Overview

1. Background
2. Flavored Tobacco and e-Cigarette Ban
3. Policy Considerations
4. Recommendations
Should the flavored tobacco ban extend to menthol and mint-flavored tobacco products?

Should hookah bars and smoking lounges be exempt?

*Should the sale of tobacco products be prohibited in pharmacies?

**Should the sale of all e-cigarette products be prohibited?

Do you have feedback on proposed outreach strategy?

*The San Mateo County Ordinance prohibits sale of ALL tobacco products on the rationale that pharmacies are places of wellness.

** This would only apply to nicotine products.
To provide initial feedback on the proposed amendments to the City’s Smoking Ordinance to prohibit the sale of flavored tobacco products and e-cigarette products in Redwood City.
WHY THE BAN?

1 IN 4 HIGH SCHOOL STUDENTS USES E-CIGS

LET'S END THIS YOUTH EPIDEMIC
Cities and States responding to the rising rate of e-cigarette use among Americas youth

- 5.3 million kids now use e-cigarettes*
- 97% of youth users report using flavored products*

Surgeon General has declared epidemic

- Known and unknown health risk
- In response policy makers at all levels are prohibiting flavored tobacco products

* Source: Center for Disease Control and Prevention
What are others doing?

**Federal Government**
February 6, 2020
Banned sale of Flavored Tobacco Products

**County of San Mateo**
June 19, 2018
Banned sale of Flavored Tobacco Products

November 12, 2019
Banned sale of e-Cigarettes
What are San Mateo County Cities doing?

The following Cities have adopted ordinances:

– Portola Valley (Sept. 2018)*

– Half Moon Bay (Oct. 2018)*

– San Carlos (Apr. 2019)*

– South San Francisco (Oct. 2019)**

– Burlingame (Nov. 2019)*

– Menlo Park (Dec. 2019)**

NOTE: Not all cities have banned e-cigarettes

*- indicates a Ban on Flavored Tobacco

** - indicates a Ban of Flavored Tobacco and e-Cigarettes
Flavored Tobacco and E-Cigarette Study Session

Smitha Gundavajhala, Tobacco Education Coalition
Francesca Lomotan, Tobacco Prevention Program Director
Presentation to the Redwood City City Council

March 9, 2020
Presentation Objectives

- Data and general background on e-cigarettes
- E-cigarette use in San Mateo County
  - Impacts on young people
- Recent developments in media
- Developments in Redwood City and surrounding community
Over 60% of 10th grade students said it was easy to get vaping devices and e-liquids.

Middle and high school e-cigarette users (younger than 18) reported that they got the devices from:

- Almost 15% from a vape shop in the past month
- 8.4% from a gas station or convenience store
- 6.5% from the Internet
Current e-cigarette use prevalence among high school students in San Mateo, San Francisco counties in 2017-2018 was 20.8%.
- Higher than state-wide e-cig prevalence of 10.9%
- Higher than local cigarette use prevalence of 3.1%
As of Feb. 18, 2,807 lung injury cases across US were associated with use of e-cigarettes
Sixty-eight deaths (4 in California) confirmed
Flavored Cigars, Little Cigars, & Cigarillos
(i.e. Strawberry, Cream, Chocolate, hint of spice, flavored wrapping etc.)

Menthol Cigarettes
(all cigarettes that contain a distinguishable taste or aroma of menthol)

Flavored E-Juices
(i.e. Cherry, Cookies & Cream, Sweet Mango, etc.)

Flavored E-Cigarettes & E-Pods
(i.e. Mint, Menthol, Peach, Fruit Medley, etc.)

Cloves, Flavored Chewing Tobacco Products
(i.e. Wintergreen Chew, Djarum Black, etc.)

Source: SMC Health
Flavored tobacco & e-cigarettes

Flavored tobacco
- Includes flavored e-cigarettes

E-Cigarettes ("Vapes")
- Nicotine e-cigarettes & accessories (pods), not cannabis

Source: SMC Health
Source: Food & Drug Administration (FDA)
Definitions

Flavored tobacco

- Any tobacco product containing, made of, or derived from tobacco or nicotine that contains a constituent that imparts a characterizing flavor.” *(Public Health Law Center)*
  - Characterizing flavor means a taste or aroma, other than the taste or aroma of tobacco. e.g. menthol, mango

E-Cigarette

- Device that delivers nicotine — the addictive drug in regular cigarettes, cigars, and other tobacco products — flavorings, and other chemicals by heating a liquid to create an aerosol that is then inhaled. *(Centers for Disease Control)*
Also called E-cigs, vapes, e-hookahs, vape pens, electronic nicotine delivery systems (ENDS)
Available in the US starting in the mid-2000’s; by 2014, e-cigs were the most commonly used tobacco product among middle and high school students
Concerns about E-Cigarettes

- Research not complete on effectiveness for quitting smoking (not FDA approved)
- Can be used to deliver cannabis or other drugs
- Virtually all e-cigarettes sold today entered the market after 2007 and have not been reviewed
Are E-Cigarettes Less Harmful than Regular Cigarettes?

The e-cigarette aerosol that users breathe from the device and exhale can contain harmful and potentially harmful substances:

- Volatile Organic Compounds
- Cancer-causing Chemicals
- Ultrafine Particles
- Heavy Metals such as Nickel, Tin, and Lead
- Flavoring such as Diacetyl, a chemical linked to a serious lung disease

Source: CDC
Recent Developments in the Media

- Researchers find e-cigarettes cause lung cancer in mice in first study tying vaping to cancer (NYU)
- Kroger supermarkets and Walgreens pharmacies will no longer sell e-cigarettes, citing regulatory uncertainty
- Federal ban on flavored products goes into effect on Feb 6, 2020 — but many products are exempted and remain on the market
Impact on Redwood City

❖ Roosevelt Middle School explore vape sensors (September 2019)

❖ Youth Advocates provided vaping and flavored tobacco education to over 300 parents, peers, and community members; and obtained over 100 petitions signed by Sequoia High School Students.

❖ Redwood City Elementary School District and Sequoia Union High School District have passed board resolutions, & SUHSD wrote a letter of support.

❖ Alternative to Suspension programs are available at Menlo-Atherton High School for students caught vaping.

❖ San Mateo County Office of Education and Sequoia Healthcare District hosted the Tobacco-Use Prevention Education (TUPE) Summit to equip teachers and school staff regarding e-cigarette use.

- Dr. Jerome Adams, US Surgeon General (December 2018)
Organizations and Schools support restricting the sale of flavored tobacco products in physical retail stores to protect the health of our youth.

School Districts that provided Resolutions

Organizations that provided Endorsement Letters
Thank You!
## Ordinance Development Timeline

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<tr>
<th>ACTION</th>
<th>DATE</th>
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<tbody>
<tr>
<td>Business Outreach Visits</td>
<td>March 10&lt;sup&gt;th&lt;/sup&gt; – 13&lt;sup&gt;th&lt;/sup&gt;</td>
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<tr>
<td>Community Outreach Meeting</td>
<td>April 8&lt;sup&gt;th&lt;/sup&gt;</td>
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<tr>
<td>1&lt;sup&gt;st&lt;/sup&gt; Reading of Ordinance</td>
<td>April 27&lt;sup&gt;th&lt;/sup&gt; City Council Meeting</td>
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<tr>
<td>Ordinance Adoption</td>
<td>May 4&lt;sup&gt;th&lt;/sup&gt; City Council Meeting</td>
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<tr>
<td>Ordinance Effective Date</td>
<td>June 3, 2020</td>
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<tr>
<td>Grace Period</td>
<td>June 3, 2020 – December 31, 2020</td>
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<tr>
<td>Ordinance Enforcement</td>
<td>January 1, 2021</td>
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**Community Outreach Strategy**

- **BUSINESS OUTREACH**
  - Individual meetings with the 12 tobacco retailers, 3 restaurants offering hookah smoking and 1 tobacco retailer smoking lounge.
  - Outreach letters to be mailed to **ALL** businesses that hold a retail tobacco permit (convenience stores, gas stations, grocery stores, etc.).

- **COMMUNITY ENGAGEMENT**
  - In collaboration with San Mateo County Tobacco Education Coalition staff will host a community meeting at a future date.
  - Input will also be received from Redwood City stakeholders/community partners such as Redwood City School District, Belmont Redwood Shores School District, and the Redwood City San Mateo County Chamber of Commerce.
The City Council can choose not to move forward with an ordinance banning the sale of flavored tobacco products and electronic cigarettes (e-cigarette) devices.
Study Session Questions

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