

## Merry Monlux

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**From:** Blythe Young <Blythe.Young@heart.org>  
**Sent:** Monday, May 20, 2019 1:29 PM  
**To:** Lily Mei; Raj Salwan; Vinnie Bacon; Teresa Keng; Rick Jones - Councilmember; Jenny Kassan; Yang Shao  
**Cc:** CClerk; swooding@tri-cityhealth.org; BDavis@tri-cityhealth.org  
**Subject:** RE: AHA Supports Tobacco Ordinance  
**Attachments:** AHA Support Letter Flavored Tobacco Fremont May 20th 2019.pdf

Dear Mayor Mei and Council Members,

Attached is an updated letter of support for your flavored tobacco ordinance.

Best,  
Blythe



**Blythe Young**  
Community Advocacy Director  
**American Heart Association**  
426 17<sup>th</sup> Street | Oakland | CA | 94612  
O 510.903.4038 | M 707.834.4399

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**From:** Blythe Young  
**Sent:** Tuesday, February 12, 2019 4:40 PM  
**To:** lmei@fremont.gov; rsalwan@fremont.gov; vbacon@fremont.gov; tkeng@fremont.gov; councilmemberjones@fremont.gov; jkassan@fremont.gov; yshao@fremont.gov  
**Cc:** cclerk@fremont.gov; Lizzie Velten <Lizzie.Velten@heart.org>; swooding@tri-cityhealth.org; BDavis@tri-cityhealth.org  
**Subject:** AHA Supports Tobacco Ordinance

Dear Mayor Mei and Council Members,

Please see attached letter of support for your flavored tobacco ordinance.

Best,  
Blythe



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**Bay Area Division**

426 17<sup>th</sup> St, Ste. 300, Oakland, CA 94612  
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May 20th, 2019

Fremont City Council  
3300 Capitol Avenue  
Fremont, CA 94538

Dear Mayor Mei and City Council Members:

The American Heart Association supports efforts to end the sale of flavored tobacco products at all retail locations in Fremont, including adult-stores. A complete and comprehensive policy that include adult-stores offers the most benefit by reducing access to the products that are the tobacco industry's key strategy for targeting and addicting new smokers.

Cigarette smoking is the leading cause of preventable disease and death in the United States, claiming on average 480,000 lives each year. Evidence shows that smoking increases the risk for heart disease and stroke. It increases the risk for blood clots, decreases the ability to exercise, and decreases the good cholesterol in our bodies. The best way to prevent tobacco-related illness and death is to prevent people from starting to smoke in the first place.

The tobacco industry is actively and aggressively working to addict new young people, particularly those from communities of color, with flavored tobacco products. More than 80 percent of youth who ever used a tobacco product reported that their first product was flavored. They know that flavors like grape, mint (menthol), cotton candy, bubble gum and gummy bears mask the harsh taste of tobacco and are highly appealing to youth. In California, approximately 1 in 10 young adults (18-24 years old) currently use e-cigarettes and mounting evidence shows that young people who start with e-cigarettes are likely to become the addicted cigarette smokers of tomorrow.

Ending the sale of flavored tobacco products will help protect our community from tobacco addiction and is crucial to preventing tobacco-related death and disease. The American Heart Association respectfully asks for your support of this vital health policy. We ask that you put the health of your constituents above tobacco industry profits and help ensure that all Fremont residents have the healthy and prosperous lives they deserve.

Sincerely,

A handwritten signature in black ink that reads "Michelle A. Albert".

Michelle A. Albert, MD MPH  
Co-President, Board of Directors  
Bay Area Division, American Heart Association