

1 [Youth Leadership Institute’s FEAR CAM Tobacco Minimum Pricing and Price Promotion
2 Campaign]

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4 **Resolution urging the Mayor and Board of Supervisors to adopt a city-wide tobacco**
5 **minimum price law and prohibit the redemption of coupons for tobacco products.**
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7 WHEREAS, The Youth Leadership Institute (YLI) is a youth-serving organization that
8 works with young people to realize their power and use their voices to create positive social
9 change in their communities. Fearless Educators And Resisters (FEAR) Community Action
10 Model (CAM) is a program of YLI working to create a healthier, more equitable San Francisco
11 by addressing the unfair health impacts tobacco causes amongst youth, the Lesbian, Gay,
12 Bisexual, Transgender, Queer, Intersex, and Asexual (LGBTQIA) community, and low-income
13 communities of color; and

14 WHEREAS, This resolution received unanimous support from San Francisco Youth
15 Commission’s Civic Engagement Committee (CEC) on March 25th, 2019 and will partner with
16 FEAR to support the Town Hall/Community Forum mentioned later in this Resolution; and

17 WHEREAS, 480,000 people die from tobacco-related diseases every year in the United
18 States, making tobacco the leading cause of preventable death in the nation;¹ and

19 WHEREAS, Between 2005 and 2009, the average annual smoking-related health care
20 costs were \$132.5 to \$175.9 billion per year, with another \$151 billion in lost productivity,

¹ U.S. Department of Health and Human Services. (2014). *The Health Consequences of Smoking — 50 Years of Progress. A Report of the Surgeon General*
Available at: www.surgeongeneral.gov/library/reports/50-years-of-progress/full-report.pdf

1 making the total economic burden of smoking between \$289 and \$322.5 billion per year in the
2 U.S.;² and

3 WHEREAS, Nearly 90 percent of adult smokers begin smoking by the age of 18;³ and

4 WHEREAS, Smoking rates in low-income communities of color are higher than in other
5 income groups,⁴ however, studies have shown that smoking rates can decrease when
6 culturally appropriate or community-based⁵ strategies are intentionally implemented in low-
7 income communities and communities of color;⁶ and

8 WHEREAS, In 2011, tobacco companies spent the majority of their marketing budget
9 on price discounting strategies, accounting for over 83 percent of their \$8.4 billion advertising
10 and promotional marketing budget; and

11 WHEREAS, Tobacco companies give retailers and wholesalers promotional
12 allowances such as: off-invoice discounts, buy downs, and voluntary price reductions⁷ to
13 reduce the cost of tobacco products at the point of sale; and

14 WHEREAS, Tobacco companies spent nearly \$758 million on promotional allowances
15 for retailers and wholesalers in 2011; and

16 WHEREAS, FEAR CAM's youth-led public opinion survey that collected over 300
17 responses revealed, 95 percent of participants have seen some form of the following price

² U.S. Department of Health and Human Services. (2014). *The Health Consequences of Smoking — 50 Years of Progress. A Report of the Surgeon General*. Available at: www.surgeongeneral.gov/library/reports/50-years-of-progress/full-report.pdf

³ Centers for Disease Control and Prevention. (2012). "Current Tobacco Use Among Middle and High School Students – United States, 2011." *Morbidity and Mortality Weekly Report* 61: 581–604. www.cdc.gov/mmwr/pdf/wk/mm6131.pdf

⁴ Campaign for Tobacco Free Kids. 2013. *Tobacco and Socioeconomic Status*. Available at: www.tobaccofreekids.org/research/factsheets/pdf/0260.pdf.

⁵ Meaning the implementation of culturally competent actions, that are informed by both City officials and community members.

⁶ U.S. Department of Health and Human Services. (2000). *Reducing Tobacco Use: A Report of the Surgeon General*. Atlanta, Georgia: U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health, p. 398–400. Available at: www.cdc.gov/tobacco/data_statistics/sgr/2000/complete_report/pdfs/fullreport.pdf

⁷ Federal Trade Commission. (2013). *Federal Trade Commission Cigarette Report for 2011*. Available at: www.ftc.gov/os/2013/05/130521cigarettereport.pdf

1 minimizing strategies -- price coupons, buy-one-get-one free deals, discounted prices, and
2 multi-pack discounts -- used to sell tobacco and tobacco-related products in San Francisco;
3 and

4 WHEREAS, Tobacco companies incentivize customers to purchase more tobacco
5 products by reducing the retail price. In 2013, 55.4 percent of adults who are exposed to price
6 minimizing strategies reduce the price by an average of \$1.27 per pack of a tobacco product;⁸
7 and

8 WHEREAS, 19.8 percent of adults who smoke cigarettes use coupons to purchase
9 cigarettes; and that 24.3 percent who purchase cigarettes in bulk amounts, save an average
10 of \$0.75 per pack;⁹ and

11 WHEREAS, 3 out of 4 participants who took FEAR CAM's survey do not think that San
12 Francisco residents should be able to purchase tobacco or tobacco related products because
13 they have a negative impact on youth and other marginalized communities; and

14 WHEREAS, 25 states plus the District of Columbia and New York City have adopted
15 minimum price laws for cigarettes;^{10,11} and

16 WHEREAS, Research proves that increasing the price of tobacco or other tobacco
17 related products-- such as, cigarettes, hookah tobacco, little cigars, cigarillos, snuff, and other

⁸ Xu X., Pesko, M.F., Tynan, M.A., et al. 2013. "Cigarette Price-Minimization Strategies by U.S. Smokers." *American Journal of Preventive Medicine*,44: 472–476.

⁹ Xu X., Pesko, M.F., Tynan, M.A., et al. 2013. "Cigarette Price-Minimization Strategies by U.S. Smokers." *American Journal of Preventive Medicine*,44: 472–476.

¹⁰ Centers for Disease Control and Prevention. (2010). State Cigarette Minimum Price Laws—United States, 2009." *Morbidity and Mortality Weekly Report* 59: 389–392. Available at: www.cdc.gov/mmwr/preview/mmwrhtml/mm5913a2.htm

¹¹ New York, N.Y., Ordinance No. 1021-2013 (2013) (signed into law on November 19, 2013.)

1 forms of chewing/smokeless tobacco -- would decrease tobacco use, particularly among
2 minors and young adults;¹² and

3 WHEREAS, A 20 percent price increase on a pack of cigarettes would reduce tobacco
4 consumption by 10.4 percent; decreasing adult tobacco use by 3.6 percent; and decrease
5 initiation of tobacco use by young people by 8.6 percent;¹³ now, therefore, be it

6 RESOLVED, The Youth Commission and YLI's FEAR CAM urge the City and County
7 of San Francisco to adopt a minimum retail price between \$13 to \$15 per pack of cigarettes
8 and a gradient scale price for all other tobacco related products (based on other jurisdictions);
9 and, be it

10 FURTHER RESOLVED, The Youth Commission and YLI's FEAR CAM urge the Mayor
11 and Board of Supervisors to adopt legislation to ban the use of price promotions to purchase
12 tobacco or tobacco related products; and, be it

13 FURTHER RESOLVED, The Youth Commission and YLI's FEAR CAM urge the Mayor
14 and Board of Supervisors to allocate adequate funding in the budget to support culturally
15 competent cessation, withdrawal, and preventative services; and, be it

16 FURTHER RESOLVED, The Youth Commission and YLI's FEAR CAM urge to allocate
17 funding to further support the preventive and cessation services of community based
18 organizations, such as BREATHE California's Ash Kickers program; and be it

¹² U.S. Department of Health and Human Services. (2000). *Reducing Tobacco Use: A Report of the Surgeon General*. Atlanta, Georgia: U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health, p. 20. Available at: www.cdc.gov/tobacco/data_statistics/sgr/2000/complete_report/pdfs/fullreport.pdf

¹³ Community Preventive Services Task Force. (2012). *Reducing Tobacco Use and Secondhand Smoke Exposure: Increasing the Unit Price of Tobacco Products*. Available at: www.thecommunityguide.org/tobacco/RRincreasingunitprice.html

- 1 FURTHER RESOLVED, The Youth Commission co-sponsors FEAR CAM's Town
- 2 Hall/Community Forum on May 30th, 2019, an event that will address the issues stated in this
- 3 Resolution.