

March 15, 2019

Assembly Member Adam C. Gray,
Chair of the Governmental Organization Committee
Legislative Office Building, 1020 N Street, Room 360A
Sacramento, CA 95814

RE: AB 131 (Cunningham) E-smoking devices
AAP-CA Position: Support

Dear Assembly Member Cunningham:

The American Academy of Pediatrics, California (AAP-CA) representing over 5,000 board-certified pediatrician members of California AAP Chapters 1, 2, 3 and 4, strongly supports proposed legislation AB 131(Cunningham) prohibiting an electronic smoking device manufacturer from advertising or promoting electronic smoking devices in a manner that is attractive to persons under 21 years of age or is intended to encourage persons under 21 years of age to use the device.

16% of 12th graders use e-cigarettes. Studies indicate 30% of adolescents using e-cigarettes move on to smoking traditional cigarettes within 6 months. A factor in the increasing teen use of nicotine products and their accompanying addiction to them is likely the manufacturer's near-ubiquitous advertising campaigns: 68% of high schoolers report having been exposed to e-cigarette advertisements.

The great progress we have made in the United States in decreasing tobacco use is starting to be undone by this new trend. The adolescent population often does not look forward into the future and makes decisions based on immediate feedback—tobacco products have serious and even fatal health consequences, but these do not manifest until a later age.

Sometimes packaged like candy, an e-cigarette can resemble a flash drive, and the product it conveys, while dangerous, is usually appealingly flavored. 63% of users did not know that the product always contains the addictive substance nicotine.¹

AB 131 (Cunningham) would protect children from predatory e-cigarette advertising that otherwise could encourage them to start a habit with potentially devastating impacts on their health and well-being.

Pediatricians across the state of California strongly support AB 131 (Cunningham) and urge you to vote AYE. Thank you for your public service and leadership on behalf of the health and well-being of the children, youth, and families of California.

Sincerely,



Paula Whiteman, District Vice-Chair
American Academy of Pediatrics, California
cc: AAP-CA Leadership; Senior Policy Analyst Todd Sorenson, MD