

**From:** [Monica Wilson](#)  
**To:** [Council, City](#)  
**Subject:** Public Comment 9/23/24  
**Date:** Sunday, September 22, 2024 2:41:27 PM  
**Attachments:** [M. Wilson\\_TRL Testimony Palo Alto \(9 23 24\).docx](#)

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Dear City Council of Palo Alto,

Please find attached my public comment for the September 23, 2024 City Council meeting.

Thank you,

Dr. Monica Wilson  
California Regional Director  
Parents Against Vaping Ecigarettes  
(909) 781-4461





September 23, 2024

Dear City Council Members of Palo Alto,

My name is Dr. Monica Wilson, and I am a parent of four children and an advocate with Parents Against Vaping (PAVe). I am here to strongly urge the enforcement of the ban on flavored e-cigarettes and other flavored tobacco products as mandated by Senate Bill (SB) 793, signed into law by Governor Gavin Newsom and upheld by California voters on November 8, 2022.

As a parent, my foremost concern is the health and well-being of my children. Flavored tobacco products, including e-cigarettes, are particularly appealing to youth due to their sweet, fruity, and minty flavors. These products are designed to mask the harshness of tobacco, making them more palatable and enticing to youth. The tobacco industry's targeting of our children with these flavored products is deeply concerning and poses a significant public health risk.

The data is alarming. Studies have shown that flavored tobacco products are a primary driver of youth tobacco use. According to the 2024 National Youth Tobacco Survey, 90% of young people who have ever used tobacco started with a flavored product. The sweet flavors act as a gateway, leading to nicotine addiction and increasing the likelihood of progressing to traditional cigarette smoking. As a result, our children face a higher risk of severe health consequences, including respiratory issues, cardiovascular disease, and long-term addiction. The impact of nicotine on a child's brain which is not fully developed until the mid 20s, can be devastating - nicotine negatively affects impulse control and attention.

Governor Newsom's signing of SB 793 and its subsequent endorsement by California voters was a monumental step in protecting our children from the dangers of flavored tobacco. However, the effectiveness of this law depends on rigorous enforcement at the local level. It is imperative that retailers comply with the ban and that violations are promptly addressed to prevent these harmful products from reaching our youth.

As an advocate with Parents Against Vaping, I have seen firsthand the devastating impact that vaping has had on families across California. Parents are often unaware of the dangers posed by e-cigarettes and flavored tobacco products until it is too late. We need robust enforcement to ensure that these products are not available in our communities, particularly to our children.

I urge the City Council of Palo Alto to take decisive action in enforcing SB 793. This includes regular inspections of retail locations, strict penalties for non-compliance, and ongoing public education campaigns to raise awareness about the dangers of flavored tobacco products. By doing so, we can protect the health of our children and prevent a new generation from becoming addicted to nicotine.





In closing, I want to emphasize that this is not just a regulatory issue; it is a moral imperative. As parents, community members, and leaders, we have a responsibility to safeguard the health and future of our children. I implore you to enforce the ban on flavored e-cigarettes and other flavored tobacco products with the utmost diligence and urgency.

Thank you for your time and consideration.

Sincerely,

*Dr. Monica Wilson*

Dr. Monica Wilson

Parents Against Vaping Advocate/California Region Director

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