



- 1 States, cities and counties must **include e-cigarettes in all smokefree** laws
- 2 Congress, states, counties and cities must **raise the tax on e-cigarettes** to parity with cigarettes and other tobacco products
- 3 FDA, states and localities must **invest in tobacco prevention** efforts, including state programs and mass marketing campaigns
- 4 Federal, state and local governments must ensure every **tobacco user can get the help they need to quit**
- 5 **Accomplished** Congress, states, counties and cities must **raise the minimum age of sale to 21**
- 6 FDA, Congress, states, cities must immediately **remove all flavored tobacco products** from the marketplace
- 7 Congress and/or FDA must **prohibit online sales** of all tobacco products
- 8 FDA must crack down and **stop misleading health** claims
- 9 States, cities and counties **must end the use of coupons** and other discounts which makes these products cheaper and more appealing to young people
- 10 FDA and FTC must **halt advertising and marketing to kids**, including on social media
- 11 FDA must **issue a product standard** prohibiting all flavored tobacco products and defines what “tobacco” flavor means
- 12 FDA must **require “track and trace”** technology on all tobacco products to prevent black market, counterfeit and smuggling activities