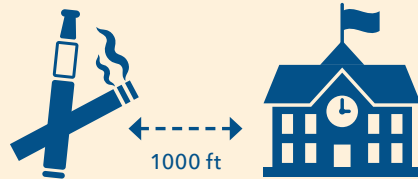




PROTECT MADERA COUNTY YOUTH FROM TOBACCO ADDICTION

8 out of 10 youth who use tobacco start with a flavored product.

- Many tobacco products come in **kid-friendly flavors** like caramel, bubble gum, wild berry and mint
- Flavors **mask the harsh taste of tobacco** which makes it easier for kids to smoke.
- Youth think flavored products are safer than unflavored products.



In Madera County, there are **23 tobacco retailers** within 1000 feet of schools.

Why **Limit Flavored Tobacco** Sales Near Schools?

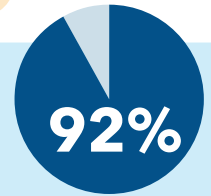


WHAT CAN BE DONE?

Local governments have traditionally used zoning laws to promote health – for instance, by adding Conditional Use Permits (CUPs). This gives governments an extra layer of oversight in controlling what type of businesses can exist in certain areas which can help to:

- **Restrict the sale** of flavored tobacco products including menthol and electronic smoking devices.
- **Limit how close** tobacco can be sold to areas populated by youth such as schools and parks.
- **Limit the total number** of tobacco stores in your community.
- Require a **minimum distance** between retailers.
- **Impose penalties** on retailers for selling tobacco to youth under 21 years old.

92% of City of Madera residents who participated in the survey would support a policy restricting the sale of flavored tobacco products near schools and other areas youth gather.



PUBLIC HEALTH

For more information contact:

Madera County Tobacco Control Program

(559) 675-7893

Sources

1. Villanti, AC, et al. *Association of Flavored Tobacco Use with Tobacco Initiation and Subsequent Use Among US Youth and Adults, 2013-2015*. JAMA Network Open. 2019.
2. *California Community Health Assessment Tool*. Stanford Prevention Research Center and GreenInfo Network. 2019.
3. *Public Opinion Survey*. Madera County Tobacco Control Program. 2019.
4. *Licensing, Zoning, And Retailer Density*. Counter Tobacco. 2020.