

PLUMAS COUNTY PUBLIC HEALTH AGENCY

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Mimi Khin Hall, M.P.H.
Director

«AddressBlock»

May 11, 2016

Dear «Store_Name»,

This letter is to inform you that a local Tobacco Retail License Ordinance that may affect you will be introduced to the Plumas County Board of Supervisors on 5/17/16. A copy of the draft ordinance is included in this packet for your review, but will be revised by County Council due to legislation signed by Governor Brown last week.

The goal of the Tobacco Retail License ordinance is to reduce the illegal sales of tobacco to minors through a local tobacco license. In contrast to the state law, the local license would hold a proprietor responsible for tobacco illegally sold to minors, rather than the clerk on duty, which has been shown to be an effective method of reducing the illegal sales of tobacco to minors throughout California. The difference between the proposed local ordinance and the other ordinances enacted in California, is that we would like to partner with you as a business to not only eliminate illegal sales of tobacco to minors, but to reduce fees associated with a local Tobacco Retail License through a Healthy Retail Initiative. The Healthy Retail Initiative would be voluntary, and you would not be penalized, but provided with support and a partnership with Public Health's Education staff to design a healthy environment where Plumas County residents shop.

While we are excited to partner with you to create a healthy environment, our focus is to eliminate the unnecessary burden that youth carry by being the next generation of consumers targeted by the tobacco industry. While our County has many healthy and positive lifestyle options for our youth, youth access to and use of tobacco continues to be a problem.

- 27 of Plumas County's youth living today will die prematurely from smoking
- 72% of Plumas 11th graders say its "easy" to obtain cigarettes
- 29% of high school students who smoke usually buy their cigarettes at a convenience store or gas station
- 25% of Plumas Tobacco Retailors illegally sold to youth in 2015
- \$13,000,000 is the yearly cost of smoking in Plumas County annually, in direct healthcare costs, illness and premature death, averaging out to \$699 per Plumas County resident, whether they smoke or not.

We appreciate your hard work serving our communities and understand that your intent as a retailer is to provide a positive place of business in your community. Please call or write with any questions/concerns regarding this information or the proposed ordinance. I also encourage you to come to the Board of Supervisors meeting on 5/17/16 to join in this process.

Dana Cash

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