

HOW TOBACCO RETAIL POLICIES REDUCE YOUTH TOBACCO AND NICOTINE USE

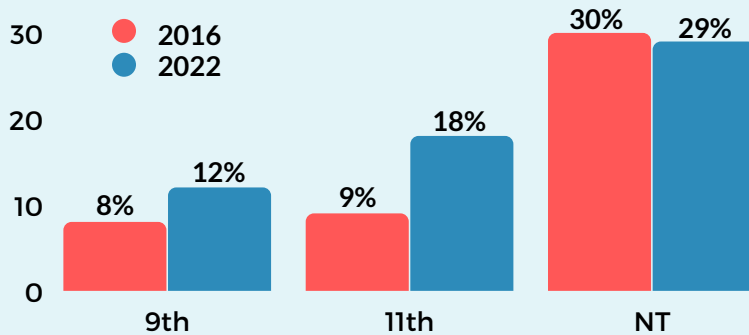
EUREKA, CA 2022

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

- **74% of youth obtained their vape device from a store** ↪
- 52% from a social source
- 6% from internet.

Students were allowed to choose multiple answers.

EUREKA YOUTH WHO VAPED IN THE LAST 30 DAYS



NT = non traditional students (like Charter Schools)

Source: Eureka City Schools, California Healthy Kids Survey, 2015-16² & 2021-22³

Eureka has **MORE THAN** the state average of tobacco retailers per population



- California = 2 tobacco retailers for every 2,500 residents⁴
- **Eureka = 3.25 tobacco retailers for every 2,500 residents**⁴

WHAT IS A TOBACCO RETAIL LICENSE (TRL)?

A tool communities can use to ensure the quality of life for residents and reduce youth initiation into tobacco and nicotine use.

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

YOUTH SALES RATES BEFORE AND AFTER ADOPTION OF TRL⁵

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

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

KIDS WHO SEE IT TRY IT.

COMMUNITIES CAN CHOOSE TO ADOPT A TRL OR STAND ALONE POLICIES THAT CAN...

REDUCE TOBACCO RETAIL DENSITY

- Cap the number of tobacco retailers to 1 per 2500 residents.
- Restrict pharmacies from selling tobacco products.

ELIMINATE THE SALE OF FLAVORED TOBACCO

- Flavor restrictions in TRL will support local enforcement of the state law.
- As of November 2022, 137 communities in California already had policies limiting the sale of flavored tobacco, including Mendocino County.⁶

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.).

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

- Fund enforcement of tobacco sales regulations at *no cost to the taxpayer*.
- Prevent illegal sales of nicotine and tobacco products.
- 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.

LOCAL TOBACCO CONTROL PROJECTS CAN...

- Provide model policy language.
- Offer free legal technical assistance.
- Help draft retail licensing policy specific to the needs of local communities.
- Provide opportunities for community collaboration and action through local coalitions.



LEARN MORE



Sources:

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2. Eureka City Schools School District. *California Healthy Kids Survey, 2015-16: Main Report*. San Francisco: WestEd Health & Human Development Program for the California Department of Education.
3. Eureka City Schools School District. *California Healthy Kids Survey, 2021-2022: Main Report*. San Francisco: WestEd for the California Department of Education.
4. *California Tobacco Health Assessment Tool*. <https://cthat.org/> Accessed 12/28/21
5. 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>
6. 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