

BIG TOBACCO IS SWEET ON YOU CALL-IN DAY

March 29, 2016



Big Tobacco is spending millions targeting our communities and youth with flavored tobacco products.

Let them know that we are not for sale and that legislators need to fight a tobacco marketing trend that seems more and more geared towards children and vulnerable communities.

1.2 Million Dollars per Hour is how much Big Tobacco spends on advertising.

88% of African American smokers use menthol cigarettes. Source: [Campaign for Tobacco Free Kids](#)

13.4% of high school students in 2014 used e-cigarettes. Source: [2015 CDC Report](#)

69% of e-cigarette users become first time cigarette smokers. Source: [Univ. of Oregon Report](#)

42.4% of high school cigarette smokers have used some kind of flavored products. Source: [Journal of Adolescent Health](#)

7 out of 10 middle and high school students who currently use tobacco have used a flavored product

Source: [2015 CDC Report](#)

75.3% of CA retailers near schools sell flavored tobacco products that are attractive to youth.

Source: [CDPH 2013](#)

16,800 Kids (under 18) in CA become new daily smokers each year.

Source: [Campaign for Tobacco-Free Kids](#)

No lobbying!

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Want to participate?

E-mail me at john.yi@lung.org and I'll send you the Call-in Day Help Sheet.

OR

Sign up here: <http://bit.ly/1TpwiCr>

Thank you!