

YOUTH & TOBACCO

Butte County : Gridley

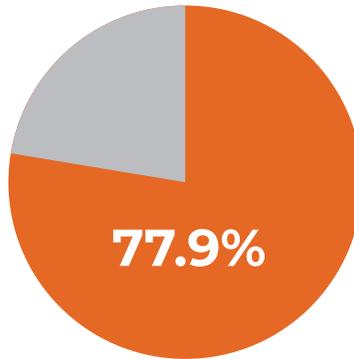
14 RETAILERS

in Gridley sell tobacco



2 SMOKE SHOPS

in Gridley



Stores with flavored tobacco products

The Tobacco Industry

AGGRESSIVELY

DISCOUNTS

FLAVORED CIGAR

AND CIGARILLOS

in **PREDOMINANTLY**

HISPANIC/LATINO

NEIGHBORHOODS

to hook new customers

Youth who have ever used electronic cigarettes

6%

7th Graders

50%

Non- Traditional*

*(continuation, community day, and other alternative school types)

***No 2017/2018 data for 9th and 11th graders

Stores with **ELECTRONIC SMOKING DEVICES**



77.9%



Youth who use tobacco

22.7% Butte County
13.8% CA



Stores in low income areas that sell tobacco products

38.5% Butte County
31.2% CA

Hispanic/Latino youth tobacco use prevalence

(including all tobacco products, e.g. cigarettes, vapes, other tobacco products)

13.5%

Hispanic/Latino inspired flavors

- » Horchata
- » Tres Leches
- » Mexican Fried Ice Cream
- » Churro
- » Dulce de Leche

Si Se Puede
CALIFORNIA HEALTH COLLABORATIVE

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References

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3. The Story of Inequity: Hispanic/Latino. (2018). Retrieved from <https://tobaccofreeca.com/story-of-inequity/hispanic-latino/>