



NORM CHANGE 101: WORKING WITH THE STATE ON TOBACCO POLICY

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- What the tobacco data tell us and State priority areas
- Differences between local, state, and federal legislative levels
- What actions can be taken to address problematic issues in tobacco policy legislative language
 - Policies through the lens of health equity
 - Implications for policy enforcement



TOBACCO FEDERAL-STATE-LOCAL



WHAT IS IT TELLING US?

- Cessation
- Disparities
- Health Impacts
- Economic Impact
- Environmental Impact
- Youth Use





PRIORITY AREAS

- Countering Pro-tobacco Influences in the Community
- Reduce Exposure to Secondhand (SHS) and Thirdhand Smoke (THS)
- Promote Cessation Services
- Reduce Tobacco Availability



WHO IS BEING TARGETED?

- **Work towards educating the public on and curbing tobacco industry marketing practices and tactics, tobacco industry sponsorship, the depiction of tobacco products and use in the entertainment industry, and tobacco product retail advertisements.**
 - Equity issues?
 - Policy solutions?



SHS & THS

- **Make the dangers of SHS/THS a relevant concern using the latest research findings and bring attention to areas where nonsmokers continue to be exposed to smoking in public and private places.**
 - Equity Issues?
 - Policy solutions?



SHOULD DEADLY PRODUCTS BE ALLOWED TO BE SOLD EVERYWHERE?

- **Support enforcement of existing laws that prohibit the sale of tobacco to minors (under age 21), eliminate free tobacco product sampling, and restrict where tobacco products can be sold.**
 - Equity issues?
 - Policy solutions?



CONSIDER THESE CASES

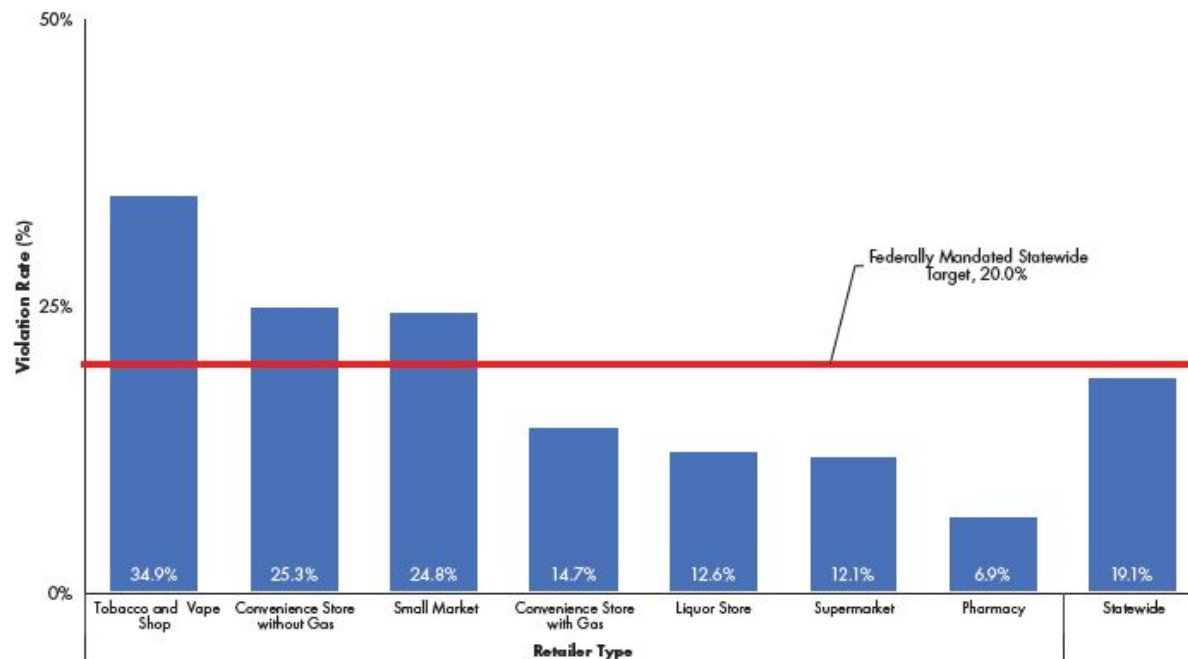
- **Minimum age of sale**
 - Penal Code 308 – Possession, Use, Purchase (PUP)
Laws
- **Electronic smoking devices**
 - Restricted, pre-filled pods
- **Smoke-free parks and beaches**
 - Tot lots, local city/county parks, State beaches



UNDERAGE TOBACCO SALES

In 2016, California raised the minimum legal sales age for tobacco products to 21. Tobacco and vape shops have the lowest compliance with this law,¹⁶ with one out of three tobacco and vape shops selling to underage minors (Figure 14).

Figure 14. Underage sales rate to young adults among licensed tobacco retailers in California by retailer type, 2018

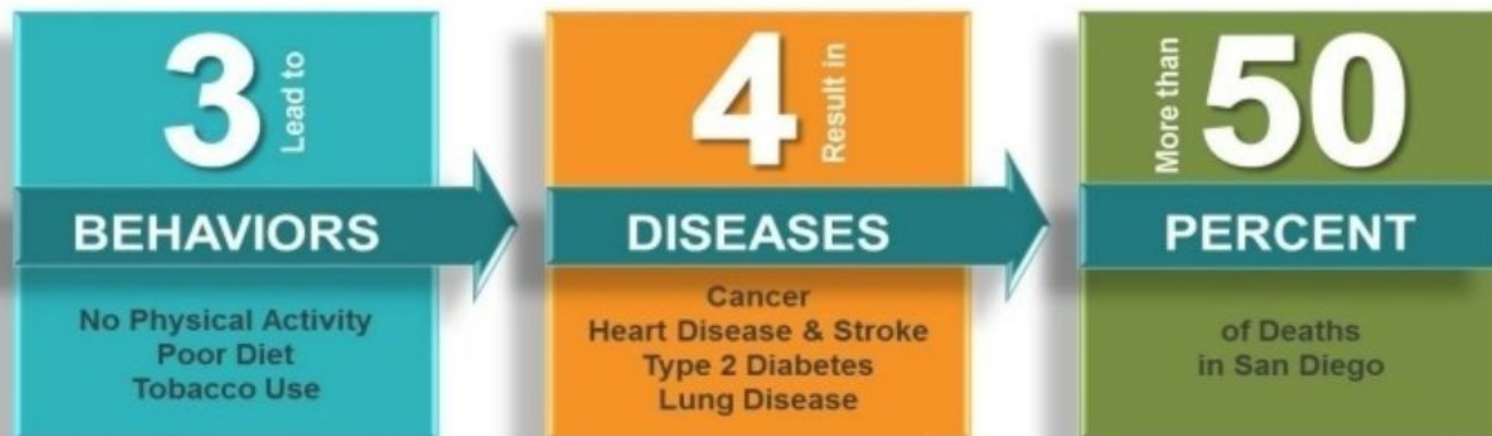


Note: Decoys age 18 and 19 attempted to purchase conventional tobacco (e.g. cigarette, little cigar or cigarillo) and electronic smoking devices or vaping products (e.g. e-liquid, e-cigarette). Source: Young Adult Tobacco Purchase Survey, 2018. Sacramento, CA: California Department of Public Health; October 2018.



LIVE WELL SAN DIEGO IS...

the County of San Diego's vision for a region that is Building Better Health, Living Safely, and Thriving. This vision also works to address the 3-4-50 concept:



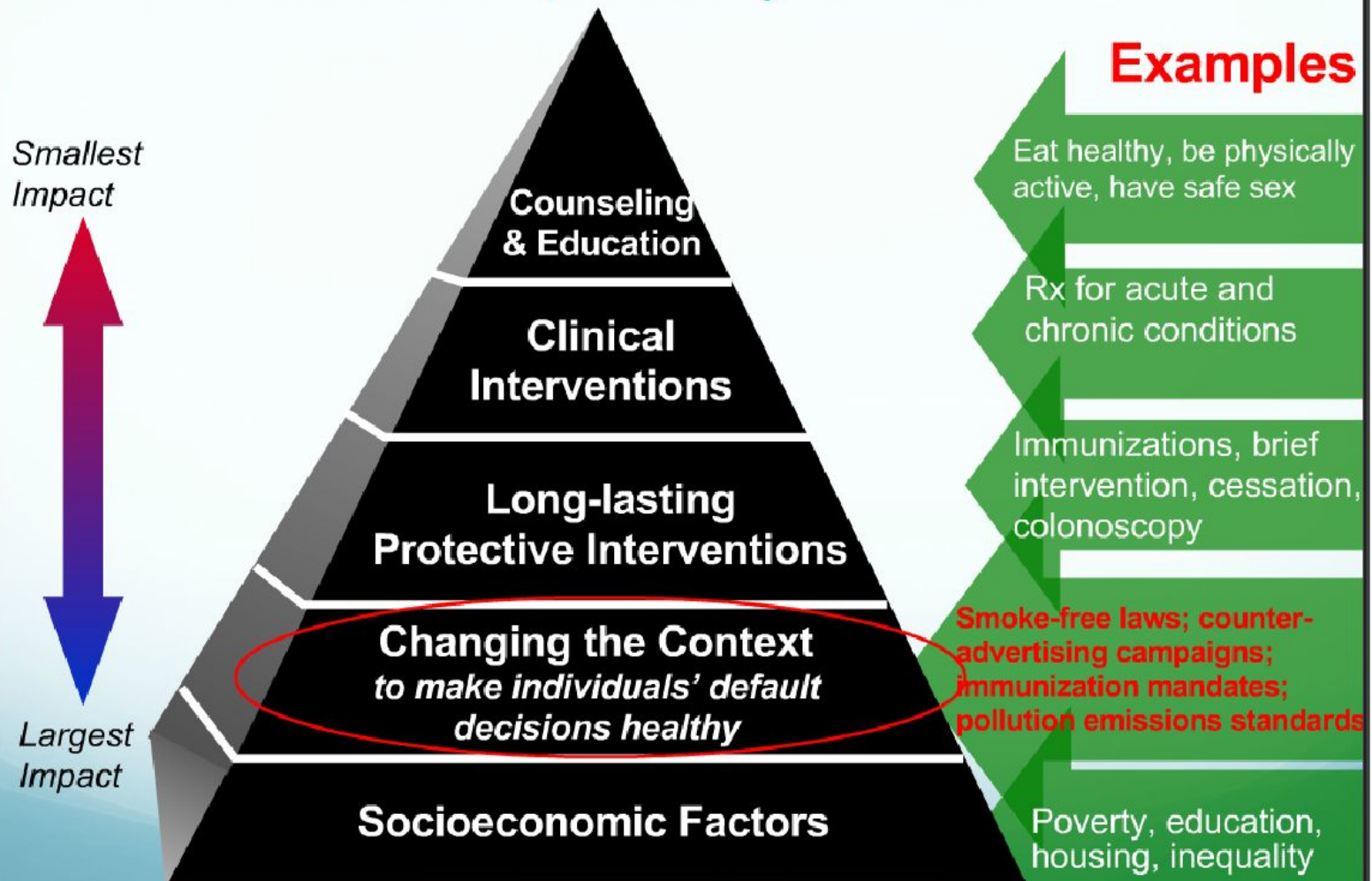
¹ World Health Organization (WHO). "The Global Strategy on Diet, Physical Activity and Health."
http://www.who.int/dietphysicalactivity/media/en/gdfs_general.pdf (Accessed September 22, 2011).

² 3Four50, www.3four50.com (Accessed September 22, 2011).

IMPORTANCE OF POLICY, SYSTEMS, AND ENVIRONMENTAL CHANGE



Health Impact Pyramid



PRIORITY AREA POLICIES



Countering Pro-Tobacco Influences

Beware sponsorships, enforce advertising restrictions (Lee Law), ban discount coupons.

Reduce Exposure to SHS/THS

Smoke-free homes, outdoor dining patios.

Promote Cessation Services

Evidence-based practices, integrate process system-wide, use of medication assisted treatment (NRTs).

Reduce Tobacco Availability

Tobacco Retailer Licensing requires a license to sell tobacco products. The licensing fee will cover the cost of compliance monitoring and enforcement activities.

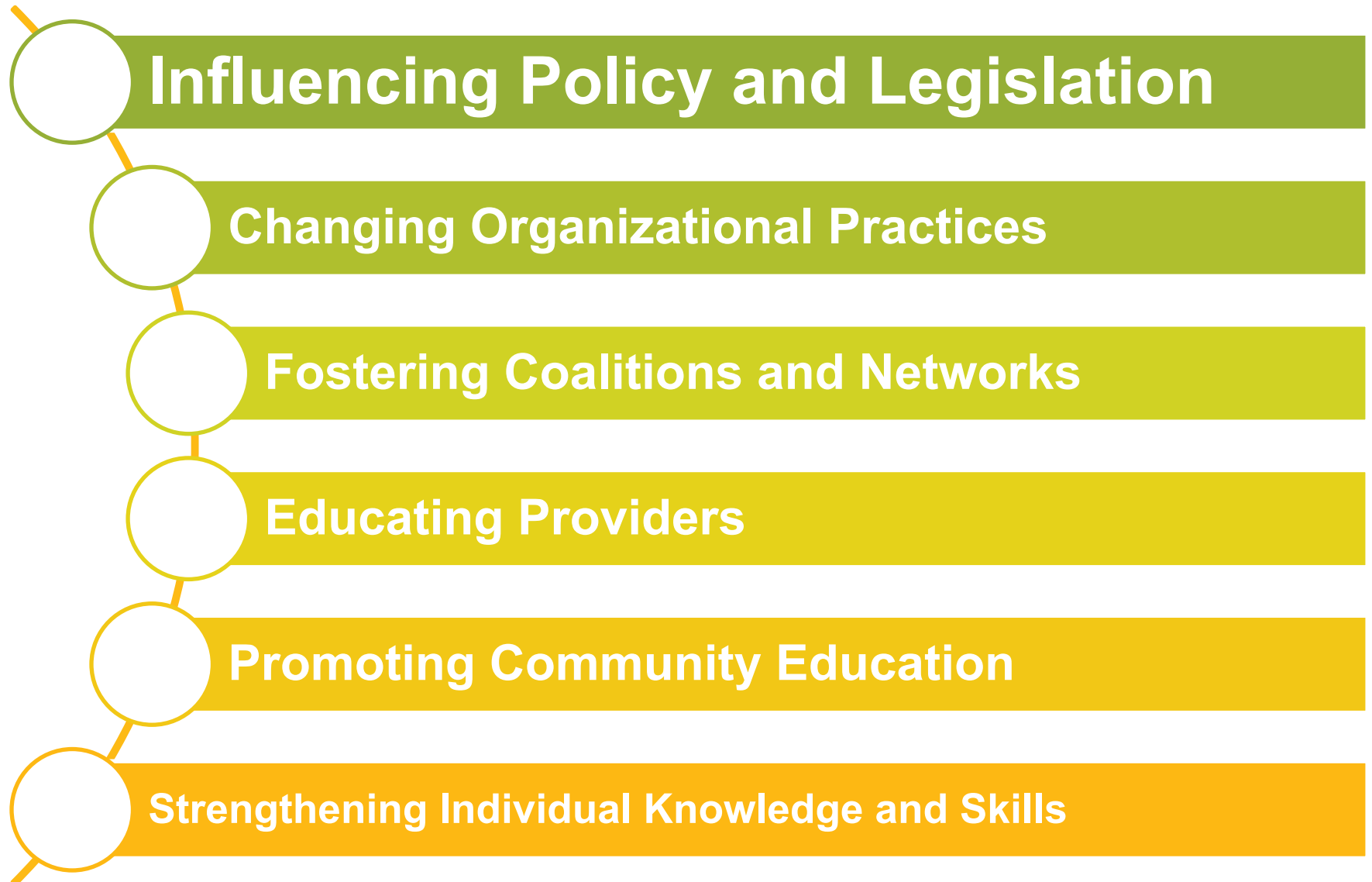
Community Support

Policymakers want to know if their constituents want these policies.



COMMUNITY PARTICIPATION







THANK YOU!

THOUGHTS? QUESTIONS?

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On May 17, 2016, the County of San Diego Health and Human Services Agency Division of Public Health Services received accreditation from the Public Health Accreditation Board.

This work is part of *Live Well San Diego: Healthy Works* and is implemented by SAY San Diego for Regional Tobacco Control Services in support of a region that is Building Better Health, Living Safely, and Thriving. For more information, visit www.LiveWellSD.org. © 2020. California Department of Public Health. Funded under contract # CTC-17-37.