


F R O M	Name & Title	Olivia D. Farrow, Esq., RS Interim Commissioner of Health <i>OF</i>	Health Department MEMO	
	Agency Name & Address	Health Department 1001 E. Fayette Street		
	Subject	Council Bill 09-0388 – Flavored Tobacco Wrappings – Sale or Distribution		

To: President and Members
of the City Council
c/o
409 City Hall

September 1, 2009

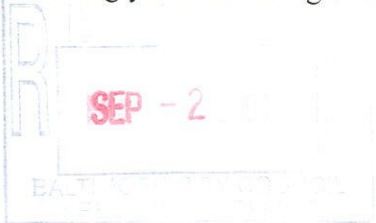
The Baltimore City Health Department (BCHD) supports Council Bill 09-0388. The purpose of the Bill is to prohibit the sale or distribution of flavored tobacco wrappings

Despite ongoing efforts, tobacco use among young people is a problem that continues to plague the country. According to the Substance Abuse and Mental Health Administration, each day, about 4,000 young people under the age of 18 try their first cigarette, and another 1,000 become regular daily smokers. Over the course of a year, this means that there will be 450,000 new underage smokers in the United States.¹ In the end, roughly one third of these youth smokers will lose their lives to tobacco-related illnesses.²

According to a 2005 study published in Health Affairs, flavored tobacco products have been used to appeal to young people. Just as cartoons were once used, these products with names such as amaretto, cherry, green apple and fudge, are being “heavily marketed to youth...with colorful and stylish packaging and flavors that mask the harsh and toxic properties of tobacco smoke.”³

The implementation of Bill 09-0388 is a critical step in reducing youth smoking. For these reasons, BCHD supports this Bill.

Cc: Angela Gibson



F/conest

¹ Substance Abuse and Mental Health Services Administration, (SAMHSA), HHS, *Results from the 2006 National Survey on Drug Use and Health, NSDUH: Detailed Tables*, <http://www.oas.samhsa.gov/NSDUH/2k6nsduh/tabs/Sect4peTabs10to11.pdf>

² CDC, “Projected Smoking-Related Deaths Among Youth-United States,” *MMWR* 45(44):971-974, November 8, 1996, <http://www.cdc.gov/mmwr/PDF/wk/mm4544.pdf>

³ Carpenter, C.M., Wayne, G.F., Pauly, J.L., Koh, H.K., & Connolly, G.N. (2005). New Cigarette Brands With Flavors That Appeal to Youth:Tobacco Marketing Strategies. *Health Affairs, Volume 24, Number 6*, 1601-1610.