

**ALAMEDA UNIFIED SCHOOL DISTRICT**  
**Alameda, California**  
**Resolution**

October 23, 2018

Resolution No. 2018-2019.12

**IN SUPPORT OF A CITYWIDE TOBACCO RETAIL LICENSING ORDINANCE TO ENSURE  
TOBACCO RETAILERS DO NOT SELL TOBACCO PRODUCTS TO YOUNG PEOPLE AND  
TO PROHIBIT SALE OF FLAVORED TOBACCO PRODUCTS IN THE CITY OF ALAMEDA**

*WHEREAS*, Alameda Unified School District works with Alameda County Office of Education and other partnering public agencies to discourage tobacco use by AUSD students through our longstanding participation in local Tobacco Use Prevention Education (TUPE) efforts; and

*WHEREAS*, AUSD and others engage in these efforts because educators clearly understand the importance of TUPE education to help prevent tobacco-related illnesses, knowing the best way to prevent tobacco-related illnesses is to keep youth from starting to smoke in the first place; and

*WHEREAS*, the tobacco industry has now targeted young people and vulnerable communities with tobacco products that mask the harsh taste of tobacco with flavors highly appealing to youth (including bubble gum, cotton candy, grape, gummy bear, and menthol flavors); and

*WHEREAS*, it is known that tobacco companies and retailers profit from the research-proven fact that the earlier a person starts to use tobacco, the harder it will become for them to quit; and

*WHEREAS*, research shows tobacco companies have historically targeted communities of color with aggressive marketing of mentholated tobacco products, resulting in disproportionate rates of tobacco-related disease and death (e.g., 95% of Black youth smokers, 61% of Asian youth smokers, and 58% of Latino youth smokers report use of menthol-flavored cigarettes); and

*WHEREAS*, according to AUSD's recent 2016-2017 California Healthy Kids Survey results, 42% of AUSD 11th graders believe it is either very easy or fairly easy to obtain cigarettes, 22% of AUSD 11th grade students use electronic cigarettes or other vaping devices, and the majority of AUSD 11th grade smokers reported beginning smoking between ages 11-17;

*NOW, THEREFORE, BE IT RESOLVED* that the Alameda Board of Education and the Alameda Unified School District join others in support of a citywide Tobacco Retail Licensing Ordinance to ensure tobacco retailers do not sell tobacco products to young people and to prohibit the sale of flavored tobacco products in the City of Alameda, including menthol cigarettes; and

*FURTHERMORE, BE IT RESOLVED* that the Alameda Board of Education and the Alameda Unified School District support creating minimum package sizes and minimum price for tobacco products, as well as prohibiting the sale of tobacco in pharmacies or near child-sensitive areas.

PASSED AND ADOPTED by the following vote this 23rd day of October, 2018.

AYES: \_\_\_\_\_ MEMBERS: \_\_\_\_\_

NOES: \_\_\_\_\_ MEMBERS: \_\_\_\_\_

ABSENT: \_\_\_\_\_ MEMBERS: \_\_\_\_\_

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Gray Harris, President  
Board of Education  
Alameda Unified School District  
Alameda County, State of California

ATTEST:

By: \_\_\_\_\_  
Sean McPhetridge, Secretary  
Board of Education  
Alameda Unified School District  
Alameda County, State of California