Youth Use of Tobacco in MD: ESDs Are Clear and Urgent Threat to Public Health

- Youth e-cigarette use in Maryland has skyrocketed in recent years. 23% of Maryland high school students currently use electronic smoking devices (ESD), a rate 5 times higher than adult use. While, they also currently smoke cigars at 6%, cigarettes at 5%, and smokeless tobacco at 4.6%.[1]
- Electronic smoking device companies created these products to be addictive. ESDs, including Juul and other products, deliver massive doses of nicotine, a highly addictive drug. Young people are especially vulnerable to nicotine addiction, so experimenting with these products can quickly result in dependence.[2]
- Nicotine is unsafe for adolescents. It can impair brain development, increase the likelihood of future addiction to other drugs and affect mood, attention, and impulse control.[3]
- Studies show that e-cigarette use is strongly associated with the use of other tobacco products by youth. One study suggests young people who use e-cigarettes are 4 times more likely to begin smoking combustible cigarettes.[4]

Flavored Tobacco Products Are Designed to Attract and Hook Youth

- 81% of youth who have ever used tobacco started with a flavored product.[5]

- According to the FDA, 70% of youth electronic smoking device users say they use the products because they come in appealing flavors.[6]
- ESDs come in more than 15,500 flavors like cotton candy, gummy bear, mango, and mint.[7]
- The federal government’s policy only restricts flavors in some types of e-cigarettes. It plans to take non-tobacco, non-menthol flavored cartridge based ESDs like Juul off the market but will leave flavored disposable ESDs and flavored e-liquids on the market. As a result, ESDs in thousands of flavors will remain widely available. It is imperative that states take action now to protect youth from these products.[8]
- According to the 2019 National Youth Tobacco Survey, mint and menthol flavored electronic smoking devices were the second most popular flavor category among high school users.[9]
- Cigars are the second most popular tobacco product among high school students.[10] 73.8% of youth cigar smokers smoked cigars “because they come in flavors I like.”[11] (PATH Wave 1, 2013-2014)

Menthol Cigarettes

- Menthol flavoring lessens the harshness of smoking cigarettes, making it easier for young people to start.
- In 2014, 54.5% of high schoolers and 48.4% of middle schoolers who smoked used menthol cigarettes.[12]
- Menthol cigarettes disproportionately affect African Americans--85% of African American smokers aged 12 and older use menthol cigarettes.[13]
- Tobacco manufacturers have aggressively targeted communities of color and the LGBTQ community with their menthol products, leading to an unequal burden of death and disease.
HB 3/SB __
Business Regulation - Flavored Tobacco Products - Prohibition

Restricting the sale of all flavored tobacco products including but not limited to, menthol cigarettes and flavored cigars

Broad Support for Restricting the Sale of Flavored Tobacco Products

MD Tobacco Free Coalition