

Cyndie Martel

From: Malone, Ruth <Ruth.Malone@ucsf.edu>
Sent: Saturday, September 6, 2025 2:27 PM
To: Cyndie Martel; Cyndie Martel
Subject: [EXTERNAL] Comment for Item 9, Sept 11 Council meeting attached
Attachments: LetterofSupportMalone.pdf

Please accept this public comment on Item 9 on the regular Ross Council meeting agenda for September 11, 2025. Thank you for acknowledging receipt!

Best,
Ruth Malone

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City Council, Town of Ross
31 Sir Francis Drake Blvd
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September 6, 2025

Dear Mayor and Councilmembers,

I write to extend enthusiastic support and offer some background about the effort by youth advocates to achieve an "endgame" for tobacco sales in Ross by passing an ordinance to prohibit the sale of all tobacco products and electronic smoking devices. If passed, this ordinance would represent a truly historic achievement, as Ross would become the third California jurisdiction and first in Northern California to end tobacco sales.

As a now-professor emerita of nursing and health policy at UCSF, my work has focused for decades on the tobacco industry, its strategic efforts to thwart effective measures to restrain it in any way, and since 2010, on how to achieve an endgame for the industrially-produced tobacco epidemic, which still kills some 490,000 Americans every year. I testified at council meetings in Beverly Hills and Manhattan Beach, when each of these cities passed tobacco sales bans that took effect in 2021. My team subsequently conducted interviews with retailers in each city. I have been invited to speak about the tobacco endgame in multiple countries around the world.

You may not be aware that under the current administration, the CDC Office on Smoking and Health, which was a small but very effective agency leading tobacco control efforts at the federal level, was eliminated in its entirety. This means that more than ever before, progress on addressing the single most deadly consumer products in history depends upon courageous leadership at local and state levels. To some, banning tobacco sales may seem unthinkable. What is truly unthinkable is that we have let this all go on so long, decades after we had the evidence that tobacco caused extensive addiction, disease and death. California state program surveys for years have shown consistent support of around 70% for banning sales of all non-pharmaceutical nicotine products. We don't need to continue on this path for another century.

You have an opportunity to provide leadership and set an example for other cities. I hope you will seize it.

Sincerely,

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