



Let's Protect SF Youth Through **Minimum Pack Size Policies**

Learn about how little cigars and cigarillos impact the lives of young people in San Francisco:

Little Cigars & Cigarillos (LCCs)



LCCs are being sold in singles and doubles for **99 cents**



Price Sensitivity



Youth are price sensitive and are therefore **more likely to purchase** LCCs.



Youth Initiation & Addiction



LCCs are most popular among youth, especially **youth of color**.



The availability of cheap products on the market facilitates and sustains **youth initiation**.

Youth may not understand the nature of addiction and often begin smoking under **false pretenses**.



Tobacco in Our Communities



Tobacco has been deeply **normalized** in our communities so it is a challenging norm to reverse. Young people expect these products.



Corner Stores in the Tenderloin

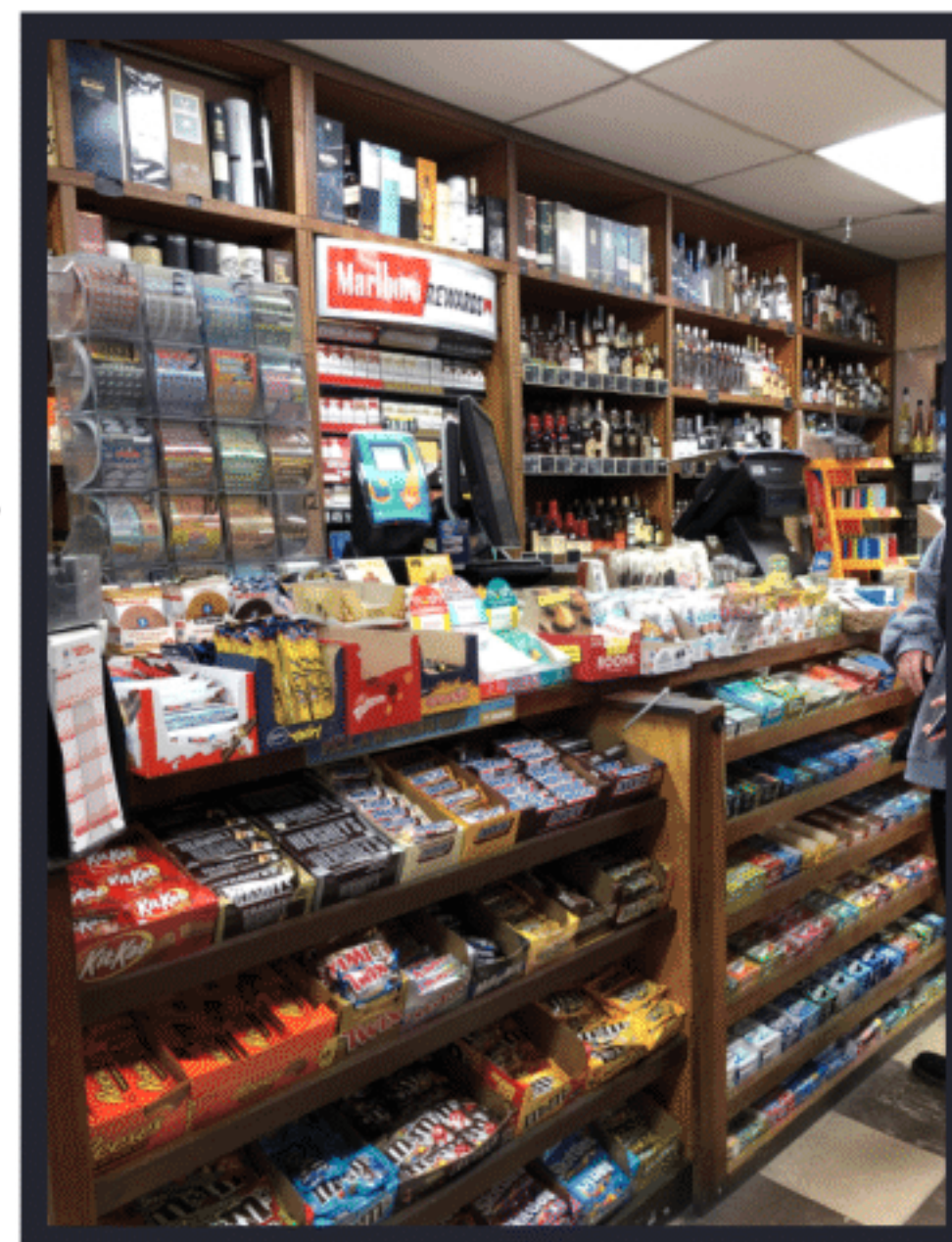


Photo Credit: Leslie Martinez

"We see these products every time we go buy something which will **awaken our curiosity** to try these products."
- Abner Vasquez, 19



Photo Credit: Dorothy Liu

"Low income communities are the ones being targeted as most live in **food deserts**. This issue exists because LCCs are being sold in singles/doubles which gets youth to buy them easily."
- Gio Elvira, 19

THE SOLUTION

Minimum Pack Size Policy

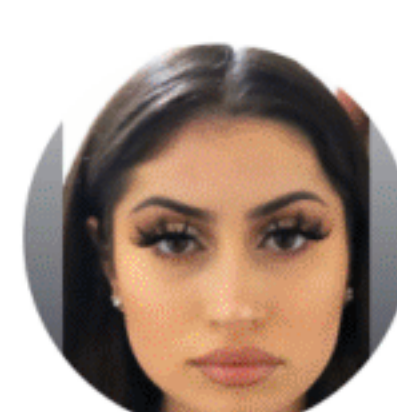
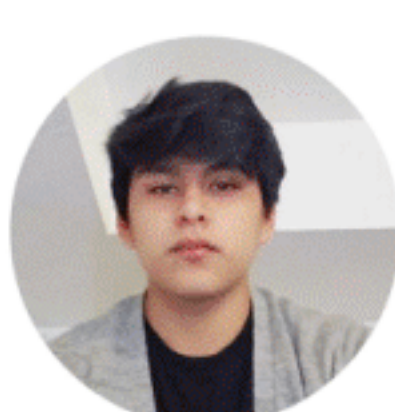
Join us in our efforts amend the SF flavor ban ordinance to include a **sale ban of little cigars and cigarillos in singles and doubles**.



Learn more about how you can get involved below!

Who We Are

We **advocate for other youth and low-income communities** by supporting local policies in San Francisco.



Stay Connected



youthpolicy@bacr.org



@youthpolicyleaders



Youth Policy Leaders



ypl.bacr.org