



Smoke is Smoke

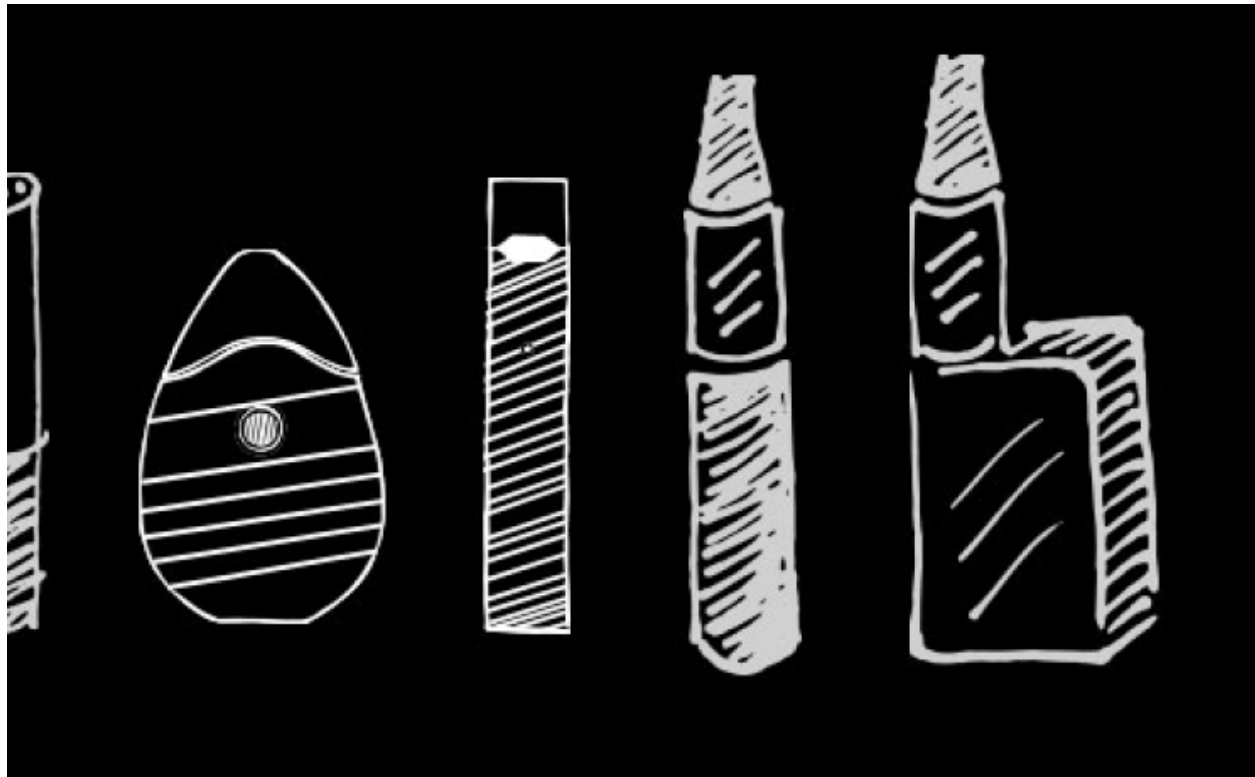
Monterey County Tobacco
Control Program

Today's Presentation

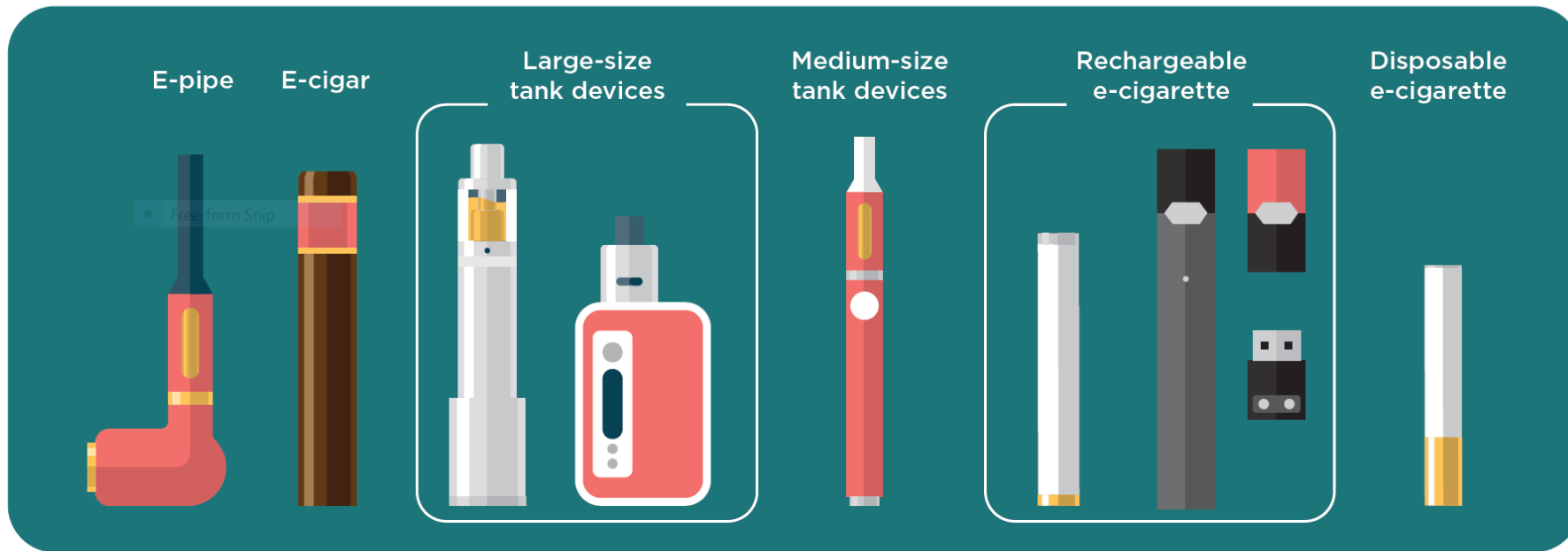
- Electronic Cigarettes
- Flavors
- Proposed changes to the Tobacco Retail Licensing Ordinance



Electronic-Cigarettes



Device that may be used to deliver any aerosolized or vaporized substance



Types of Electronic Cigarettes

What's in Electronic Cigarette Aerosol

**VOLATILE
ORGANIC
COMPOUNDS**



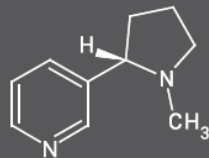
**CANCER-CAUSING
CHEMICALS**



**ULTRAFINE
PARTICLES**



**HEAVY METALS SUCH AS
NICKEL, TIN, AND LEAD**



NICOTINE

**FLAVORING SUCH AS
DIACETYL, A CHEMICAL
LINKED TO A SERIOUS
LUNG DISEASE**



Electronic Cigarettes and Youth

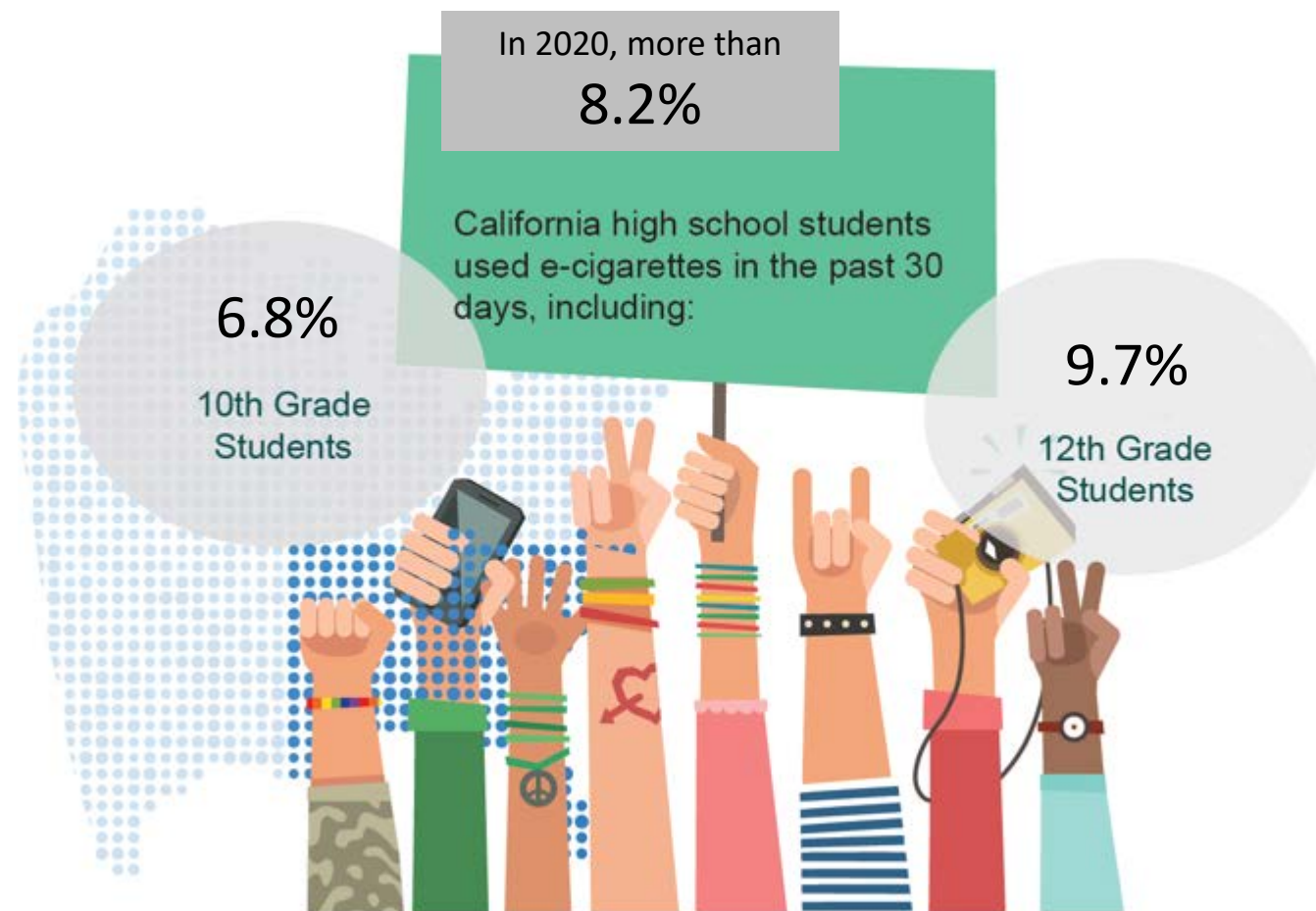


- Damage the growing body
- Electronic cigarettes are the most used tobacco product among youth and young adults
- They don't always look like tobacco products

Tobacco Use California

(California Student Tobacco Survey 2019-2020)

N = 150,634 California Students





Tobacco Use Regional

(California Student Tobacco Survey 2019-2020)

Prevalence of youth who currently use tobacco within our region is 6.3% (Monterey and San Benito Counties)

5.2% report using electronic cigarettes

1.3% report using traditional cigarettes

Favored Tobacco Products

(California Student Tobacco Survey 2019-2020)

- High school tobacco users reported using a flavored tobacco product (91.6%)
- Flavored e-cigarettes are the most common tobacco product (96.2%)
- Fruit flavor is the most popular flavor among e-cigarette users (63%)

N = 150,634 California Students

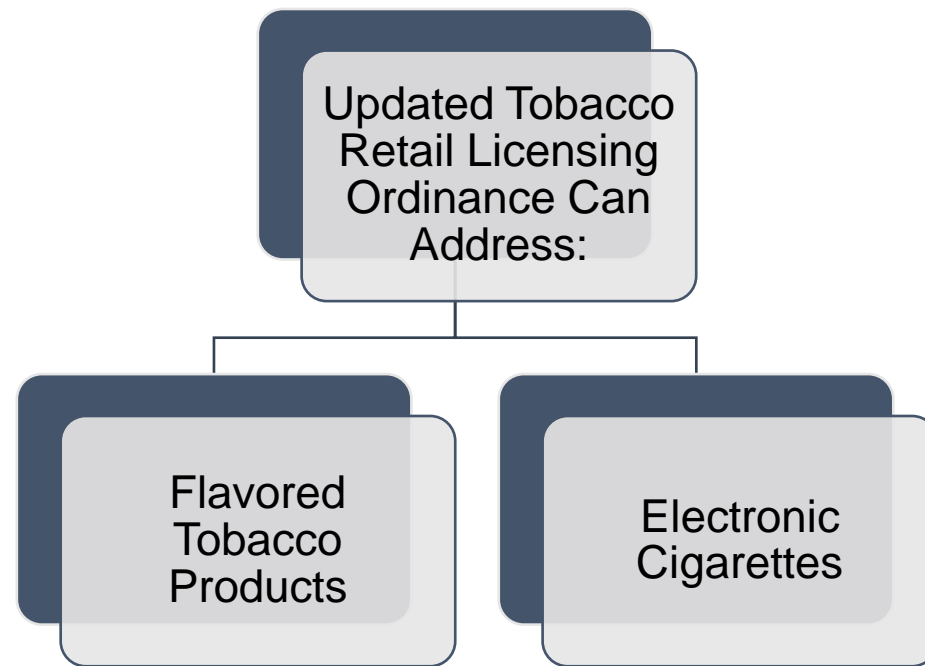


Summarizing

- Nicotine can harm the developing brain
- Electronic cigarettes are very appealing to youth
- Youth are more likely to initiate tobacco use with a flavored product
- Prohibiting sales of flavored tobacco and electronic cigarettes decreases youth uptake



Banning Flavored Tobacco and Electronic Cigarette Devices



A wooden boardwalk made of dark grey planks winds through a vast, grassy dune landscape. The boardwalk starts in the foreground and curves gently to the right, leading towards a series of rolling sand dunes in the distance. The dunes are covered in green and brown grasses, with some sandy patches visible. The sky is overcast and grey. In the background, a line of trees marks the horizon.

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Next Steps