

## Communication from Public

**Name:** BREATHE LA  
**Date Submitted:** 02/24/2020 11:01 AM  
**Council File No:** 18-1104  
**Comments for Public Posting:** Please see attached a letter from BREATHE California of Los Angeles County regarding ending the sale of flavored tobacco. Thank you.



**BREATHELA.ORG**

5858 Wilshire Blvd., Suite 300  
Los Angeles, CA 90036  
P: (323) 935-8050  
F: (323) 935-1873

February 24, 2020

City of Los Angeles  
200 N. Spring Street, Room 340  
Los Angeles, CA 90012

RE: Appeal to End Sale of Flavored Tobacco

Dear Mayor Garcetti and City of Los Angeles Councilmembers,

BREATHE California of Los Angeles County is among the growing number of organizations that comprise the LA Families Fighting Flavored Tobacco coalition.

In anticipation of the Los Angeles City Council taking action on a city ordinance to end the sale of flavored tobacco in the coming weeks, we write to encourage you to ***pass a comprehensive ordinance that ends the sale of all flavored tobacco, including menthol flavored tobacco, hookah and adult only tobacco shops.***

We recognize that the Health Education Neighborhood Parks Arts Recreation Committee is recommending exemptions to the ordinance, specifically for the sale of menthol flavored tobacco products, hookah and adult tobacco shops. Offering these exemptions would be a mistake that would leave far too many young people and people of color in the City of Los Angeles vulnerable to the tobacco addiction for the following reasons:

## **MENTHOL**

The tobacco industry has purposely targeted the African American community with menthol products with full knowledge that menthol makes it easier to start smoking and harder to quit. The evidence is clear, decades of predatory marketing practices have led to 85% of African American smokers using menthol flavored tobacco. Today, African Americans suffer the highest rate of tobacco-related mortality of any racial or ethnic group in the United States.

The tobacco industry has taken what it has learned about menthol advertising and targeting and now applies it to all young people. Of young people (12-17 years old) who smoke, 57% smoke menthols. This is a direct outcome of the industry's predatory marketing practices.

## **HOOKAH**

In Los Angeles County, the proportion of high school hookah users using flavored tobacco is higher than for any other tobacco product – 87.5%. 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. Nicotine addiction is a dangerous health risk for young people and young adults.

## **ADULT ONLY TOBACCO SHOPS**

The County of Los Angeles and other cities in the region have adopted comprehensive ordinances that end the sale of all flavored tobacco, including menthol and for hookah and adult only tobacco shops. Creating an exemption in Los Angeles will create a gap in the regional tobacco policy that is being enacted across the southland. The City of Oakland, the only municipality in Northern California that included an exemption for adult only tobacco shops, experienced a ten-fold increase in the number of “adult only pop-ups” as a way to circumvent the law.

Including any of these exemptions in the city ordinance puts Los Angeles youth and the African American community at greatest risk, playing into the hands of an industry that is only interested in protecting its bottom line, not the wellbeing of our communities.

With this in mind, we respectfully urge you to protect the health of L. A. youth and families and approve a comprehensive ordinance that ends the sale of all flavored tobacco, including menthol, with no exemptions whatsoever.

Should you have any questions, please feel free to contact me at (323) 935-8050 x250 or at [MCarrel@breathela.org](mailto:MCarrel@breathela.org). Thank you for your consideration.

Respectfully,

A handwritten signature in blue ink, appearing to read 'M. Carrel', is displayed within a light gray rectangular box.

Marc Carrel  
President & CEO  
BREATHE California of Los Angeles County

## Communication from Public

**Name:** Erica Costa

**Date Submitted:** 02/24/2020 03:48 PM

**Council File No:** 18-1104

**Comments for Public Posting:** February 24, 2020 Los Angeles City Council 200 N Spring Street Los Angeles, CA 90012 To the City Council of Los Angeles, On behalf of the American Lung Association in California, the leading public health organization fighting to reduce and prevent the lung disease, I am writing to express our support for strong policies that end the sale of all flavored tobacco, including menthol flavored tobacco, hookah and adult only tobacco shops. We recognize that the Health Education Neighborhood Parks Arts Recreation Committee is recommending exemptions to the ordinance, specifically for the sale of menthol flavored tobacco products, hookah and adult tobacco shops. Offering these exemptions would be a mistake that would leave far too many people vulnerable to tobacco addiction. MENTHOL The tobacco industry has targeted the African American community with menthol products for decades. Such practices have led to 85% of African American smokers using menthol flavored tobacco. Of young people (12-17 years old) who smoke, 57% smoke menthols. HOOKAH In Los Angeles County, the proportion of high school hookah users using flavored tobacco is higher than for any other tobacco product – 87.5%. 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. ADULT ONLY TOBACCO SHOPS The County of Los Angeles and other cities in the region have adopted comprehensive ordinances that end the sale of all flavored tobacco, including menthol and for hookah and adult only tobacco shops. Creating an exemption in Los Angeles will create a gap in regional tobacco policy. The City of Oakland, the only municipality in Northern California that included an exemption for adult only tobacco shops, experienced a ten-fold increase in the number of “adult only pop-ups” as a way to circumvent the law. Including any of these exemptions in the city ordinance puts residents of Los Angeles at greatest risk. With this in mind, we respectfully urge you to approve a comprehensive ordinance that ends the sale of all flavored tobacco, including menthol, with no exemptions whatsoever. Sincerely, Erica Costa Advocacy Director Tobacco Control & Lung Health

February 24, 2020

Los Angeles City Council  
200 N Spring Street  
Los Angeles, CA 9001

To the City Council of Los Angeles,

On behalf of the American Lung Association in California, the leading public health organization fighting to reduce and prevent the lung disease, I am writing to express our support for strong policies that end the sale of all flavored tobacco, including menthol flavored tobacco, hookah and adult only tobacco shops.

We recognize that the Health Education Neighborhood Parks Arts Recreation Committee is recommending exemptions to the ordinance, specifically for the sale of menthol flavored tobacco products, hookah and adult tobacco shops. Offering these exemptions would be a mistake that would leave far too many people vulnerable to tobacco addiction.

#### **MENTHOL**

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Including any of these exemptions in the city ordinance puts residents of Los Angeles at greatest risk. With this in mind, we respectfully urge you to approve a comprehensive ordinance that ends the sale of all flavored tobacco, including menthol, with no exemptions whatsoever.

Sincerely,

Erica Costa  
Advocacy Director  
Tobacco Control & Lung Health

## Communication from Public

**Name:**

**Date Submitted:** 02/24/2020 10:50 PM

**Council File No:** 18-1104

**Comments for Public Posting:** We urge you and your colleagues to act now to end the sale of flavored tobacco in Los Angeles. Please support the introduction and passage of a comprehensive ordinance that ends the sale of flavored tobacco, that includes menthol flavored tobacco products and without exemptions like hookah.



## 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: Alicia Preciado

Address: 10019 Anzac Ave

Phone: 323 397-9813

Email: \_\_\_\_\_

☒ Yes, you can contact me with more information.



City of Los Angeles - Statement of Concern

**Protect L. A. City Youth from Flavored Tobacco**

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**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: Sonia Bolanos

Address: 10112 Grape St #449 LA CA 90002

Phone: 323 569 3818

Email: \_\_\_\_\_

☒ Yes, you can contact me with more information.





City of Los Angeles - Statement of Concern

**Protect L. A. City Youth from Flavored Tobacco**

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**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:

Brenda Ponce

Address:

10322 Hickory St

Phone:

323 4405491

Email:

\_\_\_\_\_

☐ Yes, you can contact me with more information.



City of Los Angeles - Statement of Concern

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**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: Dora Lopez

Address: 90002

Phone: 323-809-7063

Email: \_\_\_\_\_

☐ Yes, you can contact me with more information.