

From: Gupta, Nickita <NGupta@sbcphd.org>

Sent: Thursday, September 30, 2021 3:12 PM

To: City Clerk Group <cityclerkgroup@cityofgoleta.org>

Subject: Written Participation for October 5th: 2nd reading flavored tobacco ban

Hello,

I would like to submit two statements/letters from parents of the St. George's Youth Center. Please see attached and include in the information that is distributed to City Council prior to the next council meeting on October 5th for the flavored tobacco agenda item.

Thank you.

Best,

Nickita Gupta

Health Education Associate

Tobacco Prevention Program

Santa Barbara County Department of Public Health

Santa Barbara County



Hola, espero y que esten bien y saludables todos.

Soy una madre de familia que tiene 2 hijos uno cursa en Dos pueblos y esta en el grado 11th y la menor es una mujer que asiste a Goleta Valley Jr. y esta en el grado 7th

Estoy escribiendo esta carta con el fin de que tomen acción, a cerca de los cigarrillos con sabor, es algo en lo cual estan tratando de agarrar a personas mas jovenes (nuestros hijos) en los vicios. Pienso que deberian de evitarlos en nuestras comunidades.

Tenemos que proteger a nuestros hijos y sobre todo a la juventud, que es la que va a llevar las riendas en el futuro, pero si ellos se hacen adictos a estos quimicos, vamos a tener una juventud enferma.

Estoy preocupada por estos cigarrillos ~~disfrada~~ disfrasados, que son mas dañinos que los comunes (vape)

Ojala y puedan desaparecer de nuestras comunidades y de todas partes

Hello, I hope you are all well and in good health.

I am the mother of two children, my son is at Dos Pueblos in the 11th grade and my younger child is a girl studying at Goleta Valley Jr in the 7th grade.

I am writing this letter to urge you to take action on flavored tobacco, as it is a way they are trying to hook younger people (our children) into vices. I think it should be avoided in our communities.

We need to protect our children and all the youth, who will be the ones to take the reins in the future. But if they become addicted to these chemicals, we will have a young generation that is sick.

I worry about these disguised cigarettes (vape) that are more harmful than the common kind. I hope they can be eliminated from our communities and everywhere else.

To whom it may concern :

My name is Marcela and I am the mother of two teenagers.

I find myself a bit concerned about how flavored cigars are sold in our community and the easy access to teens.

The strategy they are using to attract the attention of young people to sell their products is very worrying because they dress them up as if they were selling candy to school supplies so that they would not realize how bad it is.

It is very striking and it is easier to deceive adolescents, that is why I feel worried as a mother.

If they could do something to prevent the sale of these products it would be a huge step forward in eliminating those cigarettes.

and prevent many young people from becoming addicts.

In addition to helping young people to grow in a healthier environment.

The entire community would benefit without the sale of these products.

Thank you very much for your attention.

Atte. a worried mother

Melissa Renda
Page Youth Center
4540 Hollister Ave
Santa Barbara, CA 93110



September 29, 2021

Goleta City Hall
130 Cremona Dr #B
Goleta, CA 933117

Re: Support for the Goleta Flavor Ban

Dear Mayor and Councilmembers:

As Executive Director of the Page Youth Center (PYC), I thank the council for your initiative and leadership in passing the flavor ban ordinance, with no exemptions, at the first reading on September 21st, 2021.

PYC, a non-profit youth sports center built in 1985, has been delivering youth sports programs (basketball, volleyball, indoor soccer and more) for more than 25 years that provide valuable life lessons in teamwork, perseverance, cooperation, and sportsmanship. Participants learn that success comes from practice and hard work and that being part of a team brings unique challenges and rewards. *Being healthy is essential to that development.*

Vaping and flavored tobacco are not part of the equation that helps children grow and learn. I'm glad that flavored tobacco will no longer be as accessible to kids locally. Taking steps to make it harder for kids to become addicted to nicotine is the right thing to do.

It is important to maintain this momentum as the October 5th second reading approaches and approve the ordinance as presented for the most effective policy to be put into action. Thank you for your efforts to protect Goleta youth!

Sincerely,



Melissa Renda
Executive Director, Page Youth Center
Office: 805-617-4601
Email: melissa@pageyouthcenter.org
Website: pageyouthcenter.org

From: jayne brechwald <jaynebrechwald@yahoo.com>
Sent: Monday, October 04, 2021 9:24 AM
To: City Clerk Group <cityclerkgroup@cityofgoleta.org>
Subject: Letter of Support to Ban flavored tobacco

Please submit to the city council for consideration at Tuesday's hearing on banning flavored tobacco products.



October 1st, 2021

Goleta City Hall
130 Cremona Dr #B
Goleta, CA 93117

Re: Supporting Goleta Flavor Ban

Dear Mayor Perotte and Councilmembers:

On behalf of the Coalition Engaged in a Smoke free Effort (CEASE), we would like to commend the Goleta City Council for their decision to move forward with the flavored tobacco ban ordinance.

As long time Santa Barbara County residents, CEASE co-chairs, and community members, we are thrilled to see local action taken to protect our youth. We hope the council continues to keep our youth in mind come October 5th.

Thank you for your exemplary actions and for protecting our youth from the dangers of nicotine addiction.

Sincerely,

Sharon Sheehan-Bifano

Sharon Sheehan-Bifano

CEASE Co-chair

Jayne Brechwald

Jayne Brechwald

CEASE Co-chair

Liana Campos

From: Rima Khoury <rima@fumari.com>
Sent: Monday, October 04, 2021 4:28 PM
To: City Clerk Group; Paula Perotte; jkriaco@cityofgoleta.org; Stuart Kasdin; Roger Aceves; Kyle Richards
Subject: Re: City of Goleta Flavored Tobacco Ban
Attachments: 20211004 Three Studies Find that Banning Flavored Tobacco Products Is Associated with Increased Youth and Young Adult Smoking.docx; 20210929 Most Commonly Misrepresented Hookah Facts.pdf

Dear Mayor and City Councilmembers,

Before you ban the nearly 1,000 year cultural tradition of hookah for an unrelated issue with vape, please understand the facts.

MOST COMMONLY MISREPRESENTED HOOKAH FACTS

Hookah tobacco has not been around for 1,000 years because tobacco originated in the New World (United States) just a few centuries ago, therefore it is not possible for hookah tobacco to predate tobacco from the New World.

Not true.

Tobacco use has been documented for over 8,000 years. Tobacco cultivation likely began in 5000

BC with the development of maize-based agriculture in Central Mexico. Radiocarbon methods have established the remains of cultivated and wild tobacco in the High Rolls Cave in New Mexico from 1400 – 1000 BC.

Dokha tobacco and its derivatives have been cultivated and used in Middle Eastern countries for approximately 500 years. It originated in Iran during the 15th century, as use spread among sailors in the Caspian Sea, which led to its eventual spread throughout all of the Middle East during the following centuries.

Middle Eastern countries also acquired tobacco through trade routes in Greece, Indonesia and Malaysia, as is still the practice today.

Hookah flavors were not introduced until the 90's, therefore flavors are not traditional.

Not true. Hookah tobacco was originally made with molasses or honey hundreds of years ago called

Muassel. Dried fruit such as apple and spices like cinnamon were also added to enhance the flavors.

Although hookah tobacco has been flavored for hundreds of years, new flavors were developed in the 90's as a result of the flavor demands of Americans. Very similar to the evolution of Middle Eastern fare, such as hummus which can now be found in supermarkets with a variety of flavors such as chipotle, cilantro, and garlic.

None of these particular flavors are Middle Eastern, however it doesn't change the fact that it is still hummus and it is still a Middle Eastern dish. Same with hookah tobacco. Hookah tobacco has been flavored for centuries, and had characterizing flavors. Just because the types of flavors have changed doesn't change the fact that it is still traditional hookah.

Hookah smoking is not cultural.

Not true. It is undisputed that hookah is a cultural tradition amongst Arabs, Persians, Armenians, Turks, N. Africans and other minority groups. Like music, dancing, art and customs, hookah is the center piece of social and celebratory events.

We are not banning hookah, which is the water pipe, we are banning flavored tobacco. You can still smoke a hookah.

Hookah tobacco only comes in flavors, therefore a ban on flavored tobacco is a de facto ban on the practice of hookah. Said another way, we are not banning guns, we are just banning bullets. Without hookah tobacco, which is only used in hookah waterpipes, there is no way to smoke a hookah. It is important to note that you cannot smoke any other type of tobacco other than hookah tobacco, in a hookah waterpipe.

According to the CDC Middle School and High School Student hookah smoking rates are 9.3 % in California.

Not true.

According to the 2017-18 California Student Tobacco Survey the most current tobacco users reported using a flavored tobacco product at

86.4%. <https://www.almanacnews.com/news/reports/1572383714.pdf>

However, if you look closely at Table 1 on page 6, the study shows that hookah use is one of the lowest in 'ever' and 'current' tobacco product use by high school students (9.2% have ever used hookah and 1.7% currently use).

In the newest version of 2019-2020 California Tobacco Survey you can see the statistic for hookah is EVEN LOWER. Again, on Table 1 page 9, the 2019-2020 survey reported that 4.6% have 'ever' used hookah and ONLY 0.6% 'currently' use hookah, see link

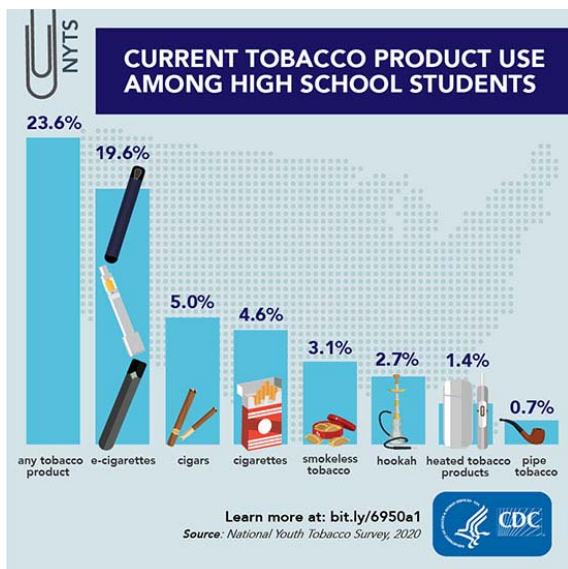
(https://www.cdph.ca.gov/Programs/CCDCPHP/DCDIC/CTCB/CDPH%20Document%20Library/ResearchandEvaluation/FactsandFigures/2019-20CSTSBiennialReport_7-27-2021.pdf).

In addition, according to the CDC, from 2011 to 2020, current use of hookahs did not change much among middle schools students. Current use of hookahs among high school students declined from 2011 to 2019,

then saw no change from 2019 to 2020.

https://www.cdc.gov/tobacco/data_statistics/fact_sheets/youth_data/tobacco_use/index.htm

See table below.



Tobacco Use* Among High School Students in 2020⁶

Tobacco Product

Overall

Girls

Boys

Any tobacco product[†]

23.6% 22.5% 24.7%

Electronic cigarettes

19.6% 18.7% 20.4%

Cigarettes

4.6% 3.9% 5.4%

Cigars

5.0% 4.7% 5.4%

Smokeless tobacco

3.1% 1.4% 4.8%

Tobacco Use* Among High School Students in 2020⁶

Tobacco Product

Overall

Girls

Boys

Hookahs

2.7% 2.9% 2.6%

Heated Tobacco Products

1.4% 1.5% 1.3%

Pipe tobacco

0.7% 0.4% 1.0%

Hookahs come in small, 2'' sizes, that are portable. See picture below.



This is not a hookah. It is a crack pipe. The presentation of a crack pipe is not only apprehensible, but an insult to the history and all minority communities that partake in hookah's rich cultural tradition. This is a mockery of the history and culture of Arabs, Armenians, Persians, Turks, Indians and North Africans. Comparing a hookah to a crack pipe is like comparing the Native American peace pipe to a crack pipe, it is misleading, false, and unjust. In addition to being highly offensive, it is a complete misrepresentation of traditional hookah.

If anyone can use a crack pipe as a hookah, we would be very interested in seeing that because in the 1,000 years that hookah has been around, it has not been done. Hookah tobacco is a unique tobacco product that cannot be used in a bong, crack pipe, rolled into a blunt or chewed, it can only be used in a hookah water pipe.

Do not be misled but the strategic and malicious misinformation that is being disseminated by private interest groups. The culture and history of hookah is easy to fact check. If you have any questions, please do not hesitate to contact the National Hookah Community Association, that was established to preserve the cultural tradition of hookah. Thank you.

<https://www.youtube.com/watch?v=9qlUH3hmvUc>

The Culture of Hookah | An Exploration of History and Tradition

Please see attached Most Commonly Misrepresented Hookah facts and three studies that show a 34% increase in teen cigarette smoking following the flavor ban in San Fran.



RIMA KHOURY, ESQ.
GENERAL COUNSEL
(619) 331-3535 EXT. 723
FUMARI INC.

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From: Rima Khoury <rima@fumari.com>

Date: Monday, September 20, 2021 at 10:16 AM

To: cityclerkgroup@cityofgoleta.org <cityclerkgroup@cityofgoleta.org>, pperotte@cityofgoleta.org <pperotte@cityofgoleta.org>, jkriaco@cityofgoleta.org <jkriaco@cityofgoleta.org>, skasdin@cityofgoleta.org <skasdin@cityofgoleta.org>, raceves@cityofgoleta.org <raceves@cityofgoleta.org>, krichards@cityofgoleta.org <krichards@cityofgoleta.org>
Subject: City of Goleta Flavored Tobacco Ban

Dear Mayor and City Council Members,

My name is Rima S. Khoury and I am one of the founding members of the National Hookah Community Association which was established to protect and preserve the cultural tradition of hookah. <https://www.nationalhookah.com/>

Before you inadvertently vote to ban the thousand year cultural tradition of hookah in the City of Goleta, please understand the facts.

Please see presentation link below for your consideration.

https://docs.google.com/presentation/d/1elyQwA-gq8RwusWZKOelQ21Wk_BhzRhHMAaIQiZP5Ec/present?usp=sharing

There is no teen hookah epidemic. The FDA and CDC reports have made it clear that hookah is not the problem with youth. There are no facts that support a ban on hookah.

Hookahs are not being confiscated in schools. Hookahs are 3 feet tall and cannot be easily concealed in your pocket or backpack like vape. Hookahs take 25 – 30 minutes to set up and need hot coals, therefore it cannot be smoked during recess in the bathroom at school. Hookah's cost over \$200 for all the parts and accessories, making it out of reach for most kids.

California Gov. Gavin Newsom stated in his executive order address on September 16, 2019 that "hookah is not the problem in classrooms". See video link <https://youtu.be/XWjL4r8TWaU>

Furthermore, FDA recently stated in their Guidance for the Industry dated January 2020 that although data shows that flavored tobacco entice youth, that such data does NOT appear to raise comparably urgent public health concerns with youth usage of hookah products because the lower prevalence of youth use of these products suggests that they do NOT appear to be as appealing to youth at this time. Emphasis added.

Hookah is not the problem.

Yet hookah is becoming collateral damage in the war against vape. Hookah is not vape. Hookah has been practiced for over a thousand years by Persians, Arabs, Armenians, Turks, Indians, and other minority groups many of which have immigrated to America and still practice their cultural traditions. Hookah is the center piece of social gatherings and is often offered to guests as a sign of hospitality and respect.

Many immigrant small business owners have built their business doing what they know from their home country. Often times they work 20 hour days, seven days a week to support multiple generations of their family. Rather than banning hookah and crippling these immigrant small business owners who are already struggling due to COVID-19, please consider passing reasonable regulations that address youth usage and access. Many of these business owners that have been operating legally for years would be happy to work

with law makers to address youth access issues. These hookah lounge and retailer owners often have several years remaining on their leases and have personally guaranteed their leases. They will not only lose their business, but their homes and no longer be able to support their family and extended family.

A tobacco flavor ban is a ban on hookah because it only comes in flavors. Even hundreds of years ago hookah was made with molasses and honey.

The federal government has recently passed a 21 and over minimum for tobacco products across all fifty states. In addition, in February 2020 the FDA passed an e-cigg ban on flavored cartridges. September 9, 2020 was the FDA deadline for all vape and hookah products to be accepted for FDA review through PMTA or SE applications, after which any products without FDA authorization will be unlawfully on the market and their products seized and injunctions restricting sales will be issued along with fines and penalties. Currently, FDA has issued approximately six million refusals or Marketing Denial Orders for these applications. Furthermore, the FDA announced that they will be banning menthol. The federal government is addressing the youth access issue and also providing legislation across the board, eliminating the patchwork of laws from city to city and closing loop holes for bad actors to skirt the law.

Hookah has been exempted from the California State flavored tobacco ban, SB793, because of its cultural significance and that it is fundamentally different from vape. Please see attached video of Senator Hill, author of the bill, explaining why hookah was exempted from SB793 at the Senate Appropriations hearing on June 25th, 2020. Senator Hill learned the difference between vape and hookah and understood that hookah was not the problem and took steps to exempt it due to its cultural significance. We ask that the City of Goleta do the same.

SB793, which, as amended and revised, prohibits the sale of all flavored tobacco products and flavored tobacco product enhancers, exempting hookah tobacco, cigars with a wholesale price of \$12.00 or more, loose leaf pipe tobacco was signed by Governor Gavin Newsom on August 28, 2020. SB793 was referendized and is expected to be on the November 2022 general election ballot.

Please see the hookah exemption language from SB793 below:

(c) Subdivision (b) does not apply to the sale of flavored shisha tobacco products by a hookah tobacco retailer if all of the following conditions are met:

- (1) The hookah tobacco retailer has a valid license to sell tobacco products issued pursuant to Chapter 2 (commencing with Section 22971.7) of Division 8.6 of the Business and Professions Code.
- (2) The hookah tobacco retailer does not permit any person under 21 years of age to be present or enter the premises at any time.
- (3) The hookah tobacco retailer shall operate in accordance with all relevant state and local laws relating to the sale of tobacco products.
- (4) If consumption of tobacco products is allowed on the premises of the hookah tobacco retailer, the hookah tobacco retailer shall operate in accordance with all state and local laws relating to the consumption of tobacco products on the premises of a tobacco retailer, including, but not limited to, Section 6404.5 of the Labor Code.

SB793 balances the interests of law makers by addressing youth access and usage of flavored tobacco products, while protecting the cultural tradition of hookah. The SB793 hookah exemption limits sales to 21 and over establishments, meaning you have to be 21 and over to enter a retail establishment or lounge in order to purchase hookah and requires these establishments to comply with local and state laws. This shows

that law makers can reach their regulatory goals without creating unintended consequences like eliminating the rich cultural tradition of hookah.

Please do not eliminate the rich cultural tradition of hookah without understanding what the real issues are. There is a way to achieve regulatory goals while balancing the interests of minority communities, such as Armenians, Persians, Middle Easterners, Turks, and Indians, that practice hookah. We respectfully request the City of Goleta consider adopting the language of SB793 for their proposed city flavor ban just as Los Angeles City, West Hollywood, Burbank, Glendale, Irvine, Long Beach, San Diego County, El Cajon, Ventura and Culver City have done. Please feel free to contact me with any questions or to discuss further. Thank you.

<https://www.youtube.com/watch?v=9glUH3hmvUc>

The Culture of Hookah | An Exploration of History and Tradition



RIMA KHOURY, ESQ.
GENERAL COUNSEL
(619) 331-3535 EXT. 723
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Preserving Hookah Culture & Protecting Hookah Tradition across the USA

MOST COMMONLY MISREPRESENTED HOOKAH FACTS

- **Hookah tobacco has not been around for 1,000 years because tobacco originated in the New World (United States) just a few centuries ago, therefore it is not possible for hookah tobacco to predate tobacco from the New World.**

Not true. Tobacco use has been documented for over 8,000 years. Tobacco cultivation likely began in 5000 BC with the development of maize-based agriculture in Central Mexico. Radiocarbon methods have established the remains of cultivated and wild tobacco in the High Rolls Cave in New Mexico from 1400 – 1000 BC.

Dokha tobacco and its derivatives have been cultivated and used in Middle Eastern countries for approximately 500 years. It originated in Iran during the 15th century, as use spread among sailors in the Caspian Sea, which led to its eventual spread throughout all of the Middle East during the following centuries.

Middle Eastern countries also acquired tobacco through trade routes in Greece, Indonesia and Malaysia, as is still the practice today.

- **Hookah flavors were not introduced until the 90's, therefore flavors are not traditional.**

Not true. Hookah tobacco was originally made with molasses or honey hundreds of years ago called Muassel. Dried fruit such as apple and spices like cinnamon were also added to enhance the flavors.

Although hookah tobacco has been flavored for hundreds of years, new flavors were developed in the 90's as a result of the flavor demands of Americans. Very similar to the evolution of Middle Eastern fare, such as hummus which can now be found in supermarkets with a variety of flavors such as chipotle, cilantro, and garlic. None of these particular flavors are Middle Eastern, however it doesn't change the fact that it is still hummus and it is still a Middle Eastern dish. Same with hookah tobacco. Hookah tobacco has been flavored for centuries, and had characterizing flavors. Just because the types of flavors have changed doesn't change the fact that it is still traditional hookah.

- **Hookah smoking is not cultural.**



Preserving Hookah Culture & Protecting Hookah Tradition across the USA

Not true. It is undisputed that hookah is a cultural tradition amongst Arabs, Persians, Armenians, Turks, N. Africans and other minority groups. Like music, dancing, art and customs, hookah is the center piece of social and celebratory events.

- **We are not banning hookah, which is the water pipe, we are banning flavored tobacco. You can still smoke a hookah.**

Hookah tobacco only comes in flavors, therefore a ban on flavored tobacco is a de facto ban on the practice of hookah. Said another way, we are not banning guns, we are just banning bullets. Without hookah tobacco, which is only used in hookah waterpipes, there is no way to smoke a hookah. It is important to note that you cannot smoke any other type of tobacco other than hookah tobacco, in a hookah waterpipe.

- **According to the CDC Middle School and High School Student hookah smoking rates are 9.3 % in California.**

Not true. According to the 2017-18 California Student Tobacco Survey the most current tobacco users reported using a flavored tobacco product at 86.4%. <https://www.almanacnews.com/news/reports/1572383714.pdf>

However, if you look closely at Table 1 on page 6, the study shows that hookah use is one of the lowest in 'ever' and 'current' tobacco product use by high school students (9.2% have ever used hookah and 1.7% currently use).

In the newest version of 2019-2020 California Tobacco Survey you can see the statistic for hookah is EVEN LOWER. Again, on Table 1 page 9, the 2019-2020 survey reported that 4.6% have 'ever' used hookah and ONLY 0.6% 'currently' use hookah, see link (https://www.cdph.ca.gov/Programs/CCDCPHP/DCDIC/CTCB/CDPH%20Document%20Library/ResearchandEvaluation/FactsandFigures/2019-20CSTSBiennialReport_7-27-2021.pdf).

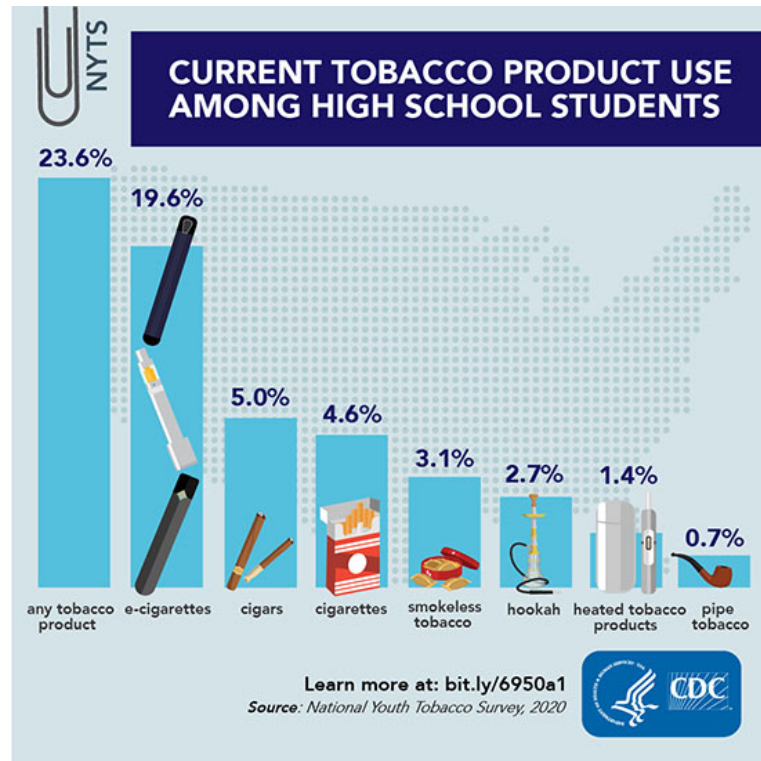
In addition, according to the CDC, from 2011 to 2020, current use of hookahs did not change much among middle schools students. Current use of hookahs among high school students declined from 2011 to 2019, then saw no change from 2019 to 2020.

https://www.cdc.gov/tobacco/data_statistics/fact_sheets/youth_data/tobacco_use/index.htm

See table below.



Preserving Hookah Culture & Protecting Hookah Tradition across the USA



Tobacco Use* Among High School Students in 2020⁶

Tobacco Product	Overall	Girls	Boys
Any tobacco product [†]	23.6%	22.5%	24.7%
Electronic cigarettes	19.6%	18.7%	20.4%
Cigarettes	4.6%	3.9%	5.4%
Cigars	5.0%	4.7%	5.4%
Smokeless tobacco	3.1%	1.4%	4.8%



Preserving Hookah Culture & Protecting Hookah Tradition across the USA

Tobacco Use* Among High School Students in 2020⁶

Tobacco Product	Overall	Girls	Boys
Hookahs	2.7%	2.9%	2.6%
Heated Tobacco Products	1.4%	1.5%	1.3%
Pipe tobacco	0.7%	0.4%	1.0%

- Hookahs come in small, 2” sizes, that are portable. See picture below.



This is not a hookah. It is a crack pipe. The presentation of a crack pipe is not only apprehensible, but an insult to the history and all minority communities that partake in hookah’s rich cultural tradition. This is a mockery of the history and culture of Arabs, Armenians, Persians, Turks, Indians and North Africans. Comparing a hookah to a crack pipe is like comparing the Native American peace pipe to a crack pipe, it is misleading, false, and unjust. In addition to being highly offensive, it is a complete misrepresentation of traditional hookah.



Preserving Hookah Culture & Protecting Hookah Tradition across the USA

If anyone can use a crack pipe as a hookah, we would be very interested in seeing that because in the 1,000 years that hookah has been around, it has not been done. Hookah tobacco is a unique tobacco product that cannot be used in a bong, crack pipe, rolled into a blunt or chewed, it can only be used in a hookah water pipe.

Do not be misled but the strategic and malicious misinformation that is being disseminated by private interest groups. The culture and history of hookah is easy to fact check. If you have any questions, please do not hesitate to contact the National Hookah Community Association, that was established to preserve the cultural tradition of hookah. Thank you.

<https://www.youtube.com/watch?v=9qlUH3hmvUc>

The Culture of Hookah | An Exploration of History and Tradition

Three Studies Find that Banning Flavored Tobacco Products Is Associated with Increased Youth and Young Adult Smoking

According to a growing number of studies, the banning of all flavored tobacco products can result in increasing the number of underage youth and young adults that return to smoking cigarettes.

Study No. 1: University of Memphis School of Public Health, Science Direct-Addictive Behavior Reports (June 2020): The first study investigating the impact of the City of San Francisco flavored tobacco ban ordinance found that after the ban was in force for nearly a year, flavored tobacco product use was reduced, but *cigarette smoking among 18-24-year-olds increased by over 35%*. The study also found that most consumers of flavored tobacco find other sources for these products.

Link: <https://www.sciencedirect.com/science/article/pii/S2352853220300134?via%3Dihub>

Study No. 2: Yale School of Public Health Study, JAMA Pediatrics (May 2021): The second study regarding San Francisco's flavored tobacco ban ordinance was conducted by the Yale School of Public Health and compared youth smoking rates among high school students in the San Francisco School District to the smoking rates of high school students in seven other metropolitan school districts located in cities that did not have a flavored tobacco ban.

According to the study, the smoking rate for San Francisco high school students under the age of 18 increased from 4.7% in 2017 before the adoption of the city's ordinance to 6.2% in 2019, the year after the ordinance was enacted. This is a 32% increase in underage youth cigarette smoking rates in the San Francisco school district. At the same time, the underage smoking rates in the other metropolitan school districts that are located in cities which did not have a flavored tobacco product sales ban continued to decline and averaged 2.8% as of 2019.

Link: https://jamanetwork.com/journals/jamapediatrics/fullarticle/2780248?utm_source=twitter&utm_campaign=content-shareicons&utm_content=article_engagement&utm_medium=social&utm_term=052421&s=03#.YKwb0ZyP66Y.twitter

Study No. 3: Milken Institute School of Public Health, George Washington University, Nicotine & Tobacco Research (July 31, 2021): A third study conducted through the Milken Institute School of Public Health at George Washington University found similar impacts from flavored vapor bans on young adult tobacco users. The study compared young adult smoking rates in six major metropolitan cities which enacted a flavored tobacco product ban. The study abstract included the following findings:

Moreover, if vape product sales were restricted to tobacco flavors, 39.1% of users reported being likely to continue using e-cigarettes but 33.2% were likely to switch to cigarettes. If vape product sales were entirely restricted, e-cigarette users were equally likely to switch to cigarettes versus not (~40%).

Link: <https://doi.org/10.1093/ntr/ntab154>

Liana Campos

From: Sholeh Jahangir <sholeh.jahangir@goleta.k12.ca.us>
Sent: Tuesday, October 5, 2021 5:46 AM
To: City Clerk Group
Subject: Thank you for supporting Flavored Tobacco Ban

October 5th, 2021

Goleta City Hall

130 Cremona Dr #B

Goleta, CA 93117

REGARDING: Support of Goleta Flavored Tobacco Prohibition

Dear Mayor Perotte and Councilmembers:

As A Trustee of Goleta Union School District, I commend the City Council's exemplary actions of passing the flavored tobacco ban ordinance, without exemptions.

Our district represents the 3,571 elementary students (K-6) in nine schools across the City of Goleta and County unincorporated. Many of our students continue on to attend Goleta Valley Junior High, La Colina Middle School, Dos Pueblos High School, and San Marcos High School, where vaping is widespread. Curbing the availability of flavored tobacco in Goleta is essential to protecting the health and learning environment of these students. I urge you to carry through with this important ordinance on October 5th

Thank you for putting our youth first.

Sincerely,

Sholeh Jahangir

GUSD TRUSTEE