



## FOR IMMEDIATE RELEASE

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# Newly Introduced Comprehensive Prevention Package Focuses on Protecting Michigan Kids from Tobacco

*Polling shows voters strongly support ending flavored tobacco sales, increasing tobacco taxes and other measures*

**LANSING** – The Keep MI Kids Tobacco Free Alliance is applauding a comprehensive tobacco prevention legislative package introduced earlier this month by Michigan Senators. The bill package, focused on protecting youth from the dangers of tobacco would:

- End the sale of all flavored tobacco products, including flavored e-cigarettes and menthol-flavored cigarettes. (Senate Bills 649 and 650, Cherry)
- Require tobacco retailers to be licensed, just like liquor retailers, so the state can enforce laws prohibiting the sale of tobacco to minors. (SBs 651 and 652, Singh)
- Tax e-cigarettes and vaping products containing nicotine for the first time and increase tobacco taxes with proceeds used to reduce tobacco use among youth. (SB 648, Chang)
- Allow local counties and cities to enact tougher restrictions on tobacco sales within their own community. (SB 647, Shink)
- Repeal ineffective penalties that punish kids for tobacco purchase, use and possession. (SB 654, Wojno and SB 653, Cavanagh)

“It’s time to put our kids first and enact comprehensive tobacco prevention policies to create the first tobacco-free generation with a healthier future ahead,” said **Dr. Brittany Tayler, internist and pediatrician at Hurley Medical Center, assistant professor at the Pediatric Public Health Initiative at Michigan State University and co-chair of Keep MI Kids Tobacco Free Alliance.**

“Enacting strong policies will especially benefit those communities that have been historically targeted by the tobacco industry including youth and Black Americans. We are very encouraged by these polling results and are ready to work with the Legislature to put these prevention policies in place.”

Recent polling conducted by the Campaign for Tobacco-Free Kids showed that Michigan voters strongly support (67%) a comprehensive bill package to reduce tobacco use among kids, including the sale of flavored products. By a 2 to 1 margin (65% to 29%), Michigan voters believe protecting another generation of children from addiction to flavored tobacco is more important than protecting adults’ rights to purchase flavored tobacco. Full poll details are available [here](#).

“We appreciate the commitment and leadership of Senator Singh and the other bill sponsors for taking on these important issues,” said **Jodi Radke, regional advocacy director for the Campaign for Tobacco-Free Kids and co-chair of the Keep MI Kids Tobacco Free Alliance**. “Polling shows overwhelming, bipartisan public support for our lawmakers to take bold action to stop the tobacco industry from targeting our kids with flavored products, reverse the crisis of youth e-cigarette use, and pass strong tobacco prevention policies this session,”

Tobacco companies have also intentionally targeted Black Americans and other communities for decades with marketing for menthol-flavored cigarettes, which are more addictive, easier for kids to start smoking, and harder for smokers to quit. Menthol cigarettes cause devastating and disproportionate harm to the health of Black Americans, who die at higher rates from tobacco-related diseases like cancer, heart disease and stroke.

“Enough is enough. We cannot let Big Tobacco addict another generation of our kids. Our state laws are out of date and out of touch with what Michigan residents want and need to protect youth and advance racial and health equity,” said **Minou Jones, founder of [Making It Count](#) and chair of the Detroit Wayne Oakland Tobacco-Free Coalition**. “Coalitions in Detroit, Grand Rapids, Flint, Newaygo and other communities across the state are ready to help push this life-saving legislation over the finish line. We look forward to working with lawmakers from all corners of the state to end flavored tobacco sales, hold retailers accountable and put the health of all Michiganders ahead of tobacco industry profits.”

#### **About the Keep MI Kids Tobacco Free Alliance**

The Keep MI Kids Tobacco Free Alliance is a coalition of more than 120 public health, community organizations, school groups and other community groups advocating for stronger tobacco policy and prevention in Michigan. Learn more about the Alliance at [KeepMIKidsTobaccoFree.com](http://KeepMIKidsTobaccoFree.com).

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