



Steven Tipton, PhD  
El Bethel  
5401 W. Good Hope Rd

Dear members of the Milwaukee Common Council,

My name is Steven Tipton and I am the pastor at El Bethel Church and an adult advisor for the Wisconsin African American Tobacco Prevention Network FACT group based at my church. FACT is Wisconsin's youth-led tobacco prevention movement. I'm writing to share some information related to the proposed ordinance file # 230097.

The youths in my group have shared with me many times their concerns over the proliferation of smoke and vape shops in their community, and saturation of tobacco marketing. In fact, over 90% of all tobacco companies' marketing budget is spent at the point of sale, because the presence of point of sale advertising increases the risk of young people taking up smoking, encourages impulse purchases of tobacco products, triggers cravings, and undermines quit attempts.

They've also shared with me concerns over the easy access young people have to tobacco as a result of these tactics. In fact, 1 in 3 Wisconsin high school students has tried an e-cigarette and 22 percent use tobacco. This is extremely troubling for all of us. I'd like to thank you for considering actions to help reduce the harm of tobacco on minors. Thank you for your time and God bless.

Sincerely,

A handwritten signature in black ink that reads "Ste Tipton" with a flourish at the end.

Steven Tipton, PhD