

California State

PTA[®]

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Decline to Sign – Social Media Challenge #5

Email/Newsletter Subject: PTA Opposes Attempt to Repeal New Flavored Tobacco Law

Email/Newsletter Content:

PTA opposes the attempt by Big Tobacco to repeal recently signed legislation to end the sale of flavored tobacco products and **asks our members to decline to participate in signing the referendum when approached by signature gatherers.**



The use of e-cigarettes is unsafe for kids, teens, and young adults.

Governor Newsom signed SB 793 into law to end the sale of flavored tobacco products effective January 1, 2021 after it passed the legislature with bipartisan support in the Senate and Assembly.

The tobacco industry filed a referendum to repeal the new law and is currently collecting signatures. By “referring” the new law to the ballot, implementation of the new law is postponed until voters are able to weigh in during the general election in November 2022.

Big Tobacco is spending millions to ensure the state law cannot take effect, hoping to keep an estimated \$1.1 Billion in revenue in their pockets, while hooking more California kids on harmful nicotine.

Background:

Flavored tobacco products have long been a tool used by the industry to lure new and young consumers to their products and increase profits. Sweet and minty flavored products have fueled the popularity of e-cigarettes and cigars among youth. In the past two years, youth e-cigarette use has soared 135% thanks to these candy flavors. In California, one in every four teens uses a flavored tobacco product.

California State PTA members passed a resolution in June calling for legislation to prohibit the sale, marketing, and distribution of flavored tobacco products and e-cigarettes and members from across the state were instrumental in getting the bill to ban flavored tobacco sales passed.

See the resolution here: <http://downloads.capta.org/res/E-CigarettesVapingFlavoredTobaccoProductsandYouthHealth.pdf>

Research shows flavored tobacco, and specially flavored e-liquids for vaping promote tobacco use by California's youth. Over 5.3 million kids in the U.S. now use e-cigarettes. 27.5% of high school students used e-cigarettes in 2019 compared to 11.3% in 2016. Flavors are driving the demand for use. 97% of youth e-cigarette users report using a flavored product, and 70% cite flavors as the reason for their use.

Refusing to sign this referendum protects our children and youth from becoming addicted to nicotine. **PTA asks our members to decline to sign the referendum.**

Facebook/Instagram Posts:

- PTA opposes the attempt by Big Tobacco to repeal recently signed legislation to end the sale of flavored tobacco products and **asks our members to decline to participate in signing the referendum when approached by signature gatherers.**
- After a hard-fought battle in the California Legislature, SB 793 passed with bipartisan support in both chambers, banning the sale of flavored tobacco products. Now Big Tobacco wants to stall the implementation in an attempt to repeal the law and keep \$ in their pockets. **PTA asks our members to decline to participate in signing the referendum when approached by signature gatherers.**
- **Decline to sign!** The tobacco industry is engaged in gathering signatures to get a referendum placed on the ballot in 2022 that would overturn the lifesaving law aimed at protecting kids from a lifetime of tobacco addiction. This is nothing more than a desperate attempt by Big Tobacco to protect their profits for as long as possible by continuing to addict our kids.
- **Decline to sign!** Be on the lookout for signature gatherers in your neighborhood who ask you to sign a petition to overturn SB 793 and make sure your friends, family and networks are aware and know not to sign anything related to flavored tobacco.

Twitter:

- New referendum is desperate attempt by Big Tobacco to overrule Governor & Legislature to keep hooking kids w/candy-flavored tobacco.
#DeclinetoSignSB793 referendum attempt #PTA4Kids
- Stand with @CaliforniaPTA #DeclinetoSignSB793 referendum attempt sponsored by Big Tobacco to overrule life saving measure outlawing flavored tobacco products #PTA4Kids
- 2-year delay in implementing #SB793 = \$1.1billion in revenue for Big Tobacco & 37,000 additional kids hooked on tobacco products.
#DeclinetoSignSB793 referendum attempt #PTA4Kids
- Don't allow Big Tobacco to delay or overturn landmark legislation passed this year to protect our kids from a lifetime of tobacco addiction. #DeclinetoSignSB793 referendum attempt! #PTA4Kids

