



CALIFORNIA JUST QUIT FLAVORED TOBACCO.

A new California law makes it illegal to sell most flavored tobacco, including vapes and menthol cigarettes, protecting our kids from a lifetime of deadly addiction.

**LEARN MORE AT [UNDO.ORG](https://undo.org)
GET FREE QUITTING SUPPORT
AT [KICKITCA.ORG](https://kickitca.org)**

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TOBACCO
DAMAGE
NOW
California

How Health Professionals Can Support Patients to Quit Flavored Tobacco Products



Now is a great time to offer counseling and medication assistance for patients who have been using flavored tobacco products. California no longer allows the retail sale of most flavored tobacco products.

Quick Facts:

- African Americans who smoke have high menthol use rates and much higher rates of cancer, heart disease, stroke, and death.¹
- Most teens and young adults who vape use a flavored tobacco product.²
- Flavors like menthol can make it easier to start and harder to quit.³

How you can help your patients (sample script):

- **ASK A TOBACCO USER:** *“Have you used any tobacco products, including chew or vapes?” If yes, “Do you use any flavored tobacco products, like menthol cigarettes or flavored chew/vapes?”*
- **ADVISE TO QUIT:** *“This could be a good time to think about quitting for your health.”*
- **ASSIST/REFER:** *“[Kick It California](#) (KIC) can help you with a free plan to quit smoking, chewing, or vaping. They can also tell you more about medications to help you quit.”*



NOTE

The American Academy of Pediatrics has guidance on prescribing [cessation medication](#) for teens and [sample counseling scripts](#). Teens 13+ years do not need parental consent to call or text KIC for services.

¹ African American Tobacco Control Leadership Council

² CDPH (2021) California Tobacco Facts and Figures.

³ CDC (2023) Menthol Smoking and Related Health Disparities.

Refer your patients to get a call from
Kick It California at kickitca.org/patient-referral

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QUITS