

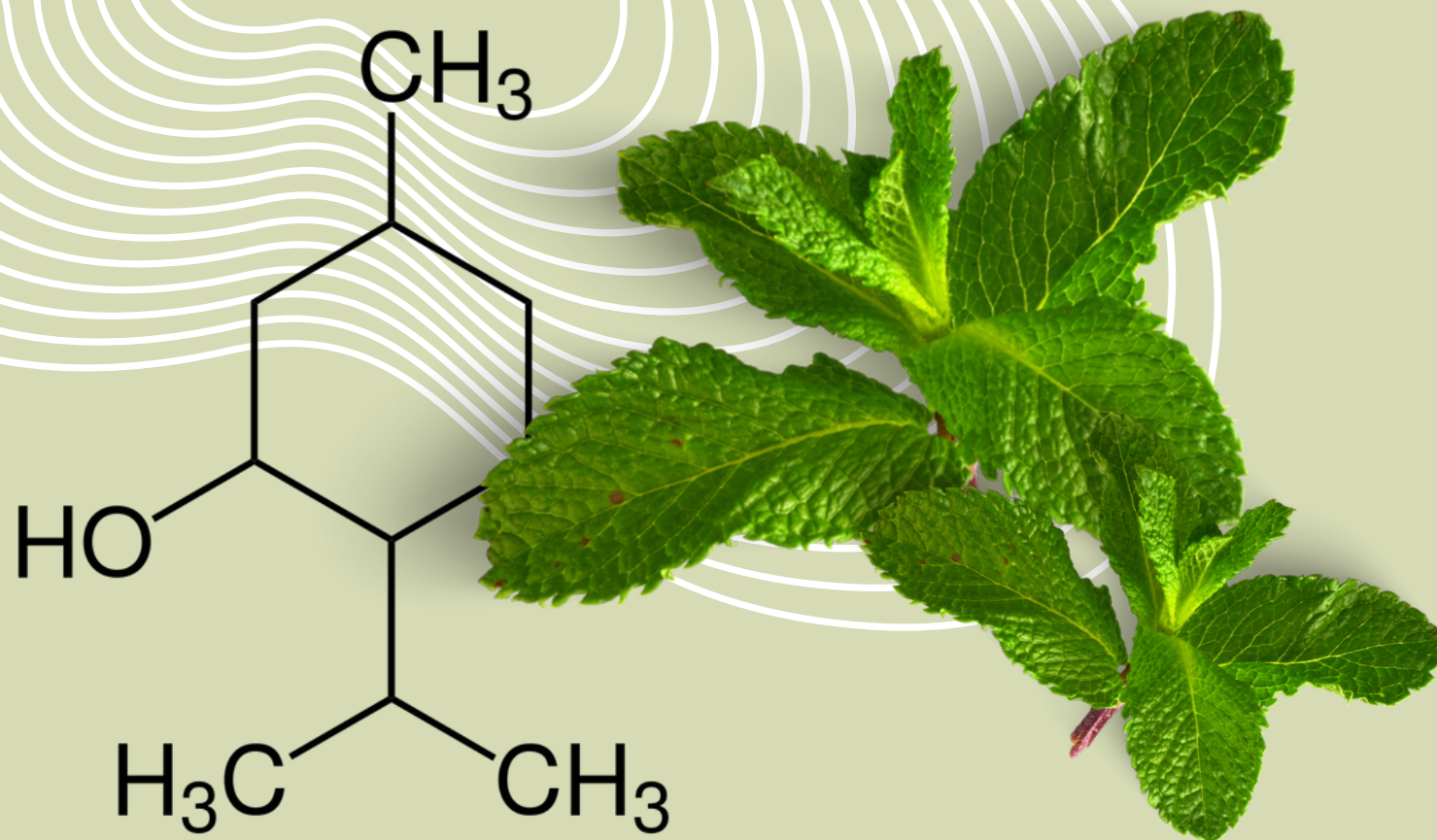
**LET'S TALK TOBACCO
POLICY IN NYC**

INT. NO. 577

**MENTHOL TOBACCO
PRODUCTS IN OUR
COMMUNITIES**



WHAT IS MENTHOL?



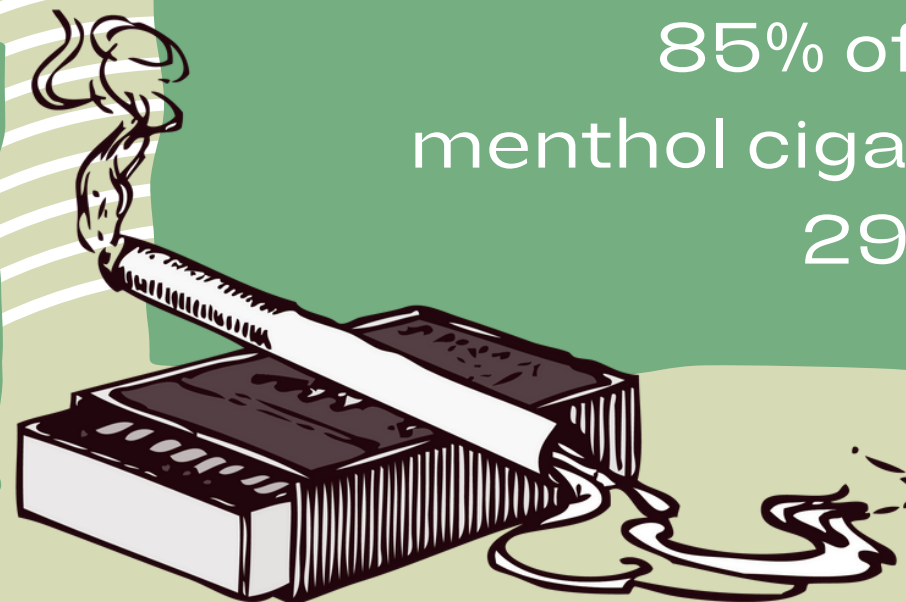
- Menthol is a flavoring that can be added to tobacco products like cigarettes and vapes
- The flavor mellows the taste of tobacco, making it easier for people to start using tobacco products and harder for them to quit
- Science shows that menthol alters nicotinic receptors making mentholated cigarettes more addictive

WHO IS IMPACTED BY MENTHOL?

Youth and minority communities, predominantly **LGBTQ+** and **Black Americans**, make up the majority of **flavored tobacco users** because of a concerted, decades-long effort from Big Tobacco to addict these communities

More than half (54%) of youth ages 12-17 years who smoke use menthol cigarettes

85% of Black smokers use menthol cigarettes compared to 29% of White smokers



CHICAGO

Chicago is the first city in the U.S. to restrict the sale of all flavored tobacco products, including menthol

In 2019, only 3.9% of high school students in Chicago reported smoking cigarettes vs. 10.7 % in 2013



That's a decrease of almost 7 percentage points!



MASSACHUSETTS



The first state in the U.S. to restrict the sale of flavored vaping and tobacco products

Four weeks after the ban, sales dramatically decreased for menthol, going from 404.93 packs sold per 1,000 people to 32.24 per 1,000 people

CALIFORNIA

In 2020, state lawmakers overwhelmingly passed a bipartisan law to end the sale of most flavored tobacco products, including menthol cigarettes

The law was passed in response to the clear evidence that the tobacco industry has continuously targeted Black Americans, youth, and other communities



WESTCHESTER COUNTY, NY

In November 2022, Westchester County passed a law prohibiting all flavored tobacco products, including menthol

It is considered to be one of the most comprehensive bans in New York State!

This law is unique because it specifically lists the county health department as responsible for enforcement, eliminating any police involvement



Across the US, a number of cities and states have taken action against the harmful impacts of menthol through bans on flavored tobacco products. NYC will vote on a similar flavor ban soon.

Click the link in our bio to read more about tobacco in NYS!

