



Tobacco Retail Licensing:

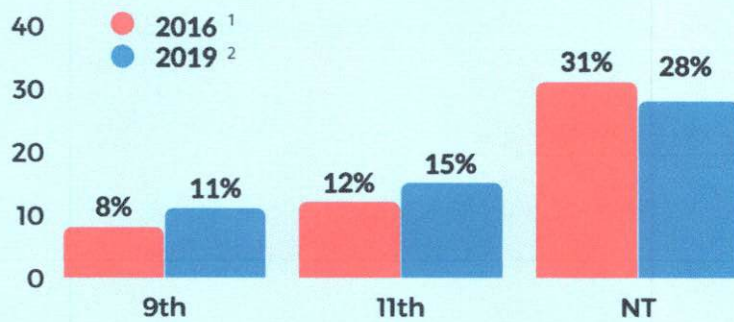
Limits youth access to tobacco and nicotine products.



There is a Youth Vaping Epidemic in Humboldt County

Under state and federal laws, youth tobacco/nicotine usage and purchase rates still remain high.

HUMBOLDT YOUTH WHO VAPED IN THE LAST 30 DAYS



NT = non traditional students (like Charter Schools)

A national survey of 1,000 12 to 17 year olds in 2018 found

75%

of youth obtained their vape device from a store³



Unincorporated Humboldt has MORE THAN the state average of tobacco retailers per population

- California = 1.8 tobacco retailers for every 2,500 residents⁶
- Unincorporated Humboldt = 2.25 tobacco retailers for every 2,500 residents⁶

In January and March of 2022 surveys were conducted where 18-19 year olds attempted to purchase tobacco products in Humboldt County.

50%

were sold products in Ferndale⁴

54%

were sold products in unincorporated Humboldt⁵

27%

were sold products in Fortuna⁴

Implementation of a Comprehensive Tobacco Retail License (TRL) will:

- Fund enforcement of tobacco sales regulations.
- Prevent illegal sales of nicotine and tobacco products.
- Create a level the playing field for all business owners.
- Provide weight to current sales laws by imposing a threat of suspension for repeated violations.
- Reduce productivity loss, health insurance costs (including Medicaid), related illness and death.
- Support economic prosperity through healthy community planning

Tobacco Retail Licensing (TRL) has shown to reduce youth access

YOUTH SALES RATES BEFORE AND AFTER ADOPTION OF TRL⁷

<u>City / County</u>	<u>Date Passed</u>	<u>Annual Fee</u>	<u>Before Adoption</u>	<u>After Adoption</u>
Yolo County	2006	\$377	28%	7.8%
Morgan Hill	2014	\$125	15%	0%
Orville	2013	\$30	22.6%	0%

*For list of more before and after numbers see Sept 2018 Tobacco Retailer Licensing is Effective

The Basics of a Tobacco Retail License:

REDUCE TOBACCO RETAIL DENSITY

- Cap the number of tobacco retailers to 1 per 2500 residents
- No new licenses issued following license revocation or change in ownership.
- No new licenses located near schools or within a minimum distance of an existing retailer.
- Restrict pharmacies from selling tobacco products

ELIMINATE THE SALE OF FLAVORED TOBACCO

- Prohibit the sale of all flavored tobacco products, including menthol cigarettes.
- As of November 2021, 114 communities in California passed policies limiting the sale of flavored tobacco, including Mendocino County.⁸

LIMIT PRODUCTS PLACEMENT AND ADVERTISING

- Limit storefront advertising to no more than 10% coverage of doors and windows.
- Restrict placement of tobacco/vape advertising, displays, and product within a certain distance of youth oriented merchandise (candy, soda, snacks, etc.)
- Restrict the use of coupons



www.NorCal4Health.org



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Sources:

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2. Humboldt County. California Healthy Kids Survey, 2017-2019: Main Report. San Francisco: WestEd Health and Justice Program for the California Department of Education.
3. Truth Initiative, Where are kids getting JUUL?, May 29, 2018. <https://truthinitiative.org/research-resources/emerging-tobacco-products/where-are-kids-getting-juul>. Accessed 12/28/2021
4. Health and Social Policy Institute (HASPI), Communities Addressing Nicotine (CAN). Youth Decoy Data. 2022. These survey results made possible with funds from the California Department of Public Health, Tobacco Control Program, Contract #20-10381.
5. Tobacco-Free North Coast, Young Adult Tobacco Purchase Surveys (YATPS) Jan. 2022
6. California Tobacco Health Assessment Tool. <https://cthat.org/> Accessed 12/28/21
7. The Center for Tobacco Policy & Organizing | American Lung Association in California. Tobacco Retailer Licensing is Effective. September, 2018 Retrieved from <https://www.co.monterey.ca.us/Home/ShowDocument?id=71196>
8. TobaccoFreeCA. Locations of Flavored Tobacco Policies in California as of November 22, 2022. Report downloaded from, The Health Effects of Vaping on Teens | Learn More | Flavors Hook Kids. California Tobacco Control Program - English, <https://www.flavorshookkids.org/>. Accessed 1/10/2022

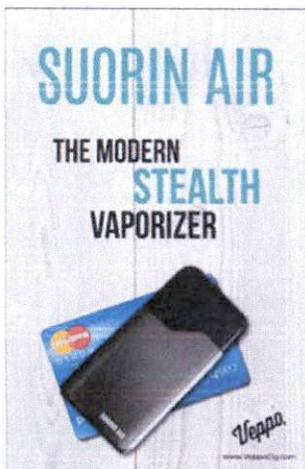


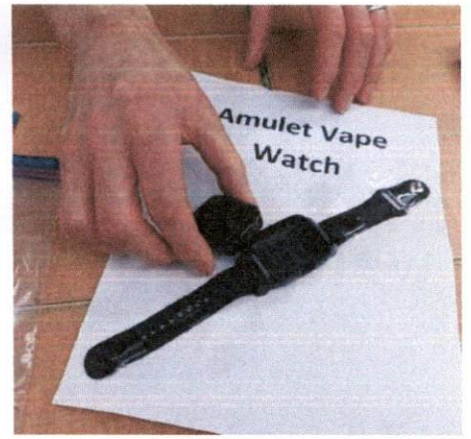
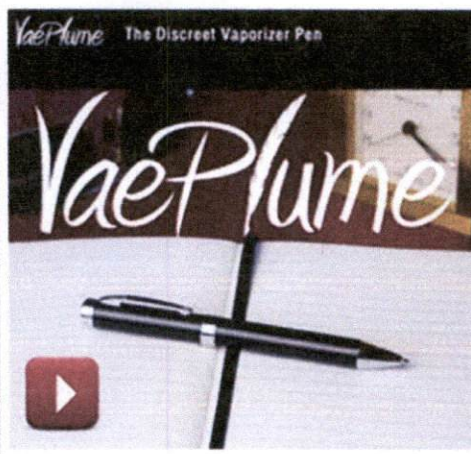
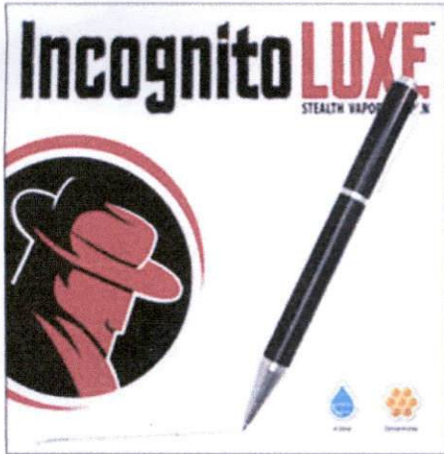
SCAN ME

Examples of vape designs that would be difficult to detect



Juul pods
(not to scale)





PUFFIT



QuickNIC

