

Alexander McCracken

From: Mike Rollo <mike.rollo@cancer.org>
Sent: Tuesday, February 28, 2023 9:56 AM
To: Virginia Lyons; David Weeks; Ruth Hardy; Martine L. Gulick; Terry K. Williams
Cc: Alexander McCracken; tina.zuk@heart.org
Subject: [External] ACSCAN Additional Info on S. 18
Attachments: acs_can_flavors_in_tobacco_products_fact_sheet.pdf; Direct Advertising Costs Rankings.pdf

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Dear Senator Lyons and Members of the Senate Health & Welfare committee,

As your committee begins to make it's final decisions this week on S. 18, I wanted to thank you for your leadership on this issue and to offer a few more pieces of information with your committee. This year alone, it is estimated that more than 4,370 Vermonters will be diagnosed with cancer. An estimated 1,000 deaths are caused by smoking each year in Vermont including 29% of cancer deaths. I think that bears repeating. 29% of all cancer deaths in the state are related to tobacco use. I think you can understand why we take this so seriously?

Ending the sale of menthol cigarettes and all other flavored tobacco products would be a significant step in reducing tobacco use in Vermont. Removing these flavored tobacco products from the market can be a critical component to a comprehensive strategy to reduce initiation and lifelong addiction. Laws aimed at ending the sale of menthol cigarettes and all other flavored tobacco products are most effective when they include all products, all flavors, and all retailers. These laws have the potential to reduce youth and young adult initiation of tobacco products.

Attached you will find our fact sheet on flavored tobacco products, showing how the tobacco industry has weaponized flavors to attract and keep customers addicted. The second document comes from a recent presentation from the Truth Initiative (you may recall their ads from TV) outlining the tobacco industry's use of direct mail coupons. I think you will be shocked to see that Vermont is second highest in the country in direct marketing by the industry! This is a pervasive problem, and S. 18 is a significant step forward in reducing the industry's grip on the state.

Thank you again for your leadership and consideration of this important issue,

Mike Rollo



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