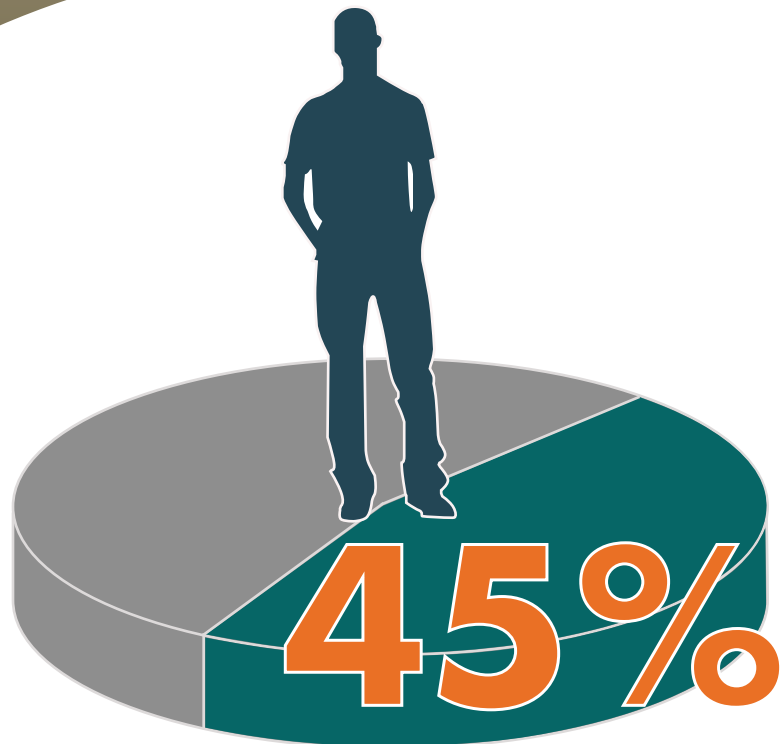


TOBACCO FLAVOR RESTRICTIONS IN THE SJV: DATA ON USE & ATTITUDES



OF SMOKERS IN THE SAN JOAQUIN (SJV) VALLEY REPORTED SMOKING MENTHOLS

The NCPC Research Core has been collecting data within the community on tobacco use behaviors since 2019. In partnership with local community groups and public health departments, the NCPC found that in 2019, **31%** of identified smokers reported smoking menthols.

In a follow-up study, the Research Core collected online data of San Joaquin Valley (SJV) smokers from March-May in 2020. Among 2,739 smoking participants, **45.6%** of respondents reported smoking menthols.

The researchers also found that Latinx smokers were significantly more likely to use menthols, with approximately **65%** reporting menthol use.

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 Rapid Research Core 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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