

San Francisco Voters End the Sale of Flavored Tobacco Products Despite Strong Industry Opposition

annals.org/aim/article-abstract/2706440/san-francisco-voters-end-sale-flavored-tobacco-products-despite-strong

October 9, 2018

Ideas and Opinions | 9 October 2018

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Article, Author, and Disclosure Information

FULL TEXT

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On 5 June 2018, voters in San Francisco, California, defied a \$12 million campaign funded almost entirely by the R.J. Reynolds Tobacco Company (RJR) and supported implementation of a law prohibiting the sale of flavored tobacco products, including menthol cigarettes and flavored vaping liquids—the first such comprehensive ban in the United States (1). The prohibition had been passed unanimously by the City's Board of Supervisors in 2017 and was originally scheduled to take effect in April 2018, but shortly after the mayor signed it into law, RJR started collecting signatures to force a referendum. The company succeeded, suspending the law until the June 2018 election.

FULL TEXT