

# AMPLIFY!

FOSTERING A LEGACY OF  
PHYSICAL • MENTAL • SPIRITUAL WELLNESS



## PROTECTING OUR COMMUNITY. BUILDING A HEALTHIER FUTURE.

Information about California's Black Community  
and Senate Bill 793

### SENATE BILL 793 (SB 793)



#### PASSED IN 2020

California passed SB 793 in 2020, landmark legislation that prohibits the sale of most flavored tobacco products, including menthol cigarettes.



#### PROTECTING OUR YOUTH

SB 793 was designed to reduce youth access to flavored tobacco and address the harmful impact these products have had on Black communities for decades.



#### A HEALTH EQUITY LAW

Decades of targeted marketing have contributed to higher rates of tobacco-related illnesses like heart disease, stroke, cancer, and respiratory disease in African American/Black communities.

### HOLDING RETAILERS ACCOUNTABLE



#### SB 793 PENALIZES RETAILERS— NOT INDIVIDUALS.

The law holds retailers responsible for illegally selling flavored tobacco products.

#### RETAILER PENALTIES INCLUDE:



#### FIRST VIOLATION:

Up to \$250



#### SECOND VIOLATION:

Up to \$500



#### THIRD AND SUBSEQUENT VIOLATIONS:

Up to \$1,000

Plus potential suspension of the retailer's license



### EDUCATION. EMPOWERMENT. HEALTHIER COMMUNITIES.

AMPLIFY! The African American Statewide Coordinating Center provides education, outreach, and culturally responsive resources about the connection between flavored tobacco, health disparities, and the importance of prevention.



Community  
Education



Culturally Responsive  
Outreach



Support for Healthier  
Futures



Advocacy for  
Health Equity

Together, we can  
create a healthier  
California for  
today and  
generations  
to come.



### WE'RE HERE TO HELP YOU QUIT.

Quitting tobacco is one of the best  
decisions you can make for your health.



- ✓ Free resources
- ✓ Culturally relevant support
- ✓ Tips and tools to help you quit.
- ✓ A healthier future is possible

### AMPLIFY! IS HERE TO SUPPORT YOU.

VISIT US AT

[www.amplify.love](http://www.amplify.love)

AMPLIFYING VOICES. ADVANCING HEALTH. CHANGING LIVES.

California Tobacco Prevention Program, contract #22-10399