

HEY COLUMBUS!

End Tobacco Targeting

The tobacco industry strategically developed flavored products to get children hooked on nicotine.

- **Eight in 10 of all current youth tobacco users** report using flavored products, many in **kid-friendly flavors** such as gummy bear, cotton candy, cherry dynamite, and menthol.
- **Flavored tobacco products contain nicotine**, which can **harm adolescent brain development**, negatively impacting attention, learning, mood, impulsive control and memory.
- Most kids are unaware that the chemicals in **e-cigarettes are addictive**, which **lead many to smoke cigarettes**.
- **Ending the sale of flavored tobacco products** would **save lives** and protect the health of kids, families, and communities.
- The tobacco industry has **targeted the Black community for decades** to get people hooked on menthol cigarettes. Menthol makes it **easier to start and harder to stop** using tobacco products.



In Ohio...



Nearly 30% of high school students and 12% of middle school students smoke e-cigarettes.



More than 10% of high school students smoke cigarettes, cigars or cigarillos.



Nearly 10% of high school students use smokeless tobacco.

Ohio Youth Risk Behavior Survey, 2019



Website: EndTobaccoTargeting.org

Twitter: [@No_Targeting](https://twitter.com/No_Targeting)

Instagram: [@EndTobaccoTargeting](https://www.instagram.com/EndTobaccoTargeting)



Coalition to End

TOBACCO TARGETING

COLUMBUS

Want to quit smoking?

Call 1-800-QUIT-NOW (1-800-784-8669)