

Ending the Sale of Flavored Tobacco Products is a Win for Chula Vista!



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Myth: Kids get their tobacco products from the internet; retailers do not sell to minors.

- Chula Vista Vaping & Smoking Survey (2021)
 - 44% of students got their tobacco products from vape shops and convenience stores
 - 18% got their products from the internet
- County Young Adult Tobacco Purchase Survey (2020)
 - measured number of tobacco sales made to persons under 21
 - 20% of tobacco retailers sold to minors



Fact: Prohibition is NOT racist

- Big Tobacco has a long history of targeting and exploiting historically marginalized groups for corporate gain
- Although non-flavored tobacco product use has decreased among young people, menthol cigarette use is on the rise among Black, Latino, and White youth
- Black community members die disproportionately from tobacco-related diseases stemming from the industry's predatory marketing



Myth: Prohibition Will Lead to Financial Hardships

Business models are **adaptable**!

- Convenience stores were fully operational before flavored tobacco became a regular product
- Massachusetts saw an increase in the number of convenience stores after flavored tobacco products were prohibited
- When bars banned smoking, many argued that bars would have to close
 - We have no shortage of bars



The Benefits of Ending the Sale of Flavored Tobacco Products?



Prohibiting the sale of flavored tobacco products will:

- Reduce the youth access and initiation of tobacco products in Chula Vista
- Lead more users to quit
- Enhance health equity
- Reduce health care spending



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