



City of Los Angeles - Statement of Concern

Protect L. A. City Youth from Flavored Tobacco

Dear Mayor Garcetti and City of Los Angeles Councilmembers:

Thank you for considering support for an ordinance to end the sale of flavored tobacco in the City of Los Angeles. I am writing today as a concerned constituent to ask that you support a comprehensive approach that protects youth from the dangers of flavored tobacco, without exception including menthol, hookah and adult only tobacco shops.

- **The tobacco industry targets menthol advertising to young people and communities of color.** For 12-to-17-year-olds who smoke, 57% smoke menthols. This is a direct outcome of their predatory marketing practices. Communities of color -particularly the African American community – have been the testing ground for this tactic for decades. So much so, that over 70% of African American youth who smoke use menthols. Menthol makes it easier to start and harder to quit. Stop allowing the tobacco industry to target the young people of our communities for poor health outcomes.
- **In L. A. County, the proportion of high school hookah users using flavored tobacco is higher than for any other tobacco product – 87%.** Studies have found that in a typical hookah smoking session, smokers are exposed to up to 1.7 times the amount of nicotine and 9 times the amount of carbon monoxide as a single cigarette. Hookah is not a novelty. Nicotine addiction is a dangerous health risk for young people and young adults. Please act now to save lives. End the sale of flavored tobacco in hookah and adult only tobacco shops.

Exempting menthol flavored tobacco products, hookah, and adult only tobacco shops leaves many young people at risk. I respectfully urge you to support a comprehensive ordinance to end of the sale of all flavored tobacco products.

Name: _____

Address: _____

Phone: _____

Email: _____

☐ Yes, you can contact me with more information.