

To: Mayor Engen and Missoula City Council Members

Date: Thursday, September 20, 2018

Re: City of Missoula, Point of Sale Community Letter of Support. Sweet-flavored tobacco products, including e-cigarettes, target Missoula children in convenience stores. Kids who try tobacco are likely to become lifelong smokers and die from tobacco use

Dear Mayor Engen and Missoula City Council members Anderson, Armstrong, Becerra, Cares, DiBari, Harp, Hess, Jones, Merritt, Ramos, Von Lossberg and West

It's been said that tobacco, when used as intended, is the only commercially available product that will kill its user. This is why the industry is so fixated on targeting potential new users – sometimes called "Replacement smokers." It's the only way the industry can survive. Disturbingly, such targeting begins in childhood. In convenience stores around Missoula and across Montana, tobacco products, including e-cigarettes, are marketed in sweet flavors and bright packaging. In many stores, these products are placed within reach of kids, often near gum and candy.

This is deliberate. The tobacco industry knows that kids frequent convenience stores. Many of these stores are located near schools, and kids go there to buy pop and candy. The bright colors, sweet flavors and candy flavors intrigue youth, who are more likely to try such products if they see them often. Other communities across the nation have addressed these youth-targeted tactics by prohibiting the sale of flavored products and by prohibiting self-serve access to tobacco products in stores that are open to minors. It's important that Missoula also take these steps. We as a community can protect our kids and prevent a future public health crisis.

Because of these marketing techniques, we are losing ground in our efforts to prevent our kids from smoking and other tobacco use. A 2016 study warns that some teens who never would have smoked are now using e-cigarettes, which could potentially derail progress in reducing the number of youth using tobacco. (1)

In Montana, the number of high school youth who have tried cigarettes dropped from 73.4 percent in 1997 to 33.9 percent in 2017. However, in 2017, 46.6 percent of Montana high school students said they have used electronic smoking devices and 22.5 percent said they are regular users. (2)

Numerous studies show that use of electronic smoking devices by non-smoking youth leads to later cigarette smoking. (3) Additionally, most e-cigarettes contain nicotine, which is extremely addictive and detrimental to youth brain development. (4) Many of the largest tobacco companies, such as R.J. Reynolds and Altria make e-cigarettes. (5)

E-cigarettes, cigarillos, smokeless tobacco and tobacco products other than cigarettes come in an abundance of sweet flavors such as bubblegum, cherry and banana split that are attractive to kids. In fact, youth say product flavoring is a top reason why they use tobacco products. Data from the 2014 National Youth Tobacco Survey (NYTS) show that among students who used each of the following tobacco products in the past 30 days (defined as current users), 63.3 percent (1.58 million) had used a flavored e-cigarette, 60.6 percent (1.02 million) had used flavored hookah tobacco, 63.5 percent (910,000) had used a flavored cigar, 58.8 percent (690,000) had used flavored smokeless tobacco, 53.6 percent (900,000) had used menthol cigarettes, and 42.3 percent (120,000) had used flavored tobacco in pipes. (6)

Research also shows that more than 50 percent of children visit convenience stores at least once weekly, (7) and that the tobacco industry spends \$28.9 million annual marketing its product in Montana. (8)

The industry knows that it must create new generations of users to replace those who die due to tobacco-related illness. In one industry document, Philip Morris International stated that “the ability to attract new smokers and develop them into a young adult franchise is key to brand development.” (9)

Other statements from the industry include:

- “It is during the teenage years that the initial brand choice is made.” (10)
- “Cherry Skoal is for someone who likes the taste of candy, if you know what I mean.” (11)
- The toll of tobacco use is still too high. Smoking remains the leading preventable cause of death, killing nearly 6 million people worldwide each year and 1,300 Americans every day. (12)
- In Montana, 1,600 adults die from their own smoking each year (13)
- The state spends \$440 million treating smoking related health problems. (14)

In Montana, 400 children now under age 18 become daily smokers each year, and 19,000 children now under age 18 will die prematurely due to smoking. (15)

We urge you to take action to protect Missoula kids and public health by addressing the tobacco industry’s in-store marketing tactics and the targeting of youth with flavored tobacco products.

Thank you for your consideration of this important matter.

- Kristin Page-Nei, Montana Government Relations Manager, American Cancer Society-Cancer Action Network

- Amanda Cahill, Montana Government Relations Director, American Heart Association-American Stroke Association

- Carrie Nyssen, Vice President, Advocacy and Air Quality, American Lung Association, Mountain Pacific Region

- Linda Edquest, Montana Academy of Family Physicians

- Montana Public Health Association

- Senator Diane Sands, Missoula SD 49

- Susan Hay Patrick, United Way of Missoula County

- Heather Foster, Interim CEO, The Missoula Family YMCA

- Linda Green, wellness director, University of Montana Curry Health Center

- Mary Windecker, director of communications and strategy, Western Montana Health Center

- Paul Smith, D.O., pediatric pulmonologist, Community Medical Center
- Sarah Hoxea, M.D., FAAP, Med, pediatric hospitalist, Community Medical Center
- Kathleen Rogers, M.D., pediatrician, Western Montana Clinic
- Dirk Gottman, M.D., pediatrician, Western Montana Clinic
- Jay Lowder, M.D., pediatric hospitalist, Community Medical Center and St. Patrick Hospital
- Lauren Wilson, M.D., pediatrician, Community Medical Center and St. Patrick Hospital
- Ted B. Laine, M.D., pediatrician
- Tara Patrick, PNP-BC, pediatrician, Western Montana Clinic
- Gregar Lind, MD
- Laurie Carter, MD, Missoula Pediatric Associates
- Colleen Holmquist, RRT, pulmonary rehabilitation therapist, Community Medical Center
- Tiffany Ford, FNP-C, family nurse practitioner, Western Montana Clinic Pediatrics
- Daniel Philpott, pulmonary rehab patient
- Richard Bardwell, pulmonary rehab patient
- Robert Spang, pulmonary rehab patient
- Robert Rasley, pulmonary rehab patient
- Kayli Julius, University of Montana Curry Health Center
- Marlia Morris, student tobacco outreach coordinator, University of Montana Curry Health Center
- Tony Ward, Ph.D., professor, University of Montana School of Public and Community Health Sciences
- Douglas Coffin, Ph.D., professor, University of Montana Department of Biomedical and Pharmaceutical Sciences
- Curtis Noonan, Ph.D., professor, University of Montana Department of Biomedical and Pharmaceutical Sciences
- Lilian Calderón-Garcidueñas, M.A., M.D., Ph.D., University of Montana Department of Biomedical and Pharmaceutical Sciences
- Suzin Kratina, WORD (Women's Opportunity and Resource Development, Inc.)
- Janis Fontaine, Boys & Girls Club of Missoula County
- David Kendall
- Heidi Kendall, Missoula Public Schools Board of Trustees

- Rep. Andrea Olsen
- Nancy de Pastino, organizing director, Moms Demand Action
- Rev. John Lund, Emmaus Campus Ministry
- Melanie Charlson, president, Missoula Education Association
- Susan Kohler, CEO, Missoula Aging Services
- Laura Jones, office manager, University of Montana
- Bernadette Bannister, program director, University of Montana School of Public and Community Health Sciences
- Caroline Simms, manager, Submittable
- Denver Henderson
- Nicole Mitchell, The Flagship Program, Western Montana Mental Health Center
- Michelle Proper, MD, Radiation Oncologist, Community Medical Center
- Susan Nelson, Director, Oncology Services/Community Medical Center
- Rob Stenger, MD, Associate Program Director, Family Medicine Residency of Western Montana
- Jacqueline Fee, Partnership Health Center
- Emma Wright, MD, Family Physician
- Thomas A. Randall, M.D., Pediatrician, Missoula Valley Pediatrics
- Charlie Hastings, DO, Pediatrician, Missoula Valley Pediatrics
- Amy Richmond, M.D., Family Medicine Residency of Western Montana
- Kate Krebsbach DO, Family Medicine Physician, Partnership Health Center
- Caitlin Blau, DO, Family Medicine Residency of Western Montana
- Sen. Tom Facey
- Sandra Simmons MD, Pediatrician, Missoula Valley Pediatrics
- Rohanna Erin, GUTS! Program Manager, YWCA Missoula
- Linda Simon, BSN, RN
- Harold and Jan Hoem, Montana Elders for a Livable Tomorrow
- Aaron Carroll
- Linda Burr, Educator MCPS
- Jennifer Ferenstein, Senior Representative, The Wilderness Society

- Amy W. Ragsdale, Professor Emeritus of Dance, UM
- Tara Lind, mom
- Leah Zins, ACS-CAN
- Taryn Pettit, ACS-CAN
- Ann Schellinger, parish nurse
- Jennifer Newbold, MCPS Board of Trustees
- Amy Coseo, founder, Studio Verde Creative
- Julie Bauer, Cardiac Rehab, Community Medical Center
- Missoula City - County Board of Health; Julie Armstrong, Pamela Boyd, Jean Curtiss, Debbie Johnston, Ross Miller, Robert Stenger, M.D., James Stephens

Sources:

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