



April 21, 2026

City of Chula Vista Civic Center Council
276 Fourth Avenue
Chula Vista, CA 91910

Dear Members of the Chula Vista City Council:

On behalf of the American Lung Association in California, the leading public health organization fighting to reduce and prevent the harmful effects of tobacco use, I am writing to express our support for a robust Tobacco Retail License (TRL) that restricts the sale of flavored tobacco products including menthol, new emerging tobacco-related product, and update smoking definitions in the city code. With a mission of saving lives and improving the health of Californians and their lungs, the Lung Association strongly supports measures to protect the next generation from the harms of tobacco addiction.

Each year in California, nearly 40,000 adults die from smoking-related causes, and over 9,200 kids become new daily smokers. An effective way to limit youth access to tobacco and decrease these numbers is through adopting a comprehensive TRL. This policy is strengthened when combined with additional restrictions on the sale of flavored tobacco, a strong definition of tobacco products, location density requirements and prohibitions on the sale of tobacco in pharmacies. With a mission of saving lives and improving the health of Californians and their lungs, the Lung Association strongly supports measures to protect the next generation from the harms of tobacco addiction.

Each year the American Lung Association in California releases its State of Tobacco Control – California Local Grades report, which grades cities and counties in California on key tobacco control policies. By adopting a comprehensive TRL, additional points for location and flavored tobacco restrictions can raise the overall tobacco control grade.

We urge the City Council to adopt the tobacco related ordinances to help protect the City of Chula Vista youth and adults from nicotine addiction and tobacco-related death and disease.

Sincerely,

Kesa Bruce
Advocacy Director