



## CAPITOL INFORMATION & EDUCATION DAYS



### The Fight Is Not Over

#### California is at a critical point in its fight against the Tobacco Industry.

- Right now, the Tobacco Industry is intentionally undermining the state law that ends the sale of flavored tobacco, including menthol. They have invented new menthol-like products like Camel Crisp Non-Menthol and Camel Crush Oasis that look and act like the old menthol cigarettes that are prohibited under the law.
- In 2020, the Legislature passed a law ending the sale of flavored tobacco products, like candy-flavored vapes and menthol cigarettes. The Tobacco Industry qualified the law for a referendum, Proposition 31, which voters ratified overwhelmingly.

#### The flavored tobacco law represents one of the most important public health policies passed in the state, if not the nation.

- California's flavored tobacco sales ban eliminates the Tobacco Industry's main method of addicting a new generation to nicotine. In California, 96 percent of high school e-cigarette users choose flavored products.
- The Tobacco Industry targets Black communities with menthol products and has worked for decades to keep menthol cigarettes cheap and accessible. Now 85 percent of Black smokers use menthol cigarettes.

#### It's time for California leaders to increase their fight against the Tobacco Industry.

- Tobacco is still the leading cause of preventable death in the state, taking nearly 40,000 lives every year. The Tobacco Industry's dirty tricks not only undermine the state law but interfere with local implementation efforts and will ultimately continue the tragic health consequences and death caused by their products.

### THE ASK

#### Today we ask you to take a stand against the Tobacco Industry.

Post a message exposing the Tobacco Industry's evasion of California's laws that end flavored tobacco sales.

We have sample messages available to download to make it easy for you.

**Will you commit to posting a social media message on this topic this week?**