



Date:

Recipient Name
Recipient Address
City, State Zip Code

Subject: Vaping/e-cigarettes

Dear Senator/Representative _____,

As the leading public health body representing the City of West Allis, Wisconsin, the West Allis Health Department and its Board of Health offer this letter to commend President Trump and his Administration for recognizing the severity of the youth e-cigarette epidemic and the need for bold action to prevent e-cigarettes from addicting a generation of children. To further support the City of West Allis' no smoking ordinance, that includes the use of electronic devices, we offer our strong support for the Administration's plan, originally announced in September 2019, to clear the market of all flavored e-cigarettes. The recent decision that excludes certain flavors, like menthol or tobacco, falls short of what is needed to protect the health of our youth.

For the Administration's plan to be effective at stemming this epidemic, it must remove all flavors and apply to all retailers. The health of our children must come first and must not be compromised.

There is no time to waste as the youth e-cigarette epidemic continues to get worse and over 5 million kids now use e-cigarettes. The evidence is clear that flavored products have fueled this epidemic as most youth e-cigarette users report using flavored products and cite flavors as a key reason for their use. E-cigarettes are addicting and endangering millions of kids, and parents, educators and health care providers across the country are struggling to cope.

We urge the Administration, our elected State Congressional representatives, and State Legislator's to stand with kids and families by swiftly implementing the plan to clear the market of all flavored e-cigarettes. This would represent truly historic action to protect the health of our nation's children.

Public health is everyone's business.

Sincerely,

Robert Leischow, MPH
Health Commissioner | Health Department

Rosalie Reinke
Chair, Board of Health