



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 County and City Health Officials  
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