

Tobacco Retail Licensing (TRL)



REDUCING YOUTH ACCESS TO TOBACCO

Plumas County Public Health Agency
Tobacco Use Reduction Program
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TOBACCO FACTS



- **Tobacco remains the leading cause of preventable death in the U.S.**
- Tobacco kills more Americans every year than cocaine, heroin, alcohol, homicide, suicide, and AIDS combined.
- **18.1 Billion** is the total cost of smoking in California annually, in direct healthcare costs, illness and premature death
 - **13 Million** is the average yearly cost to Plumas County residents
 - ✦ **\$699 a year is the cost per resident of Plumas County, whether they smoke or not.**

THE PROBLEM



Plumas Youth Have Access To Tobacco

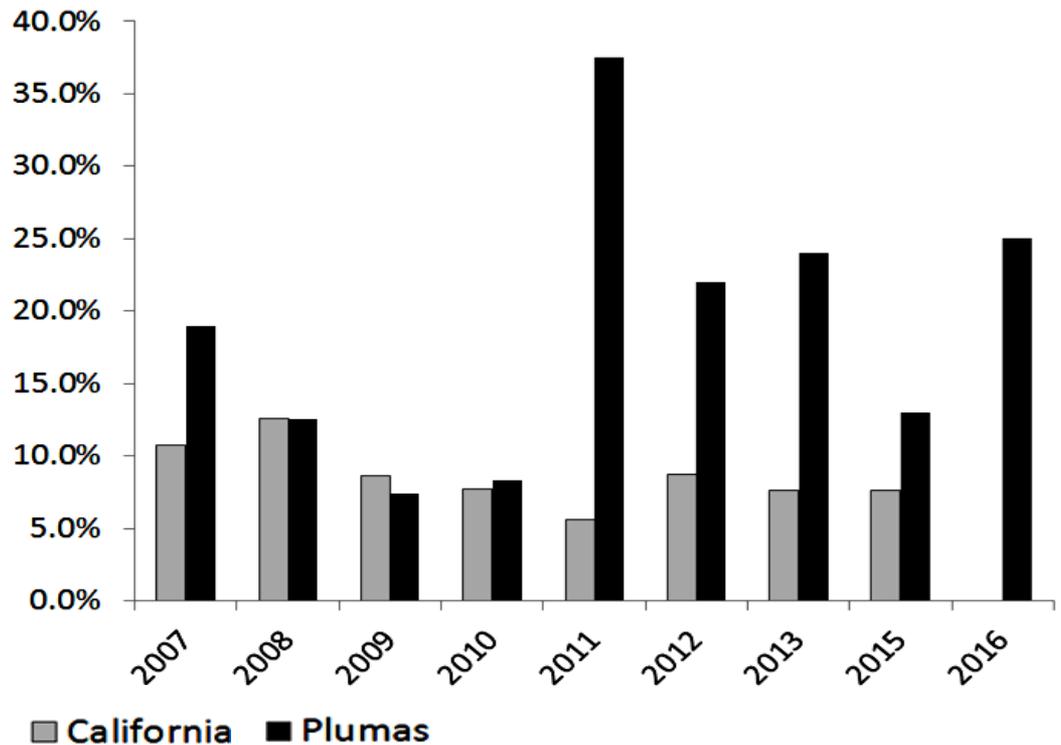
- 46% of Plumas County 11th graders have used e-cigarettes and 37% have used cigarettes
- 72% of Plumas County 11th graders say it is “easy” to obtain cigarettes
- 29% of high school students who smoke usually buy their cigarettes at a convenience store or gas station.

THE PROBLEM



- Over the past 10 years, Plumas County stores have sold tobacco to minors 138% above the state average.
- 25% of stores in Plumas County illegally sold cigarettes to minors in 2016
- It has been as high as 38%

Tobacco Sales To Minors



YOUTH ACCESS



Generally, there are two ways youth gain access to tobacco:

- Social Sources (family/friends)
- Retail Sources (convenience/grocery stores)

Since it is nearly impossible to monitor the social sources, action must be taken to control the illegal sales in the retail environment.



WHY IS YOUTH ACCESS A PROBLEM?



- 80% of smokers began at or before the age of 18.
- Every day, 88 California youth start smoking.
 - 2/3 will become long term users.
 - 1/3 eventually will die from long-term tobacco use.
- 596,000 of California's youth under the age of 18 will ultimately die prematurely from smoking.



2007 National Household Survey on Drug Use and Health, SAMSHA, HHS

Key State Specific Tobacco Related Data and Rankings, Campaign for Tobacco Free Kids, July 20, 2010

Projected Smoking-Related Deaths Among Youth-United States, CDC, MMWR45(44):971-974, November 8, 1996

CURRENT TOBACCO LAWS



- It has been illegal to sell tobacco to minors for over 100 years
- Flavored cigarettes banned
 - easier to initiate smoking
- Self-service tobacco banned
 - to reduce youth accessibility
- Single cigarette sale banned
 - low cost makes it easier for youth to buy
- STAKE Act – requires signage at each point of sale and \$100 one time fee for Board of Equalization towards stopping the contraband cigarettes.
- PC308 – Illegal to sell tobacco to minors, but provided no provisions for enforcement. Not able to hold the establishment accountable for illegal sales.



WHAT CAN BE DONE?



- Several years ago California advocates launched a new effort to end the illegal sales of tobacco to minors. This effort focuses on local Tobacco Retail Licensing (TRL) ordinances.
- What is a TRL ordinance?
 - It requires store owners to purchase an annual permit in order to sell tobacco products, similar to the required alcohol, firearm and a number of other goods.
 - The permit fee covers the cost for the administration and enforcement of license, to make a self-sustaining impact.
 - ✦ Enforcement includes merchant education and youth purchase stings
- If the store is in violation of the ordinance (illegally selling tobacco to minors), they are fined or could potentially have their licenses suspended or revoked.

Tobacco Retail Licensing is Effective



- There are more than 140 communities in California who have TRL ordinances
- 80% of rural California (and 70% of Plumas County) adults surveyed think a tobacco license should be required to sell tobacco.
- Out of 33 communities that enacted strong TRL policies, illegal sales to minors was reduced by 403%
 - If we see similar results, our illegal sales rate could drop to 6.2%, or, preferably, to 0%!

The purpose of retail licensing is not to punish, but serves to protect youth and provide a healthy environment for Plumas County Residents.

TRL GOALS for PLUMAS



Adopt a strong retailer license that will:

- Reduce youth access to tobacco
 - By reducing the illegal sales of tobacco to minors
- Partner with retailers for a healthier Plumas County
 - Reduce the TRL cost for those participating in the Healthy Retail Initiative

TRL COSTS



- Annual TRL fees enacted by local governments throughout the State of California range from
 - as low as \$25
 - as high as \$1,550
 - the state average is \$391
- The total estimated cost of a licensing program in Plumas County to be \$15,987.10.
 - 40 tobacco retailer sites in Plumas County
 - \$400 each

\$15,987.10

PARTNERSHIP • TRL & RETAIL



In an effort to reduce the burden of cost to local retailers, Plumas County Public Health Agency and the Plumas County Sheriff's Office have committed to reduce their TRL costs in an effort to partner with businesses to create healthier retail environments.

**EXAMPLE:
BEFORE/AFTER**



PARTNERSHIP • TRL & RETAIL



- Through this process, PCPHA commits to:
 - Conducting annual assessments and retail education
 - Assistance in making retail environments healthier for residents
 - Technical assistance and support focusing on health equity
- This partnership will not prohibit the sale of any product, but would educate and encourage healthy options, including, but not limited to:
 - Improved signage/messaging
 - Healthy option availability
 - Product placement in relation to children
- For retailers, this could result in a yearly TRL fee as low as \$0.00!

HOW CAN I HELP?



- Join the Youth Prevention sub-group to work on policies that affect youth

