

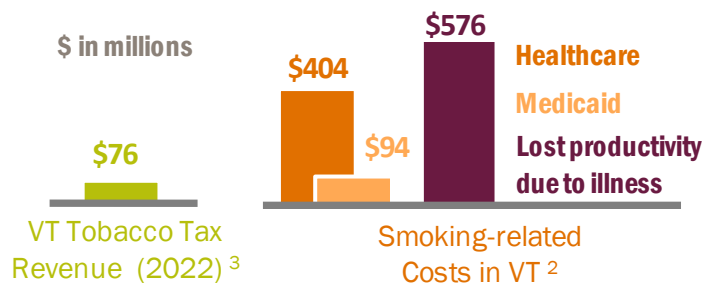
Flavors Drive Tobacco Use in Vermont

Flavors are designed to appeal to youth and initiate youth tobacco use. Early tobacco/nicotine use increases the likelihood of lifetime addiction.¹

Tobacco use results in high costs to Vermonters²

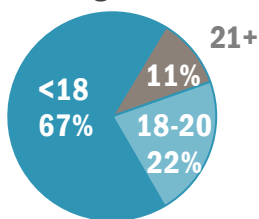
- **#1 preventable cause of death** in VT, resulting in **1,000 deaths** per year.
- **\$404 million/year** in VT health care costs.
- **\$93.7 million** in annual cost to VT Medicaid.
- **\$1,037 per VT household** in state/fed taxes from smoking-caused government expenditures.

Tobacco-related costs to Vermont outweigh annual tax revenue

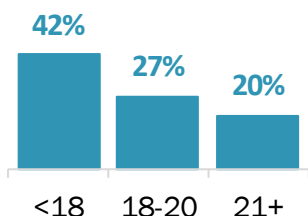


Vermonters who began smoking before age 21, smoke most heavily⁴

Most Vermonters who currently smoke began before age 21

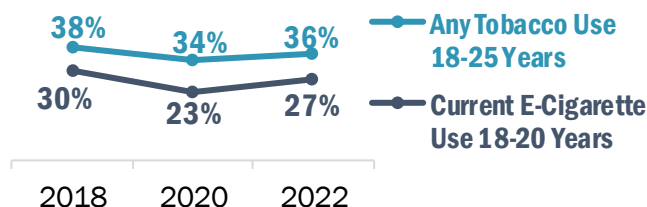


The younger one begins to smoke, the more likely to smoke ≥ a pack a day



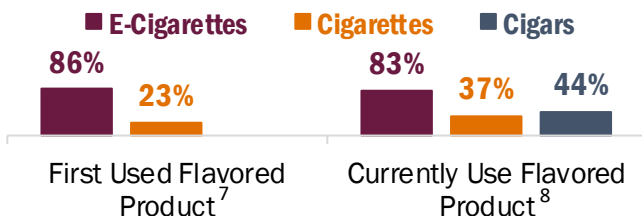
Even with T21, tobacco use among young Vermonters remains high⁵

- Act 27 (T21) took effect in September 2019⁶.
- Tobacco use has returned to pre-pandemic rates despite T21.

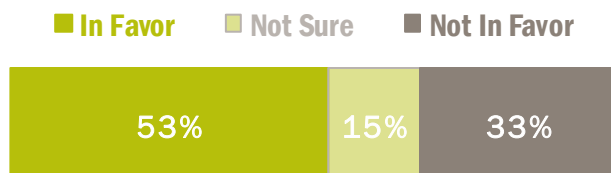


Flavors are common among all types of tobacco products

- Use of flavored products is common among VT youth and young adults.



Most Vermonters support a ban on flavored tobacco products⁹



Data Sources: ¹ CDC Summary of Scientific Evidence: Flavored Tobacco Products,

² Tobacco Free Kids: www.tobaccofreekids.org/problem/toll-us/Vermont, ³ VT Dept of Taxes Schedule 2 Report,

⁴ VT BRFSS 2017 & 2019, ⁵ 2022 VT Young Adult Survey, ⁶ Act 27: Legal Age Increases From 18 To 21,

⁷ PACE VT January 2020 Report, ⁸ PACE VT February 2022 Report, ⁹ 2022 VT Adult Tobacco Survey