

Cyndie Martel

From: Chris Bostic <bosticc@ash.org>
Sent: Monday, September 8, 2025 11:17 AM
To: CouncilAll
Cc: Megan Manning
Subject: [EXTERNAL] Support for tobacco sales ban
Attachments: M_support letter_Ross sales ban_Sep-8-25.pdf

To the Ross Town Council,
Please find attached a letter of support for an ordinance to ban tobacco sales.
Respectfully,

Chris Bostic, *Policy Director*

ASH > ACTION ON SMOKING & HEALTH

*Dedicated to **ZERO** Tobacco Deaths.*

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Ross Town Council
31 Sir Francis Drake Blvd
Ross, CA 94957

September 8, 2025

Dear Mayor and Councilmembers,

On behalf of Action on Smoking and Health (ASH), I am pleased to offer full support for the Ross draft ordinance to ban the sale of commercial tobacco and vaping products. This effort is led by local youth who want to shape their world in new and better ways. They should be applauded.

ASH is the nation's oldest anti-tobacco organization, formed in response to the 1964 Surgeon General's report that definitively connected tobacco use with disease and death. ASH has worked at the local, state, national and global levels to end the tobacco epidemic. In 2018, ASH launched Project Sunset, a campaign to phase out the sale of commercial tobacco products. I chair a national steering committee of prominent public health professionals dedicated to this cause. I also co-chair a global committee working to replicate the U.S. effort in other regions and countries. Since we started, the concept of tobacco "endgame" has transformed from a fringe idea to a widely-embraced mandate to finally end the tobacco epidemic.

As I'm sure you know, two other cities in California – Beverly Hills and Manhattan Beach – have already banned tobacco product sales. Several other cities at the time were contemplating following them, but COVID stopped the momentum dead. Ross has the opportunity to relight that fire.

The tobacco industry has been addicting people – mostly as children – for generations, and is by far the biggest cause of preventable death in California and the world. The industry sells products that addict and kill when used precisely as intended. No other industry gets to do that. If one tried tomorrow, they would certainly be stopped and likely arrested. We need to take away Big Tobacco's free pass.

In my capacity as the Sunset chair, I am connected to endgame experts across the nation and globe. If there is any way I or any of my colleagues can assist you as you consider this important ordinance, please do not hesitate.

Best Regards,

Chris Bostic
Policy Director