

REGIONAL INITIATIVE TO REDUCE TOBACCO-RELATED DISPARITIES

ENDING THE SALE OF FLAVORED TOBACCO IN SANTA ANA AND SAN DIEGO, CALIFORNIA

FINAL EVALUATION REPORT

2018 - 2023



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Regional Initiative to Reduce Tobacco-Related Disparities

Ending the Sale of Flavored Tobacco in Santa Ana and San Diego, California

Final Evaluation Report

Partners4Wellness

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Abstract

The Regional Disparities Initiative-Tobacco Prevention LGBTQ Project focused intervention efforts toward adopting or amending a policy to prohibit the sale and distribution of flavored tobacco products. The LGBTQ Regional Project was successful at meeting this objective.

Orange and San Diego counties were chosen because of the large LGBTQ populations that reside in the two counties. (US Census, 2010). Compared to their heterosexual/straight counterparts, LGBTQ individuals are more likely to use tobacco products (Truth Initiative, 2021). Over 36% of LGBT individuals smoke menthol cigarettes, which are harder to quit than traditional cigarettes. Targeted marketing of tobacco products to the LGBTQ community also contributes to the high smoking rates and tobacco related disparities found in the community. (Truth Initiative, 2021).

Collaborations and partnerships created momentum for the project. Partners4Wellness collaborated with LGBTQ-serving organizations such as the LGBTQ Center of Orange County and Social Advocates for Youth (SAY) San Diego. Project staff and coalition members engaged in community outreach to gain policy support and create awareness. Outreach efforts included meeting with and distributing educational packets to stakeholders. Incentive materials were distributed to community members for their participation in consumer testing of educational materials and/or public opinion polls. The staff raised awareness by sharing the results from key informant interviews and public opinion surveys through infographics and educational presentations.

Due to the interruptions associated with the COVID-19 pandemic, meetings with policymakers were difficult to schedule. In addition, youth engagement was difficult due to the lockdown. Although the COVID-19 pandemic slowed the progression of project activities, the staff were able to persevere. The combined strategies utilized by the Regional Disparities Initiative-Tobacco Prevention LGBTQ Project and collaborating partners were successful in meeting this objective. The cities of Santa Ana and San Diego adopted a policy to prohibit the sale and distribution of all flavored tobacco products.

Aim and Outcome

The Regional Disparities Initiative-Tobacco Prevention LGBTQ Project focused intervention efforts on restricting or prohibiting the sale and/or distribution of mentholated cigarettes and flavored tobacco products in Santa Ana, and San Diego, California. Orange and San Diego counties were chosen for this project because the two jurisdictions have a large percentage of LGBTQ individuals. The Project was successful in completing this objective in Santa Ana and San Diego.

Objective: By April 30, 2023, at least 2 jurisdictions (e.g., Santa Ana, City of San Diego) will adopt or amend an existing tobacco retailer license policy to include a policy to prohibit the sale and distribution of all flavored tobacco products, including menthol, to reduce tobacco-related health disparities among people who are Lesbian, Gay, Bisexual, Transgender, Queer (LGBTQ) in the South Coast Region.

The Project:

- Collaborated with Lesbian, Gay, Bisexual, Transgender, and Queer (LGBTQ) and youth populations within the city of Santa Ana and the city of San Diego.
- Trained coalition members to raise awareness on the predatory marketing techniques of flavored tobacco products by the industry to people who are LGBTQ and the disproportionate impact of flavored tobacco on LGBTQ Californians among LGBTQ organizations, policy makers, business owners, and community members.
- Raised awareness through educational presentations, educational packets, and fact sheets/infographics.

Background

On August 28, 2020, Senate Bill 793 was passed, prohibiting the sale of flavored tobacco products (California Legislative Information, 2020). The bill, signed by Governor Newsom, was supposed to go into effect on January 1, 2021. However, a referendum submitted by the California Coalition for Fairness, a tobacco industry-funded group, received enough signatures to suspend the law until the 2022 election (Public Health Law Center, 2021).

Youth and LGBTQ+ populations are more likely to smoke menthol cigarettes (CDC, 2021). Over 50% of youth between the ages of 12-17 and 36% of LGBTQ+ individuals smoke menthol cigarettes (CDC, 2021; Truth Initiative, 2021). A significant number also use electronic cigarettes. Over 2 million youth use e-cigarettes nationally (FDA, 2022). In comparison to heterosexual adults, LGBTQ adults are twice as likely to use electronic cigarettes (Kans J Med, 2020). While the tobacco industry advertises flavored tobacco products as less harmful, studies have demonstrated the dangers of menthol cigarette and e-cigarette usage. Compared to non-menthol cigarettes, menthol cigarettes are harder to quit. In addition, vape devices are more dangerous than most assume because the long-term effects are unknown. To protect the health of the youth and LGBTQ populations, policies banning the sale and distribution of flavored tobacco products must be passed.

The Primary Priority area for the project was to reduce tobacco-related disparities. People that identify as LGBTQ were chosen as the priority population because of the targeted marketing by tobacco companies. Appeals to LGBT consumers have created disproportionately high tobacco use rates (Truth Initiative, 2021).

The project will work directly within jurisdictions that have communities of people who are LGBTQ, including the city of Santa Ana and the city of San Diego. According to the California Health Information Survey, 2% of residents in Orange County identify as gay, lesbian, or homosexual; 2% identify as bisexual; 3% identify as other; and 0.3% identify as transgender. In San Diego County, 3% of the population identified as gay, lesbian, or homosexual; 2% identified as bisexual; and 0.3% identified as transgender (California Health Information Survey, 2015).

There has been previous work on a Tobacco Retail License (TRL) policy in 2007 in the City of Santa Ana, however the project staff were not able to find previous work specifically on advocating for a policy to prohibit the sale and distribution of flavored tobacco products in this jurisdiction. In the state of California, a comprehensive ban on flavored tobacco products was implemented in San Francisco, California in January 2019. The policy to prohibit the sale of flavored tobacco successfully lowered the prevalence of flavored tobacco use among 18- to 24-year-olds from 81% to 69% (Addictive Behaviors Reports, 2020).

Evaluation Methods and Design

A non-experimental evaluation design was used during the implementation of the *Regional Disparities Initiative-Tobacco Prevention LGBTQ Project*. The limitation of using a non-experimental design is the negative impact on internal validity in terms of assessing the cause-effect relationship with the interventions and outcome. Since comparisons will not be made for this objective, internal validity is not an issue. The goal of this objective is for at least two jurisdictions to adopt or amend an existing tobacco retailer license policy to include a policy to prohibit the sale and distribution of all flavored tobacco products. The outcome of the Regional Disparities Initiative-Tobacco Prevention LGBTQ Project was based on the adoption of a policy to prohibit the sale and distribution of all flavored tobacco products. There were **six evaluation activities** implemented for this objective. (**Table 1**) The outcome measure was collected through a public policy **observation tracking** document. Process measures used for the project included collecting **pre/post-tests**, key informant interviews, public opinion polls, and consumer testing surveys of developed educational materials.

Education/participant surveys were administered to coalition members to assess changes in knowledge, confidence/preparation, and intent to engage in advocacy activities after training. The information was utilized to make improvements to training and address gaps in knowledge. **Fourteen (14) Key Informant Interviews** were collected from policymakers and/or LGBTQ stakeholders to determine facilitators and barriers to implementing a flavors policy in the targeted jurisdictions. Findings from the interviews were used to guide the campaign and shape the project's approach. Project staff observed and recorded information from public policy meetings using an observation form. Key issues raised by policymakers and staff, policymaker support/opposition, and other insights from public policy meetings were documented. Two hundred and seventy (**270) public opinion surveys** were collected from community members to assess knowledge and attitudes towards banning and restricting the sale and distribution of flavored tobacco products. The last evaluation measure used for the project was conducting **consumer testing** to assess the appropriateness of educational materials.

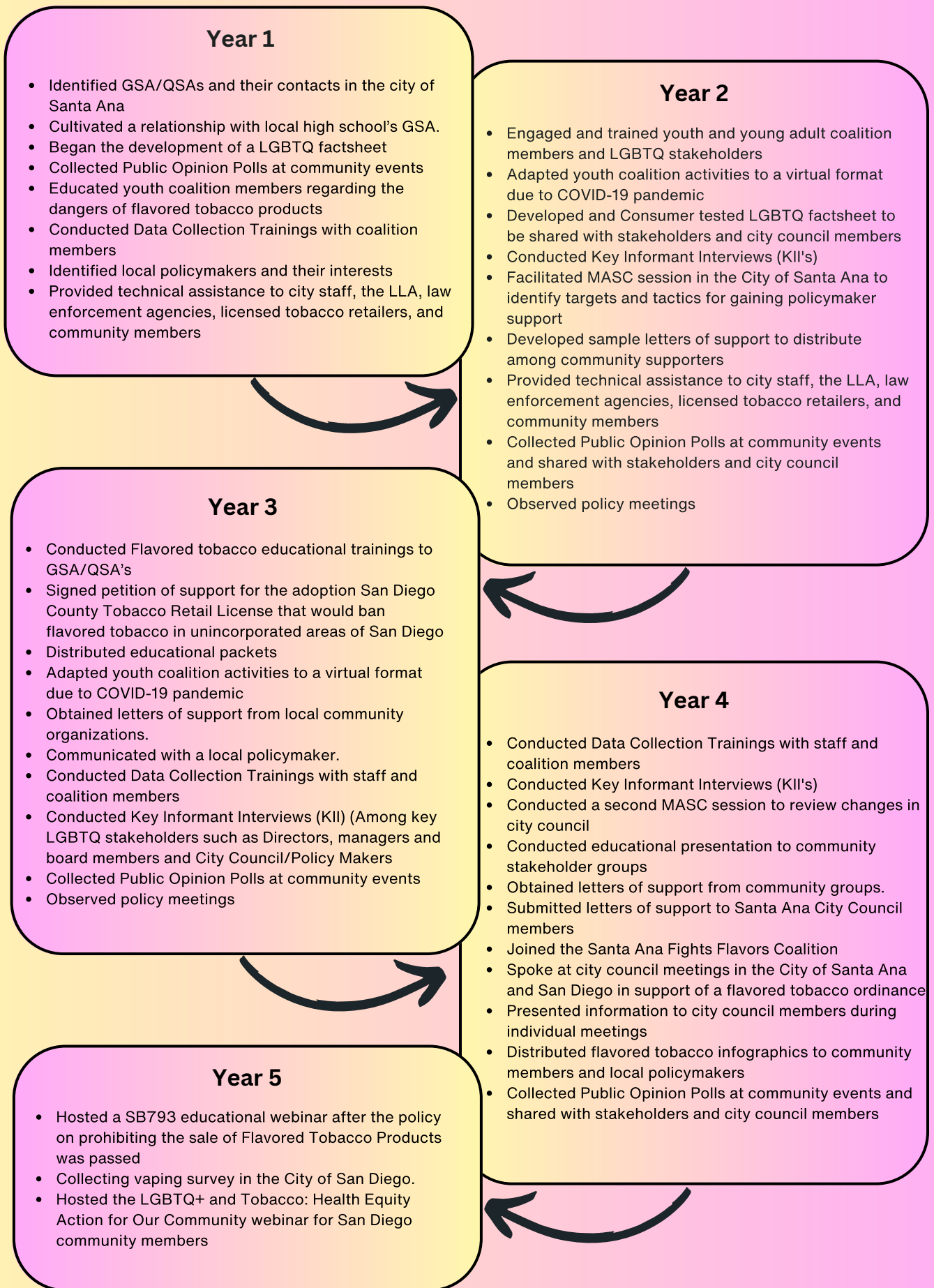
All instruments used for the project were developed in collaboration with TCEC. Efforts were made to utilize existing and reliable surveys to eliminate duplication. A sample of convenience was used for all instrument collection. This is another evaluation design limitation as the results of the Public Opinion Polls and Consumer Tests are representative of individuals who chose to complete the survey rather than the actual opinions of all LGBTQ individuals living in the city of Santa Ana or the city of San Diego.

The next two pages contain illustrations to visually depict project efforts. **Table 1** illustrates the key outcome and process evaluation activities. **Figure 1** is a visual representation of the progress of key activities that the project staff engaged in. The activities are listed in chronological order.

Table 1: Key Outcome and Process Evaluation Activities

Evaluation Activity	Purpose	Sample	Instrument Source	Analysis Method	Timing/Waves
Outcome					
Observe/Record Public Policy Meetings	Track support and opposition, key issues during intervention, and policy adoption progress.	Convenience sample of 18	TCEC Evaluator	Content Analysis	Years 2-4 1 Wave
Process					
Education/Participant Survey	Measure knowledge and confidence gains from Flavored Tobacco presentation.	Census of all training participants (21 to date)	TCEC Evaluator	Descriptive statistics	Years 1-4 1 Wave
Education/Participant Survey	Measure knowledge and confidence gains from How to Collect Public Opinion Poll data presentation.	Census of all training participants (16 to date)	TCEC Evaluator	Descriptive statistics	Years 1, 3, and 4 1 Wave
Key Informant Interviews with LGBTQ stakeholders (Directors, managers, and board members), city Mayor and city council member	Measure interest in supporting a flavors policy; identify facilitators and barriers to policy adoption in Santa Ana and San Diego.	Purposive sample of 14	TCEC Evaluator	Qualitative analysis	Years 2-4 1 Wave
Observe/Record Public Policy Meetings	Track support and opposition, key issues during intervention, and policy adoption progress.	Convenience sample of 18	TCEC Evaluator	Content Analysis	Years 2-4 1 Wave
Countywide Public Opinion Survey	Measure support and opposition towards banning and restricting sale of flavored tobacco products.	Convenience sample of 270	TCEC Evaluator	Descriptive Statistics	Years 1-4 1 Wave
Public Intercept Survey / Consumer Testing	Assess feedback on look, feel, content, language, approach, and action steps in flavors educational material.	Convenience Sample of 40	TCEC Evaluator	Qualitative analysis	Years 2-4 1 Wave

Figure 1: Timeline of Key Intervention and Evaluation Activities



Implementation and Results

The *Regional Disparities Initiative-Tobacco Prevention LGBTQ Project* strategically implemented best practice approaches to work toward accomplishing this objective. The Midwest Academy Strategy Chart (MASC) was used to identify and build partnerships. Key partnerships established during the five years of project implementation include San Diego Pride, the LGBTQ Latine Coalition, North County LGBTQ Resource Center, and Equality California. Organizations that provided useful perspectives of LGBTQ-serving organizations to the flavored tobacco ban efforts included San Diego Pride, the LGBTQ Latine Coalition, and the North County LGBTQ Resource Center. Lastly, the project relied on Equality California to provide valuable LGBTQ data that has been collected across California. They proved to be important allies in advocating for more LGBTQ data collection tools.

Community Education Activities

Community education activities allowed for Partners4Wellness in conjunction with the LGBTQ Center of OC to present to LGBT youth serving stakeholders. The project utilized organizations such as the Youth Empowered to Act (YETA), Trans Youth Committee, the Rainbow Group, PRISM, Gender Flood, and Gay Straight Alliance/Queer Straight Alliance (GSA/QSA) clubs to build momentum for policy success. In addition, the project attended community events such as the Youth Convening hosted by the LGBT Center to expand outreach efforts to LGBT identifying youth.

Training coalition members on data collection and creating a decision maker matrix empowered them to understand the nuances of politicians and created impactful conversations.

Educational presentations were provided for LGBTQ youth groups such as YETA, the Trans Youth Committee, the Rainbow Group, PRISM, and Gender Flood. The project staff utilized the presentation time to create opportunities to ask for letters of support. Santa Ana Youth (SAY) Coalition were able to collect letters of support from YETA and the Trans Youth Committee as a result. Other collaborative efforts assisted the project with gaining momentum and support. A total of **15 educational presentations** were delivered to **37**

individuals on advocacy-related activities related to prohibiting flavored tobacco products including menthol to reduce tobacco related disparities.

Attending GSA/QSA club meetings in Santa Ana and being present at the LGBT Youth Convening allowed for the recruitment of youth members to the SAY Coalition. The presence of a youth-led effort was pivotal in the success of the adoption of a policy to prohibit the sale of flavored tobacco in the City of Santa Ana.

Beyond recruitment and letters of support, connecting with these organizations and presenting at community events allowed for the dissemination of culturally appropriate information. In conjunction with the San Diegans vs. Big Tobacco Coalition, the project hosted the LGBTQ+ and Tobacco: Health Equity Action for Our Community webinar for San Diego community members. The webinar discussed the historical trauma associated with tobacco use in the LGBTQ community, the predatory marketing tactics of the tobacco industry, and the disproportionate impact that tobacco use has had on the LGBTQ community. Project staff and young adult volunteers concluded the meeting with a call to action, asking for the community to reach out to the San Diegans vs. Big Tobacco Coalition for more information and next steps.

The LGBTQ Center OC hosted a SB793 Webinar after the policy passing on prohibiting the sale of Flavored Tobacco products. The webinar aimed to address the confusion, misinformation, and questions around the ban of flavored tobacco sales in California. Topics regarding intersectionality, tobacco targeting techniques, and reasoning behind the law change were covered during the hour-long webinar where attendees were encouraged to ask questions and share ways SB 793 has impacted their communities.

Educational Materials Development

The project developed two infographics designed to be culturally appropriate towards LGBTQ youth. The first infographic was developed without an emphasis on LGBTQ so that youth who are not out with their sexuality would be able to have information that would not put their safety at risk. Another infographic focused on LGBTQ use of tobacco was developed and distributed to GSA/QSA and at youth serving events. Both infographics were included in an educational packet distributed to members of the community and to local policymakers.

Project staff and coalition members also assembled educational materials including flyers from American Lung Association, The Last Drag, and Truth Initiative. Utilizing these resources were important as information on LGBTQ youth is scarce and creating entirely new educational material would have been a large burden on staff time. All educational materials provided information on the predatory marketing tactics of the tobacco industry, statistics on the disproportionate use of tobacco, and on factors that contribute to nicotine use in the LGBT community.

Consumer testing was conducted on four educational items that were developed for the policy to prohibit the sale of flavored tobacco products objective. The purpose was to assess feedback on appearance, content, comprehension, cultural sensitivity, acceptability, approach, and action steps of the educational materials developed. All four consumer tests were conducted with a minimum of 7-10 LGBTQ community members to assess the appropriateness of the materials developed. The summary reports provided recommendations for revisions and/or suggestions for improvement before the items were disseminated to the public.

Developing culturally and linguistically competent and affirming educational materials for the LGBTQ+ youth community provided insight that resulted in bringing awareness and community engagement.

INTERVENTION ACTIVITIES

- Conducted 15 educational presentations to 37 individuals.
- Provided 16 hours of technical assistance.
- Distributed 160 incentive materials (e.g., merchandise cards) to participating community members.
- Distributed 86 educational packets.
- Presented 4 letters of support to policymakers at city council meetings.
- Provided trainings to 37 volunteers.

During the span of the project, **86 educational packets** were distributed to policy makers and community members. The project aimed to distribute more educational packets, however the onset of COVID-19 created barriers to educational material distribution. To overcome challenges associated with COVID-19, educational materials were compiled digitally and distributed through email to policymakers and community members after virtual meetings.

Policy Activities

The project staff engaged in four **(4) policy-related activities** that helped lead to the success of the project. The first included the research and review of meeting minutes from 18 historical policy meetings that collected information on tobacco policy adoption in Orange County and San Diego. Content analysis was used to gain a better understanding of the evolution of tobacco policy adoption and the challenges that arose during city council hearings. Policy analysis helped the project to gain a broader perspective on the issue and provided valuable insights to prepare for the arguments used by the opposition to dissuade the city council.



Other policy related activities included conducting two, one-on-one educational presentations with Santa Ana policy makers. The SAY coalition worked in tandem with the Santa Ana Fights Flavors Coalition to conduct two educational presentations covering the predatory marketing tactics of the tobacco industry, model tobacco policies, and on the effectiveness of flavored tobacco bans. Project staff and Santa Ana Fights Flavors Coalition followed up with educational materials per policy maker's requests.

Before the policy was adopted, project staff collected four letters of support from LGBTQ affirming stakeholders, including from GSA/QSA advisors, the Trans-Committee, and the Youth Empowering to Act (YETA). These letters were submitted to policymakers to show the community support from LGBTQ serving organizations in the City of Santa Ana. Project staff also submitted a letter to the San Diego County Board of Supervisors, informing them of the harm flavored tobacco has had on the LGBTQ community. This data was important when the Board of Supervisors were contemplating passing a flavored tobacco ban in unincorporated San Diego. Project staff submitted an educational letter to the city council members of the City of San Diego, detailing the exploitative nature of the tobacco industry targeting the LGBTQ community. Staff worked with the San Diegans vs. Big Tobacco Coalition to speak at San Diego City Council about the harmful effects of flavored tobacco on LGBTQ youth.

"We are in the midst of a youth tobacco use epidemic in which tobacco companies are luring kids into a lifetime of nicotine addiction with the sale and targeted marketing of candy-flavored tobacco products,"
~ Santa Ana Council Person Nelida Mendoza

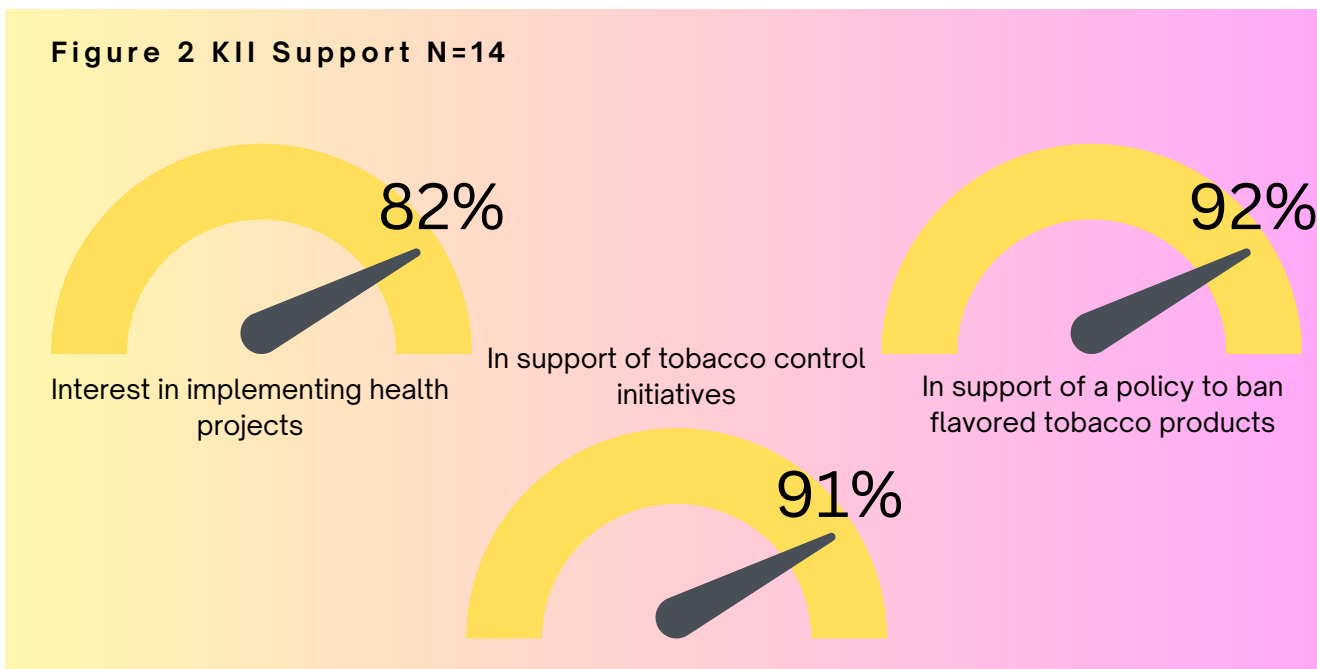
Community Viewpoints

To assess the views of the community regarding a policy to prohibit the sale of flavored tobacco products in the cities of Santa Ana and San Diego, staff and coalition members collected key informant interviews and public opinion polls. Fourteen Key Informant Interviews were collected among LGBTQ stakeholders such as Directors, managers, and board members to determine facilitators and barriers to implementing a flavors policy in Santa Ana. To determine interest in partnering in the projects efforts to prohibit the sale of flavored and menthol products in the cities of Santa Ana and San Diego, the project staff utilized this opportunity to gain support for the initiative. According to the data collected from the Key Informants, **92%**

were in support of a policy to prohibit the sale of flavored tobacco, 91% were in support of tobacco control initiatives, and **82%** would support implementing health projects at their respective organizations as depicted in **figure 2**. The project staff asked questions to strategize for any potential challenges or barriers that may come up when advocating for the flavored tobacco ban.

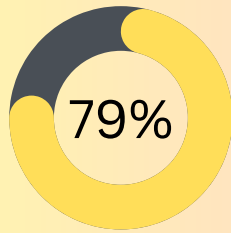
One Key Informant shared the potential difficulty with delivering LGBTQ culturally sensitive messages. Another challenge shared was that not all city council members identified as an LGBTQ ally and may “shut down” if they know these efforts are led by the LGBTQ Center OC. Other points that were shared is that it may be difficult to amend the entire Tobacco Retailer License (TRL) policy at once. It may be useful to introduce in stages, leaving menthol product elimination for the final stage.

When the Key Informants were asked to suggest potential champions, one person suggested approaching Jose Solorio (Ex-City Council Member) as a champion, as a future Mayoral candidate for the city of Santa Ana. Another suggestion was contacting an advocate such as Javier Vasquez, owner of Miguel’s Jr. Mexican restaurant chain. He is friends with multiple council members and an owner of Strut Bar in Santa Ana. He is also a known LGBTQ ally. The consensus among the Key Informants was that a policy to prohibit the sale of flavored tobacco was essential to the prevention of adolescent nicotine addiction. Findings from the Key Informant Interviews were utilized to guide the campaign and shape the project’s approach.

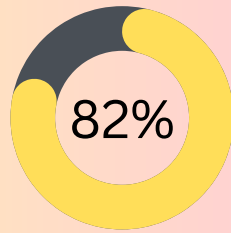


Collecting data from the community was important to the success of the project. The project staff collected baseline data from a Public Opinion Survey to provide data on the level of support from the community and key stakeholders to share with city council members. A total of **270** individuals completed the survey. Using the data collected, a “Community Opinions about Flavored and Menthol Tobacco Products” Infographic was developed. **Figure 3** illustrates that **79%** of the community members surveyed would support a city council candidate who supports ending the sale of flavored tobacco products and **82%** support the restriction of flavored tobacco products.

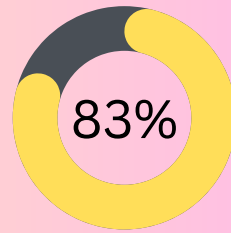
Figure 3 Public Opinion Survey N=270



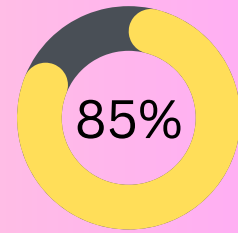
In support of a city council candidate who supports ending the sale of flavored tobacco



In support of a flavored tobacco ban



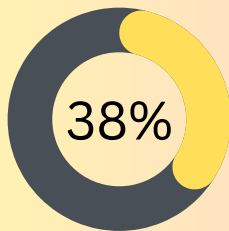
In support of a policy to restrict tobacco companies from marketing through direct marketing



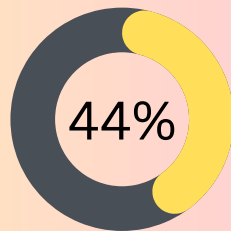
In support of a policy to restrict tobacco companies from offering low cost tobacco products through coupons and other discounts

To assess the **vaping habits** of people that identify as LGBTQ+, a survey was administered to one hundred and eighty-three (**183**) participants in the city of San Diego from March 14, 2022 to January 10th, 2023, at LGBTQ events. One hundred percent (100%) of participants identified as LGBTQ+. Thirty-eight percent (**38%**) of participants have tried tobacco vaping products and (**63%**) have not. Participants were asked to approximate how old they were when they first tried a vaping product, the youngest was 11 and the oldest was 40 years old. **The average age was 21** years old. When participants were asked if they would still vape if flavored tobacco products were restricted in their community, 19 shared “yes”, and 44 “no”. When asked if they see people vaping in their community, **76%** participants shared “yes”. In addition, forty-eight percent (**48%**) **support a resolution or law to end the sale and distribution of flavored tobacco products**. According to **44%** of the participants, vaping has had a negative impact on themselves, or someone close to them. Sixty-eight percent (**68%**) of participants felt that secondhand emissions from vaping are dangerous, as illustrated in **figure 4**. Moreover, three quarters (**77%**) of the participants have seen/noticed people vaping while dining outdoors at restaurants. Fifty-four percent (**54%**) have **been bothered by people vaping** around them in public. The data were used to create infographics to share with stakeholders and decision makers.

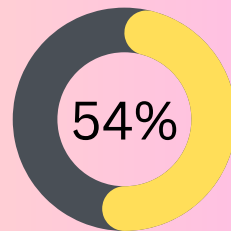
Figure 4 Public Opinion Vaping Survey N=183



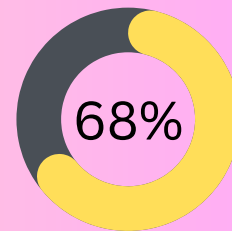
Have tried vaping products



Vaping has had a negative impact on themselves or someone close to them.



Bothered by people vaping around them in public



Felt secondhand emissions from vaping are dangerous.

Technical Assistance Activities

Technical assistance that is LGBTQ culturally affirming, provided an opportunity to create tobacco advocates to mitigate the harm caused by tobacco companies.

Project staff provided **sixteen hours (16) of technical assistance** with a tobacco perspective on Healthy Stores for a Healthy Community in Orange County from January to June 2019. Youth coalition members were given annual trainings on the exploitative history of the tobacco industry towards the LGBT community. This training was utilized to increase knowledge on flavored tobacco and its harmful impact. Coalition members stated the training was helpful, especially before speaking in front of the city council in support of a flavored tobacco policy ban.

The project evaluator provided training's on data collection to members of the Santa Ana Youth Coalition. Data collection training was utilized to help coalition members collect key informant interviews and public opinion polls from community members. The data collected were utilized to create infographics to share with policymakers. The infographics would demonstrate the number of constituents that supported to adopt a policy to prohibit the sale of flavor tobacco in the cities of Santa Ana and Sand Diego and determine community readiness.

Coordination/Collaboration Activities

Coordination of collaborative efforts were instrumental in the success of this objective. The Santa Ana Fights Flavors Coalition consisted of organizations such as: America on Track, American Lung Association, American Heart Association, American Cancer Society Cancer Action Network, African American Tobacco Control Leadership Council, Tobacco-Free Kids, Latino Health Access, Parents Against Vaping E-Cigarettes, and the LGBTQ Center OC. Being a part of the Santa Ana Fights Flavors Coalition was pivotal in policy success in Santa Ana due to the strengths that each partner organizations were able to provide. Tobacco-Free Kids, the American Lung Association, and the American Cancer Society Cancer Action Network provided lobbying efforts to local policy makers. The LGBT Tobacco Prevention Project worked alongside America on Track and Parents Against Vaping E-Cigarettes to bring volunteers to speak at city council meetings on

how tobacco impacts their community. Working with the Santa Ana Fights Flavors allowed for complete coverage of the legal implementation, community buy-in, and social justice impact for a policy to prohibit the sale of flavored tobacco products.

Identifying and establishing working relationships with organizations that are allowed to lobby, are essential to assisting projects with moving policies forward.

Incentives

A total of **160 gift cards** were distributed to volunteers and community members for participating in project-related activities. Incentives were important to the success of the project as they provided a way to assist volunteers feel valued by rewarding them for their commitment to Santa Ana Youth and The Collective. In addition, incentives encouraged community members to engage with staff and project activities. The Santa Ana Youth Coalition utilized incentives to encourage participation in public opinion polls, consumer testing and engagement with local policy makers. The Collective offered incentives to individuals who completed the Vaping Survey for the City of San Diego. Overall, these efforts were a success, **resulting in 270 public opinion and 183 San Diego LGBTQ Vaping Survey responses.**

Conclusions and Recommendations

The Regional Disparities Initiative-Tobacco Prevention LGBTQ Project efforts were **successful in meeting this objective**. The cities of Santa Ana and San Diego adopted a policy to prohibit the sale and distribution of all flavored tobacco products. The collaborative efforts of project supporters including key partnerships with LGBTQ-serving organizations were an integral part of the strategies that contributed to the project's success. The culmination of activities that focused on engaging the community and community organizations were indispensable to the success of the project by providing opportunities for connections with organizations to enhance project efforts. While the LGBT community voice is powerful, it alone is not enough for policymakers to pay attention. Having the assistance of the community members from partner organizations forced policymakers to pay attention to the issue of flavored tobacco in their jurisdiction. Community members and partners that have the ability to lobby were also integral to the success of the objective due to their ability to discuss desired bill outcomes with policy makers. The diversity of the coalitions presenting a united front towards policymakers prompted a Santa Ana City Council member to condemn the tobacco industry for their targeting of racial and sexual minorities.

Collecting baseline data from stakeholders and the community was important to the success of the project. The project staff collected baseline data to provide the level of support from the community and key stakeholders to share with city council members. A "Community opinions about Flavored and Menthol Tobacco Products" infographic was developed to share the voice of constituents that live in Santa Ana. The data collected revealed that **79% of the community members surveyed would support a city council candidate who supports ending the sale of flavored tobacco products and 82% support the restriction of sales of flavored tobacco products**.

Another important contributing factor to the project's success was the educational materials developed by project staff. The materials were beneficial in helping policy makers understand the harmful impact and trauma that the tobacco industry has evoked on the LGBTQ community. While staff and youth coalition members made an impactful impression on policymakers during one-on-one meetings, policymakers insisted on reading materials. The information gathered from the educational materials assisted in providing background and the importance of the issue. In addition, the project was able to provide important data on LGBTQ members living in Orange County that is difficult to find.

Meetings with policymakers were difficult for project staff to schedule due to the interruptions of COVID-19 paired with the drop-off of youth engagement related to the lockdown. With little to minimal youth engagement, it was difficult for staff to catch the attention of policymakers, especially during the time when the focus was placed on helping the economy recover from the COVID-19 pandemic. Once the restrictions of the pandemic began to lift, staff had a better opportunity to set up in-person meetings with policymakers. One key strategy that project staff used to schedule the meetings was to include that the email was being sent on the behalf of constituents of the policymaker's district. Although the COVID-19 pandemic slowed the progression of project activities, the staff were able to persevere and carry out the planned project activities.

The project staff have several recommendations for future efforts. The first is to place an emphasis on recruiting organizations with pre-established community connections rather than building from scratch. While the project was able to encourage a handful of youth coalition members to attend city council meetings, partner organizations that were more established in the community were able to recruit parents and students which made up most of the public comments during city council meetings. In addition, seeking community members that have been negatively impacted or have a strong connection to the initiative will assist project stakeholders with reaching a common goal. The project staff also believed that specifically in Orange County, CA there is a need to focus not only on one targeted city, but also to include neighboring cities.

In Orange County, the LGBTQ Community is evenly distributed throughout the county and not necessarily as concentrated in one area as the community is in San Diego. The recommendation is that the project create a large coalition of constituents either on their own or in conjunction with other community partners. The goal of a larger constituent coalition is to show policymakers that the local community is asking for change. A message that the coalition has heard repeatedly is that the ask for a flavored policy seems to be coming from advocates instead of their constituents, thus emphasizing the importance of the support of a large community coalition.

The project staff felt it would be useful to have access to a community database of local constituents' beliefs and support of tobacco-related issues. This information would be useful in providing documentation to sway policymakers to support anti-tobacco policy adoption. Most state funded projects individually collect Public Opinion data, having access to the data would be useful to other projects funded by the state. As a state-funded project and lobbying is not allowed, it is important for project staff to identify and establish working relationships with organizations that are allowed to lobby from the beginning of the project. Lobby groups such as Tobacco-Free Kids, American Lung Association, and American Cancer Society Cancer Action Network were essentially to ensure that the city council did not continuously dismiss the topic of flavored tobacco products during their meetings. Establishing relationships with partner organizations that work with the general community vs. LGBTQ community alone helps to increase the volume of the community's voice when advocating for policy change. While there is a need for the LGBTQ community to be represented, the diversity of a large coalition of constituents makes it difficult for policymakers to ignore.

Another recommendation is to increase the incentive limit for coalition member engagement. A \$50 limit restricts the activities that members may choose to participate in. A \$50 limit for a year's worth of work also undervalues the enormous time commitment that community members give to being a part of our coalitions. It would be helpful to include a stipend into future budgets that will compensate coalition members/volunteers who make the effort to use their own vehicles or pay for transportation to reach coalition events. Similarly, stipends would be beneficial for coalition members that take time out of their workday to engage in policy work to feel valued and appreciated for their time. Young adults who are working often are reluctant to miss work to speak at city council hearings due to the need to provide for their living expenses. Providing compensation for volunteers will strengthen the projects' efforts by providing monetary value to their work.

The next steps that are needed for the recently passed policy to prohibit the sale of flavored tobacco in the cities of Santa Ana and San Diego is enforcement and/or follow through with the implementation of the new policy. It is suggested that local law enforcement receive training to provide education and information to the community and tobacco retailers regarding the enforcement of the policy to prohibit the sale of flavored tobacco. Community involvement from the beginning stages of planning to the enforcement of the flavored tobacco ban is important when a new policy is introduced. Gaining community support, involving youth, spreading awareness, and involving stakeholders has led to the success of the regional project over the past five years.

The Regional Disparities Initiative-Tobacco Prevention LGBTQ Project staff plans to disseminate the findings from this report to decision makers, the Orange County Tobacco Education Coalition, the San Diegans vs Big Tobacco Coalition and the Partners4Wellness' website.

Executive Summary

Aim and Outcome

The Regional Disparities Initiative-Tobacco Prevention LGBTQ Project focused intervention efforts on restricting or prohibiting the sale and/or distribution of mentholated cigarettes and flavored tobacco products in Santa Ana, and San Diego, California. Orange and San Diego counties were chosen for this project because the two jurisdictions have a large percentage of LGBTQ individuals. The Project was successful in completing this objective in Santa Ana and San Diego.

Objective: By April 30, 2023, at least two jurisdictions (e.g., Santa Ana, City of San Diego) will adopt or amend an existing tobacco retailer license policy to include a policy to prohibit the sale and distribution of all flavored tobacco products, including menthol, to reduce tobacco-related health disparities among people who are Lesbian, Gay, Bisexual, Transgender, Queer (LGBTQ) in the South Coast Region.

Rationale

Youth and LGBTQ populations are more likely to smoke menthol cigarettes (CDC, 2021). Over 50% of youth between the ages of 12-17 and 36% of LGBTQ individuals smoke menthol cigarettes (CDC, 2021; Truth Initiative, 2021). A significant number also use electronic cigarettes. Over 2 million youth use e-cigarettes nationally (FDA, 2022). In comparison to heterosexual adults, LGBTQ adults are twice as likely to use electronic cigarettes (Kans J Med, 2020). While the tobacco industry advertises flavored tobacco products as less harmful, studies have demonstrated the dangers of menthol cigarette and e-cigarette usage. Compared to non-menthol cigarettes, menthol cigarettes are harder to quit. In addition, vape devices are more dangerous than most assume because the long-term effects are unknown. To protect the health of the youth and LGBTQ populations, policies banning the sale and distribution of flavored tobacco products must be passed.

The Primary Priority area for the project was to reduce tobacco-related disparities. People who identify as LGBTQ were chosen as the priority population because of the targeted marketing by tobacco companies. Appeals to LGBT consumers have created disproportionately high tobacco use rates (Truth Initiative, 2021). The project will work directly within jurisdictions that have communities of people who are LGBTQ, including the city of Santa Ana and the city of San Diego. According to the California Health Information Survey, 2% of residents in Orange County identify as gay, lesbian, or homosexual; 2% identify as bisexual; 3% identify as other; and 0.3% identify as transgender. In San Diego County, 3% of the population identified as gay, lesbian, or homosexual; 2% identified as bisexual; and 0.3% identified as transgender (California Health Information Survey, 2015).

There has been previous work on a Tobacco Retail License (TRL) policy in 2007 in the City of Santa Ana, however the project staff were not able to find previous work specifically on advocating for a policy to prohibit the sale and distribution of flavored tobacco products in this jurisdiction. In the state of California, a comprehensive ban on flavored tobacco products was implemented in San Francisco, California in January 2019. The policy to prohibit the sale of flavored tobacco successfully lowered the prevalence of flavored tobacco use among 18- to 24-year-olds from 81% to 69% (Addictive Behaviors Reports, 2020).

Key Intervention and Evaluation Activities

The Regional Disparities Initiative-Tobacco Prevention LGBTQ Project focused intervention efforts on restricting or prohibiting the sale and/or distribution of mentholated cigarettes and flavored tobacco products in Santa Ana, California and San Diego, California. Orange and San Diego counties were chosen for this project because the two jurisdictions have a large percentage of LGBTQ individuals. The Project was successful in completing this objective in Santa Ana and San Diego.

The Project staff collaborated with Lesbian, Gay, Bisexual, Transgender, and Queer (LGBTQ) and youth populations within the cities of Santa Ana and San Diego. In addition, coalition and community members were trained to advocate for and raise awareness on the predatory marketing techniques of flavored tobacco products by the industry to people who are LGBTQ and the disproportionate impact of flavored tobacco on LGBTQ Californians among LGBTQ organizations, policy makers, business owners, and community members. Raising awareness through educational presentations, educational packets, and fact sheets/infographics were integral to the success of the project's efforts.

To assess the views of the community regarding a policy to prohibit the sale of flavored tobacco in the cities of Santa Ana and San Diego, staff and coalition members collected key informant interviews and public opinion polls. Fourteen (14) Key Informant Interviews were collected among LGBTQ stakeholders such as directors, managers, and board members of LGBTQ serving organizations to determine facilitators and barriers to implementing a flavors policy in Santa Ana. According to the data collected from the Key Informants, 92% were in support of a policy to prohibit the sale of flavored tobacco, 91% were in support of tobacco control initiatives, and 82% would support implementing health projects at their respective organizations. Collecting data from the community was important to the success of the project.

The project staff collected baseline data from a Public Opinion Survey to provide data on the level of support from the community and key stakeholders to share with city council members. A total of 270 individuals completed the survey. Using the data collected, a "Community Opinions about Flavored and Menthol Tobacco Products" infographic was developed. The data collected revealed that 79% of the community members surveyed would support a city council candidate who supports ending the sale of flavored tobacco products and 82% support the restriction of flavored tobacco products.

Where things stand

During the five years of the project, the staff collected baseline data, gained, and established support from community members and key stakeholders. In addition, project staff created and disseminated educational materials and most importantly convinced policy makers to adopt a policy to prohibit the sale of flavored tobacco in the cities of Santa Ana and San Diego. The next steps will be to implement enforcement of the policy to prohibit the sale of flavored tobacco in the cities of Santa Ana and San Diego, California.

Recommendations

The project staff have several recommendations for future efforts. The first is to place an emphasis on recruiting organizations with pre-established community connections rather than building from scratch. Another recommendation is to create a large coalition of constituents either on their own or in conjunction with other community partners. The goal of a larger constituent coalition is to show policymakers that the local community is asking for change.

The project staff felt it would be useful to have access to a community database of local constituents' beliefs and support of tobacco-related issues. This information would be useful in providing documentation to sway policymakers to support anti-tobacco policy adoption. As a state funded project and lobbying is not allowed, it is important for project staff to identify and establish working relationships with organizations that are allowed to lobby from the beginning of the project. Lobby groups such as Tobacco-Free Kids, American Lung Association, and American Cancer Society Cancer Action Network were essentially to ensure that the city council did not continuously brush off the topic of flavored tobacco products during their meetings. Establishing relationships with partner organizations that work with the general community vs. LGBTQ community alone helps to increase the volume of the community's voice when advocating for policy change. Another important recommendation is to increase the incentive limit for coalition member engagement. A \$50 limit severely restricts the activities that members may choose to participate in. A \$50 limit for a year's worth of work also undervalues the enormous time commitment that community members give to being a part of our coalitions. Providing compensation for volunteers will strengthen the projects' efforts by providing monetary value to their work.

The next steps that are needed for the recently passed policy to prohibit the sale of flavored tobacco in the cities of Santa Ana and San Diego is enforcement and/or follow through with the implementation of the new policy. It is suggested that local law enforcement receive training to provide education and information to the community and tobacco retailers regarding the enforcement of the policy to prohibit the sale of flavored tobacco. Community involvement from the beginning stages of planning to the enforcement of the flavored tobacco ban is crucial when a new policy is introduced. Gaining community support, involving youth, partnering with key organizations, increasing awareness, and educating and engaging stakeholders has led to the success of the regional project over the past five years.

Citations

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Appendices

Appendix A: Data Collection Instruments

Appendix B: Educational Materials

Appendix C: Project Highlights

Appendix A: Data Collection Instruments

Regional LGBTQ Tobacco Project

LGBTQ Youth Flavored Tobacco Presentation-Post Survey

1. **Types of Flavored Tobacco Products include:**
 - a. Menthol Products
 - b. Liquid Nicotine Solution
 - c. Smokeless Tobacco
 - d. All of the above

2. **The percentage of LGBT Identifying adults that smoke cigarettes is:**
 - a. 5%
 - b. 50%
 - c. 20%
 - d. 10%

3. **The second most common form of tobacco used by youth is:**
 - a. Dip
 - b. Shisha/Hookah
 - c. Cigars
 - d. Snuff

4. **The products and carcinogens in Smokeless Tobacco can lead to:**
 - a. Gum Disease
 - b. Cancer of the mouth, lip, tongue, cheek, etc.
 - c. Leukoplakia
 - d. All of the above

Mark the box if the following statement is True or False?

5. Tobacco companies do NOT target the LGBTQ community with flavored tobacco product marketing strategies.	True	False
6. The aerosol emitted from heated e-liquids emits toxic chemicals known to cause cancer, birth defects, and other reproductive harms.	True	False
7. The toxicity of a 60mg dose of liquid nicotine is similar to or even higher than that of cyanide.	True	False
8. The majority of teens report that tobacco-use begins with a flavored product.	True	False
9. Diacetyl, (Associated with Popcorn Lung) that is found in flavored e-liquids is safe to inhale.	True	False
10. Tobacco companies care about their customers' health and wellbeing.	True	False

NCADD-OC
Menthol and Flavored Tobacco Products

Public Opinion Survey

This survey is being collected on behalf of the NCADD-OC. The purpose of this survey is to assess your experience and opinion regarding menthol and flavored tobacco products. This survey is voluntary and anonymous. Your participation is greatly appreciated. Thank you!

Would you favor or oppose the city council voting to pass a resolution or law to:	Favor	Oppose	Don't know
1. Ban and restrict the sale and distribution of flavored tobacco products?	1	2	3
2. Restrict the use of flavored tobacco products?	1	2	3
3. Restrict tobacco companies from marketing through the mail (direct mail marketing)?	1	2	3
4. Restrict tobacco companies from offering low cost tobacco products through sampling, two-for-one coupons or other price discounting?	1	2	3
5. Restrict tobacco companies from sponsoring events and parties in the community?	1	2	3
6. Require tobacco companies to pay a fee for the cost of cleaning up the litter from tobacco products?	1	2	3

7. Do you currently use tobacco products? Yes No

8. Have you ever-smoked menthol and/or flavored tobacco products? Yes No

9. If you smoke, do you prefer to smoke menthol or flavored tobacco products? Yes No

10. Gender: Cis-Male Non Binary Queer Cis-Female Trans Man Trans Woman
 Other: _____ Decline to State

11. Age: 17 & under 18-24 25-34 35-44 45-54 55 or older

12. Sexual Orientation:

- Bisexual Questioning/Unsure
 Gay/Lesbian Decline to State
 Heterosexual/Straight Other Identity (please specify): _____

13. Ethnicity:

- Alaska Native/American Indian Hispanic or Latino White, non-Hispanic
 Asian Pacific Islander Decline to State
 Black or African American Other (please specify): _____

14. What zip code do you live in? _____

Thank you for your time! Your input will help us to create programs and policies that will most benefit and protect the health of local residents around tobacco use.

Policy/Meeting Observation Form

	Date	Who Supports the policy	Who Opposes the policy	Key issues with policy adoption	Policy Adoption Process
1					
2					
3					
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31					
32					

**NCADD-OC
Flavored/Menthol Tobacco Products**

**Pre Key Informant Interview
City Council Members**

Hello, I'm here on behalf of The Center Orange County. Thank you for agreeing to talk with me. Because of your position (as a city council member), I was hoping that you could provide some insight about how to gain support for a city-wide policy to ban the sale of flavored and menthol tobacco products. The information you share with me will remain anonymous. To help me transcribe my notes accurately, do you mind if I record our conversation? I will erase the tape once I have typed up my notes.

TCCP Subcontractor Information	
TCCP Subcontractor Agency Name	Agency Contact
Key Informant Information	
Day and Date of Interview	Interview Conducted (circle one) <div style="display: flex; justify-content: space-around; width: 100%;"> In Person By Phone </div>
Key Informant's Full Name	Phone Number
Key Informant's City	Email Address
Position/Title	Months/Years With City
Interview Start Time: am/pm	Duration of Interview:

I expect the interview to last 20 minutes. Do you have any questions for me before we begin?

NCADD-OC is working to counteract the negative impact tobacco use has had on the Lesbian, Gay, Bisexual and Transgender community through education and advocacy efforts. Funded by the California Department of Public Health/California Tobacco Control Program, one of our objectives is to educate and advocate for the adoption or amendment of an existing tobacco retailer license policy to include a policy to prohibit the sale and distribution of all flavored tobacco products, including menthol, to reduce tobacco-related health disparities among people who are Lesbian, Gay, Bisexual, Transgender, Queer (LGBTQ) in the South Coast Region. LGBTQ individuals are being targeted by the tobacco industry through advertising and sponsorships on themes that resonate within the community such as: liberation, individualism, and pride. For example, the

ad for Camel Snus directed at LGBTQ audiences to “Take pride in your flavor,” and the message is working. Overall, LGBTQ individuals smoke cigarettes including menthol and flavored tobacco products at a higher rate than the general population (CMAnet.org, 2018)

1. **Briefly describe your roles and responsibilities within the city/county government/ community/organization. (Have the Key Informant explain to you what their roles and responsibilities are as a city/county staff person.**

2. **What challenges do you foresee in the adoption of policy to prohibit the sale and distribution of all flavored tobacco products, including menthol cigarettes **in your city?** (*Possible probes: What specific issues do you foresee? What issues within the community will make it difficult during the adoption of the policy?*)**

3. **What strategies might be implemented to overcome challenges to adopting the policy? (*Possible probes: What individuals or groups will be supportive of the policy? What issue or issues covered in the policy are likely to resonate in the community?*)**

4. **Do you think the City Council would support the adoption of a city-wide policy to prohibit the sale and distribution of all flavored tobacco products, including menthol cigarettes? Why or why not?**

5. **What do you feel will be the primary positive effect if such a policy is adopted citywide?**

6. **Do you support having a city wide policy to prohibit the sale and distribution of all flavored tobacco products, including menthol cigarettes? Yes No**
 - a. **Please describe your reasons for *supporting* (OR) *not supporting* this policy.**

7. **Do you have any suggestions for how advocates concerned with similar public health issues can effectively make their concerns known to public officials? What is the best way to get their attention?**

8. **Is there any other information that you think is important for us to know?**

Thank you for your time and participation.

(*Explain how talking with them was helpful and what you learned from them.*)

Regional LGBTQ Tobacco Project

Consumer Testing Adult Infographic E -Cigarettes/Flavored Tobacco

Instructions: Please evaluate the “Adult E-Cigarette and Flavored Tobacco Infographic” given to you. Indicate your level of agreement with each of the following statements by filling in the number that corresponds to your rating. Please do not write your name on this questionnaire. Your participation is voluntary and your responses will remain anonymous.

Gender: Female Male Genderqueer/Nonbinary Trans Male/Man Trans Female/Woman

Questioning or unsure of gender identity Another gender identity not listed, please fill in the blank _____ Decline to State

Age: _____

Ethnicity: Alaska Native/American Indian Asian Black or African American Hispanic or Latino
 Pacific Islander White, non-Hispanic
 Other (please specify) _____ Decline to State

Statement	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Appearance					
1. The font size was easy to read.	⑤	④	③	②	①
2. The font type was easy to read.	⑤	④	③	②	①
3. The text layout was easy for the eye to follow.	⑤	④	③	②	①
4. The images enhance the text.	⑤	④	③	②	①
5. The colors enhance the delivery of the message.	⑤	④	③	②	①
Content					
6. There is enough information provided in the document.	⑤	④	③	②	①
7. There is unnecessary information in the document.	⑤	④	③	②	①
8. The information is presented in an order that is logical and organized.	⑤	④	③	②	①
9. The message is written in a positive manner.	⑤	④	③	②	①
Comprehension					
10. The message presented in the document is clear.	⑤	④	③	②	①
11. The terms used in the document are too scientific.	⑤	④	③	②	①
12. There are words that I do not know.	⑤	④	③	②	①
13. The document has increased my knowledge about E-Cigarettes and Flavored Tobacco.	⑤	④	③	②	①
Cultural Sensitivity					
14. The message is culturally sensitive to LGBTQ community.	⑤	④	③	②	①
15. The language is sensitive to LGBTQ community.	⑤	④	③	②	①
16. The graphics/images are respectful to LGBTQ community.	⑤	④	③	②	①
17. The illustrations are appealing to LGBTQ community.	⑤	④	③	②	①

Acceptability					
18. The information on the flyer is educational.	⑤	④	③	②	①
19. After viewing the infographic, I am interested in learning more MESSAGE .	⑤	④	③	②	①
20. I will likely pass the infographic on to the people I know.	⑤	④	③	②	①

Open Ended Questions:

21. Are there any aspects about the infographic that you feel are confusing? Please explain.

21. What could the infographic say that would make people want to learn more about the E-cigarettes and flavored tobacco?

22. Are there any questions that you have that are not being addressed in this document?

23. What do you like most about the infographic?

24. What do you dislike most about the infographic?

25. Please make any suggestions as to how to improve the infographic.

Thank you for your feedback and participation!

The Regional Disparities Initiative-Tobacco Prevention LGBTQ Project

Objective 3-Qualtrics Survey Links

- Smoking and the LGBTQ Community Pre/Post
 - https://csulb.qualtrics.com/jfe/form/SV_cY2K5kXaMht4X6S
- Speaking to the Public Pre/Post
 - https://csulb.qualtrics.com/jfe/form/SV_dmdCaSi5yCnnboO
- Advocacy 101 Pre/Post
 - https://csulb.qualtrics.com/jfe/form/SV_6ydrDPTCqC8AaYB
- KII pre/post
 - https://csulb.qualtrics.com/jfe/form/SV_0OPAZS4qHsgTIMdYouth
- Flavored Tobacco Pre/Post
 - https://csulb.qualtrics.com/jfe/form/SV_eKFPAB22hKne114

Appendix B: Educational Materials

MAKE SANTA ANA TOBACCO-FREE



YOUTH ACITIVISTS
AGES 13-19

5PM-7PM

1ST & 3RD THURSDAY
OF EVERY MONTH

1605 N SPURGEON,
SANTA ANA, CA

81% OF YOUTH
WHO HAVE USED TOBACCO PRODUCTS
STARTED WITH A FLAVORED PRODUCT

DINNER PROVIDED
VEGAN OPTIONS AVAILABLE
INTERNSHIP OPPORTUNITY
ADD TO YOUR RESUMÉ
RAFFLES
LEADERSHIP DEVELOPMENT
LIFE-CHANGING ACTIVITIES

TOBACCO USE IS THE MOST
SERIOUS
YET PREVENTABLE HEALTH
CRISIS FACING LGBTQ YOUTH
IN THEIR TEENS & TWENTIES



FOR MORE INFORMATION, CONTACT:





Tony Viramontes
Antonio.Viramontes@lgbtcenteroc.org
(714) 953-5428 ext. 207

1. Citation: Ambrose, BK, et al. Flavored Tobacco Use Among US Youth Aged 12-17 Years, 2013-2014. *JAMA*, 314.17 (2015): 1871-73.

Lifetime addiction often starts out sweet



While use of cigarettes has decreased, flavored tobacco use **among youth** has **increased dramatically**. Electronic cigarettes and other vaping devices have driven this increase. Flavored tobacco products undermine efforts to reduce youth tobacco use and endanger a new generation of kids. **Tobacco in any form can kill.**

-  **80% OF KIDS WHO HAVE USED TOBACCO STARTED WITH A FLAVORED PRODUCT**
Most youth report flavoring as the main reason for using tobacco. There are thousands of kid-friendly flavors such as unicorn puke, Lucky Charms, and cotton candy, just to name a few.
-  **FLAVORED PRODUCTS ARE ADVERTISED TO TARGET YOUTH**
Colorful packaging and placement near the register make flavored tobacco highly visible and attractive to kids.
-  **VAPING AMONG YOUTH HAS SKYROCKETED**
E-cigarettes are now the most popular tobacco product among youth. Unfortunately, many people have been hospitalized and even died from a new vaping-related disease causing severe lung damage.
-  **ALMOST ALL VAPING PRODUCTS CONTAIN NICOTINE—MANY WITH VERY HIGH LEVELS**
For example, one Juul pod has the same amount of nicotine as 20-40 cigarettes (1-2 packs). However, one study found that among current youth Juul users, only 37% knew it contained nicotine.
-  **E-CIGARETTES HAVE BEEN LARGELY LEFT UNREGULATED**
The FDA has been slow to enact regulations on e-cigarettes, extending compliance dates for manufacturers and declining to enforce meaningful restrictions on flavorings and labels.
-  **E-CIGARETTES EMIT TOXINS THAT ARE HARMFUL**
Contrary to popular belief, the vape cloud released from an e-cigarette is not just water vapor. It is an aerosol made up of tiny particles that contain nicotine, metals, and chemicals known to cause health problems, including cancer.



GET INVOLVED. GET INFORMED.

Our kids deserve better. For more information go to **FlavorsHookKids.org** or contact **Bryant Miramontes**.

CONTACT
BRYANT MIRAMONTES
bmiramontes@ncaddoc.org
949-595-2288 x320



BIG TOBACCO IS NOT AN ALLY!

LGBT communities don't need Big Tobacco to keep its pride

While use of cigarettes has decreased, flavored tobacco use among the LGBT youth has increased. Flavored tobacco products undermine efforts to reduce tobacco use among LGBT youth.

DID YOU KNOW?



LGBT COMMUNITIES HAVE BEEN **TARGETED** BY THE TOBACCO INDUSTRY FOR DECADES

The tobacco industry places advertisements in nightclubs and Pride events making tobacco use seem like a normal part of the LGBT community.¹



THE LGBT COMMUNITY FACES **UNIQUE STRESSORS** SUCH AS COMING OUT, DISCRIMINATION, AND CULTURAL NORMS THAT

17.5% of high school students who identify as LGBTQ have reported using vapes compared to 13.2% of their straight peers.³



THIS IS HOW BIG TOBACCO **SEES THE LGBT COMMUNITY**

In the 1990's the tobacco industry titled their marketing strategy for the LGBT population "Project SCUM (Sub-Culture Urban Marketing)".²



FLAVORS ARE DIRECTLY **MARKETED** TOWARDS YOUNG PEOPLE

44% of young people who started using tobacco did it because of flavored products.⁴ There are thousands of kid-friendly flavors such as unicorn puke, Lucky Charms, and cotton candy.



Take a stand against Big Tobacco and join the Santa Ana Youth Coalition!

Want to learn more? The Santa Ana Youth Coalition tackles the issues of flavored tobacco in our community. Our goal is to work with city council to pass a comprehensive flavor tobacco ban in the city of Santa Ana.

CONTACT

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SB 793: Addressing Misinformation and Effects on Communities

March 23rd
5pm-7pm

In person: Downtown Santa Ana
Zoom available for those who can
not attend in person



bit.ly/SB793_OC



Partners4Wellness



Appendix C: Project Highlights



LGBTQ Regional Tobacco Project



Community opinions about Flavored and Menthol Tobacco Products in the city of Santa Ana

A **Public Opinion Survey** was administered in the city of Santa Ana at Orange County PRIDE to assess the public's experiences and opinions regarding Flavored and Menthol Tobacco Products. The data were collected from June 22, 2019 to June 11, 2020 from **270** individuals in the city of Santa Ana.

Basic demographic information was collected from the survey respondents. Twenty-five percent (25%) of the respondents were Cis-Male, (38%) Cis-Female, (22%) Genderqueer/Non Binary, (2%) Trans Man, (2%) Trans Woman, (6%) Other, and (4%) Decline to State.

Of those that identified their ethnicity, (1%) Alaska Native/American Indian, (6%) Asian, (4%) Black or African American, (47%) Hispanic or Latino, (1%) Pacific Islander, (34%) White, non-Hispanic, (1%) Decline to State, (4%) Other.

According to the data collected, (85%) are registered to vote. When asked if the respondents would vote for a city council candidate who would support ending the sale of flavored tobacco products, 79% said, "yes".

The respondents were asked if they would favor or oppose the city council voting to pass a resolution or law to:

Collected Public Opinion
Poll surveys from **270**
individuals in the city of
Santa Ana.

79% would vote for a city
council candidate who
supports ending the sale
of flavored tobacco

86% currently
DO NOT
use tobacco products.

72%

- End the sale and distribution of flavored tobacco products

82%

- Restrict the use of flavored tobacco products

83%

- Restrict tobacco companies from offering low cost tobacco products through sampling, two-for-one coupons or other price discounting?

85%

- Restrict tobacco companies from marketing through the mail (direct mail marketing)?