From:	Cynthia Stremba
To:	Grp. City Council and City Web Site
Subject:	Flavored e-cig and flavored tobacco sale restrictions
Date:	Monday, October 26, 2020 1:22:07 PM

Dear Members of the Missoula City Council,

Parents Against Vaping e-cigarettes (PAVe) supports a full ban on the sale of all flavored e-cigarette and other flavored tobacco products including menthol cigarettes. As a national parents' organization founded in 2018 as a grassroots response to the youth vaping epidemic, we know firsthand the toll that this adolescent public-health crisis is taking on so many American families. We receive heartbreaking emails and letters from parents in states all over the country—including from here in Montana—who desperately seek help and resources as they struggle with their kids' severe nicotine addiction - an addiction that harms teens' developing brains and lungs. Adolescent use of nicotine can cause anxiety, depression, mood disorders, and permanent cognitive change in the adolescent brain, creating pathways for further addiction.

According to the 2020 National Youth Tobacco Survey, one in five high-school students are vaping on a regular basis. That's 3.6 million families across this country - including here in Missoula - whose lives have been upended by a public-health crisis made even more urgent by the COVID pandemic. A recent Stanford study has shown that teens who vape are 5-7 times more likely to contract COVID. Like vaping and smoking, COVID attacks our teens' precious developing lungs. Scientific research continues to show that vaping these flavored products can cause cardiovascular damage.
In Montana, the numbers are even more disturbing: according to the 2019 Montana Youth Risk Survey, ONE THIRD of Montana's high school students are regularly vaping. And more than half report they've tried e-cigarettes. Between 2017-2019 there has been a 263% increase in use of these products by Montana high school students.

The NYTS report shows that teens are using these flavored products with more frequency than before, suggesting greater addiction...38.9% of high school e-cigarette users reported using these products on 20 OR MORE days a month. The percentage of high school e-cigarette users reporting frequent use has steadily increased – from 15.5% in 2014 and 27.2% in 2018, to 38.9% today.
And over the last year there has been a 1000% increase in the use of disposable vaping products among high school e-cigarette users (and a 400% increase among middle school users).
Additionally, kids who vape are four times more likely to begin smoking combustible

cigarettes, including Menthol flavored cigarettes, often ending up as dual users dependent on both products and thus even more severely addicted to nicotine.

Most important of all are the numbers proving that flavors hook kids: 8 out of 10 teen e-cig users - almost 83% -are using FLAVORED products. And 37% of those are now using menthol flavor, proving that minty menthol is absolutely a kid favorite. And Big Tobacco knows that very well: the industry has used menthol cigarettes to target African American consumers for DECADES, creating a generational addiction that explains why African American men have the highest rates of death from lung cancer and other cardiovascular diseases.

As moms, as volunteer advocates, and as co founders of PAVe here in Montana and at the national level, we urge you to ban all flavored e-cigarettes and all other flavored tobacco products including menthol cigarettes to protect the kids of Missoula. We can't let our kids become a generation of nicotine addicts and Big Tobacco's lifelong customers.

Thank you,

Meredith Berkman and Dorian Fuhrman
Co founders
Parentsagainstvaping.org