



F.Y.I.

A PROJECT UPDATE FROM THE CONTRA COSTA COUNTY TOBACCO PREVENTION PROJECT

Summer 2016

El Cerrito Adopts Groundbreaking Ordinance to Protect Youth from Tobacco! The City of El Cerrito is implementing new tobacco control measures after adopting a Tobacco Retailer Licensing ordinance in October 2015. The ordinance regulates tobacco retail sales to help achieve the City Council's goal of ending illegal sales of tobacco to minors and preventing initiation of tobacco use among youth and young adults. Regulations passed include **prohibiting the sale of flavored (non-cigarette) tobacco products, such as flavored little cigars, cigarillos and flavored electronic smoking devices; requiring a minimum pack size for cigars and cigarillos; and creating “buffer zones” to reduce density of retailers and prohibit new tobacco retailers near schools and other youth sensitive areas.**

Tobacco Prevention Coalition Co-Chair Mary Jaccodine, youth from El Cerrito High School, and Jana Katz from the American Cancer Society Cancer Action Network were among those who testified at the meeting on the importance of reducing youth tobacco influences in the retail environment. Mayor Mark Friedman stated, "I believe in restriction of poisonous products like tobacco...What we are doing here is part of a movement for the public's health...We need to send a strong message to the Tobacco Industry that we are not a city that wants to be a party to furthering the attraction of tobacco products to young people." The City earned an overall "A" from the American Lung Association's 2016 Report Card after adoption of these policies and the comprehensive secondhand smoke protections adopted in 2014. The County Board of Supervisors will be considering similar measures for the unincorporated County within the next few months. For more information on El Cerrito, go to <http://www.el-cerrito.org/index.aspx?nid=925>. Contact Denice Dennis at (925) 313-6825 or denice.dennis@hsd.cccounty.us for information on policy options to reduce youth tobacco influences in the retail environment.

Danville's Multi-Family Housing Goes Smoke-free! The Town of Danville's new regulations creating 100% smokefree multi-family housing went into effect on May 1, 2016. The comprehensive law prohibits smoking in all multi-family housing, including apartments, condominiums, and townhomes with three or more units, and restricts the use of cigarettes, electronic cigarettes, cigars, marijuana, lighted pipes and hookah pipes in these residential units and within 20 feet of doors, windows, air ducts and ventilation systems, as well as on balconies, decks and patios of the units. This new policy raised Danville's American Lung Association (ALA) report card grade on Smoke-free Housing from an 'F' in 2015 to an 'A' for 2016. For more information, go to Danville's Smoking Ordinance webpage <http://www.danville.ca.gov/smokefree/>

New California Tobacco Laws As of June 9th, 2016, California's legal minimum sale age for tobacco products is 21 years old, with the exception of active duty military personnel. Retailers that fail to comply with this new law could face a hefty fine according to the CA STAKE ACT, or have their license suspended in communities with a local Tobacco Retailer License. Other new state tobacco laws include:

- **Broadened Definition of Tobacco Products.** Tobacco products now include any electronic smoking device or any component, part, or accessory, including cartridges and solutions, whether or not they contain nicotine, or whether sold separately. For example, electronic smoking devices, atomizers, vaping tanks or mods, and e-liquids are now considered tobacco products under state law, and the "no sales of tobacco under the age of 21" law, as well as no self-service displays of tobacco law now apply to a broader classification of tobacco products, not only cigarettes.



The Sale of
Tobacco Products
or Electronic
Smoking Devices
to Persons Under
21 is Prohibited

Upcoming Tobacco Prevention Coalition Meetings

Monday, July 18, 1:30 -3:30 pm

Contra Costa Office of Education, 77 Santa Barbara Rd., Pleasant Hill

Save the dates for upcoming meetings: Mondays, 1:30 -3:30 pm

September 19th, and November 28th (Locations TBD)

For more information, call Jen Grand at (925) 313-6216 or email cctobaccopreventioncoalition@gmail.com

Non-members welcome to attend meetings. To become a member, click [here](#).

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- **Tobacco Retailer License.** California retailers who sell any kind of tobacco product, including electronic smoking devices, are required to obtain an annual Tobacco Retailer License from the State Board of Equalization, effective on January 1, 2017.
- **Smoke-free Workplace.** Removes certain exemptions from the State's smoke-free workplace laws, including enclosed workplaces, hotel lobbies, meeting rooms, banquet rooms, warehouses, and employee break rooms; and decreases the number of hotel/motel guestrooms where smoking is allowed from 65 percent to 20 percent. State law currently addresses smoking in some indoor areas and now applies to the use of electronic smoking devices. Local jurisdictions with protections broader than the State's indoor smokefree law need to revise their own ordinances to prohibit the use of electronic smoking devices in outdoor areas and all indoor areas open to the public.
- **Smoke-free Campuses.** Requires all public schools to be tobacco free, including charter schools; and provides that tobacco-free school campus policy includes e-cigarettes. Previously, only schools that received tobacco use prevention funding were required to be tobacco free.
- **Child-Resistant Packaging.** Effective on October 1, 2016, all electronic smoking devices and both cartridge and solutions for filling or refilling must be sold in a child resistant packaging that meets federal poison prevention standards.

More information and signage is available on the CA State Department of Public Health's website at <http://www.cdph.ca.gov/programs/Tobacco/Pages/default.aspx>. Information about the County's laws on Tobacco Retailer Licensing and Secondhand Smoke can be found on the website at <http://cchealth.org/tobacco/>

Pleasant Hill moves toward more comprehensive smoke-free policies. The City Council voted unanimously last fall to make the city's shopping centers smoke-free zones. Effective December 2015, the ordinance deemed all commercial areas a smokefree space, including prohibiting the use of electronic cigarettes wherever smoking is prohibited.

Orinda creates Smokefree spaces throughout city. The Orinda City Council passed a new ordinance effective April 2016 prohibiting smoking on city property including public events; public parks and trails; outdoor dining areas at bar and restaurants; and within 20 feet of doors and windows where smoking is prohibited. Encouraged by evidence and testimony presented by the Contra Costa Tobacco Prevention Coalition's co-chair, Mary Jaccodine, the City Council also adopted a provision to prohibit the use of electronic smoking devices where smoking is not allowed.

Youth Report Top Reasons for Vaping. A recent study published in the Journal *Drug and Alcohol Dependence* finds top reasons for vaping among 8th, 10th, and 12th graders are experimentation (53.0%) and taste (37.2%). The attractive taste of vaping is the second most common reason for adolescent vaping overall, and the most common reason among frequent vapers, raising the possibility that restrictions on added flavorings could substantially reduce the appeal. Overall, results suggest that decisions to vape are based on curiosity, taste, and pleasure, rather than for reasons such as quitting regular cigarettes or substituting for regular cigarette smoking. Data come from a 2015 cross-sectional and nationally representative US survey from the Monitoring the Future study. See link for full article:

<http://www.sciencedirect.com/science/article/pii/S037687161630134X>

More Research Finds E-Cigarettes are Gateway to Cigarettes. [Research from the University of Southern California](#) suggests that e-cigarettes are not merely substituting for cigarettes but that e-cigarette use is occurring in adolescents who would not otherwise have used tobacco products. [Another paper from the same study](#) finds that never-smoking kids who start using tobacco products with e-cigarettes had 6.17 times the odds of smoking cigarettes 16 months later than kids who did not use e-cigarettes. This research adds to the large base of evidence that suggests e-cigarettes are a gateway to cigarette smoking. Data comes from a large longitudinal sample of Southern California youth who have been followed for many years.

Tobacco Tax on November Ballot. The California Healthcare, Research and Prevention Tobacco Tax Act of 2016 has been validated by the Secretary of State for the November 8 statewide ballot and endorsed locally by the East Bay Times. Dubbed Prop 56, this tax will add a \$2-per-pack user fee on cigarettes, with an equivalent increase on products containing nicotine derived from tobacco, including e-cigarettes. Money from tax will go to comprehensive tobacco prevention and control programs including enforcement of tobacco control laws at the state and local level; fund training for physicians to improve health care; and for medical research on cures for cancer and other tobacco-related diseases.

Friend the Tobacco Prevention Coalition on Facebook:

“[Tobacco Prevention Coalition of Contra Costa](#)” Visit us online at: <http://www.cchealth.org/topics/tobacco/>