

From: [Monica Wilson](#)
To: [City Council Public Comments](#)
Subject: [EXTERNAL] Public Comment
Date: Tuesday, June 4, 2024 10:58:14 AM
Attachments: [M. Wilson TRL Testimony Santa Rosa \(6 4 24\) \(1\).docx](#)

Good morning,

I actually submitted my public comment letter yesterday at 2pm. For some reason it bounced back. Can you please add this to today's City Council public comment section.

Thank you,

Dr. Wilson



June 4, 2024

Dear City Council Members of Santa Rosa,

My name is Dr. Monica Wilson, and I am a parent of four children and an advocate with Parents Against Vaping (PAVe). I am here to strongly urge the enforcement of the ban on flavored e-cigarettes and other flavored tobacco products as mandated by Senate Bill (SB) 793, signed into law by Governor Gavin Newsom and upheld by California voters on November 8, 2022.

As a parent, my foremost concern is the health and well-being of my children. Flavored tobacco products, including e-cigarettes, are particularly appealing to young people due to their sweet, fruity, and minty flavors. These products are designed to mask the harshness of tobacco, making them more palatable and enticing to youth. The tobacco industry's targeting of our children with these flavored products is deeply concerning and poses a significant public health risk.

The data is alarming. Studies have shown that flavored tobacco products are a primary driver of youth tobacco use. According to the 2023 National Youth Tobacco Survey, 90% of young people who have ever used tobacco started with a flavored product. The sweet flavors act as a gateway, leading to nicotine addiction and increasing the likelihood of progressing to traditional cigarette smoking. As a result, our children face a higher risk of severe health consequences, including respiratory issues, cardiovascular disease, and long-term addiction. The impact of nicotine on a child's brain which is not fully developed until his/her mid 20s, can be devastating - nicotine negatively affects impulse control and attention.

Governor Newsom's signing of SB 793 and its subsequent endorsement by California voters was a monumental step in protecting our children from the dangers of flavored tobacco. However, the effectiveness of this law depends on rigorous enforcement at the local level. It is imperative that retailers comply with the ban and that violations are promptly addressed to prevent these harmful products from reaching our youth.

As an advocate with PAVe, I have seen firsthand the devastating impact that vaping has had on families across California. Parents are often unaware of the dangers posed by e-cigarettes and flavored tobacco products until it is too late. We need robust enforcement to ensure that these products are not available in our communities, particularly to our children.

I urge the City Council of Santa Rosa to take decisive action in enforcing SB 793. This includes regular inspections of retail locations, strict penalties for non-compliance, and ongoing public education campaigns to raise awareness about the dangers of flavored tobacco products. By doing so, we can protect the health of our children and prevent a new generation from becoming addicted to nicotine.



In closing, I want to emphasize that this is not just a regulatory issue; it is a moral imperative. As parents, community members, and leaders, we have a responsibility to safeguard the health and future of our children. I implore you to enforce the ban on flavored e-cigarettes and other flavored tobacco products with the utmost diligence and urgency.

Thank you for your time and consideration.

Sincerely,

Dr. Monica Wilson

Parents Against Vaping Advocate/California Region Director

monica@parentsagainstvaping.org

From: [Jasmine Hunt](#)
To: [City Clerk](#)
Subject: [EXTERNAL] Letter of Support Re: Agenda Item 13.7
Date: Tuesday, June 4, 2024 1:58:21 PM
Attachments: [Outlook-pofkivpr.png](#)
[Outlook-ri1fr0rf.png](#)
[Outlook-dvu5k3ug.png](#)
[Santa Rosa City Council Letter of Support_NCCWB.pdf](#)

Sent on behalf of Karissa Moreno, Executive Director of the Northern California Center for Well-Being:

I respectfully submit this letter of support for the Tobacco Retail License, agenda item 13.7 at today's Council meeting.

In Community,
Karissa Moreno

Sent by Jasmine Hunt, Director of Community Programs





Jasmine Hunt, MA (she/her)

Director of Community Programs | Center for Well-Being

Direct: 707.308.1695 | Main: 707.575.6043

norcalwellbeing.org

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Mailing Address:
P.O. Box 3644
Santa Rosa, CA, 95402

Phone 707-575-6043
Fax: 707-575-1060

www.norcalwellbeing.org

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Tax ID: 93-1144835

June 4, 2024

Re: City of Santa Rosa Tobacco Retail License (Item 13.7)

Dear City Council Members,

As the Executive Director of the Northern California Center for Well Being, a local non-profit dedicated to the elimination of chronic disease in our region, I am writing to urge City Council to follow through on the retail policy to address the alarmingly rapid increase in vaping among Sonoma County youth. **I am urging City Council to join the County of Sonoma, Petaluma, Town of Windsor, and Sebastopol and move forward with a strong tobacco retail license (TRL) that bans the sale of flavored tobacco and e-cigarettes.**

I write this as a daughter whose father died prematurely of chronic lung disease after years of smoking. I write as a sister who saw her little brother switch to vaping from cigarettes because he believed them to be a healthier option. I write as a member of the LGBTQIA+ community who witnesses the aggressive marketing of nicotine products in my community. And I write as the Executive Director of an organization that is committed to uplifting the voices of the marginalized and unheard.

Please follow through with your intention to pass this policy and prohibit the sale of flavored tobacco products and all e-cigarettes, limit new retailers near schools and parks, and limit the transfer of licenses. Our city needs this policy to support code enforcement and address infractions and prove that your commitment to the health of our city isn't just symbolic.

The youth vaping epidemic is driven by the marketing of flavored tobacco products as well as a culture of acceptance that is reflected in our corner stores and markets. What young people see informs what their perceived norms; if colorful, candy-flavored vapes are in their faces when they stop at a market on the way home from school, what do we expect will happen? We know from the Youth Truth Survey in early 2024, that in Sonoma County, 13% of 11th graders reported using e-cigarettes regularly; and this is trending younger and younger with 5% of 7th graders vaping regularly. And, 76% of 11th graders report that it is "fairly" or "very" easy to obtain e-cigarettes.^v



Vaping represents a serious threat to the immediate and long-term health of youth, including hospitalization, permanent lung damage, and even death. Teens who use e-cigarettes are more likely to smoke cigarettes in the future.ⁱ

We know that nicotine addiction often originates in adolescence with studies showing that close to 90% of adult daily smokers started before the age of 18, and that teens are more susceptible to nicotine addiction.ⁱⁱ

According to the Centers for Disease Control and Prevention (CDC), youth are more likely than adults to use e-cigarettes. The updated 2022 “Monitoring the Future” National Survey shows that 7% of 8th graders, 14% of 10th graders, and 21% of 12th graders have vaped nicotine in the past 30 days.ⁱⁱⁱ Puff Bar is the most popular vaping product. One Puff Bar contains as much nicotine as at least 50 cigarettes.^{iv}

Nicotine use in any form remains the single largest *preventable* cause of disease and premature death and is directly responsible for one in five deaths nationally.^{vi} In Sonoma County, tobacco use is responsible for an estimated 503 deaths annually, representing 13% of total annual deaths.^{vii}

We know that tobacco kills. We know that Big Tobacco targets youth, communities of color, and the LGBTQIA+ community with the predatory marketing of flavored tobacco products and vape products. It is imperative that we prioritize the health and well-being of historically marginalized communities and our children.

Changes in public policy are among the most effective approaches to achieve optimal health outcomes for county residents. Considering current alarming trends, I strongly urge you to adopt policies to reduce and prevent access to vaping and tobacco for our youth. While a ban on flavored tobacco sales and e-cigarettes is now the law in California (Senate Bill 793), the law has a weak point that enables continued access to these products: it does not support local code enforcement.

This TRL will create local structures to enforce and hold retailers accountable.

Please continue your intention to move forward with a strong Tobacco Retail License to prohibit the sale of flavored tobacco products and all e-cigarettes, limit new retailers near schools and parks, and limit the transfer of licenses.

Thank you,

Karissa Moreno
Executive Director
Northern California Center for Well-Being

ⁱ Rand Corporation (2018): <https://www.rand.org/news/press/2018/10/02.html>

ⁱⁱ Kong G, Krishnan-Sarin S. A call to end the epidemic of adolescent E-cigarette use. *Drug and Alcohol Dependence*. 2017;174:215–221. doi: 10.1016/j.drugalcdep.2017.03.001. [PMC free article] [PubMed]

ⁱⁱⁱ Monitoring the Future Survey 2022: <https://monitoringthefuture.org/wp-content/uploads/2022/12/mtf2022.pdf>

^{iv} Stanford Prevention Toolkit, <https://med.stanford.edu/content/dam/sm/tobaccopreventiontoolkit/documents/ecigarettes/Cigs-in-a-Pod.pdf>

^v Hong, H., *Addictive Behaviors*, <https://doi.org/10.1016/j.addbeh.2018.11.020>

^{vi} U.S. Department of Health and Human Services. *The Health Consequences of Smoking—50 Years of Progress: A Report of the Surgeon General*. Atlanta: U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health, 2014 [accessed 2018 Feb 22].

^{vii} Source: Calculated using CDC methodology for Smoking Attributable Mortality, Sonoma County DHS; CHIS 2012-2016 pooled estimates; CDHP, CCDF 2012-2016 deaths; CPS-II(82-88)

From: [Max Perrey](#)
To: [Alvarez, Eddie](#); [Stapp, Mark](#); [MacDonald, Dianna](#); [Fleming, Victoria](#); [Rogers, Chris](#); [Okrepkie, Jeff](#); [Rogers, Natalie](#); [_CityCouncilListPublic](#)
Subject: [EXTERNAL] Strong Support for TRL Second Reading
Date: Tuesday, June 4, 2024 2:04:37 PM
Attachments: [image001.png](#)
[Aliados Health TRL Santa Rosa Second Reading.pdf](#)

Dear Mayor Rogers and Members of the City Council,

Attached is our letter strongly supporting the TRL's adoption.

Best, Max



Max Perrey (he/him) *Why do pronouns matter? Read more [here](#).*

Director, Policy & External Affairs

[Aliados Health](#)

mperrey@aliadoshealth.org

(415) 450-0774 (m)

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To: Santa Rosa Mayor Natalie Rogers and Members of the City Council

Re: Support for the Adoption of the Tobacco Retail License

June 4, 2024

Dear Mayor Rogers and Members of the City Council,

My Name is Tracy Mendez, and I am the acting Chief Officer at Aliados Health, a network of 16 Community Health Centers throughout six counties in Northern California, including eight in Sonoma County. We strongly support the adoption of a robust Tobacco Retail License for the City of Santa Rosa.

Why must our community suffer from very high nicotine content products readily available at tobacco retail outlets? This tragedy underscores the urgent need for effective measures to prevent such needless deaths and to safeguard our young people from the predatory practices of the tobacco industry.

Adopting a Tobacco Retail License for Santa Rosa represents a critical step forward in this endeavor. By regulating the sale of tobacco products, we can ensure that retailers are held accountable for their role in the distribution of these harmful substances.

The long-term health implications are well-documented, and the cost to individuals, families, and society at large is immeasurable. We have the power to enact change, to create an environment that prioritizes health over profit, and to send a clear message that the welfare of our citizens is non-negotiable.

Together, we can make a difference in the lives of countless individuals and build a healthier, more resilient community.

Thank you for your time and consideration.

Sincerely,

A handwritten signature in black ink that reads "tmendez".

Tracy Mendez

Acting Chief Executive Officer