



DIVISION OF OPERATIONS  
TOBACCO GRANT PROGRAM  
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Telephone: (916) 210-6422  
E-Mail: TobaccoGrantRFP@doj.ca.gov

11/15/2022

Sofia Pereira, Director of Public Health  
County of Humboldt, Department of Health and Human Services, Public Health Branch  
529 I Street  
Eureka, CA, 95501

Re: Tobacco Grant Award Notification Fiscal Year 2022-23 (RFP: DOJ-PROP56-2022-23-1)

Dear Sofia Pereira,

Congratulations! On behalf of the California Department of Justice (Department), Tobacco Grant Program, I am pleased to inform you, your agency's grant application for the fiscal year 2022-23 grant cycle has been approved for grant funds authorized under the California Healthcare, Research and Prevention Tobacco Tax Act of 2016. The total amount of your agency's grant award is \$541,793.

The Tobacco Grant Program's award process is highly competitive, and for the 2022-23 grant cycle, the Department received over \$34 million in requested grant funding. Grant funding was prioritized to support local enforcement efforts to reduce the illegal sale of tobacco products to minors. Also, as per the Request for Proposal, any funding for school resource officers/on-campus enforcement was not considered in this funding cycle. Consequently, some awards were approved with modifications based on funding priorities.

**To accept the 2022-23 grant award, please return the following by email within 15 calendar days of receipt of this letter:**

1. Signed Letter of Intent (template attached), affirming either:
  - a. Your agency will seek a resolution from the governing body to accept the award (*if your agency has a governing body*); or
  - b. No governing body exists and no resolution is required.
2. Award Summary (*if modifications are required based on the revised award amount, as indicated in the Award Summary document*)

Please email the signed Letter of Intent and other information as indicated above to [TobaccoGrantRFP@doj.ca.gov](mailto:TobaccoGrantRFP@doj.ca.gov) with the subject line: "FY 22-23\_ Letter of Intent\_ County of Humboldt, Department of Health and Human Services, Public Health Branch." Upon receipt of this information, the Department will provide your agency with additional documents for

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execution/use (e.g., Memorandum of Understanding, Grantee Handbook, etc.). These documents will contain more information about the process for reimbursement and other important details. Activities for reimbursement under this grant may commence January 1, 2023.

Should you have any questions regarding this letter or the required follow up information, please email [TobaccoGrantRFP@doj.ca.gov](mailto:TobaccoGrantRFP@doj.ca.gov).

Sincerely,

A handwritten signature in blue ink, appearing to read "Stacy Heinsen".

For STACY HEINSEN  
Manager, Tobacco Grant Program

For ROB BONTA  
Attorney General

Attachments:  
Letter of Intent  
Award Summary  
Budget Detail

**SUMMARY OF AWARD – DOJ-PROP56-2022-23-1-015**

**Humboldt County Department of Health and Human Services**

**I. Award Summary**

<b>Requested Amount:</b> \$541,793	<b>Award Amount:</b> \$541,793
<b>Removed from Award:</b> None	<b>Reduced Line Items:</b> None
<b>Other Changes:</b> The reference to “food” was removed from the “Hosted Retailer Training Events” line item within the Budget Detail spreadsheet. Food is not an allowable item for reimbursement under the Tobacco Grant Program.	

**II. Notes for All Grantees**

- a. Removed Personnel or Other Items
  - i. If specific personnel or other items were removed and not funded, they cannot be reinstated during the grant term.
- b. Reduced Line Items
  - i. If a specific line item was reduced, it cannot be increased during the grant term.
- c. Uniforms
  - i. These were not funded and cannot be reimbursed.
  - ii. If uniforms are included separately in reimbursement requests, they will not be reimbursed.
- d. Mileage/Fuel
  - i. Budgets which include mileage or fuel were amended to include both together in one line item.
  - ii. Mileage is limited to the state rate at the time of travel.
- e. Vape Detectors
  - i. If awarded, these have been funded at a specific amount, typically \$1,500 each (or less), including tax, installation, and any other associated costs.
- f. Equipment
  - i. All equipment-type items are funded in the first year of the grant cycle and must be purchased during that first year.

*Please reference the Tobacco Grant Program Grantee Handbook for more information regarding allowable costs under this grant cycle.*

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*Continued on next page.*

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**III. Goals and Budget Narrative**

- a. Agency Goals and the Budget Narrative are listed below based on the information contained in the original proposal.
- b. The Tobacco Grant Program will reference this document when determining whether an activity was approved for funding and is reimbursable.

<b>Goal 1 Title:</b>	Increase retailer compliance with local and state tobacco control laws
<b>Goal Description:</b>	Retailer Compliance Checks & Licensing Inspections
<b>Measureable Outcome:</b>	Perform compliance checks and tobacco licensing inspections at 100% of tobacco retail locations
<b>Timeline:</b>	Year 1: 15 tobacco retailers/quarter to reach 60/year (approx. 100%). Years 2 & 3: focus on retailers with violations, reach full compliance.
<b>Narrative Description:</b>	In Year 1, Health Education Specialists from the Healthy Communities division will conduct initial retailer compliance checks and tobacco retail licensing inspections. Follow up compliance checks for retailers with violations will be conducted to ensure they are corrected within the appropriate timeframe. A compliance check may be based on tips of violations from the public. They may also include, through collaboration with law enforcement, the participation of persons between the ages of 18 to 20 to enter licensed premises to attempt to purchase tobacco products. In years 2 and 3, inspections will be conducted by the Department of Environmental Health (DEH) based on complaint referrals from the public or by Health Education Specialists as they do their yearly education and training from Goal 2 (see below). In year 3, the goal is that every retailer reach full compliance with our local tobacco control ordinance.

<b>Goal 2 Title:</b>	Increase retailer knowledge of local and state tobacco control laws
<b>Goal Description:</b>	Retailer Training and Education
<b>Measureable Outcome:</b>	100% of retailers receive education in year 1. 70% reached in years 2 and 3.
<b>Timeline:</b>	Year 1: reach 60 tobacco retailers with education (15/quarter). Years 2 & 3: retrain retailers, refer violations to DEH for inspection.
<b>Narrative Description:</b>	In Year 1 Health Education Specialists (HES) will provide retailer training and technical assistance on local and state tobacco control laws. In addition, more intensive training will be provided to retailers who are

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	<p>found to be out of compliance with applicable local, federal or state tobacco control laws. The education will be tailored by the HES to the specific violations observed during compliance checks and/or licensing inspections. Education will include what is included in the state and local laws, why tobacco retail regulations are important to community health, a review of what their violation(s) contained, and options to effectively remedy the violation(s). This education will not relieve the retailer of their obligation to remedy the violation(s) themselves by the deadline on the citation.</p> <p>The intent is to set up amicable partnerships with retailers and become a trusted source of information for when they have questions about display or advertisement of tobacco products, which products they are allowed to sell, the type of mandatory signage needed, etc. In the second and third years, retailers will be revisited, with a focus on any retailers with violations. This type of education will take more time, as those experiencing violations may have barriers to navigate to come into compliance. Through training and support for retailers the HES can maintain a positive relationship. At the end of the three years, the goal is for the tobacco retailers to have gained enough knowledge to maintain compliance with no violations and to utilize the HES as a continuing resource past the grant period if needed.</p>
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<b>Goal 3 Title:</b>	Increase public knowledge and awareness of local tobacco control ordinance
<b>Goal Description:</b>	Public Outreach and Media
<b>Measureable Outcome:</b>	By year 3, at least 75% of those surveyed will have increased their knowledge of local tobacco control laws when compared to year 1.
<b>Timeline:</b>	Year 1: develop media campaign and educational materials for distribution. Years 2 & 3: Adapt and distribute materials/media
<b>Narrative Description:</b>	<p>Conduct public outreach and media campaigns to increase awareness of and adherence to, the county's new local tobacco control ordinance. Staff will use a combination of media such as social media posts, email distributions, postcards/palm cards, press releases, opinion- editorials, TV, radio, and/or online advertising to educate the community on the county's new tobacco control ordinance. Community support will be important in the remote, rural areas of the county.</p> <p>In year 1 staff will conduct a survey of the general public to gauge their level of understanding and awareness of the local tobacco control ordinance. In Year 3 this survey will be repeated to measure for a change</p>

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	<p>in understanding and awareness. Questions asked in Year 1 will set a baseline for the general public's understanding of the local tobacco control ordinance. Questions asked in Year 3 will ask what the public has learned since baseline in Year 1 and evaluate effectiveness of the outreach campaign. Questions asked will be similar to: What does the public know about the local tobacco control ordinance? What did the public learn from the media communications? Did they know about the campaign? Did they tell anyone about it? Where did they learn what they know?</p>
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<p><b>Budget Narrative</b></p>	<p>Other Expenses: Sep Tech - This will create the permit management system for the Tobacco Retail Licensing permits within Accela.</p> <p>Other Expenses: Laptop - To conduct inspections in the field.</p> <p>Other Expenses: Office Supplies - General office supplies such as pens, pencils, notepads, clipboards, etc. used in day-to-day operations.</p> <p>Other Expenses: Printing - Providing education materials is a cornerstone. We work with local print shops to provide high-quality education materials to retailers in unincorporated county areas.</p> <p>Other Expenses: Media - Public media campaigns to support activities in goal 3.</p> <p>Other Expenses: Stipends - to compensate youth decoy participants 18 - 20 years old for attempting to purchase tobacco at each retail location twice during the grant period in support of goal 1.</p> <p>Other Expenses: Hosted Retailer Training Events - to provide in-person group retailer training education focused on education of tobacco retail licensing ordinance and other applicable state/local laws to improve compliance rates.</p> <p>Travel Expenses/Registration Fees: Local Mileage - Humboldt County is extremely large. We will need to drive a significant number of miles to meet deliverables. For reference, several retailers are located 90 miles and 2 hours (one-way) from our office.</p>
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*End*