

PAVe Presentation for California PTA

What to know about Prop 31

www.ParentsAgainstVaping.org



SPEAKER



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4th District Behavioral Health
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PAVe**



Parents Against Vaping e-cigs



PAVe is a national advocacy and education nonprofit powered by parent volunteers fighting to protect youth from the predatory practices of the tobacco industry. We support ending the sale of all flavored tobacco products.

Origin story: Big Tobacco Messed With The Wrong Moms.





YES ON **31** 

PROTECT KIDS
FROM CANDY-FLAVORED TOBACCO

Protect Kids By Voting Yes on
Proposition 31
November 2022

Youth E-Cigarette Epidemic: Long-Term Harm to Kids

- **Highly Addictive.** E-cigarettes deliver massive doses of highly-addictive nicotine.
- **Especially Harmful to Kids:** Tobacco use harms adolescent brain development which impacts attention, memory and learning.
- **Vape Today, Cigarettes Tomorrow.** Young people who use e-cigarettes are more likely to become smokers.

SOURCE: US Surgeon General





The Problem:

Big Tobacco is Hooking Kids with Candy-Flavored Tobacco

- **Kids are misled** into thinking their candy-flavored e-cigarettes are less harmful than traditional cigarettes.
- Each year, **6,800 California kids** become new daily smokers and **4 out of 5 kids** who have used tobacco **started with a flavored product**.
- The 2020 National Youth Tobacco Survey found **83% of youth e-cigarette users use flavored e-cigarettes**, a 20% increase since 2019.

Out-of-State, Tobacco Companies Behind Campaign to Repeal Protections for Kids

- Big Tobacco has already spent **over \$20 million** to qualify the referendum, delaying SB 793 implementation by nearly two years.
- Companies are funding **junk-science “studies”** and **buying out medical journals**



The Solution:
**Vote Yes on Proposition 31 to
Uphold the Law Protecting Kids from
Candy-Flavored Tobacco**

- California recently passed a bi-partisan law (SB 793) which ended the sale of candy-flavored tobacco in the state, including minty menthol.
- Big Tobacco filed and qualified a referendum for California's November 2022 ballot to stop the enactment of SB 793.
- A Yes vote on Prop. 31 will uphold the law, a No vote will repeal it.

Why Vote Yes?



- **Protect Kids from a Lifetime of Nicotine Addiction.** Almost 90% of adult smokers started smoking by the age of 18. Ending the sale of flavored tobacco will help prevent them from starting smoking.



- **Prevent Big Tobacco From Preying on Black Communities.** For 50 years, Big Tobacco has targeted the Black community, hooking generations on minty menthol. 85% of Black smokers use menthols and smoking is the leading cause of death.



- **Save California Consumers, Taxpayers & Businesses Millions.** Annual tobacco-related healthcare costs total approximately \$13.3 billion. Upholding CA's flavored tobacco law would result in \$800 million in annual health care cost savings.

Diverse Coalition in Support



American Heart Association



fightcancer.org





To learn more or to join the
coalition, visit:

YesToProtectKids.org

YES ON **31**

PROTECT KIDS

FROM CANDY-FLAVORED TOBACCO



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FEEDBACK SURVEY & VOLUNTEER SIGNUP

SCAN ME



**PAVe is made up
of volunteers
across the
country.**

**Join us to help
educate and
advocate in your
community.**



www.ParentsAgainstVaping.org

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Parent support group - Parents
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