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To reduce youth tobacco use, APHA supports:

PROHIBITION ON ALL FLAVORED TOBACCO PRODUCTS As a key influence on youth smoking initiation that eases the harsh flavor of tobacco and thus supports recurrent use, all flavored e-cigarettes, including menthol, cigars and menthol cigarettes must be prohibited.

ELIMINATION OF TOBACCO MARKETING TO YOUTH According to the 2014 U.S. Surgeon General’s report, “the evidence is sufficient to conclude that advertising and promotional activities by the tobacco companies cause the onset and continuation of smoking among adolescents and young adults.”

- APHA urges FDA to establish regulations that hold e-cigarettes to the same marketing and advertising rules as conventional tobacco cigarettes.
- APHA urges FDA to implement graphic health warnings on cigarette packs and advertising that are required under the 2009 Tobacco Control Act.
- APHA calls for the elimination of tobacco product placement in feature films below an R-rating.

COST AS A FORM OF REGULATION Price has a significant impact on the number of people who start using tobacco products, the intensity of tobacco use and the number of tobacco users who quit. The 2009 federal tobacco tax increase resulted in an immediate impact on youth smoking. Thus, APHA calls for increased taxes on tobacco products.

SOURCES

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ⁱⁱ Gentzke AS, Creamer M, Cullen KA, et al. Vital Signs: Tobacco Product Use Among Middle and High School Students – United States, 2011-2018. MMWR Morb Mortal Wkly Rep 2019;68: 157-164. DOI: <http://dx.doi.org/10.15585/mmwr.mm6806e1>

ⁱⁱⁱ Cullen KA, Gentzke AS, Sawdey MD, et al. e-Cigarette Use Among Youth in the United States, 2019. JAMA. Available at: <https://www.ncbi.nlm.nih.gov/pubmed/31688912>

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^v <https://www.cdc.gov/media/releases/2019/1205-nyts-2019.html>

^{vi} Truth initiative. Fact Sheet: E-cigarettes: Facts, stats and regulations. Nov 2019. Available at: <https://truthinitiative.org/research-resources/emerging-tobacco-products/e-cigarettes-facts-stats-and-regulations>

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