Describe your personal experience with the prevalence of flavored tobacco.

"Every time I enter a school bathroom, I am hit with a wall of cotton candy and mango scent...I see kids vaping and hear stories of withdrawal daily." – Aimee R.

"Whenever I hung out with my friends, the car smelled amazing because of their vapes. It made me want to try it, and soon enough, I was doing it every day. I no longer spend time with them and I quit nicotine many months ago." – Maddie V.

"There was a girl who would skip classes many days and just vape in the bathroom. She offered her pen to everyone that walks in, so a lot of people are exposed to those offers." – Gianni

I was first introduced to the idea of vaping when I was in the eighth grade and since then the issue within the youth population, especially within my friend groups and school, has only gotten worse. I think at a young age everyone tends to think that the same effects of smoking and vaping that affect adults, won't affect them in such a profound way because they're younger and healthier and have a lot of time to stop before it has lasting effects. I however don't understand how this could be the thought process, as not very much is known about the lasting effects and the timing around how long you have to vape before it impacts you in a medical way. I think a majority of this thought process is fed by misinformation and common misconceptions that many young people share.

The biggest part of why I am so against vaping myself, is because I see some of my friends using it as a coping mechanism and saying, "it helps with my stress and it helps with my anxiety and it calms me down" and I think people really fail to realize that a lot of your anxiety magnifies and accumulates from all those chemicals that you're taking in, and it's only going to make things worse which is why it becomes so addictive which many of my peers do not understand. I find that a lot of my friends started getting involved with vaping because it did have a taste or a good taste when they were vaping and so I think a big part of stopping and preventing generations from doing so is getting rid of those flavors. I would hope if it tastes bad people will be less inclined to do it and although I'm aware this may not prevent everyone, the positive impact on just one person is just as important. I also think it would be really important to start more of a movement towards using healthy resources to deal with stress, anxiety, and depression instead of resulting in methods of drug abuse, and I think it needs to be more geared towards that youth population.

I feel that the most efficient and effective way to stop the vaping problem within the youth population is first getting rid of all flavored vaping products, and making it much harder to get

those products, as well as making adults aware of the damage that they can cause to mental and physical health. A movement that reaches both the adult and youth populations is what I believe will be the key factor in stopping this issue for good, and I hope that one day we come to a point where no one in the youth population wants to vape because of the lack of flavors and accessibility.

Please vote yes on HB22-1064

Sincerely,

Tatum M.

Senior at East High School in Denver Public Schools

Chair Lontine and members of the House Health and Insurance Committee, I greatly appreciate the opportunity to share our experiences regulating flavored tobacco.

I am a Saint Paul City Council Member. Our council has worked very hard over the last decade to pass and enforce ordinances to reduce the harm tobacco causes to health and to our economy.

Early on our council recognized the importance of regulating the sale of flavored tobacco. Members of our community brought their concerns to us. The most persistent voices came from communities of color and those most deeply impacted by tobacco and its resulting health disparities. Our council originally passed a flavored tobacco ordinance, restricting flavored products to be sold in adult-only stores. At the time we incorrectly believed that this level of restriction was sufficient, but we quickly learned better. We revised our ordinance to include menthol, but the retail side of the tobacco industry quickly moved to work around our ordinance. And once we allowed the adult-only exemption, it was hard to eliminate it.

We learned that these tobacco stores were not just ordinary small businesses. They quickly became magnets for crime and had negative impacts on surrounding residential and commercial neighborhoods. The industry completely undermined our intent, which was to reduce the promotion and availability of flavored tobacco products.

Saint Paul is a minority/majority city. These tobacco regulations came to us from the community. It was youth, African American community leaders, LGBTQ, the faith community and public health who asked for these regulations. We had and continue to have strong support for our efforts.

If we had this to do over again, I believe we would have completely banned the sale of flavored tobacco products in our city. It would have saved a vast amount of council and staff time, it would have avoided the unintended consequences and I believe it would have saved lives.

I strongly encourage you to take advantage of the knowledge we gained through our half way measures. Be bold and pass effective and complete regulations that do not have the built in loop hole that we included in our ordinance. There is currently a bill in our legislature that would prohibit the sale of all flavored tobacco products in Minnesota. That is the most effective regulation and one that will yield benefits without the negative consequences we have experienced.



OPINION COLUMNS

1:30 AM MDT on Mar 14, 2022

Reps. Bacon and Mullica: Ban flavored tobacco and e-cigarettes

It hooks kids into nicotine addiction and adds costs to health care



State Reps. Jennifer Bacon and Kyle Mullica

As parents, educators, and health care providers, we are personally invested in the issue of flavored tobacco, including e-cigarettes.

We have seen the harm caused by vaping addiction in kids, at home, in the classroom, and in our medical facilities. Nicotine can have long-lasting effects on brain development, impacting impulse control, the ability to learn and concentration — all at a time when our kids are under incredible stress already.

We simply cannot wait any longer to address the escalating crisis of nicotine addiction among our young people.

We know that tobacco addiction that starts young can last for a lifetime. This is why we need [House Bill 22-1064](#), a bipartisan bill to end the sale of flavored tobacco products, statewide.

The bill will protect Colorado kids from tobacco addiction, save lives and advance health equity for communities of color that have been targeted by the tobacco industry.

Right now, 1 in 4 Colorado youth use e-cigarettes. Among young people who have tried tobacco, 8 in 10 started with a flavored product.

Flavored products have long been a favorite tobacco industry strategy for targeting young people. With candy and fruit flavors such as chocolate and banana, flavored tobacco products, including menthol cigarettes, are designed to mimic the flavors kids are used to seeing on their cereal boxes or gum packs. They hook teens and set them on a path to lifelong addiction.

Major tobacco companies are spending \$136 million per year to promote their products in Colorado, according to the Federal Trade Commission, and many of their marketing efforts directly reach kids. Tobacco companies will fight this bill with all the money and power they have – because it affects their future customers and cuts into their future profits.

HB22 1064 helps prevent youth from ever starting to use tobacco, because eliminating flavors will make these products less attractive to young people. Tobacco products that taste like cigarettes, not cotton candy, are less appealing.

Furthermore, we know the tobacco industry has targeted communities of color, and even kids, in particular with menthol cigarettes for decades. Research has shown menthol makes cigarettes easier to start and harder to quit, so ending the sale of menthol products will reduce smoking-related health disparities faced by communities of color, LGBTQ, and other marginalized communities.

For more than 60 years, the tobacco industry has been deliberately targeting the Black community with menthol cigarettes, profiting enormously while endangering Black lives and health. In the 1950s, fewer than 10 percent of Black Americans who smoked used menthol cigarettes — today, that number is 85. Heavy advertising and cheaper prices have changed the equation.

The same is true in the Hispanic community; in the 1970s and 1980s, the industry took note of the rapidly changing demographics across the country. It used tactics similar to those used in the Black community — sponsoring cultural events and scholarships to garner loyalty — at the expense of lives.

E-cigarettes are the most commonly used tobacco product among Hispanic high school students today. Almost 19 percent of Hispanic high school students currently use e-cigarettes, which is lower than the rate among white students, but higher than the e-cigarette use rate for African American students.

Tobacco use comes at a high cost to those who use, harming nearly every organ in the body, but its toll is especially high on African Americans and Hispanics. From 1980 to 2018, menthol cigarettes were responsible for 1.5 million extra smokers, 157,000 smoking-related premature deaths and 1.5 million excess life-years lost in the African American community.

According to a recent Centers for Disease Control and Prevention analysis of tobacco-related cancer incidence, more than 43,000 Hispanics are diagnosed with tobacco-related cancer each year and more than 18,000 die from tobacco-related cancer each year. Lung cancer is the leading cause of cancer death among Hispanic men and the second-leading cause among Hispanic women.

Lack of access to information on how to quit, and meager access to health care in both Black and Hispanic communities exacerbates these realities.

Nicotine addiction costs money to the state and the health-care system. According to a 2020 study, smoking costs the state of Colorado almost \$167,000 per smoker. The annual health-care expenditures in Colorado directly caused by tobacco use totaled \$1.89 billion in 2014, according to the Centers for Disease Control and Prevention. That means each Colorado household pays almost \$700 each year in state and local taxes to cover these costs.

With HB22-1064, we can take a big step forward in ending nicotine addiction and saving Colorado taxpayers money by making smart investments in communities and reducing health-care costs by ending the sale of flavored tobacco products statewide.

Jennifer Bacon, of Denver, represents District 7 and Kyle Mullica, of Northglenn, represents District 34 in the State House of Representatives.

https://www.coloradopolitics.com/opinion/point-stand-up-to-big-tobacco/article_b699fd36-a4ca-11ec-a064-cbf85a817c06.html

POINT | Stand up to Big Tobacco

By Trace Faust
Mar 16, 2022



Trace Faust

I'm a parent. Like most parents, I have big responsibilities and even bigger worries. Most of us don't typically publish political opinion pieces about this part of their lives, but I don't have the luxury of silence on an issue that is harming my daughter and too many of our daughters and sons.

The issue is the epidemic of vaping flavored-nicotine products that has invaded our schools and our homes. My daughter, Maria, is a responsible teen and a good student. But she hasn't been able to avoid the lure of vaping candy-flavored nicotine, which simultaneously tastes great and is rewiring her brain toward further addiction to the

product.

I know I'm not alone in this fight. A recent poll by a respected Colorado-based pollster tells me that 80% of Coloradans understand that the use of flavored-nicotine products among our kids is a serious issue. An additional 60% of those polled said they would vote to stop the sale of flavored nicotine products if they were given the chance. State lawmakers currently considering this issue would do well to listen to the majority of their constituents living across our state, not just the monied voices of big tobacco inside the Capitol building.

My family's challenges with flavored-nicotine products began the same way they do for most. My daughter was given a vape pen full of strawberry banana-flavored nicotine. It looked like mascara. With no smell and small, easily-hidden packaging that doesn't look like what it is, it took my partner

and I a while to figure out what was going on. It was an off-handed comment from one of my daughter's friends on a social media account we monitor that made the situation clear.

Maria is the one-in-four teens that report using e-cigarettes in Colorado. She is the eight-in-10 kids that report starting with flavored products. We can only hope that we caught her use early enough to ensure it stops. There is no guarantee that the high potency nicotine — the same as a pack of cigarettes in each vape pod — hasn't already begun to rewire her brain. She has promised us she won't use flavored nicotine again, but will she be able to keep that promise?

The truly terrifying piece of this as a parent is that our kids simply aren't making the connection between these sweet smells and candy flavors and the real damage they are doing to their heart, lungs, vascular system and brain. My daughter attends a charter school that places health and wellness at the center of its focus, and still, she and her classmates think these highly-addictive substances are harmless.

They think this because the tobacco industry has taken great care to ensure they do. The packaging is colorful. The taste is cotton candy. If people aren't addicted to nicotine by the time they are 18, the odds are three-to-one they ever will be. If they make it to 24, those odds stretch to 20-to-one. These are facts written by a tobacco company executive 30 years ago. They need to hook our kids to save their industry.

This is not an issue we can give lawmakers a pass on. There is not a compromise to be made here. They must vote to stop the sale of all flavored tobacco and nicotine products. Businesses legitimately selling tobacco and nicotine products to adults will continue to do that. We know that only about 5% of the flavored products sold are used by adults. Businesses focused on selling poison disguised as candy to our kids must be made to stop.

Lawmakers should leave the state Capitol building and talk to parents like me. They would hear a very different story than the one told by big tobacco. And they would side with us by passing HB22 1064 so that our children have a better chance at a life free from addiction and poor health.

Trace Faust lives in Westminster.

From the Web

Ads by Revcontent

https://www.gjsentinel.com/opinion/columns/flavored-tobacco-products-driving-youth-use/article_6945c1a0-a0d8-11ec-b51b-0bb94ee5e32f.html

Flavored tobacco products driving youth use

Mar 13, 2022

By **MEGAN STINAR**

As a pediatrician who sees and treats kids on the Western Slope, I am greatly concerned about the health impacts of electronic cigarettes, or e-cigarettes, on the young people here in Grand Junction. According to the latest Healthy Kids Colorado Survey data, 31.5% of high school students in Mesa County have used an electronic vapor product in the past 30 days, which exceeds the statewide and national average.

Data from the 2021 National Youth Tobacco Survey shows us that 80% of youth who have ever used tobacco started with a flavored product, and that high school students most regularly use flavors such as fruit (72.3%), candy/desserts/other sweets (33%), mint (30.5%) and menthol (29.8%). These flavored e-cigarettes are deliberately created to appeal to teens and young adults. The flavors also help mask the harsh taste of nicotine, making repeated use more likely and thereby increasing the likelihood of developing addiction. Furthermore, adolescents perceive e-cigarettes with flavors as less harmful than those with tobacco flavors, creating a potential misperception that e-cigarettes with flavors do not contain nicotine.

In fact, a typical JUUL cartridge, or “pod,” contains about as much nicotine as a pack of 20 regular cigarettes. Adolescents’ brains are still developing, and this makes them uniquely susceptible to nicotine addiction. Teens can become addicted to the nicotine in e-cigarettes much more quickly than adults, and we know that the earlier someone uses nicotine products, the more difficult it is for them to quit.

That’s because the frontal lobe of the brain isn’t fully developed until age 25. This is the part of the brain that helps us make judgments, choices and anticipates future consequences. The adolescent brain is also very sensitive to dopamine, which fires reward and pleasure circuits that aid in learning patterns and decision making. Here’s the science of how nicotine works: nicotine hijacks those reward circuits by imitating a natural chemical that releases dopamine. Vaping is a quick and powerful way to release dopamine and feel pleasure, so many adolescents will continue to do it. The brain learns to expect reward/pleasure through an easy, quick way, rather than working harder for it, such as through playing a sport, learning a new hobby, working toward good grades or making a meal with family.

The addictive potential is so great that in 2018, the U.S. Surgeon General officially declared teen vaping an epidemic and encouraged not only parents and teachers to talk with children about the dangers of vaping, but also called for policy changes.

Currently being considered at the State Capitol this year, bipartisan House Bill 22-1064 would end the sale of all flavored tobacco products in Colorado. This is a comprehensive solution — all products, all locations, no exceptions — which will save lives and curb the youth vaping epidemic. This is not a complete ban on e-cigarettes, and tobacco-flavored products will still be available for adult smokers; however, banning flavored tobacco products will be a change that makes an enormous positive impact on the health of our kids.

Lawmakers took action years ago to ban flavored traditional cigarettes because we knew the data on children's use of these products was compelling enough to put laws in place. We know that data is now true for e-cigarettes, which is why state lawmakers should prohibit all flavors, including mint and menthol, from *all* tobacco products with the passage of House Bill 22-1064 to ensure we don't lose a new generation of kids to nicotine addiction. Colorado has an opportunity to protect our children and teens from the harms of nicotine and addiction. Join me in supporting House Bill 22-1064.

Megan Stinar, MD, FAAP, is a community pediatrician in Grand Junction and a member of the American Academy of Pediatrics — Colorado Chapter. She is dedicated to ensuring that Mesa County's children have an opportunity to grow and thrive on the Western Slope and beyond.

LETTERS: Prohibiting sales of flavored tobacco would keep Colorado kids safe

By **Monica Federico, Letter to the Editor** - February 10, 2022

Editor: I want to publicly thank State Senators Rhonda Fields and Kevin Priola for putting our children ahead of politics and introducing bipartisan House Bill 22-1064, to end the sale of all flavored tobacco products in Colorado. In 2018, Surgeon General Jerome Adams officially declared teen vaping an epidemic and encouraged not only parents and teachers to talk with children about the dangers of vaping, but also called for policy changes like what Senators Fields and Priola and others introduced in mid-January.

As a pediatric pulmonologist at Children's Hospital Colorado, I know all too well the impact flavored tobacco, like menthol and watermelon wave, have had in addicting a new generation of smokers. 85% of youth e-cigarette users use flavored products, and over half a million middle and high school smokers use menthol cigarettes. Despite the common misassumption that these products just contain flavors, they are incredibly detrimental to our kids' health. The highly addictive nicotine harms the development of parts of the brain that control attention, learning, mood and impulse control. Teens who use nicotine show lower cognitive function, shorter attention spans, and increased impulsivity, depression and anxiety in adulthood. Research has shown that teens who begin smoking by using e-cigarettes or other flavored products are more likely to become cigarette smokers, leading to a lifetime of addiction.

Legislation such as the bill introduced by Senators Fields and Priola and others is an essential step in addressing youth vaping and smoking in Colorado. It takes comprehensive policies such as this one to truly shift the deeply concerning trends and I stand with and applaud Senators Fields and Priola for their leadership.

— *Monica Federico, MD, via letters@sentinelcolorado.com*



Russia-Ukraine crisis: Full coverage



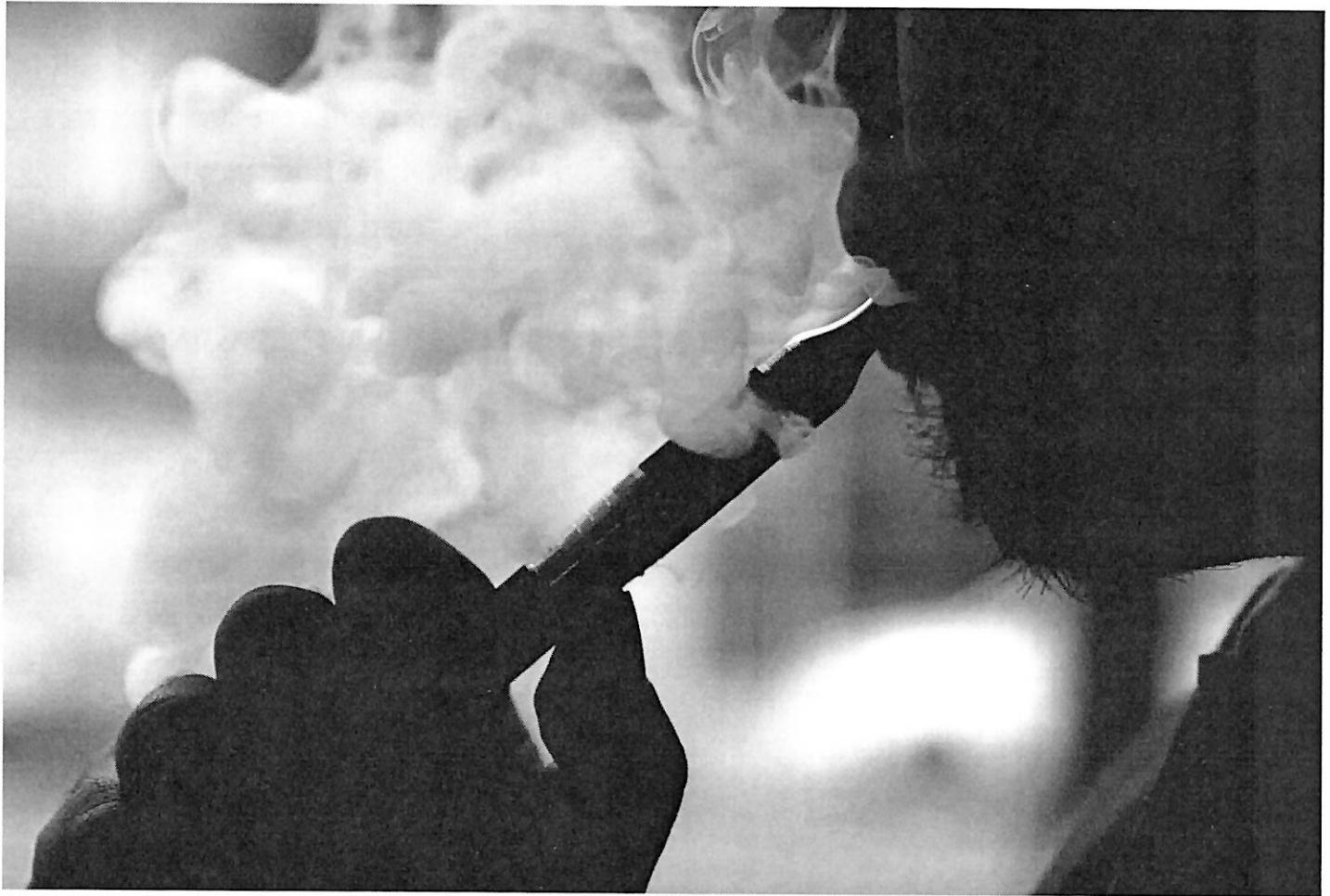
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https://gazette.com/opinion/letters_to_editor/letters-making-progress-against-tobacco-fascination-with-war/article_c0f63256-9b13-11ec-b745-6788b8790d0b.html

LETTERS: Making progress against tobacco; fascination with war

Denver Gazette readers

Mar 4, 2022



the associated press file

infolinks

Progress against tobac

DENALI TRUCKS



The 2019 Healthier Kids Colorado survey revealed that 25% of Colorado high school students had vaped or used e-cigarettes in

the previous thirty days. Our state led the nation in youth vaping that year and the FDA has since called this an epidemic across our country.

Recognizing that flavors hook kids on these products, the Colorado General Assembly will now debate HB 22-1064, a state-wide comprehensive ban on flavored tobacco and synthetic nicotine products.

The tobacco industry is succeeding in hooking another generation of Americans on their harmful products.

Over the past twenty years tobacco control efforts have helped steadily reduce the rates of cigarette smoking among underage youth from 30% to just 4.3%. However, the technology of vaping and e-cigarettes and aggressive marketing focused on youth are recovering the market for tobacco companies. A powerful factor in their success is flavors. 81% of underage youth say flavors were a major reason they started to vape and most underage youth who vape use a flavored product.

It is a fundamental responsibility of government to protect vulnerable groups from harms and it is time to take the **infolinks** DENALI TRUCKS Colorado. HB 22-1064 will ban t



products that hook underage youth. We support our legislature accepting this responsibility and taking action.

Tracy Hofeditz, M.D., FAAFP

Morrison

A fascination with war

Regarding Mike Rosen's "Folk songs won't put an end to war," The Colorado Springs Gazette, March 2, this essay is more revealing of Rosen, than any criticism of these songs. The songs he complains of are offering a solution, an alternative way of meditating on the horrors of war, as opposed to Rosen's "It's an element of human nature."

Why is this such an important issue for Rosen, now? Why couldn't he cite one example of today's "dreamy, wishful thinkers?" Are there any songs of today that bother him so much, or is it only songs from 60 years ago?

His concluding statement, that the Pete Seeger song, "Where Have All the Flowers Gone," is 'dumb,' is bewildering. This song simply describes what Rosen himself was arguing, that there will always be war, and shows how faulty his reasoning is; this song puts Rosen's own statement, that "War is a constant in human history," in poetic form to music.

This entire essay shows, at best, his despair at ever being able to stop wars, and at worst, the possibility the underlying drive of all of this is Rosen's fascination, his love, of war.

Ken Valero

Littleton

infolinks

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https://www.aspendailynews.com/news/pitco-bocc-endorses-statewide-ban-on-flavored-tobacco-sales/article_a747a9c2-9f4e-11ec-8eeb-6b13fe3b344c.html

PitCo BOCC endorses statewide ban on flavored tobacco sales

Matthew Bennett, Aspen Daily News Staff Writer
Mar 9, 2022



Flavored tobacco products are hard to come by in the Roaring Fork Valley as several municipalities have already banned them locally, including Aspen. Pictured is a limited selection of cigarettes at a convenience store in downtown Aspen.

Molly Briggs/Aspen Daily News

The Pitkin Board of County Commissioners threw its weight behind a bill Tuesday that would ban the sale of flavored tobacco products across Colorado.

“When you see young people smoking through their electronic cigarettes and it smells like blueberries and raspberries and bubblegum and you can’t see their face through the fog ... I’m not going there,” Commissioner Patti Clapper said during Tuesday’s BOCC work session. “I think we need to stop it and we need to stop it now.”

HB22-1064 was introduced by state lawmakers in January and will go before the Health & Insurance Committee on March 16. The bill has already received some bipartisan support with three Democrats and one Republican sponsoring it.

The state legislation would apply to “any device” that delivers flavored tobacco, nicotine or synthetic nicotine to the person inhaling. The bill applies to devices like electronic cigarettes, which have especially targeted younger populations in recent years.

HB22-1064 specifically lists numerous tobacco flavors — fruit, menthol, mint, wintergreen, chocolate, cocoa, vanilla, honey, candy, dessert, alcohol beverage, herb and spice — it hoped to ban retailers from being able to sell.

“Let’s go the way of the dinosaur when it comes to tobacco,” Commissioner Kelly McNicholas Kury said. “I still would love to see a future where it doesn’t exist.”

Tuesday’s discussion was led by members of Pitkin County Public Health and commissioners ultimately endorsed the legislation without hesitation.

Many municipalities across the Roaring Fork Valley like Aspen have already banned the sale of flavored tobacco locally.

The house bill's text pointed out how tobacco "remains the leading cause of preventable death" in the U.S., leading to more than 480,000 deaths each year, including 5,100 in Colorado alone.

"When I look at the number of adult deaths every year in Colorado caused by smoking and the financial cost in the millions and billions ... this should be declared a public-health emergency perhaps," Commissioner Steve Child said. "We just allow it to keep happening. So, this is our chance to ... clamp down on it a little bit and slow down the entry of young people smoking."

In addition to their discussion about a possible ban on the sale of flavored tobacco across Colorado, commissioners also heard from Republican State Rep. Perry Will Tuesday, concerning other bills making their way through the state legislature.

One of those bills, which Will said he planned to put forward in the coming days, would provide more safe highway crossings for wildlife across Colorado. Will was confident lawmakers from both sides of the aisle would support the forthcoming legislation.

Will, who currently represents House District 57, would have different constituents should he be re-elected this fall.

"I'm always glad to hear about bipartisan efforts to pass legislation at the Capitol ... because Colorado is a purple state," Child said to Will. "Your district will be a very purple district."

As a result of the recent redistricting process, HD 57 will include Garfield and Pitkin counties during the 2022 election, along with the portions of Eagle County.

Previously, HD-57 was made up of Garfield, Moffat and Rio Blanco counties.

“Everything I do is bipartisan,” Will said. “I work across the aisle and I get on good bills that help the people of Colorado and everyone.”

Matthew Bennett is a reporter for the Aspen Daily News. He can be reached at: matthew@aspendailynews.com.

Matthew Bennett

Reporter