



## **Letter of Support To End the Sales of Flavored Tobacco Products in Chula Vista**

**Date:**

**Office of Mayor and City Council  
276 4<sup>th</sup> Ave, Chula Vista, CA 91910  
San Diego, CA 92101**

Dear Chula Vista City Councilmembers,

On behalf of \_\_\_\_\_, please accept this letter of support for ending the sale of flavored tobacco products in the City of Chula Vista.

The tobacco industry has a long history of targeting minority neighborhoods. Chula Vista, the second largest jurisdiction of San Diego County is home to a large Latino, Black and Asian population. Removing fruity, candy and minty flavored products from store shelves will address the health equity gaps in our Black, Latino and Asian communities. Additionally, it will reduce youth access and use of these products

In 2021, the County of San Diego completed a Chula Vista Vaping and Smoking Survey. It received 2,404 responses from students, measuring their primary method of tobacco use- and where they get their products. According to the survey results, vapes are the most popular nicotine product among young people. An astounding 42% of students get their products from local brick and mortar locations. This includes convenience stores, gas stations and vape shops. The tobacco industry pushes their products on young people with colorful packaging and enticing flavors like Unicorn Poop and Banana Butt. It's not surprising that 9 out of 10 students who vape start with a flavored product

Ending the sale of flavored tobacco is a proven strategy to reduce youth tobacco use! Data shows cities with restrictions on flavored tobacco have lower youth tobacco initiation rates. Earlier this year, the City of San Diego passed an ordinance ending the sale of flavored tobacco products. It's time for the City of Chula Vista to protect our youth and our Black, Latino and Asian communities from the tobacco industry's aggressive tactics.

If you require more information about the \_\_\_\_\_, please contact us via \_\_\_\_\_

Sincerely

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**Name of individual:**

**Position or title within organization/coalition:**

**Name of organization/coalition:**