PAVE Presentation for California PTA

What to know about Prop 31



www.ParentsAgainstVaping.org

SPEAKER



Dr. Monica Wilson-Caffey
4th District Behavioral Health
Commissioner Parent Advocate,
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.





YESON31 P

PROTECT KIDS

FROM CANDY-FLAVORED TOBACCO

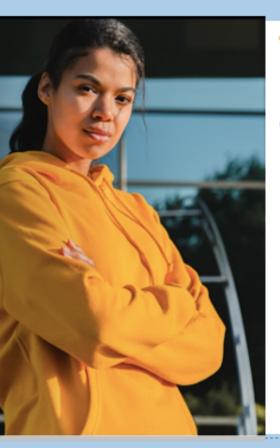
Protect Kids By Voting Yes on Proposition 31 November 2022

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 ecigarettes 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 junkscience "studies" and buying out medical journals



Los Angeles Times

Campaign to overturn California's flavored tobacco sales ban accused of misleading voters

BY PATRICK MCGREEVY | STAFF WRITER

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





























fightcancer.org



























To learn more or to join the coalition, visit:

YesToProtectKids.org



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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

Join our Parent Support Group



Parent support group - Parents Against Vaping e-cigarettes, PAVe



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