
From: Primo J. Castro [primo.castro@cancer.org]
Sent: Tuesday, June 23, 2020 10:46 AM
To: Juana Merino
Subject: Comment - Agenda item #3 (Consent Calendar)

Hello,

I would like the following statement read during the City Council meeting tonight relating to Item #3. If you have any questions, please feel free to reach me at (909) 677-0600. Thank you.

City of Guadalupe – ACS CAN Testimony – Agenda Item 3

Thank you, Mayor Julian and Council members, for discussing this important issue.

My name is Primo Castro, Director of Government Relations with the **American Cancer Society Cancer Action Network** and we encourage the council to support this comprehensive ordinance which creates a tobacco retail licensing requirement that would prohibit the sale of all flavored tobacco, including menthol cigarettes, prohibits pharmacies from selling tobacco products, prohibits smoking in all multi-unit housing, among other provisions.

Tobacco companies have a long history of marketing to vulnerable populations, and target youth with imagery and by marketing appealing flavors. Actions taken now at the local level can help to encourage a generation of tobacco-free kids—potentially saving them from a lifetime of addiction and the deadly consequences of tobacco use.

Over 50 other jurisdictions in California, including Los Angeles County, have already adopted comprehensive ordinances ending the sale of all flavored products. We ask the City of Guadalupe to join local neighbors in the name of Public Health enacting policies without any menthol exemption.

Our communities of color and low-income communities have been targeted for far too long and eliminating the sale of flavored tobacco products, including menthol cigarettes, is the way to address the targeting of our youth. **These are the same communities who already bear a greater burden of health disparities, such as cancer, heart disease and many other chronic diseases associated with tobacco use.**

We ask the City Council to continue to make the health of Guadalupe youth and all its residents a priority and join our neighbors in the many communities throughout California who have adopted strong policies to end the sale of flavored tobacco products.

Thank you for putting the health of Guadalupe youth before tobacco industry profits.

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