

# Portland's City-Wide Flavored Tobacco Products Ban Goes into Effect

## AT A GLANCE

The comprehensive ban on flavored tobacco products is a strategy municipalities across the United States are adopting to prevent a new generation of tobacco users from becoming attracted to the products. As of June 1, 2022 no flavored tobacco products can be purchased in Portland, Maine.

## PUBLIC HEALTH CHALLENGE

According to the 2021 National Youth Tobacco Survey, nearly 85% of youth who use e-cigarettes reported currently using flavored products. Among the most commonly used flavors were fruit, mint, menthol, and candy or other sweets. As a part of the comprehensive approach to ban flavors, it was critical to include menthol in the City of Portland's ordinance. Menthol was the only exemption to the 2009 Tobacco Control Act but the Food and Drug Administration has recently re-committed to banning the flavored product due to its proven addictiveness and harm.

## APPROACH

Following the implementation of the ban, there was an identified need amongst tobacco retailers for resources specific to the new ordinance and education. Portland District Tobacco Prevention Partners (DTPPs) and the Brunswick DTPP were supported by MaineHealth's Center for Tobacco Independence through the creation of a branded retailer toolkit that communicates the ordinance and who to contact with questions.

A second approach was taken based on the City of Portland's legal requirement to notify retailers of the Chapter 17 Ban on Flavored Tobacco ordinance and its implementation on June 1, 2022. Portland DTPPs drafted a letter that outlined the change, the resources, and their local contact. This letter was mailed to all Portland-based retailers that held a tobacco retail license of any kind.



***“Banning flavored tobacco isn’t the only strategy. Prevention and intervention and all those other things are going to come into play, but this is one way to help the overall health of our kids and also marginalized populations.”***

*- Councilor Tae Chong at the Health & Human Services and Public Safety Committee which first approved the ban*

## RESULTS

The City of Portland flavored tobacco ban has been implemented! At the time of this success story, all retailers in Portland have received their free retailer toolkits and only one business has reached out on clarification about one of their products. Portland DTPPs are planning to reach out to tobacco retailers in the coming months to inquire about additional needs.



**For More information contact us at**  
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