

October 29, 2019

First Lady Melania Trump The White House 1600 Pennsylvania Avenue, N.W. Washington, DC 20500

## Dear Mrs. Trump:

We want to express our sincere appreciation for the leadership you have provided in highlighting the youth e-cigarette epidemic, meeting with youth who have been impacted by this crisis and championing the bold action to reverse the epidemic that was announced by the Administration on September 11, 2019. Our organizations strongly support the Administration's plan to clear the market of all flavored e-cigarettes, including mint and menthol flavors.

This is an issue that confronts every parent. It is not a surprise that moms have been the strongest voices for action. Millions of moms from all political persuasions and from every part of the country echo the concerns you have raised.

This past week, there have been news reports that the major e-cigarette companies have enlisted political allies to undermine these efforts. We are writing to ask you to continue your fight for our children.

We have clear evidence that mint and menthol e-cigarettes are popular with kids. Data from the 2019 National Youth Tobacco Survey show that 63.9% of high school e-cigarette users use mint or menthol flavors, up from 51.2% in 2018 and 42.3% in 2017.

A policy that does not remove all flavored e-cigarettes will not solve the current epidemic of youth e-cigarette use. Youth who now use mint and menthol e-cigarettes will continue to do so, and youth who use flavors that are removed from the market will simply switch to mint and menthol.

A Schoen poll of likely voters conducted in September after the Administration's September 11 announcement indicates by a 73% to 22% margin, support for the Administration's plan to take flavored e-cigarettes off the market, including support from 74% of Republicans and 70% of Independents. These results are similar to the results of a Morning Consult poll, also conducted in mid-September, that found strong, bipartisan support for the Administration's plan.

Mrs. Trump, you have been a strong voice during this crisis. The health of America's kids is at stake. We stand with you in supporting the Administration's proposal to take ALL flavored ecigarettes off the market because, as you have recognized, they are fueling the youth e-cigarette epidemic.

Sincerely,

Academy of General Dentistry

Action on Smoking & Health

African American Tobacco Control Leadership Council

Allergy & Asthma Network

American Academy of Family Physicians

American Academy of Oral and Maxillofacial Pathology

American Academy of Oral and Maxillofacial Radiology

American Academy of Pediatrics

American Association for Respiratory Care

American Cancer Society Cancer Action Network

American College Health Association

American College of Cardiology

American College of Physicians

American College of Preventive Medicine

American Federation of School Administrators

American Heart Association

American Lung Association

American Medical Association

American Psychiatric Association

American Public Health Association

American Thoracic Society

Americans for Nonsmokers' Rights

Association of State and Territorial Health Officials

Big Cities Health Coalition

Campaign for Tobacco-Free Kids

Catholic Health Association of the United States

Children's Wisconsin

ClearWay Minnesota

Community Anti-Drug Coalitions of America

**Counter Tools** 

Eta Sigma Gamma – National Health Education Honorary

GO2 Foundation for Lung Cancer

International Association for the Study of Lung Cancer

March of Dimes

National Association of Pediatric Nurse Practitioners

National Association of School Nurses

National Education Association

National Hispanic Medical Association

National Network of Public Health Institutes

**Oncology Nursing Society** 

Parents Against Vaping E-Cigarettes (PAVe)

**Prevent Cancer Foundation** 

Protect Kids: Fight Flavored E-Cigarettes

Public Health Law Center

**Public Health Solutions** 

Students Against Destructive Decisions

The Society of State Leaders of Health and Physical Education

The Society of Thoracic Surgeons

Trust for America's Health

Truth Initiative