



# ENDING THE SALE OF FLAVORED TOBACCO PRODUCTS IN DELAWARE WILL CUT COSTS AND SAVE LIVES

## BIG TOBACCO'S PLAYBOOK

Tobacco companies use flavors, including menthol, to target kids and the Black community, which leads to addiction, disease and preventable death among Delawareans. **Delaware can act to protect kids and vulnerable communities without harming business.**

## THE TOLL OF FLAVORED TOBACCO IN DELAWARE

- ➔ 17.9% of Delaware high school students use e-cigarettes.
- ➔ Nearly 90% of youth e-cigarette users use flavored products.
- ➔ Half of youth who have ever tried smoking started with menthol flavored cigarettes.
- ➔ 30.8% of cancer deaths in Delaware are attributable to smoking.
- ➔ 1,400 Delawareans die each year from smoking (more than alcohol, illegal drugs, AIDS, car crashes, murders, and suicides combined).



## THE COST OF FLAVORED TOBACCO IN DELAWARE

- ➔ Medicaid costs caused by smoking in Delaware: \$ 102.8 million.
- ➔ Delaware residents' state & federal tax burden from smoking-caused government expenditures: \$1,020 per household.
- ➔ Smoking-caused productivity losses in Delaware: \$1 billion.

## IMPACT ON THE BUSINESS COMMUNITY & TAX REVENUE

- ➔ 5 states and over 375 municipalities have restricted the sale of flavored tobacco. Research finds no evidence that these laws have a negative impact on businesses.
- ➔ Tobacco costs Delaware over \$618 million per year in health care costs. The health care cost savings far outweighs the minimal impact on tax revenue.
- ➔ Studies show that flavored tobacco bans do not lead to increased illicit market activity or increased tobacco purchases in nearby states.

## HOW FLAVORED TOBACCO IMPACTS BLACK COMMUNITIES AND FUELS HEALTH DISPARITIES

Big Tobacco has a long history of targeting Black Americans, especially youth, with menthol cigarettes. Menthol cigarettes are easier to start smoking, more addictive, and harder for smokers to quit. **As a result, tobacco use is the number one cause of preventable deaths among Black Americans, claiming 45,000 lives each year.**

- ➔ 85% of Black smokers use menthol cigarettes.
- ➔ Recent studies show that a national menthol ban would lead to 1.3 million smokers to quit, including 381,000 Black smokers.
- ➔ Because menthol cigarettes are harder to quit, Black smokers are less likely than white smokers to successfully quit smoking.
- ➔ Black Americans die at higher rates than other groups from tobacco-related diseases like cancer, heart disease and stroke.
- ➔ Ending the sale of menthol cigarettes in the United States would prevent over 650,000 deaths, including 255,000 in the Black community.

**Ending the sale of flavored tobacco isn't just a health issue, it's a social justice issue.** The time is now to protect kids and Black communities by enacting legislation to end the sale of flavored tobacco products in Delaware. **Act now to end the sale of flavored tobacco.**

