

Notable & Quotable

ELECTION DAY IS NOVEMBER 8, 2022

EDUCATORS'
CHOICE FOR
THE 2022
GENERAL
ELECTION

Yes on Prop 31: **Stop Big Tobacco Referendum**

Protect kids from the candy-flavored deception!

California is once again fighting Big Tobacco to keep our kids safe and healthy. Vote YES to protect the next generation from getting lured into a lifelong addiction to nicotine with candy-flavored and minty-menthol tobacco products.

BACKGROUND:

Big Tobacco is trying to overturn the bipartisan California law that protects children from getting hooked on candy-flavored e-cigarettes, cheap sweet cigars, and minty-menthol cigarettes. Why? Because big Tobacco knows hiding dangerous nicotine products behind candy flavors preferred by kids, like Sour Apple, Blue Razz and Fruity Pebbles, and minty menthol, is a sure way to get kids hooked into a lifetime of addiction.

Big tobacco uses candy flavors to hook kids.

Big Tobacco has spent millions on lobbying so California retailers could keep selling the candyflavored products they market to children. E-cigarettes deliver massive doses of nicotine, a highly addictive drug that puts youth users at greater risk for addiction and is especially harmful to kids. It can harm adolescent brain development and impact their attention, mood, and impulse control.

Did you know?

- More than 2 MILLION middle and high school students now use e-cigarettes.
- 4 out of 5 kids who have used tobacco started with a flavored product.
- 70% of youth e-cigarette users say they use e-cigarettes because of the flavors.
- Delaying the implementation of California's bipartisan law that protects kids from the risks of candy-flavored tobacco and minty-menthol cigarettes will cost Californians at least \$800 MILLION in tobacco-related health care costs.

Initiative Recommendations

YES on Prop 1: Reproductive Freedom

NO on Prop 27: Online & Mobile Sports Betting

YES on Prop 28: Art & Music in Schools

NO on Prop 30: Stop the Lyft tax grab

YES on Prop 31: Stop Big Tobacco Referendum

Candidates



Governor
GAVIN NEWSOM



Lieutenant Governor
ELENI KOUNALAKIS



Secretary of State
SHIRLEY WEBER



Attorney General
ROB BONTA



State Treasurer
FIONA MA



Insurance Commissioner
RICARDO LARA



Superintendent of Public Instruction
TONY THURMOND



State Controller
MALIA COHEN



U.S. Senate
ALEX PADILLA

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