From:	Annie Tegen
To:	Grp. City Council and City Web Site
Subject:	Thank you for your leadership (support for flavored tobacco ordinance)
Date:	Monday, October 12, 2020 11:55:42 AM

Dear Missoula City Council Members,

This is a note of sincere thanks for your commitment to health, especially the health of the youth in Missoula. Your decision to take a stand against nicotine addiction and targeted tobacco industry marketing of flavored tobacco products, deserves loud applause. Thank you for bringing forward a comprehensive flavored tobacco ordinance in Missoula. The ordinance will save lives.

Over 300 cities around the country – in states like Colorado, Minnesota and more – have already taken bold action to end the sale of all flavored tobacco products at the local level. In addition, five states have taken action at the state level. These candy-flavored products tempt young adults with flavors like gummy bear, cotton candy, minty menthol, and grape. These flavors belong in candy stores, not in tobacco products. They are not marketed with adults in mind.

In fact, these flavored products should have never been allowed on the market in the first place. Unfortunately, the FDA has not acted quickly enough to remove them from the market. So it is up to local communicates to take action and get rid of these flavors to protect the next generation. We know that youth start using these products ***because of the flavors***. If they all tasted like tobacco, far fewer kids would ever start. But the flavors lure them in, and the nicotine hooks them into addiction – sometimes for a lifetime.

In order for these policies to be most effective, we have learned that they must include ALL flavored products (including cigarillos, menthol cigarettes, flavored e-cigarettes, etc), in ALL retail locations. Anything weaker will significantly diminish the effectiveness of the ordinance. We know that if these products are sold within the city limits, Missoula's youth will access them. That is why we are encouraged that you are moving forward a comprehensive ordinance, like so many other cities nationwide.

Thank you for taking this bold action. Missoula will be the first city in Montana with an ordinance like this, but certainly not the last.

Thank you for your strong leadership and for protecting children's health, especially the health of their young lungs.

With appreciation,
Annie Tegen

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