



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 e-cigarettes 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
NAACP
National Association of Pediatric Nurse Practitioners
National Association of School Nurses
National Association of Secondary School Principals
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