



American
Heart
Association®

THE TOBACCO ENDGAME



DRIVING EQUITABLE HEALTH



The American Heart Association is committed to driving equitable health impact in Connecticut through five key priority areas: **women, COVID-19, tobacco and vaping, patients and healthy living**. Equity is always at the center of our work, and it will continue to guide all that we do.

Through our focus on these key impact areas, we can improve the health and well-being of Connecticut while saving and improving countless lives.

People are counting on us as never before. The American Heart Association, along with our supporters, will drive change, and will be relentless.

Tobacco Use is a Health Equity Issue



Menthol flavored products

- **Nearly half of youth cigarette smokers smoked menthol cigarettes in 2018.** Non-Hispanic Black and Hispanic youth have the highest amount of menthol use among youth smokers
- **Black smokers continue to have the highest rates of menthol cigarette use compared to other races** but is the only demographic that had a general recent decline in prevalence of menthol cigarette use.

Targeted communities

- **Tobacco industry has a very long history of targeting of communities of color and LGBTQ community:**
 - Kool MIXX campaign targeting African American youth
 - 1995 RJ Reynolds "Project SCUM" campaign targeting gay men and homeless individuals

Tobacco retail environment

- **Tobacco retailers are concentrated in low-income areas.** Nearly 5x more tobacco retailers per square mile in the lowest-income neighborhoods than in the highest-income neighborhoods
- **Tobacco retailers are located near schools.** In eight of the largest cities in the United States, at least 80% of public schools are within 1,000 feet of a tobacco retailer

Health effects

- **African Americans have the highest rates of tobacco-related cancer of all racial and ethnic groups** and are more likely to die because of the disease.
- **More than 72,000 African Americans are diagnosed with a tobacco-related cancer each year.**

COMBATTING THE TOBACCO EPIDEMIC: THE PILLARS OF OUR WORK



Support action in communities with a focus on schools, government, employers and health systems.

SCHOOL AND
COMMUNITY



Educate, engage and empower young people to stand up and speak out against tobacco and vaping.

YOUTH
ENGAGEMENT



Pursue federal, state and local policy actions that reduce tobacco use and vaping.

POLICY
CAMPAIGNS



Facilitate dialogue at the local, community and national level to inform and inspire action.

INFORM THE
DIALOGUE



Find answers to big, unanswered questions about nicotine addiction and kids.

SCIENCE &
RESEARCH

FIGHTING BIG TOBACCO FOR MORE THAN 50 YEARS

1961: American Heart Association urged President Kennedy to form a national commission on smoking.

1966: Congress requires health warnings on cigarette packs.

1981: American Heart Association establishes first public policy advocacy operations in Washington D.C.

1998: States sued tobacco companies to recoup cost of treating tobacco-causing diseases.

Early 2010s: E-cigarette use emerges (becomes a youth epidemic around 2016).

2019: Tobacco Endgame

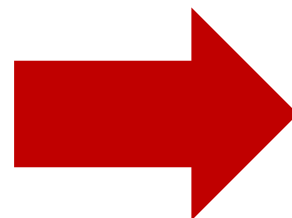
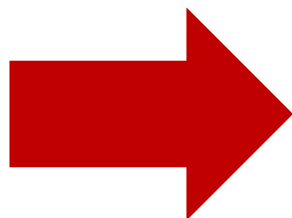
1964: the first Surgeon General's report on Smoking and Health was released.

Late 80s-early 90s: American Heart Association began to shift attention to policies around tobacco use.

2009: Family Smoking Prevention and Tobacco Control Act & Federal Tobacco Tax raised.

E-CIGARETTES ARE
A NEW LOOK TO AN OLD PROBLEM

THE FIGHT AGAINST BIG TOBACCO IS CONSTANTLY CHANGING



Cigarettes & Tobacco Products

We advocated for laws to curb use among teens and kids. As a result, usage rates dropped for decades.

E-cigarettes (JUUL)

We advocated for laws that ban flavors targeting kids. Today, e-cigarette companies like JUUL can no longer make many flavors.

Disposable e-cigarettes (Just Puff Bars)

The new product on the market is disposable e-cigarettes, which is not covered by the current laws. They are able to sell flavors that are appealing to kids.

FEWER TEENS ARE SMOKING
CIGARETTES THAN EVER
BEFORE

TRAGICALLY, VAPING IS THE
NEW YOUTH TOBACCO
EPIDEMIC



1997

1 IN 4 TEENS SMOKED



2018

1 IN 20 TEENS SMOKED



2020

1 IN 5 TEENS WERE
VAPING

TOLL IN CONNECTICUT

Kid (under 18) who become new daily smokers each year	800
Connecticut high school students who use e-cigarettes	27%
Kids now under 18 and alive in Connecticut who will ultimately die prematurely from smoking	56,000

TOBACCO ENDGAME

	Rhode Island	Massachusetts	Oklahoma
Kids under 18 who become new daily smokers	200	1500	1300
High School Student who use e-cigarettes	30.1%	32.2%	27.8%
Kids now under 18 who will ultimately die prematurely from smoking	16,000	103,000	88,000





TOBACCO ENDGAME STRATEGY

- **Education, Support and Policy Changes for Schools**
 - Changes to policies and code of conduct to non-punitive consequences and cessation and mental health support programs
- **Engage Health Systems**
 - Screening for e-cigarettes and vaping, cessation programs and referrals
- **Local Advocacy**
 - Restricting sale of flavored tobacco, more smoke-free communities

Together, the American Heart Association, the Connecticut Hospital Association, the American Cancer Society Cancer Action Network, the American Lung Association and the Campaign for Tobacco-Free Kids advocate for **\$12M annually in tobacco control program funding during the upcoming 2022 legislative session.**

JOIN US

[Tobacco Endgame | Time to Fight Vaping and Tobacco \(yourethecure.org\)](https://yourethecure.org)

SHARE YOUR STORYSPREAD THE WORDABOUT USRESOURCES  #TobaccoEndgame

TOBACCO

Endgame

As a member of the tobacco endgame movement, you will be part of passing lifesaving policies to end tobacco and vaping addiction. Your voice will reach elected officials at the local, state, and national level. You can also coordinate activities in your community and school, connect with other young people, be a leader, and fulfill volunteer hours.

Join THE MOVEMENT

Together, we have the power to end vaping and nicotine addiction. Your voice can make a difference today.

Select Your Age Range

☒ Under 13 ☐ 13-17 ☐ 18-23 ☐ 24+

Full Name

Zip Code

Phone