School Board Resolution Opposing the Use and Sale of E-cigarettes and Electronic Vaping Devices

Resolution 20-14

WHEREAS, e-cigarette use among youth in the United States has skyrocketed to what the U.S. Surgeon General and the U.S. Food & Drug Administration have called “epidemic” levels; and

WHEREAS, federal data shows that e-cigarette use among middle and high school students more than doubled from 2017 to 2019, with five million youths reportedly having used e-cigarettes in 2019; and

WHEREAS, state data shows that one in eight California high school students currently use tobacco products, with the most used product among all students being electronic smoking devices and flavored products; and

WHEREAS, with more than 15,000 available flavors, including many kid-friendly flavors such as mango, fruit, and crème, flavored nicotine products commonly referred to as “vapes,” “vape juice,” “vape liquid,” “e-juice,” etc., have fueled e-cigarette use among youth ; and

WHEREAS, widespread advertising for these products, including via media for which advertising for conventional tobacco products is prohibited, such as television, has contributed to the increase in e-cigarette use among youth; and

WHEREAS, the accessibility of these products in retailers such as vape shops, pharmacies, and convenience stores, and lower costs of some of the products relative to conventional cigarettes made possible by social media promotion from retailers and coupons, discounts, and other promotional materials make these products more easily available to youth; and

WHEREAS, e-cigarette use is unsafe and has negative health effects on teens and young adults; and

WHEREAS, more than 40 people, including four Californians, have died of lung illness after vaping in 2019; and

WHEREAS, teen nicotine use can impair parts of the brain that control attention and learning, as well as mood and impulse control; and

WHEREAS, teens who use e-cigarettes are nearly three times more likely to go on to smoke combustible cigarettes than their peers who don't use any type of tobacco product; and

WHEREAS, tobacco use remains the leading cause of preventable death in the U.S., killing more than 480,000 people each year; and

WHEREAS, tobacco-use rates are affected by where tobacco retailers are located and how concentrated they are in a given area; and

WHEREAS, increased availability of tobacco products is associated with increases in both youth and adult smoking rates; and

WHEREAS, under California law, local jurisdictions have the authority to regulate the sale of tobacco products through local tobacco retailer license programs; and

WHEREAS, such local tobacco license programs aim to decrease illegal sales of tobacco products, including flavored tobacco products, to minors by establishing maximum thresholds of tobacco retailer densities and establishing proximity requirements near schools and other youth-sensitive areas;

NOW, THEREFORE BE IT RESOLVED, the San Leandro Unified School District supports the San Leandro City Council, under its regulatory authority, to take urgent action to amend the City of San Leandro'*s* Tobacco Retailer License program to address the following:

1. prohibit the sale, manufacture, and distribution of flavored tobacco products;
2. prohibit the sale, manufacture, and distribution of e-cigarettes and electronic vaping devices;
3. prohibit the sale of tobacco products in pharmacies;
4. set a minimum price and minimum pack size for sale;
5. restrict the marketing (including social media marketing), product placement, coupons and promotional materials, and self-service displays of tobacco products in and from retailers;
6. reduce the concentration and density of tobacco stores; and
7. prohibit a tobacco retailer license from being issued to or renewed for a business operating too close to a school or other area frequented by youth.

BE IT FURTHER RESOLVED, that the governing board of the San Leandro Unified School District will adopt policy that specifically prohibits e-cigarettes anywhere in district-owned or leased buildings, on school or district property, and in district vehicles; and

BE IT FURTHER RESOLVED, that the Governing Board of the San Leandro Unified School District will explore policies related to providing e-cigarette and electronic vaping device prevention and intervention services for district students.

Adopted by the Governing Board of the San Leandro Unified School District on March 10, 2020.

Signature, Governing Board Secretary

_____ March 10, 2020

Mike McLaughlin, Ed.D., Superintendent Date