

Communication from Public

Name: LAYFTC
Date Submitted: 02/19/2021 11:11 AM
Council File No: 18-1104
Comments for Public Posting: Please see attached letters from Los Angeles Youth First Tobacco Coalition (LAYFTC) regarding ending the sale of flavored tobacco. Thank you.



February 9, 2021

To: Honorable Members of City Council

From: Valerie Fuentes
Member of LAYFTC
2539 Carmona Ave.
Los Angeles, CA 90016

Dear Honorable Members of City Council,

LAYFTC is committed to protecting the health and well-being of the youth and residents we serve in LA City. As part of our mission, we support 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 impact on the adolescent brain and cause long-term addiction. I am a part of this coalition because I am aware that in my communities the dangers of tobacco are serious.

LAYFTC supports policies that restrict the sale of all flavored tobacco products including 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 cigarette smoking in the future. Menthol cigarettes are frequently used by youth and priority populations. Over half of youth smokers use menthol cigarettes and the rate is much higher among African American youth. Furthermore, hookah use has become increasingly popular among high school students and doubled between 2011 and 2015.

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

Thank you in advance for your consideration.

Sincerely,

Valerie Fuentes

323-847-6777



2/9/21

To: Honorable Members of City Council

From: Rachel Mejia
Member of Los Angeles Youth First Coalition
4815 Clinton St
Los Angeles, CA 90016

Dear Honorable Members of City Council,

LAYFTC is committed to protecting the health and well-being of the youth and residents we serve in LA City. As part of our mission, we support 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 impact on the adolescent brain and cause long-term addiction. I am a part of this coalition because I've seen many students vape and not many students are speaking out about it. I want to educate others in hopes of preventing youth use of tobacco products.

LAYFTC supports policies that restrict the sale of all flavored tobacco products including 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 cigarette smoking in the future. Menthol cigarettes are frequently used by youth and priority populations. Over half of youth smokers use menthol cigarettes and the rate is much higher among African American youth. Furthermore, hookah use has become increasingly popular among high school students and doubled between 2011 and 2015.

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

Thank you in advance for your consideration.

Sincerely,

Rachel Mejia

323-891-7545



To: Honorable Members of City Council

From: Shuai Du
Committee member
LA Youth First Tobacco Coalition
11365 Culver Blvd
Los Angeles, CA 90066

Dear Honorable Members of City Council,

LAYFTC is committed to protecting the health and well-being of the youth and residents we serve in LA City. As part of our mission, we support 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. I am a part of this coalition because I want to speak up on my view for the use of tobacco of American youth .I hope to change their minds to not use flavored tobacco as recreational products.

LAYFTC supports policies that restrict the sale of all flavored tobacco products including 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 cigarette smoking in the future. Menthol cigarettes are frequently used by youth and priority populations. Over half of youth smokers use menthol cigarettes and the rate is much higher among African American youth. Furthermore, hookah use has become increasingly popular among high school students and doubled between 2011 and 2015.

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Thank you in advance for your consideration.

Sincerely,

Shuai Du

424-253-4426



To: Honorable Members of City Council

From: Andy Lau
Secretary of Los Angeles Youth First Tobacco Coalition
14354 Yukon Ave.
Hawthorne, CA 90250

Dear Honorable Members of City Council,

LAYFTC is committed to protecting the health and well-being of the youth and residents we serve in LA City. As part of our mission, we support 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 impact on the adolescent brain and cause long-term addiction. I have seen in Los Angeles many youth that are vaping and have heard from my peers that even in high school, many students vape in the bathrooms. I also have family who smoke and have told me how they have contracted many tobacco-related diseases such as asthma and possible cancer. Even second hand smoke may lead to these diseases.

LAYFTC supports policies that restrict the sale of all flavored tobacco products including menthol and hookah tobacco. Menthol cigarettes are frequently used by youth and priority populations. It is also documented that this flavor makes it hard for smokers to quit. Over half of youth smokers use menthol cigarettes and the rate is much higher among African American youth. Furthermore, hookah use has become increasingly popular among high school students and doubled between 2011 and 2015. Hookah is harmful because just smoking it for 45-60 minutes can be equivalent to smoking 100 cigarettes or more. With these social activities involving youth, many youth may not understand that these activities they are engaging in are harmful to their health.

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

Thank you in advance for your consideration.

Sincerely,

Andy Lau

310 9383803



To: Honorable Members of City Council

From: Elvia Sousa
Member of LAYFTC
2539 Carmona Ave.
Los Angeles, CA 90016

Dear Honorable Members of City Council,

LAYFTC is committed to protecting the health and well-being of the youth and residents we serve in LA City. As part of our mission, we support 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 impact on the adolescent brain and cause long-term addiction. Being a junior in USC hybrid high I have seen how vaping has negatively affected my school and my community. It wasn't only in the school's restrooms but also in the community my school is located at. .Walking to the next block of my school there was a smoke shop and made it very available to the youth of my school. It was something that is common and no one said or did anything about it. I have seen firsthand my peers and friends that vaping was just based for other drugs and addictions .

LAYFTC supports policies that restrict the sale of all flavored tobacco products including 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 cigarette smoking in the future. Menthol cigarettes are frequently used by youth and priority populations. Over half of youth smokers use menthol cigarettes and the rate is much higher among African American youth. Furthermore, hookah use has become increasingly popular among high school students and doubled between 2011 and 2015.

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Thank you in advance for your consideration.

Sincerely,

Elvia Sousa

323-245-6169



To: Honorable Members of City Council

From: Hyewon Choi

Member of LAYFTC

620 S. Gramercy Pl. apt # 409

Los Angeles, CA 90005

Dear Honorable Members of City Council,

LAYFTC is committed to protecting the health and well-being of the youth and residents we serve in LA City. As part of our mission, we support 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 impact on the adolescent brain and cause long-term addiction. I have personally seen cigarette buds in our community and town for a long time. As time has progressed I see the problem even more as now what seems to be most popular among youth is e cigarettes and specifically vape products. In school restrooms, community streets, and public locations each day there is an increase of use and waste in tobacco products. As a community member and a member of this coalition I find it extremely concerning to see how much it is consumed and impacted in our community.

LAYFTC supports policies that restrict the sale of all flavored tobacco products including 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 cigarette smoking in the future. Menthol cigarettes are frequently used by youth and priority populations. Over half of youth smokers use menthol cigarettes and the rate is much higher among African American youth. Furthermore, hookah use has become increasingly popular among high school students and doubled between 2011 and 2015.

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

Thank you in advance for your consideration.

Sincerely,

Hyewon Choi

213-446-3656



From: Melanie To
Member of LAYFTC

Dear Honorable Members of City Council,

LAYFTC is committed to protecting the health and well-being of the youth and residents we serve in LA City. As part of our mission, we support 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 impact on the adolescent brain and cause long-term addiction. As a community member of Los Angeles City, I have heard parents express their struggles to find ways to help their children who are addicted to nicotine. Young people are able to easily identify flavored tobacco products and product popularity. The use among these addictive products among young people are especially concerning.

LAYFTC supports policies that restrict the sale of all flavored tobacco products including 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 cigarette smoking in the future. Menthol cigarettes are frequently used by youth and priority populations. Over half of youth smokers use menthol cigarettes and the rate is much higher among African American youth. Furthermore, hookah use has become increasingly popular among high school students and doubled between 2011 and 2015.

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Thank you in advance for your consideration.

Sincerely,

Melanie To



From: Sarah Lee
Member of LAYFTC
3360 Sawtelle Blvd
Los Angeles, CA 90066

Dear Honorable Members of City Council,

LAYFTC is committed to protecting the health and well-being of the youth and residents we serve in LA City. As part of our mission, we support 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 impact on the adolescent brain and cause long-term addiction. As a person who lived with a family member who uses cigarettes and e-cigarettes, I have personally observed the current epidemic among youth and adults. Smoke from JUULs and other vaping products aren't as noticeable as regular cigarettes, and this definitely enables individuals to smoke indoors, inside vehicles, and other public spaces. In addition, working with youth has made me realize that policy change will be very impactful in targeting flavor tobacco issues.

LAYFTC supports policies that restrict the sale of all flavored tobacco products including 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 cigarette smoking in the future. Menthol cigarettes are frequently used by youth and priority populations. Over half of youth smokers use menthol cigarettes and the rate is much higher among African American youth. Furthermore, hookah use has become increasingly popular among high school students and doubled between 2011 and 2015.

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Thank you in advance for your consideration.

Sincerely,

Sarah Lee
909-706-8948



From: Sonali Govind
Member of LAYFTC
KYCC
2031 Dracena Drive
Los Angeles, CA 90027

Dear Honorable Members of City Council,

LAYFTC is committed to protecting the health and well-being of the youth and residents we serve in LA City. As part of our mission, we support 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 impact on the adolescent brain and cause long-term addiction. As an undergraduate pursuing Public Health, I can clearly see the damage that flavored tobacco products have had on my own college community. These products are advertised by promoting enticing flavors while hiding the long and short term addiction that can develop from this. It is immoral that such products are pushed upon young children with little knowledge and brain development to make the proper decision. It is vital that those in power take action and stand up for our community. Flavored tobacco products have become a silent but deadly epidemic in this country, but prevention can start at home.

LAYFTC supports policies that restrict the sale of all flavored tobacco products including 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 cigarette smoking in the future. Menthol cigarettes are frequently used by youth and priority populations. Over half of youth smokers use menthol cigarettes and the rate is much higher among African American youth. Furthermore, hookah use has become increasingly popular among high school students and doubled between 2011 and 2015.

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Thank you in advance for your consideration.

Sincerely,

Sonali Govind

718-839-3049



From: Mark Jang
Member of LAYFTC
2082 S Harvard Blvd
Los Angeles, CA 90018

Dear Honorable Members of City Council,

LAYFTC is committed to protecting the health and well-being of the youth and residents we serve in LA City. As part of our mission, we support 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 impact on the adolescent brain and cause long-term addiction. I did not grow up with tobacco products at home, but my friends and peers were heavy users starting from middle school. I also started in middle school and used it again in high school and again in college. Luckily, now I live a tobacco free life, but I can only imagine how addicted my friends and peers would have been, including me, if we readily had access to flavored tobacco. Please consider how many lives would potentially be affected if we do not take action now to restrict the sale of flavored tobacco products. LA is a bright and beautiful city, yet our streets are still littered with cigarette butts and our youth's minds are still poisoned and plagued with tobacco product advertisements targeted at them.

LAYFTC supports policies that restrict the sale of all flavored tobacco products including 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 cigarette smoking in the future. Menthol cigarettes are frequently used by youth and priority populations. Over half of youth smokers use menthol cigarettes and the rate is much higher among African American youth. Furthermore, hookah use has become increasingly popular among high school students and doubled between 2011 and 2015.

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Thank you in advance for your consideration.

Sincerely,

Mark Jang

213) 500-2862



To: Honorable Members of City Council

From: Michael Jung
Member of LAYFTC
2082 S Harvard Blvd
Los Angeles, CA 90018

Dear Honorable Members of City Council,

The Los Angeles Youth First Tobacco Coalition (LAYFTC) 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, I support 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 impact on the adolescent brain and cause long-term addiction. I have grown up in an environment where smoking has been deemed as a norm. As a young kid, I never knew the consequences of smoking tobacco. Not until my older cousin, who was a young college student at the time, has passed away due to complications with tobacco and vaping products. I always have thoughts in my mind on what if I had been educated a little more on the tobacco-related harms and stronger, I would have done a better job to stop him from smoking. That is why through this coalition, I want to express my voice and stand up and fight for health equality among youth. There is a big concern where Big Tobacco is using a variety of marketing tactics to target vulnerable populations, including youth by introducing fruity flavored products. It is scary to see that several tobacco products resemble candy and juice brands, which would be more tailored to youth. I was unable to be there for my cousin but now as a member of LAYFTC and a concerned community member, I want to be there for youth by protecting their health and well-being.

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Thank you in advance for your consideration.

Sincerely,

Michael Jung