

ADVOCACY AGAINST FLAVORED TOBACCO - CITY OF LOS ANGELES

The outcome of the December 4, 2019 City of Los Angeles Special Health Committee meeting to consider drafting a strong ordinance to ban flavored tobacco without exemptions was bittersweet. While the Committee agreed to end the sale of flavored tobacco products, they included two exemptions:

1. Hookah would still be allowed for onsite consumption at lounges.
2. Menthol cigarettes would continue to be sold at 21 and over tobacco shops.

This is not the comprehensive measure we were promised. The City Clerk is in the process of preparing a report to City Council reflective of the recommendations provided during the Committee hearing.

Since the last City Council meeting of the year is scheduled for Wednesday December 11, this item will not return to City Council until after the first of the year.

This means that we have TIME to ask the Committee members to get rid of these exemptions and pass the most comprehensive measure that protects L.A. youth and families.

Starting Monday morning (December 9th) we need you to start making calls and emailing the Committee members (Ryu, Price and O'Farrell) to encourage them to pass a comprehensive flavor ban that does not include exemptions.

Mayor / Council Member	Phone	Email
Mitch O'Farrell – CD13 *Include his two staff members in your email.	(213) 473-7013	councilmember.ofarrell@lacity.org Star.Parsamyan@LAcity.org Sophie.Freeman@LAcity.org
Curren D. Price, Jr. – CD9	(213) 473-7009	councilmember.price@lacity.org
David E. Ryu – CD4	(213) 473-7004	david.ryu@lacity.org

Key points to include in your phone calls and emails (chose one or two):

- The committee's action was a giveaway to Big Tobacco. For years, the tobacco industry has systematically targeted youth, especially youth of color, with highly addictive products to create life-long customers. We have the chance to reverse this in LA and we won't stop until the full city council passes a strong ordinance that ends the sale of flavored tobacco, without a menthol or hookah exemptions in LA.
- Menthol and mint are the most popular flavors with youth. To carve out menthol is to leave us vulnerable to life-long addiction. The council cannot allow the tobacco industry to continue targeting youth of color.
- Menthol cigarettes have caused a healthcare crisis plaguing the African-American community. Ending the sale of menthol cigarettes would begin to undo decades of deliberate targeting of the African-American community and other communities of color by the tobacco industry.
- If the city of Los Angeles moves forward with this flawed proposal it will be the first city to go backwards. No local flavor policies that have passed in California since October of 2018 have exempted menthol.
- No flavored tobacco products should be excluded from any city ordinance if the objective is to protect kids. We have a chance to stop the tobacco industry in its tracks rather than creating a new generation of smokers.

Let's keep the pressure on and guarantee that L.A. City passes the most comprehensive measure.

THANK YOU FOR YOUR SUPPORT!