



Combating flavors in Kansas City

HOW WE GOT HERE

HEALTH FORWARD FOUNDATION GRANT

- Awarded in July 2019 – build campaign and community outcry for an ordinance
- Original timeline – focus on building momentum during grant year with intention of passing ordinance in fall of 2020
- National media boom – sped up timeline on ordinance, grant and policy work moved in tandem
- Covid – 19 Impact – back to fall target

EDUCATION AND COMMUNICATIONS

COMMUNITY OUTREACH

- Focus groups with local youth
- Work with JUNTOS and Urban League
- Local media campaign – Fox 4, KSHB, KC Star



LIE:
Vaping is safe.

FACT:
Vaping creates another generation addicted to nicotine.



American Heart Association.



- Learn the facts, understand the latest research and identify prevalent myths. Check out talkvaping.allmentalhealth.org



SPONSORED CONTENT

E-Cigarette Usage Surging among Young People

By AMERICAN HEART ASSOCIATION December 10, 2019



LIE:
Vaping isn't smoking.

FACT:
One vape pod has the same nicotine as a pack of cigarettes.



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CHANGING POLICY

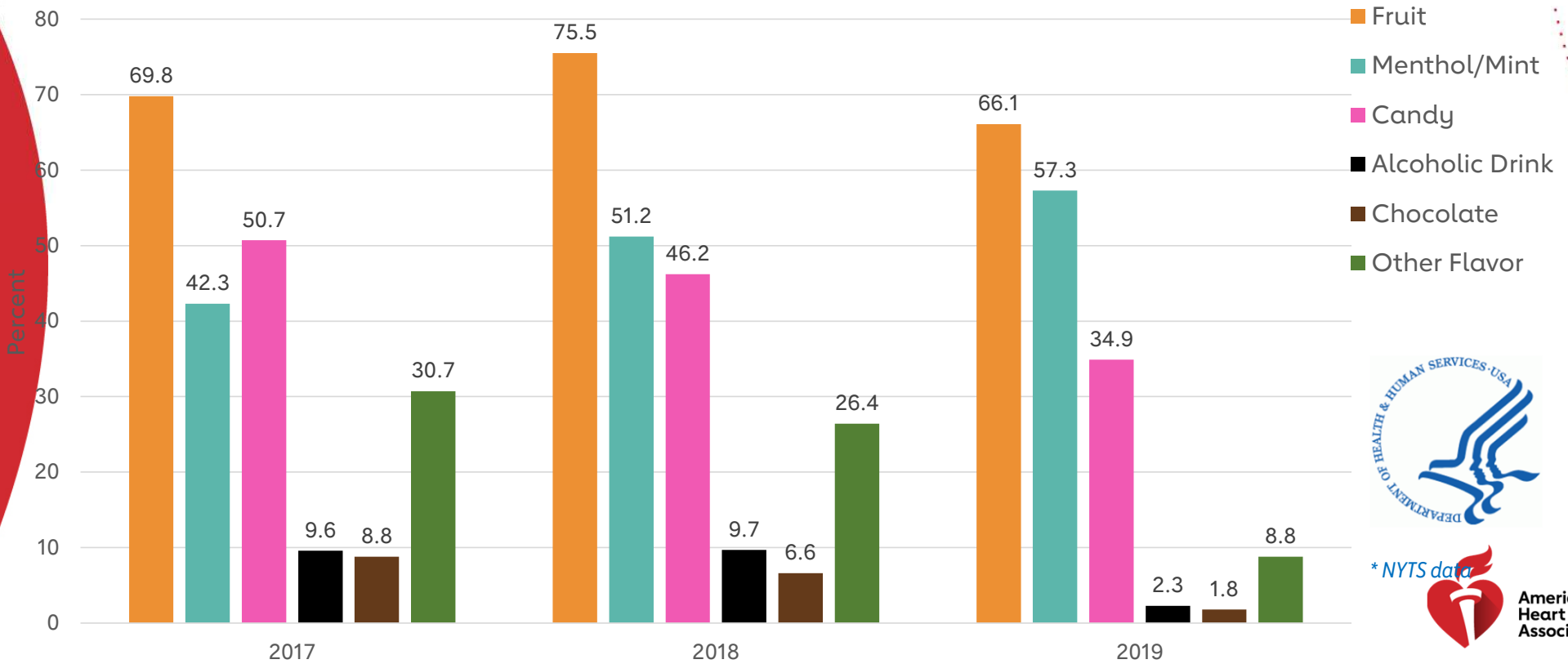
- Restricting sales to adults 21 and older
- Including e-cigarettes in comprehensive smoke-free laws
- E-cigarette taxation
- Preventing youth access and prohibiting marketing to kids
- **Restricting the sale of flavored tobacco and e-cigarette products**
- Supporting *robust* FDA regulation over all tobacco products





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FLAVORS POPULAR AMONG HIGH SCHOOL USERS OF E-CIGARETTES*



* NYTS data



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WHY NOW?

**FEWER TEENS ARE
SMOKING CIGARETTES
THAN EVER BEFORE**



1997

1 IN 4 TEENS SMOKED



2018

1 IN 20 TEENS SMOKED

**TRAGICALLY, VAPING
IS THE NEW YOUTH
TOBACCO EPIDEMIC**



2019

1 IN 4 TEENS ARE VAPING

Source: Truth Initiative. Monitoring the Future Survey, 1997-2018 – Youth
Source: National Health Interview Survey, 1997-2018 – Young Adults



WHY NOW?

- Community readiness
 - Follow successful T-21 model – KCK, KCMO followed by other municipalities
 - Independence, Jackson Co.
 - Unified passage leads to stronger outcomes
- New products introduced in market to get around current flavor restrictions – ex. Puff Bar
- Issues caused by tobacco use can be exacerbated by Covid-19
- Rates of teen vaping

TARGETING MINORITY POPULATIONS

- Big Tobacco record of targeting youth and adults in minority and underserved populations with menthol products
- Including menthol e-cigarettes will prevent vape companies from continuing legacy
- Roughly 45,000 African Americans die annually from tobacco and nicotine-caused illnesses – menthol flavored products are a major driver
- Current Supporters – Urban League of Greater Kansas City, NAACP (nationally,) Entertainers Speaking Out!, National African American Tobacco Prevention Network, Black Healthcare Coalition, Delta Sigma Thete, HBCU, JUNTOS



ENFORCEMENT

- The American Heart Association stands firmly against PUP(purchase use and possession) penalties and is actively advocating against them
- Ordinance language includes penalty for retailer ONLY
- Language will be reviewed by city and county legal council – if PUP is recommended we will actively fight against it



QUESTIONS?