

Date of Hearing: May 26, 2026

ASSEMBLY COMMITTEE ON RULES  
Blanca Pacheco, Chair  
SCR 177 (Weber Pierson) – As Introduced May 6, 2026

**SENATE VOTE:** 32-0

**SUBJECT:** World No Tobacco Day.

**SUMMARY:** Proclaims May 31, 2026, as World No Tobacco Day; and, encourages the private sector and state and federal governments to promote policies and programs that seek to reduce tobacco and nicotine use among all Californians. Specifically, **this resolution** makes the following legislative findings:

- 1) The Member States of the World Health Organization created World No Tobacco Day in 1987 to draw global attention to the tobacco epidemic and the preventable death and disease it causes. World No Tobacco Day is celebrated around the world every year on May 31st.
- 2) This yearly celebration informs the public on the dangers of all forms of tobacco use, the manipulative tactics the tobacco industry uses to attract and addict new users, including engagement to hook the next generation, and what people around the world can do to claim their right to health and healthy living and to protect future generations.
- 3) Tobacco use is the leading cause of preventable death and disease in the world. Tobacco use kills more than 490,000 Americans each year, causing nearly one in every five deaths in the United States.
- 4) Tobacco industry marketing campaigns that purport harm-reduction strategies are designed to maintain addiction in current customers, attract new customers, and expand addiction amongst youth.
- 5) Nicotine is a highly addictive drug and can harm adolescent brain development, particularly the parts of the brain responsible for attention, memory, and learning. Nicotine products like pouches and e-cigarettes can contain massive doses of nicotine, and some e-cigarettes can contain more nicotine than 20 packs of cigarettes.
- 6) Rural populations in California experience higher rates of tobacco use and related health disparities compared with urban areas, with Californians living in rural areas being 33 percent more likely to use tobacco products than those living in urban areas.
- 7) In 2020, with strong bipartisan support, California enacted Senate Bill 793 of the 2019–20 Regular Session—a nation-leading, landmark law to ban the sale of flavored tobacco products. California voters overwhelmingly upheld Senate Bill 793 when subjected to a tobacco industry-funded referendum, with nearly two-thirds of Californians supporting Proposition 31 at the November 8, 2022, statewide general election.
- 8) The theme for World No Tobacco Day 2026 is “Unmasking the appeal – countering nicotine and tobacco addiction” to expose how the tobacco and nicotine industry continues to reinvent and repackage its products to hook a new generation, particularly children and adolescents.

- 9) World No Tobacco Day is a day that unites governments, health organizations, civil society, and youth voices under a shared mission: to end the tobacco epidemic and secure a tobacco- and nicotine-free future for the next generation.

**FISCAL EFFECT:** This resolution is keyed non-fiscal by Legislative Counsel.

**REGISTERED SUPPORT / OPPOSITION:**

**Support**

None on file

**Opposition**

None on file

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