



THE POWER OF ALL

Partnerships in Reducing Tobacco Inequities

CDPHE Update Call March 4, 2020



COLORADO
Department of Public
Health & Environment

CDPHE Update Call Agenda

March 4, 2020

1. FY21 Contract Negotiations
2. Strategic Planning Update
3. Flavor Ban Talking Points

FY 21 Contract Negotiations

Strategic Planning update

- January - June 2020
 - Implement stakeholder and community engagement process
- July - August 2020
 - Summarize key findings and recommendations
 - Present relevant information to the review committee
- September - December 2020
 - Develop strategic plan
 - Evaluate strategic planning process efforts

Flavor Bans

Key Points

Problem and solution statements

Evidence for

- Flavors and youth initiation
- Flavors and increased addiction

Problem Overview

Flavored tobacco products hook youth on tobacco, potentially for life.

They can also make quitting nicotine more challenging for adults.

In Colorado, youth are more likely to use flavored vaping products compared to adults.

These products are more often an on-ramp to addiction for our kids while fewer adults are using flavored vapes as an off-ramp for their smoking and addiction.

Problem Main Points

- Flavored tobacco products hook youth on tobacco potentially for life
- Flavored nicotine products are serving as an on-ramp to nicotine addiction for young people.
- Flavored vaping products have not reduced adult smoking in Colorado.

Solution

Banning the sale of all flavored tobacco products in the retail market place in Colorado will significantly decrease youth tobacco use and initiation, drive current smokers to quit and save lives.

Concerns about Loopholes and Exemptions

Policies with loopholes and exemptions are less effective:

1. Banning flavors in e-cigarette products only.
2. Exempting menthol cigarettes or other mint flavored tobacco products, such as e-cigarettes, smokeless tobacco, flavored cigars, and hookah.
3. Exempting certain types of products makes it so certain population groups don't get the same protections they would with a complete flavor ban.

Additional Considerations

Public opinion:

- In 2018, 56.8% of Coloradans surveyed reported agreeing or strongly agreeing that flavored tobacco (including menthol) sales should be prohibited.

Economic considerations:

- An economic impact study in Maryland found a comprehensive flavor ban is unlikely to adversely impact the overall retail economy in that state.

[state of the Evidence: Flavored Tobacco Product Bans or Restrictions January 2020](#)

Frequently Asked Questions

Questions?



THE POWER OF ALL

Partnerships in Reducing Tobacco Inequities

Thank You!

Update Call and Presentation Will Be Posted on
Tobacco Free CO at www.tobaccofreeco.org



COLORADO
Department of Public
Health & Environment