

To: Board of Supervisors

From: DHHS: Public Health

Agenda Section: Departmental

SUBJECT:

Discussion of Tobacco Retail Licensing Ordinance

RECOMMENDATION(S):

That the Board of Supervisors:

1. Hear the staff report and authorize staff to draft a Tobacco Retail Licensing ordinance to be considered by the Board.

SOURCE OF FUNDING:

Ordinance administration would be self-funded from fees paid by retailers applying for licenses to sell tobacco. Retailer and community education funded by California Department of Public Health, California Tobacco Control Program administered by the Healthy Communities Division of DHHS Public Health.

DISCUSSION:

In Humboldt County, tobacco smoking causes or contributes to 34% of all deaths. Humboldt County's Department of Health and Human Services, Tobacco-Free Humboldt Program works to prevent tobacco use by providing community education and legal technical assistance to jurisdictions interested in pursuing policies that reduce exposure to secondhand smoke and reduce the availability of tobacco, especially among youth. Staff does this work together with the Tobacco Education Network, a community coalition, and other community partners with the common goal of promoting health in our community. Currently, this policy work focuses on supporting healthy choices in the retail environment. A January 2022 survey of 37 tobacco retailers in county unincorporated areas resulted in an underage purchase rate of 54%. Sixty percent of Humboldt 9th graders and 67% of 11th graders report it is "fairly" or "very easy" to obtain vape (e-cigarette) products. Tobacco retail licensing (TRL) ordinances have been enacted in 219 jurisdictions in California. They enable jurisdictions to have local control over the types of tobacco products sold, the number of retailers, and their location. They are an effective tool to limit youth access to tobacco and reduce tobacco-related mortality. Program administration and enforcement are funded by licensing fees paid by tobacco retailers.

FINANCIAL IMPACT:

None. Fee-based. Supplemental grant funding from the Department of Justice is available to assist with initial implementation.

STRATEGIC FRAMEWORK:

This action supports your Board's Strategic Framework by creating opportunities for improved safety and health.

OTHER AGENCY INVOLVEMENT:

ALTERNATIVES TO STAFF RECOMMENDATIONS:

The Board may choose not to pursue a tobacco retail licensing ordinance, which we anticipate would result in youth continuing to access tobacco in the retail environment and a projected increase in tobacco-related mortality.

ATTACHMENTS:

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PREVIOUS ACTION/REFERRAL:

Board Order No.: [Click or tap here to enter text.]

Meeting of: [Click or tap here to enter text.]

File No.: [Click or tap here to enter text.]