

YOUTH COMMISSION AGENDA REPORT

November 10, 2021
Item 4

TITLE: CONSIDER AND DISCUSS SEVERAL PLEASANTONIANS LOCALLY AGAINST TOBACCO (SPLAT) ANTI-VAPING MARKETING MATERIALS

SUMMARY

At its October 13, 2021 meeting, the Youth Commission received a presentation from Connor Lam and Owen Wise-Pierik, of SPLAT (Several Pleasantonians Locally Against Tobacco), on their anti-vaping marketing materials. SPLAT asked the commission for support in how best to reach youth, teens, and parents with their materials. The commission asked that this project be included as an agenda item at their next regular meeting.

RECOMMENDATION

Consider and discuss Several Pleasantonians Locally Against Tobacco (SPLAT) anti-vaping marketing materials.

FINANCIAL STATEMENT

No financial impact as this is a discussion item

BACKGROUND

Following a presentation from and discussions with Flavors Hook Kids at its April and May 2019 meetings, the commission asked that the issue of flavored tobacco and vaping use by minors continue to be a commission focus for the 2019/20 year. In September 2019, the commission discussed options for a potential ban on flavored tobacco products and E-Cigarette devices and asked the Public Policy Subcommittee to conduct further research. The Health and Wellness Subcommittee also began discussion for an education campaign for students and parents.

At the November 13, 2019 meeting, the commission approved a recommendation for City Council to consider adoption of five new ordinances that would restrict the sale of flavored tobacco products and E-cigarette's devices. City Council adopted all five ordinances at its August 18, 2020 meeting.

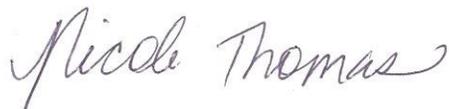
The Health and Wellness Subcommittee's efforts on an education campaign were halted due the Alameda County Public Health stay at home order issued in March 2020.

DISCUSSION

The FY 2021/22-2022/23 City Council Work Plan includes "Creating Awareness of Health and Safety Issues and Policies" in the Youth Programs section. The Youth Commission Health and Wellness Subcommittee felt it was important to provide education to students and parents about vaping and was working on ways to address this before the pandemic.

The materials shared by SPLAT at its October 13, 2021 meeting align with the Youth Commission Work Plan and Health and Wellness Subcommittee goals.

Submitted by:

A handwritten signature in cursive script that reads "Nicole Thomas".

Nicole Thomas
Recreation Supervisor