

Staff Report: Resolution to encourage Butte County Tobacco Retailers and Elected Officials to restrict the sale of flavored tobacco products including menthol cigarettes**Background**

Tobacco is the only legally sold product that when used as intended, kills half of its users. Tobacco use is the leading cause of preventable death in the US, killing 480,000 people a year. While the US tobacco use rate, especially cigarette smoking, has been on a steady decline for almost 60 years, in 2018 the US Surgeon General declared a youth e-cigarette epidemic, which threatens to undo the public health gains that have been made over many decades. Multiple studies demonstrate that children are enticed to begin using tobacco because of flavors in the products, and there are over 15,500 different flavors on the market currently. More than four out of five young adults (81%) who have ever used tobacco reported that the first product they used was flavored. Flavors are appealing because they mask the harsh taste and feeling of tobacco products, making it easier for children to try these products and ultimately become addicted.

Ending the sale of all flavored tobacco products, including flavored e-cigarettes, menthol cigarettes, and flavored cigars, is critical to stopping the youth e-cigarette epidemic and creating the first tobacco-free generation. The Butte County Public Health Tobacco Education and Prevention Program requests that the First 5 Butte County Children and Families Commission consider this resolution in order to protect children from a lifetime of addiction.

RESOLUTION TO ENCOURAGE BUTTE COUNTY TOBACCO RETAILERS AND ELECTED OFFICIALS TO RESTRICT THE SALE OF FLAVORED TOBACCO PRODUCTS INCLUDING MENTHOL CIGARETTES**Commission Fiscal Impact:**

N/A

Staff Recommendation:

Review and Adopt the Resolution in support of the Butte County Department of Public Health