

Communication from Public

Name: Los Angeles Drug and Alcohol Policy Alliance

Date Submitted: 04/29/2020 09:48 AM

Council File No: 18-1104

Comments for Public Posting: Please see the attached letter on behalf of Los Angeles Drug and Alcohol Policy Alliance supporting efforts to prohibit the sale of all flavored tobacco products and supporting policies that do not exempt products, including mint, menthol, or hookah.

April 17, 2020



Los Angeles City
Arts, Parks, and River Committee
200 N. Spring St.
Los Angeles, CA 90012

Re: Los Angeles Drug and Alcohol Policy Alliance supports Motion 18-1104 Flavored Tobacco Products

Dear Los Angeles City Council,

The Los Angeles Drug and Alcohol Policy Alliance is committed to protecting the health and well-being of the youth and residents we serve in the city of Los Angeles. As part of our mission, we advocate for safe and healthy communities by reducing drug and alcohol-related harm through public awareness and policy change in Los Angeles. We are writing to express support for motion 18-1104.

In addition, research published by the CDC & Prevention Office on Smoking and Health, has shown that flavored tobacco products such as vapes and e-cigarettes contain high doses of nicotine which can lead to a damaging impact on the adolescent brain and increase rates of long-term nicotine addiction among youth. We are concerned that these products attract and encourage use among youth and continue to be readily available and accessible via local smoke shops and markets.

Los Angeles Drug and Alcohol Policy Alliance supports policies that restrict the sale of all flavored tobacco products including menthol and hookah tobacco. According to an August 2019 LA County Public Health Department news release, more than 80% of youth who used a tobacco product started with flavored products. Along with the use of flavored products, menthol cigarette use has been on the rise among youth. Data published by the California Department of Public Health stated, over half of all youth smokers use menthol cigarettes and the rate is much higher among African American youth. Furthermore, research published by the Truth Initiative in 2018, illustrates hookah use has become increasingly popular among high school and middle students with the prevalence of recent use rising to more than 50% between 2011 and 2015.

We encourage Los Angeles to follow the growing list of California cities that have restricted the sale of flavored tobacco products. Now is the time for the City of Los Angeles to become a leader in saving lives by protecting residents from getting addicted to flavored tobacco products and suffering a lifetime of nicotine addiction.

Thank you in advance for your consideration.

Sincerely,

A handwritten signature in black ink, appearing to read 'BVA', is placed above the name of the signatory.

Brenda Viillanueva, L.A. DAPA Co-Chair

- ASIAN AMERICAN DRUG ABUSE PROGRAM, INC.
- BEHAVIORAL HEALTH SERVICES, INC.
- CHILDREN'S HOSPITAL LOS ANGELES
- COPALM
- INSTITUTE FOR PUBLIC STRATEGIES
- KOREATOWN YOUTH & COMMUNITY CENTER
- PASO POR PASO, INC.
- PUEBLO Y SALUD, INC.
- SPA-2 COMMUNITIES IN ACTION
- SOCIAL MODEL RECOVERY SERVICES
- TARZANA TREATMENT CENTERS
- UNITED COALITION EAST PREVENTION PROJECT
- THE WALL LAS MEMORIAS PROJECT
- THE WESTSIDE IMPACT PROJECT
- WOMEN AGAINST GUN VIOLENCE
- WOMEN'S CHRISTIAN TEMPERANCE UNION