NORM CHANGE 101:
WORKING WITH THE STATE ON TOBACCO POLICY

Irene Linayao-Putman, M.P.H.
Community Health Program Specialist
September 29, 2020
• 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
  o Policies through the lens of health equity
  o Implications for policy enforcement
TOBACCO
FEDERAL-STATE-LOCAL
TOBACCO DATA

WHAT IS IT TELLING US?

- Cessation
- Disparities
- Health Impacts
- Economic Impact
- Environmental Impact
- Youth Use
CALIFORNIA TOBACCO CONTROL PROGRAM

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?
HOW IS THIS INTEGRATED INTO POLICY WORK?

- Promote the services of the California Smokers’ Helpline, increase awareness of cessation opportunities, and support relapse prevention.
  - 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.

  o Equity issues?

  o Policy solutions?
DIFFERENCES IN FEDERAL-STATE-LOCAL LAW

CONSIDER THESE CASES

• Minimum age of sale
  o Penal Code 308 – Possession, Use, Purchase (PUP) Laws

• Electronic smoking devices
  o Restricted, pre-filled pods

• Smoke-free parks and beaches
  o Tot lots, local city/county parks, State beaches
ILLEGAL SALES TO YOUTH

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, 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: Discour age 18 and 19 attempted to purchase conventional tobacco (e.g., cigarette, little cigar or cigarrettes) and electronic smoking device or vaping products (e.g., e-liquid, ex-igator) 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:


2. 3Four50, [www.3four50.com](http://www.3four50.com) (Accessed September 22, 2011).
IMPORTANCE OF POLICY, SYSTEMS, AND ENVIRONMENTAL CHANGE

Health Impact Pyramid

- Smallest Impact
  - Counseling & Education
  - Clinical Interventions
  - Long-lasting Protective Interventions
  - Socioeconomic Factors

Changing the Context to make individuals’ default decisions healthy

Examples
- Eat healthy, be physically active, have safe sex
- Rx for acute and chronic conditions
- Immunizations, brief intervention, cessation, colonoscopy
- Smoke-free laws; counter-advertising campaigns; immunization mandates; pollution emissions standards
- Poverty, education, housing, inequality
## PRIORITY AREA POLICIES

<table>
<thead>
<tr>
<th>Priority Area</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Countering Pro-Tobacco Influences</strong></td>
<td>Beware sponsorships, enforce advertising restrictions (Lee Law), ban discount coupons.</td>
</tr>
<tr>
<td><strong>Reduce Exposure to SHS/THS</strong></td>
<td>Smoke-free homes, outdoor dining patios.</td>
</tr>
<tr>
<td><strong>Promote Cessation Services</strong></td>
<td>Evidence-based practices, integrate process system-wide, use of medication assisted treatment (NRTs).</td>
</tr>
<tr>
<td><strong>Reduce Tobacco Availability</strong></td>
<td>Tobacco Retailer Licensing requires a license to sell tobacco products. The licensing fee will cover the cost of compliance monitoring and enforcement activities.</td>
</tr>
<tr>
<td><strong>Community Support</strong></td>
<td>Policymakers want to know if their constituents want these policies.</td>
</tr>
</tbody>
</table>
Influencing Policy and Legislation
Changing Organizational Practices
Fostering Coalitions and Networks
Educating Providers
Promoting Community Education
Strengthening Individual Knowledge and Skills
THANK YOU!

THOUGHTS? QUESTIONS?

Irene Linayao-Putman, Community Health Program Specialist
Irene.Linayao-Putman@sdcounty.ca.gov
Maternal, Child & Family Health Services Branch - Chronic Disease & Health Equity Unit