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Title: 1. Presentation by Mobilizing Youth to Nix Tobacco (MYNT) regarding their work to prevent underage and young adult use of tobacco products
2. Discussion and actions pertaining to MYNT presentation and underage and young adult use of tobacco products

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REPORT TO THE CITY OF FRESNO YOUTH COMMISSION

January 13, 2020

FROM: Jose Espinoza, Program Coordinator
Youth Leadership Institute

BY: Marco Martinez, Senior Deputy City Clerk
Office of the City Clerk

SUBJECT

1. Presentation by Mobilizing Youth to Nix Tobacco (MYNT) regarding their work to prevent underage and young adult use of tobacco products
2. Discussion and actions pertaining to MYNT presentation and underage and young adult use of tobacco products

RECOMMENDATION

It is recommended that the Youth Commission resolve to take action in regards to underage and young adult use of tobacco products.

BACKGROUND

MYNT is an organization that works to reduce and eliminate tobacco-related health issues that impact youth and young adults in the Central Valley, especially within the African-American community.

In recent years, tobacco-related health issues have been exacerbated by the use of new tobacco products, including vaping (e-cigarettes). Vaping companies like Juul, promote these products as cool “alternatives” to smoking. These companies often mask their products in ways that are attractive to young adults, which has led to an increase in the use of such products by underage youth and young adults.

ENVIRONMENTAL FINDINGS

By the definition provided in the California Environmental Quality Act Guidelines Section 15378 this item does not

qualify as a “project” and is therefore exempt from the California Environmental Quality Act requirements.

LOCAL PREFERENCE

Local preference, if any, will be determined in accordance with Fresno Youth Commission actions.

FISCAL IMPACT

Fiscal impacts will be determined in accordance with Fresno Youth Commission actions.