ARGUMENT IN FAVOR OF
PROPOSITION 31

YES ON 31. The American Cancer Society Cancer Action Network, American Lung Association in California and the American Heart Association support Yes on 31 because it will save lives.

Yes on 31 protects kids by ending the sale of candy-flavored tobacco products, including e-cigarettes and minty-menthol cigarettes. Big Tobacco uses candy-flavored products to target kids – including cotton candy, chocolate, strawberry, and minty-menthol – and lure them into a lifelong addiction to nicotine.

In fact, 4 out of 5 kids who have used tobacco started with a flavored product.

Get the facts at VoteYesOn31.com

YES ON 31 PROTECTS KIDS FROM GETTING HOOKED ON HIGHLY ADDICTIVE NICOTINE

Tobacco companies use candy flavors to hide strong hits of nicotine, a highly addictive drug that is especially dangerous for kids, harming brain development and impacting their attention, mood, and impulse control. With a Yes on 31 vote, we can stop Big Tobacco from using flavors to get kids hooked on nicotine and profiting from addiction, disease, and death.

- In California, almost all high school e-cigarette users prefer flavored products.
- Today – over 2 million middle and high school students nationwide use e-cigarettes.

The American Lung Association in California says, “Using candy flavors to trick kids into trying nicotine is the cornerstone of Big Tobacco’s deadly business model. Yes on 31 will save lives – protecting kids from getting ever hooked on tobacco in the first place.”
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YES ON 31 SAVES LIVES AND TAXPAYER MONEY

Tobacco is the #1 preventable cause of death in California, where tobacco-related diseases kill 40,000 people each year. Smoking kills more people than alcohol, AIDS, car accidents, illegal drugs, murders, and suicides combined. Of all the kids who become new smokers each year, almost a third will ultimately die from it.

Every time Big Tobacco addicts another generation of kids, they put taxpayers, whether they smoke or not, on the hook for billions of dollars in tobacco-related healthcare costs.

YES ON 31 PREVENTS BIG TOBACCO FROM CAUSING MORE HARM TO BLACK COMMUNITIES

Big Tobacco preys on Black neighborhoods, spending billions to lobby, advertise and market minty-menthol cigarettes – the original candy-flavored cigarette. In the 1950s, fewer than 10% of Black Americans who smoked used minty-menthols. Today, 85% do.

The NAACP says, "Tobacco companies use minty-menthol to mask the harsh taste of tobacco, which makes smoking easier to start and harder to quit. After targeting African Americans for decades, Big Tobacco is turning an enormous profit – while rates of tobacco-related heart disease, stroke and cancer skyrocket. Yes on 31 will take Big Tobacco's candy-flavored tools of addiction out of our communities, saving lives and improving public health."

PROTECT KIDS. VOTE YES ON 31

SUBJECT TO COURT
ORDERED CHANGES
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Yes on 31 will protect kids from ever trying tobacco and help users quit — saving hundreds of millions of taxpayer dollars annually, and saving countless lives. If we can save even a few lives by ending the sale of candy-flavored tobacco, it will be worth it.

Karmi Ferguson, Executive Director
American Academy of Pediatrics, California

Kathy Rogers, Executive Vice President
American Heart Association

Jose Ramos, National Board Member
American Cancer Society Cancer Action Network

SUBJECT TO COURT ORDERED CHANGES