



2021 OCT 25 PM 5:59

October 25, 2021

Pasadena City Council
100 North Garfield Ave.
Pasadena, CA 91101

Dear Mayor Victor Gordo and members of the City Council,

The Breathe Free South Pasadena Coalition is committed to protecting the health and well-being of the youth and residents of Baldwin Park. As neighbors and members of the Pasadena Tobacco Prevention Coalition, we support their public health efforts to prevent tobacco-related disease and death and the growing epidemic of youth tobacco use initiation driven by flavored tobacco products. These products contain nicotine and can have damaging impacts on the adolescent brain and cause long-term addiction. Tobacco use and the resulting inhaling of smoke is clearly working opposite to the goal of a healthy, playful Pasadena. We are writing in support of Item #11 as members of the coalition to help promote a healthier environment for all the residents of the city.

The Breathe Free South Pasadena Coalition is working similarly to supports policies that limit the sale of all tobacco, flavored tobacco products, menthol and hookah tobacco. Eight out of ten youth tobacco users start vaping with a flavored tobacco product. Flavored tobacco is attributed to an 135% increase in youth tobacco use between 2017 and 2019. There is growing evidence that e-cigarette use increases the frequency and intensity of future cigarette smoking as youth grow older. Menthol cigarettes are frequently used by youth and vulnerable populations. Over half of youth smokers use menthol cigarettes; the rate is significantly higher among African American youth. Furthermore, hookah use has become increasingly popular among high school students and doubled between 2011 and 2015.

I encourage Pasadena to follow the growing list of California cities that have restricted the sale of flavored tobacco products. Now is the time for Pasadena to become a leader in saving lives by protecting residents from getting hooked on tobacco and candy-flavored tobacco products and a lifetime of nicotine addiction.

Thank you in advance for your consideration.

Sincerely,

Christina Cardenas

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Senior Program Manager, LAC USC Medical Center Foundation
Breathe Free South Pasadena Coalition

10/25/2021
Item 11

American Academy of Pediatrics

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October 25, 2021

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Pasadena City Council
100 North Garfield Ave.
Pasadena, CA 91101

Re: Proposed Flavored Tobacco Ban

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Dear Pasadena City Council,

I am writing in support of the proposed city ordinance to ban the sale of all flavored tobacco products.

Tobacco is a major threat to children's health, regardless of the form it takes. However, flavored tobacco poses a unique threat to children and adolescents, and restrictions on selling flavored tobacco products are linked to decreased use of any tobacco product (<https://www.aappublications.org/news/2020/01/14/healthbrief011420>).

Flavored tobacco products are particularly enticing to adolescents. The tobacco industry is currently exploiting the looser regulation on noncigarette tobacco products to market fruit and candy flavored cigars, small cigars, and electronic nicotine delivery systems. Nicotine from flavored tobacco products is detrimental to the developing brain and further, nearly 90% of tobacco dependent adults initiated their tobacco use well before their 18th birthday (<https://pediatrics.aappublications.org/content/136/5/998>).

A ban on flavored tobacco products will lead to decreased use of all tobacco products and a decreased risk to child and adolescent health. The choice to ban flavored tobacco products is a choice to protect the health of children.

Sincerely,

Karinne Van Groningen, MD, MPH
Legislative and Policy Analyst
AAP-CA2

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