(DATE)

To: Whom It May Concern

From: The Board of Trustees of (*District name*)

RE: Support for Proposition 56, the California Health Care, Research and Prevention
Tobacco Tax Act of 2016

The Board of Trustees of *(District name)* is pleased to support Proposition 56, the California Health Care, Research and Prevention Tobacco Tax Act of 2016.

While the dangers of tobacco use among young adults have been extensively documented for decades, smoking remains one of the most pressing health concerns facing California’s youth. This problem has been exacerbated in recent years by the advent and rise in popularity of electronic cigarettes (also known as e-cigarettes or, more commonly, “vaping”).

In fact, research released by the Center for Disease Control in 2015 indicates that, nationally, the use of e-cigarettes is outpacing all other forms of tobacco, including traditional cigarettes. The CDC finds that e-cigarette use (at least one use in a period of 30 days) among high school students tripled from 4.5 percent in 2013 to 13.4 percent in 2014.

Proposition 56, an excise tax measure, would increase taxes on tobacco products, which could generate as much as $1.5 billion in revenue with another $1 billion available in federal matching funds. Of these new revenues, $20-30 million would be allocated to the Department of Education for tobacco education and prevention programs, with additional Proposition 98 funding in the tens of millions of dollars, based on additional sales tax revenue that will result from additional excise tax revenue.

It is abundantly clear that tobacco use continues to pose a major health risk to California’s youth, and that robust education and prevention programs are still a pressing need. This measure is a critical step toward the recognition of the danger e-cigarettes pose to our students, and to generate funds needed to educate our students about this danger

The Board of Trustees of *(District name)* urges California voters to support Proposition 56, the California Health Care, Research and Prevention Tobacco Tax Act of 2016 at the polls in November.

Sincerely,

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*(Trustee name)*

*(District name)*

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*(District name)*

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*(Trustee name)*

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