

SUPPORT FOR FLAVORED TOBACCO RESTRICTIONS IN THE SJV



1 OUT OF 3 RESIDENTS DO NOT HAVE ENOUGH INFORMATION ON FLAVORED TOBACCO PRODUCTS

In June 2020, the NCPC Rapid Response Core (RRC) asked participants in the Bay Area, LA County, and the San Joaquin Valley (SJV) whether they would support restrictions on menthol and mint tobacco products. In general, people supported restrictions on the sale of menthol tobacco but, there was considerably less support in the SJV. However, most importantly, about **25%** our SJV community members responded that they didn't know or needed more information to form an opinion. *This is important because messaging and industry efforts can easily sway a good portion of those 20-25%, making opposition to restrictions the majority.* Now, more than ever, our community members need to hear about the science about the addictiveness of menthol and mint tobacco products and how they are used to target youth and minoritized communities.

As a part of our NCPC Community Core, the American Heart Association commissioned a Flash Poll in August 2020 focusing our community's beliefs about flavored tobacco products. Consistent with what our RRC found, approximately 26%-35% of our SJV participants were unsure about important facts about flavored tobacco products, including whether it is easy for minors to buy these products, whether flavored tobacco products are more addictive, and whether their local government is doing enough to address flavored tobacco issues. In this regard, almost **1/3 of our community members do not have enough information to form an opinion about flavored tobacco policies.**

There is a large portion of the population that is undecided regarding flavored tobacco product restrictions. As menthol/mint restrictions are being considered, there is an opportunity to significantly sway the public, which means that monitoring industry tactics is even more important in the coming months.

TAKING ACTION ON MENTHOL/FLAVORS IN THE COMMUNITY

The NCPC is here to help. The Community Core actively provides workshops and consultations for local communities who are moving towards flavored tobacco product restrictions. NCPC's Training Core, in partnership with the California Health Collaborative, has also developed a series of infographics on tobacco flavored products. Visit our website to download any of these resources:

<https://ncpc.ucmerced.edu/resources/flavored-tobacco-info>



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