

de la Guerra, Sheila **Public Comment- Group 1** #3

From: CEASESBC <ceasesbc@gmail.com>
Sent: Monday, December 2, 2019 2:32 PM
To: sbcob
Subject: Letters of Support for Ordinance Amending Chapter 37A- Prohibiting Sale of Flavored Tobacco Products
Attachments: HEAL Coalition of Santa Ynez Valley.pdf; Kelly Osborne- Orcutt Junior HS.pdf; Healthy Lompoc Coalition Letter of Support.pdf; Bill Brown- Sheriff.pdf; Peter Adam Letter 11-7-19 - Orcutt Union School District.pdf; Mark Steller- Business Owner.pdf; Santa Barbara Youth Council.pdf; Santa Ynez Valley Youth Coalition.pdf

Caution: This email originated from a source outside of the County of Santa Barbara. Do not click links or open attachments unless you verify the sender and know the content is safe.

Hello,

Please find the attached Letters of Support for the ordinance amending the existing Chapter 37A, to prohibit the sale of flavored tobacco products in Santa Barbara County.

Best,
Coalition Engaged in a Smoke-Free Effort

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11/27/2019

Santa Barbara County Board of Supervisors
County Administration Building
105 East Anapamu Street
Santa Barbara, CA 93101

Dear Santa Barbara County Board of Supervisors:

The Healthy Eating Active Living (HEAL) Coalition of the Santa Ynez Valley wholeheartedly supports the proposed policy initiative to strengthen the existing local laws that regulate the sale and distribution of tobacco products by making them less accessible to children.

Adopting strong flavored tobacco restrictions is an important way to protect our youth from tobacco industry targeting and lifelong addiction. Manufacturers have created 15,500 unique youth-friendly flavored tobacco products in recent years, including e-cigarettes and cigars with flavors such as gummy bear, cotton candy and peanut butter cup. Federal laws ban flavors in cigarettes, excluding menthol, but not in any other tobacco products. Menthol products are disproportionately used by smokers who are young, female, part of a sexual minority, or part of a racial or ethnic minority. Menthol facilitates addiction and disease, and it is imperative for menthol to also be included in a complete flavored tobacco ban.

The tobacco and vape industry spends \$900,000 an hour on marketing and price discounts to lure new and existing users into addiction. Restricting pricing strategies and establishing requirements based on minimum pack and price is another way to prevent predatory pricing and discounting of tobacco products. This would eliminate discounting schemes that encourage consumption, and increase the number of units per package to raise the price of cheap tobacco products, making them less accessible.

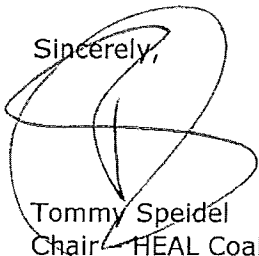
The Unincorporated County of Santa Barbara currently has 64 stores that sell tobacco, 6 of which are tobacco only stores. Of these retailers, 13 are within 1,000 feet of a school, which only increases youth exposure to tobacco marketing. In 2019, 49 of these stores were shopped in undercover operations, and 10% of these stores illegally sold tobacco to a minor. Youth who purchase tobacco products from local stores almost always choose flavored tobacco due to their sweet tastes and appealing names.

It is of the utmost importance that something be done to address this issue within our community for the following reasons:

1. Tobacco is a gateway drug and data clearly shows that its use among youth increases their likelihood to engage in other risky behaviors.
2. Over 80% of kids who use tobacco started with a flavored tobacco product.
3. Shows the Santa Barbara County community that our County believes firmly in preventing youth from beginning to smoke and vape.

We fully support the Santa Barbara County legislation restricting the sale of flavored tobacco, restricting pricing strategies and establishing requirements based on minimum pack and price. This is paramount to the health and safety of Santa Barbara County residents.

Sincerely,



Tommy Speidel
Chair - HEAL Coalition - Santa Ynez Valley

November 14, 2019
Honorable Peter Adams
Santa Maria City Hall
110 East Cook Street
Santa Maria, CA 93454

Dear Honorable Peter Adams:

I, Kelly Osborne, Orcutt Junior High School Principal, wholeheartedly support the proposed policy initiative to establish local laws that regulate the sale and distribution of tobacco products by making them less accessible to children.

The City of Santa Maria currently has 83 stores that sell tobacco- 7 of which are tobacco-only stores. Of these retailers, 26% are within 1,000 feet of a school, which only increases youth exposure to tobacco marketing. In 2018, 58 of these stores were shopped, and 10% of these stores illegally sold tobacco to a minor. Selling tobacco comes with responsibility, and should be considered a privilege.

Adopting a strong Tobacco Retail License (TRL) law addresses tobacco retailer density near schools and reduces youth access by creating consequences for retailers who are caught selling tobacco to minors. A TRL law also provides resources to help local police departments enforce the law. Over 150 cities and counties in California have adopted a TRL, including Carpinteria, Goleta and the unincorporated areas of Santa Barbara County.

Adopting strong flavored tobacco restrictions is another way to protect our youth from tobacco industry targeting and lifelong addiction. Flavored tobacco products, such as flavored e-cigarette pods and small cigars, are a gateway to nicotine addiction. Four out of five kids who use tobacco started with a flavored product. Manufacturers have introduced thousands of youth-friendly flavored tobacco products in recent years, including e-cigarettes with flavors such as gummy bear, cotton candy and peanut butter cup and small cigars with flavors such as watermelon, lemonade and cherry dynamite.

As of 2017, researchers had identified more than 15,500 unique e-cigarette flavors available online. It is of the utmost importance that something be done to address this issue within our community.

School Administrators endorse this proposal for the following reasons:

1. Selling tobacco comes with responsibility and should be considered a privilege
2. Adopting a local licensing ordinance allows for consistent compliance checks of all retailers and is the most effective strategy for reducing sales to underage youth
3. Over 80% of adult tobacco users started before the age of 18
4. Tobacco is a gateway drug and data clearly shows that its use among youth increases their likelihood to engage in other risky behaviors.
5. Over 80% of kids who use tobacco started with a flavored tobacco product
6. Shows the Santa Maria community that our city believes firmly in preventing youth from beginning to smoke and vape

I fully support the Santa Maria City legislation establishing Tobacco Retail License laws and restricting the sale of flavored tobacco. This is paramount to the health and safety of Santa Maria.

Sincerely,



Principal, Orcutt Junior High School

November 12, 2019
Honorable Peter Adam
County Administration Building
105 East Anapamu Street
Santa Barbara, CA 93101

Dear Honorable Peter Adam:

I, Mark Steller, Orcutt Union School District Board member, wholeheartedly support the proposed policy initiative to strengthen the existing local laws that regulate the sale and distribution of tobacco products by making them less accessible to children.

Adopting strong flavored tobacco restrictions is an important way to protect our youth from tobacco industry targeting and lifelong addiction. Manufacturers have created 15,500 unique youth-friendly flavored tobacco products in recent years, including e-cigarettes and cigars with flavors such as gummy bear, cotton candy and peanut butter cup. Federal laws ban flavors in cigarettes, excluding menthol, but not in any other tobacco products. Menthol products are disproportionately used by smokers who are young, female, part of a sexual minority, or part of a racial or ethnic minority. Menthol facilitates addiction and disease, and it is imperative for menthol to also be included in a complete flavored tobacco ban.

The tobacco and vape industry spends \$900,000 an hour on marketing and price discounts to lure new and existing users into addiction. Restricting pricing strategies and establishing requirements based on minimum pack and price is another way to prevent predatory pricing and discounting of tobacco products. This would eliminate discounting schemes that encourage consumption, and increase the number of units per package to raise the price of cheap tobacco products, making them less accessible.

The Unincorporated County of Santa Barbara currently has 64 stores that sell tobacco, 6 of which are tobacco only stores. Of these retailers, 13 are within 1,000 feet of a school, which only increases youth exposure to tobacco marketing. In 2019, 49 of these stores were shopped in undercover operations, and 10% of these stores illegally sold tobacco to a minor. Youth who purchase tobacco products from local stores almost always choose flavored tobacco due to their sweet tastes and appealing names.

It is of the utmost importance that something be done to address this issue within our community.

I endorse this proposal for the following reasons:

1. Vaping is the number one cause of suspension for kids in the district.
2. Shows the Santa Barbara County community that our County believes firmly in preventing youth from beginning to smoke and vape.

We fully support the Santa Barbara County legislation restricting the sale of flavored tobacco, restricting pricing strategies and establishing requirements based on minimum pack and price. This is paramount to the health and safety of Santa Barbara County residents.

Sincerely,



Mark Steller
Board Member, Orcutt Union School District

November 12, 2019
Honorable Peter Adam
County Administration Building
105 East Anapamu Street
Santa Barbara, CA 93101

Dear Honorable Peter Adam:

I, Mark Steller of Old Town Market, wholeheartedly support the proposed policy initiative to strengthen the existing local laws that regulate the sale and distribution of tobacco products by making them less accessible to children.

Adopting strong flavored tobacco restrictions is an important way to protect our youth from tobacco industry targeting and lifelong addiction. Manufacturers have created 15,500 unique youth-friendly flavored tobacco products in recent years, including e-cigarettes and cigars with flavors such as gummy bear, cotton candy and peanut butter cup. Federal laws ban flavors in cigarettes, excluding menthol, but not in any other tobacco products. Menthol products are disproportionately used by smokers who are young, female, part of a sexual minority, or part of a racial or ethnic minority. Menthol facilitates addiction and disease, and it is imperative for menthol to also be included in a complete flavored tobacco ban.

The tobacco and vape industry spends \$900,000 an hour on marketing and price discounts to lure new and existing users into addiction. Restricting pricing strategies and establishing requirements based on minimum pack and price is another way to prevent predatory pricing and discounting of tobacco products. This would eliminate discounting schemes that encourage consumption, and increase the number of units per package to raise the price of cheap tobacco products, making them less accessible.

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It is of the utmost importance that something be done to address this issue within our community.

Old Town Market endorses this proposal for the following reasons:

1. Flavors, including menthol, play a significant role in drawing youth and young adults to tobacco products.
2. Shows the Santa Barbara County community that our County believes firmly in preventing youth from beginning to smoke and vape.

We fully support the Santa Barbara County legislation restricting the sale of flavored tobacco, restricting pricing strategies and establishing requirements based on minimum pack and price. This is paramount to the health and safety of Santa Barbara County residents.

Sincerely,



Mark Steller
Owner, Old Town Market



November 19, 2019
Santa Barbara County Board of Supervisors
County Administration Building
105 East Anapamu Street
Santa Barbara, CA 93101

Dear Santa Barbara County Board of Supervisors:

We, the Santa Barbara Youth Council, wholeheartedly support the proposed policy initiative to strengthen the existing local laws that regulate the sale and distribution of tobacco products by making them less accessible to children.

Adopting strong flavored tobacco restrictions is an important way to protect our youth from tobacco industry targeting and lifelong addiction. Manufacturers have created 15,500 unique youth-friendly flavored tobacco products in recent years, including e-cigarettes and cigars with flavors such as gummy bear, cotton candy and peanut butter cup. Federal laws ban flavors in cigarettes, excluding menthol, but not in any other tobacco products. Menthol products are disproportionately used by smokers who are young, female, part of a sexual minority, or part of a racial or ethnic minority. Menthol facilitates addiction and disease, and it is imperative for menthol to also be included in a complete flavored tobacco ban.

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It is of the utmost importance that something be done to address this issue within our community.

Santa Barbara Youth Council endorses this proposal for the following reasons:

Santa Barbara
YOUTH COUNCIL

1. Flavors, including menthol, play a significant role in drawing youth and young adults to tobacco products.
2. Over 80% of adult tobacco users started before the age of 18.
3. Tobacco is a gateway drug and data clearly shows that its use among youth increases their likelihood to engage in other risky behaviors.
4. Over 80% of kids who use tobacco started with a flavored tobacco product.
5. Shows the Santa Barbara County community that our County believes firmly in preventing youth from beginning to smoke and vape.

We fully support the Santa Barbara County legislation restricting the sale of flavored tobacco, restricting pricing strategies and establishing requirements based on minimum pack and price. This is paramount to the health and safety of Santa Barbara County residents.

Sincerely,

Quinn Stefan

Quinn Stefan
Chairperson
Santa Barbara Youth Council



Organizations Involved

Buellton Medical Center
Buellton School District
City of Buellton
City of Solvang
Coalition Youth Action Council
College School District
CADA Teen Court
Los Olivos School
People Helping People
Rotary Clubs of Los Olivos,
Solvang & Buellton
S.B. County Behavioral Wellness
S.B. County Public Health
S.B. County Sheriff's Department
Solvang School District
St. Marks in the Valley Church
Stuart C. Gildred Family YMCA
S.Y. Band of Chumash Indians
S.Y.V. Union High School District

Individual Members

John Crowell, Co-Chair
Molly Carrillo-Walker, Co-Chair
Kyle Abello
Chantalle Castellanos
Claudia Davenport
Shantal Hover
Lt. Eddie Hsueh
Kim Curtis
Madalyn Mainhardt
Jenny McClurg
Marina Musante
Hilda Navarro
Perla Navarro Lewis
Bruce Porter
Britt Stanley
Kristen Thomsen
Katarina Zamora

Coalition Staff

Dean Palius, Project Officer
Mary Conway, Coalition Director
Jennifer Cabrera, Data Specialist
Marisela De La Cruz, Youth Services Specialist

Santa Barbara County Board of Supervisors
County Administration Building
105 East Anapamu Street
Santa Barbara, CA 93101

November 25, 2019

Dear Santa Barbara County Board of Supervisors:

We, the Santa Ynez Valley Youth Coalition wholeheartedly support the proposed policy initiative to strengthen the existing local laws that regulate the sale and distribution of tobacco products by making them less attractive and accessible to children.

Adopting strong flavored tobacco restrictions is an important way to protect our youth from tobacco industry targeting and lifelong addiction. Manufacturers have created 15,500 unique youth-friendly flavored tobacco products in recent years, including e-cigarettes and cigars with flavors such as gummy bear, cotton candy and peanut butter cup. Federal laws ban flavors in cigarettes, excluding menthol, but not in any other tobacco products. Menthol products are disproportionately used by smokers who are young, female, part of a sexual minority, or part of a racial or ethnic minority. Menthol facilitates addiction and disease, and it is imperative for menthol to also be included in a complete flavored tobacco ban.

The tobacco and vape industry spends \$900,000 an hour on marketing and price discounts to lure new and existing users into addiction. Restricting pricing strategies and establishing requirements based on minimum pack and price is another way to prevent predatory pricing and discounting of tobacco products. This would eliminate discounting schemes that encourage consumption, and increase the number of units per package to raise the price of cheap tobacco products, making them less accessible.

The Unincorporated County of Santa Barbara currently has 64 stores that sell tobacco, 6 of which are tobacco only stores. Of these retailers, 13 are within 1,000 feet of a school, which only increases youth exposure to tobacco marketing. In 2019, 49 of these stores were shopped in undercover operations, and 10% of these stores illegally sold tobacco to a minor. Youth who purchase tobacco products from local stores almost always choose flavored tobacco due to their sweet tastes and appealing names.

It is of the utmost importance that something be done to address this issue within our Santa Barbara County communities.

The Santa Ynez Valley Youth Coalition, endorses this proposal for the following reasons:

1. Flavors play a significant role in drawing youth and young adults to tobacco products,
2. Over 80% of kids who use tobacco started with a flavored tobacco product,
3. Tobacco is highly addictive and is considered a gateway drug,
4. The rate of increase in use of vaping has doubled/tripled in our schools in the past 3 years.
5. Passage of tobacco restrictions shows the Santa Barbara County community that our County believes firmly in preventing youth from beginning to smoke and vape dangerous drugs.

We fully support the Santa Barbara County legislation restricting the sale of flavored tobacco, restricting pricing strategies and establishing requirements based on minimum pack and price. This is paramount to the health and safety of Santa Barbara County residents.

Sincerely,

Mary Conway, Coalition Director

de la Guerra, Sheila

From: CEASESBC <ceasesbc@gmail.com>
Sent: Tuesday, December 3, 2019 3:25 PM
To: sbcob
Subject: Letters of Support for Ordinance Amending Chapter 37A- Prohibiting Sale of Flavored Tobacco Products
Attachments: Leter of Support_GL (1).pdf

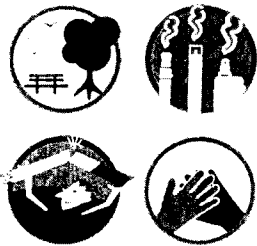
Caution: This email originated from a source outside of the County of Santa Barbara. Do not click links or open attachments unless you verify the sender and know the content is safe.

Good evening,

Please find the attached Letter of Support for the ordinance amending the existing Chapter 37A, to prohibit the sale of flavored tobacco products in Santa Barbara County.

Best regards,
Coalition Engaged in a Smoke-Free Effort

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CEASE
Coalition Engaged in a
Smoke-Free Effort
SANTA BARBARA COUNTY

12/2/19

Santa Barbara County Board of Supervisors
County Administration Building
105 East Anapamu Street
Santa Barbara, CA 93101

Dear Santa Barbara County Board of Supervisors:

I, Gabriela Labraña, wholeheartedly support the proposed policy initiative to strengthen the existing local laws that regulate the sale and distribution of tobacco products by making them less accessible to children.

Adopting strong flavored tobacco restrictions is an important way to protect our youth from tobacco industry targeting and lifelong addiction. Manufacturers have created 15,500 unique youth-friendly flavored tobacco products in recent years, including e-cigarettes and cigars with flavors such as gummy bear, cotton candy and peanut butter cup. Federal laws ban flavors in cigarettes, excluding menthol, but not in any other tobacco products. Menthol products are disproportionately used by smokers who are young, female, part of a sexual minority, or part of a racial or ethnic minority. Menthol facilitates addiction and disease, and it is imperative for menthol to also be included in a complete flavored tobacco ban.

The tobacco and vape industry spends \$900,000 an hour on marketing and price discounts to lure new and existing users into addiction. Restricting pricing strategies and establishing requirements based on minimum pack and price is another way to prevent predatory pricing and discounting of tobacco products. This would eliminate discounting schemes that encourage consumption, and increase the number of units per package to raise the price of cheap tobacco products, making them less accessible.

The Unincorporated County of Santa Barbara currently has 64 stores that sell tobacco, 6 of which are tobacco only stores. Of these retailers, 13 are within 1,000 feet of a school, which only increases youth exposure to tobacco marketing. In 2019, 49 of these stores were shopped in undercover operations, and 10% of these stores illegally sold tobacco to a minor. Youth who purchase tobacco products from local stores almost always choose flavored tobacco due to their sweet tastes and appealing names.

It is of the utmost importance that something be done to address this issue within our community. I endorse this proposal for the following reasons:

1. Flavors, including menthol, play a significant role in drawing youth and young adults to tobacco products.
2. Over 80% of kids who use tobacco started with a flavored tobacco product.
3. Shows the Santa Barbara County community that our County believes firmly in preventing youth from beginning to smoke and vape.

I fully support the Santa Barbara County legislation restricting the sale of flavored tobacco, restricting pricing strategies and establishing requirements based on minimum pack and price. This is paramount to the health and safety of Santa Barbara County residents.

Sincerely



Gabriela Labraña, MPH

de la Guerra, Sheila

From: Leonor Reyes <Leonor.Reyes@ciymca.org>
Sent: Wednesday, December 4, 2019 9:30 AM
To: sbcob; Hartmann, Joan
Subject: Regulating sale and distribution of tobacco products

Caution: This email originated from a source outside of the County of Santa Barbara. Do not click links or open attachments unless you verify the sender and know the content is safe.

Dear Santa Barbara County Board of Supervisors:

As a mother of two teenage boys and as the Program Director of the St. George Youth Center in Isla Vista working with the 5th-12th grade students (pre-teens and teens in our community) I wholeheartedly support the proposed policy initiative to strengthen the existing local laws that regulate the sale and distribution of tobacco products by making them less accessible to children. Our SGYC students attend various schools in our county, such as Goleta Valley Jr. High, La Colina Jr. High, Dos Pueblos High School, San Marcos High School, and Isla Vista Elementary. I have heard first hand from our students that witness their peers experimentation and usage of tobacco products and vaping. They themselves have said they feel vaping and the flavored tobacco is a problem in their Jr. High Schools and High schools- students are smoking in class and in restrooms.

Adopting strong flavored tobacco restrictions is an important way to protect our youth from tobacco industry targeting and lifelong addiction. Manufacturers have created 15,500 unique youth-friendly flavored tobacco products in recent years, including e-cigarettes and cigars with flavors such as gummy bear, cotton candy and peanut butter cup. Federal laws ban flavors in cigarettes, excluding menthol, but not in any other tobacco products. Menthol products are disproportionately used by smokers who are young, female, part of a sexual minority, or part of a racial or ethnic minority. Menthol flavors facilitates addiction and disease, and it is imperative for menthol to also be included in a complete flavored tobacco ban.

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It is of the utmost importance that something be done to address this public health issue within our community.

1. Flavors, including menthol, play a significant role in drawing youth and young adults to tobacco products.
2. Over 80% of adult tobacco users started before the age of 18.
3. Over 80% of kids who use tobacco started with a flavored tobacco product.

4. This will show community that our County believes firmly in preventing youth from beginning to smoke and vape.

We fully support the Santa Barbara County legislation restricting the sale of flavored tobacco, restricting pricing strategies and establishing requirements based on minimum pack and price. This is paramount to the health and safety of Santa Barbara County residents.

Sincerely,

Leonor Reyes
Program Director
St. George Youth Center-in Isla Vista

Leonor Reyes
Director
ST. GEORGE YOUTH CENTER
YMCA Youth and Family Services
889 Camino Del Sur
Isla Vista, CA 93117
(805)685-9170

Lenzi, Chelsea

From: Valerie Kissell <Valerie.Kissell@ciymca.org>
Sent: Wednesday, December 4, 2019 12:58 PM
To: sbcob; Hartmann, Joan
Subject: Flavored Tobacco

Caution: This email originated from a source outside of the County of Santa Barbara. Do not click links or open attachments unless you verify the sender and know the content is safe.

Dear Santa Barbara County Board of Supervisors:

I wholeheartedly support the proposed policy initiative to strengthen the existing local laws that regulate the sale and distribution of tobacco products by making them less accessible to children.

Adopting strong flavored tobacco restrictions is an important way to protect our youth from tobacco industry targeting and lifelong addiction. Manufacturers have created 15,500 unique youth-friendly flavored tobacco products in recent years, including e-cigarettes and cigars with flavors such as gummy bear, cotton candy and peanut butter cup. Federal laws ban flavors in cigarettes, excluding menthol, but not in any other tobacco products. Menthol products are disproportionately used by smokers who are young, female, part of a sexual minority, or part of a racial or ethnic minority. Menthol flavors facilitates addiction and disease, and it is imperative for menthol to also be included in a complete flavored tobacco ban.

The tobacco and vape industry spends \$900,000 an hour on marketing and price discounts to lure new and existing users into addiction. Restricting pricing strategies and establishing requirements based on minimum pack and price is another way to prevent predatory pricing and discounting of tobacco products. This would eliminate discounting schemes that encourage consumption, and increase the number of units per package to raise the price of cheap tobacco products, making them less accessible.

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It is of the utmost importance that something be done to address this public health issue within our community.

1. Flavors, including menthol, play a significant role in drawing youth and young adults to tobacco products.
2. Over 80% of adult tobacco users started before the age of 18.
3. Over 80% of kids who use tobacco started with a flavored tobacco product.
4. This will show community that our County believes firmly in preventing youth from beginning to smoke and vape.

We fully support the Santa Barbara County legislation restricting the sale of flavored tobacco, restricting pricing strategies and establishing requirements based on minimum pack and price. This is paramount to the health and safety of Santa Barbara County residents.

Sincerely,
Valerie Kissell
Santa Barbara