



Frequently Asked Questions

What is SF Kids vs. Big Tobacco?

SF Kids vs. Big Tobacco is a coalition of parents, teachers, health providers and community groups fighting to protect our children and youth from the addictions of candy flavored tobacco products. We are asking San Franciscans to vote YES on the June ballot to uphold the ban on the sale of flavored tobacco products.

What is “flavored tobacco”?

Flavored tobacco is any tobacco-based product that has an added flavor such as mint, grape, bubblegum, cotton candy, etc. These artificial candy flavored products are used by tobacco companies to hook children and youth to their products. There are over 7,000 flavors currently sold.

Why ban the sale of flavored tobacco?

Research shows that candy flavored tobacco can be more addictive and more harmful for one’s health than unflavored tobacco. Additionally, the tobacco industry selectively targets youth and young adults, African Americans, Asian Pacific Islanders, and LGBTQ with marketing of these products. These groups are disproportionately impacted by tobacco-related addiction and disease. Flavored tobacco products have been found more difficult to quit than unflavored tobacco products.

Who supports San Francisco Kids vs. Big Tobacco?

Major local and national organizations are in support of the ban on candy flavored tobacco. Some of these organizations include The American Heart Association, The American Cancer Society Cancer Action Network, San Francisco-Marin Medical Society, and the NAACP.

Which types of products will be affected?

Cigarettes, cigars, cigarillos, hookah tobacco, and e-products advertised as having a “characterizing flavor.” Examples of such advertised flavors may include, but are not limited to, fruit, chocolate, vanilla, honey, candy, cocoa, dessert, alcoholic beverage, menthol, mint, wintergreen, herb, or spice.

Where can I learn more?

Visit our website, www.SFKidsvsBigTobacco.com. For additional information on tobacco flavored products and their effects, visit <http://nomoreflavoredtobacco.org/>