

GRASSROOTS TOBACCO CONTROL

MORE SUCCESS STORIES

FROM CALIFORNIA'S

LOCAL LEAD AGENCIES



Volume Three

July 2013—June 2017

LLA
Project
Directors
Association

Prepared by

The Local Lead Agency

Project Directors Association



Project
Directors
Association

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Tobacco Control Partners & Supporters,

This, our third achievements report, continues to tell the story of California's 58 county and three city health departments (Local Lead Agencies) who initiate the fight against tobacco use and vaping across the state. The hundreds of tobacco control actions listed in these pages cover the period of 7/13 through 6/17.

These success stories are truly a grassroots effort. LLAs harnessed the power and concerned voices of their local tobacco coalitions to drive policy changes and educational efforts across California. County and city health departments continued to build social norms that resist tobacco use by making tobacco products less accessible and desirable to use as well as opening paths to assist tobacco users to end their addiction. Providing education about the harmful consequences caused by tobacco was crucial. Policies to create uniform protections and to reinforce the message that tobacco products are harmful were equally important during this period. This report contains highlights where several jurisdictions adopted policies to restrict the sale of flavored tobacco products, limited the proliferation of tobacco retailers, added protections against the harms caused by electronic smoking devices and expanded protections in multi-unit housing where people are especially vulnerable to exposure to harmful secondhand and third hand smoke.

For this report, the achievements of 61 LLAs would not be possible without the invaluable support and technical assistance from CTCP staff members. The achievements were also aided in many communities by the contributions and expertise shared by competitive grantees and voluntary organizations. We acknowledge the committed leadership of the Tobacco Control Evaluation and Research Oversight Committee to set the direction towards a tobacco-free existence.

As you review this report, please be reassured that LLAs are hard at work to continue efforts to combat tobacco use, the number one cause of death and disability in California.

Sincerely,

Raúl Raygoza

Raul Raygoza

Tehama County Health Services Agency-Public Health Center
President, LLA Project Directors Association

On the Cover -- In 2016, Solano County's Healthy Stores, Healthy Communities team worked with Bob's Liquor & Food in Benicia to increase healthy products (while downplaying tobacco). Details on page 29.



EXECUTIVE SUMMARY

What is a Local Lead Agency? These are the tobacco control programs in each of 58 counties and three cities that are charged with devising and implementing strategies to counter and eliminate smoking and tobacco use in California.

The purpose of this report is to look at the multiple contributions Local Lead Agencies have made to the California tobacco control movement in the period from 2013 to 2017. While each LLA is a separate entity, this report attempts to measure the collective impact of local programs on a statewide basis. In the past four-year contract period outlined in this report, several LLAs have:

- Banned the sale of flavored and menthol cigarettes (Oakland, Berkeley, Contra Costa County, San Francisco, Santa Clara County, Yolo County);
- Taken steps to control tobacco retailers in their communities (29 LLAs);
- Made the restrictions on cigarettes apply to electronic nicotine devices (42 LLAs);
- Convinced several convenience stores to replace cigarette displays with healthy food choices;
- Supported youth coalitions as they advocated for a wide range of tobacco control measures in their various communities;
- Continued to eliminate second- hand smoke in outdoor areas, often urging the adoption of a smoke-free parks, recreation areas and trails policies, (32 LLAs).
- Convinced public and private operators of multi-unit housing developments to restrict or ban smoking on these properties (19 LLAs). The most dramatic example was in Los Angeles, where the Local Lead Agency reports that the Housing Authority of the City of LA has prohibited use of tobacco in all its 9,019 units. The County of LA Housing Authority adopted a similar prohibition in all 2,962 units.

This report was produced by LLA consultant Rich Heintz, with the help of Mariposa Project Director Ginnie Day, Santa Clara Project Director Nicole Coxe and LLA President Raul Raygoza. To receive an electronic copy of this report, send your request to thellapda@yahoo.com



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Activities in this report made possible by funds received from the California Department of Public Health, Tobacco Control Program.



1. LIMITING TOBACCO-PROMOTING INFLUENCES

A. Advertising/Marketing (Tobacco retailer advertising)

"Menthol should be banned so that it no longer serves as a product the tobacco companies can use to lure African American children. We do everything we can to protect our children in America, especially our white children. It's time to do the same for all children."

A 2008 letter signed by 7 out of 8 living former Secretaries of the US Department of Health and Human Services, as published by the New York Times

Del Norte County -- In April 2015, the Crescent City Council adopted a policy that limits the amount of storefront advertising on windows of tobacco and alcohol retailers to 10%, and restricts advertisement placement both inside and outside the store to limit youth exposure to unhealthy ads.



An example of changes in storefront advertising following adoption of the signage limitations in April 2015. TUPP used this and similar photographs on educational displays about the impact of tobacco and alcohol advertising on youth.

Fresno County – In July 2015, the City of Selma passed a local policy to reduce storefront window and clear door advertising for all stores to no more than 15%. This resulted in a 20.9% decrease in excessive storefront signage from 2014 to 2016.

Mendocino County -- The City of Fort Bragg passed a policy limiting signage to 20% of clear glass area.

Modoc -- Passed a window signage zoning ordinance reducing signage from 33% to 10%.

Placer County -

- Conducted a youth-focused media campaign that made over 6.9 million impressions in Placer County in a 4 month period. The campaign was on television, billboards, movie

theater ads, and gas stations. The campaign also received an Achievement Award from the National Association of Counties.



Siskiyou County -- Although Siskiyou County has not yet adopted a policy that restricts retailer advertising to no more than 15% of clear doors and windows, store observations completed in the spring of 2017 show that 48 of 63 retailers (76%) in Siskiyou County have voluntarily eliminated all tobacco advertising from storefront windows and doors, indicating that this is becoming a norm.

Tulare County -- In the City of Tulare, the number of stores with less than 10% of their windows covered with advertisements increased from 39% to 44%.



Part of Orange County's campaign to reduce use of E-cigarettes and flavored tobacco products.

B. Physical environment/butt litter

Glenn County – Glenn’s SWAT youth coalition and Tobacco Glenn County Alliance members had six successful tobacco litter clean up events at three parks in Willows. 9,975 pieces of tobacco litter was collected at all three parks.



← **Humboldt County** -- Eureka High School and Arcata High School Friday Night Live Clubs conducted a tobacco-litter cleanup on the Arcata Plaza to raise awareness about smoke-free laws in the city and the impact of cigarette pollution on our streets and in Humboldt Bay. More than 1,000 cigarette butts were cleaned from the streets and sidewalks. The number of butts collected this year was 44% less than last year, and only about one-quarter of the butts collected in 2012, the year before Arcata adopted its smoke-free downtown policy.



Trinity High School Friday Night Live Youth and Community Members Clean Up the Park

Lake County -- Tobacco Education Youth Coalition created PhotoVoice projects focused on tobacco litter in the environment. The project was displayed at Clearlake City Hall, Redbud Public Library, Lake Health Services, and photos were also featured in an Earth Day flyer. **Trinity County** -- Partnered with local youth, adults, and organizations to hold three cigarette litter clean-ups at Lowden Park in Weaverville resulting in the removal of 4,098 cigarette butts.

Tuolumne County -- The program conducted a series of tobacco litter pick-ups in areas targeted for smoke-free policies such as the downtown Sonora corridor. The tobacco litter pick-up events engaged local youth advocates, and the litter collected

was used to create striking educational visuals for outreach events. The developments of these visuals have been successful in engaging community members in a dialogue about the impact of tobacco use in the county, as well as the environmental impact of tobacco litter. During these litter pick-ups, over 3000 cigarette butts were collected over the course of 3-4 hours.



Results of Tuolumne Butt Litter pick up.

C. School-based Policy and Curriculum

Marin County – Great American Smokeout (2014) media and educational collaborative project was conducted around the dangers of e-cigarette use. Marin Tobacco Related Disease Control Program staff joined forces with staff from the Marin County Office of Education to plan a countywide effort to educate students, teachers and parents. A video was produced discussing the use of e-cigarettes by youth, as well as a study guide. Both were distributed to all Marin junior and high school teachers. Newspaper outreach resulted in published interviews in the Marin Independent Journal, along with an educational article designed to educate the general public about dangers of e-cigarettes and youth. The newspaper also learned that the two largest school districts in the county are working on policies to restrict e-cig use.



II Reducing Exposure to SHS, Tobacco Smoke, Residue, Tobacco Waste and Other Tobacco Products.

A. Smoke-free Multi-unit Housing (MUH)

Alameda County -- Worked with City of Pleasanton to ban smoking in 100% of rental units in multi-unit housing (MUH).

Colusa County -- Five youth coalition members discussed



smoke-free MUH on a live four-minute television interview for Fox40 in Sacramento. This segment was purchased as part of a media package for

Colusa County's primary objective on smoke-free MUH.

Del Norte County -- In June 2014, three apartment communities adopted a no smoking policy, Seabreeze, Totem Villa and Seagull Villa Apartments. New tenants are prohibited from smoking as spelled out in their leases.

Imperial County – Smoke-free policies were adopted at ten apartment complexes of varying sizes, benefiting 212 units.

Long Beach – The percent of smoke free apartments in Long Beach increased to 48% in 2015, up from a baseline of 16% in 2008.

Los Angeles County -- The Housing Authority of the City of Los Angeles adopted a smoke-free MUH policy (1/16) prohibiting the use of tobacco in all 9,019 units and all common areas, except in designated smoking areas. Meanwhile, a similar policy was adopted earlier by the Housing Authority of the County of Los Angeles (7/13)

“Marin communities have adopted both secondhand smoke and youth access policies that address the increased use of Electronic Smoking Devices. Smoking devices have so much popularity with youth with their fruit and candy flavors and techno appeal that any regulation helps prevent more kids from getting addicted to nicotine which is a tough habit to break later in life. We cannot allow another generation to become addicted through the marketing manipulations of the tobacco industry.”

Bob Curry, Project Director, Marin County Department of Health and Human Services Tobacco Related Disease Control Program

prohibiting the use of tobacco in all 2,962 units and all common areas, except designated smoking areas.

Los Angeles County -- Three MUH policies adopted in Los Angeles County, including the cities of El Monte (1/16), Manhattan Beach (10/15) and Culver City (10/14).

Madera County – The Madera County Tobacco Control Program worked to have the Madera City Council adopt and implement a policy designating 100% smoke-free MUH (including balconies, patios, and common areas) within the City of Madera. Although not successful, the LLA instead was able to partner with local property management offices that volunteered to become tobacco free. As a part of this effort, the LLA developed positive working relationships with several individuals who have a stake in multiunit housing within the City of Madera.

Mono County -- Through advocacy efforts of the LLA, a 75 unit affordable housing became smoke free, including within 20 feet from the building by policy. Additionally, affordable housing managed by the community action agency adopted a smoke free campus policy, the low income housing managed by Buckingham Properties out of Fresno adopted a 20 foot doorway and in unit smoke free policy in both Inyo and Mono Counties, and a 212 unit privately owned condo complex became a smoke free campus.

Marin County -- Smoke-free MUH protections that include 100% of duplexes, apartments, condos, and townhouses from tobacco and marijuana smoke, and electronic smoking devices were adopted in Novato (100%); Mill Valley (100%); San Anselmo (100%) and Belvedere (100%).

Orange County -- LLA surveyed 370 residents in three high priority cities to assess community support for smoke-free MUH. Support for city implementation of smoke-free common areas was 88%, 86%, and 85%, respectively, in the three priority cities. Approximately 84% of sampled residents in two cities and 78% in the third city reported supporting the designation of half of all MUH property units as smoke-free. The survey findings were disseminated to city staff through customized city-specific infographics.

Riverside County -- A total of twelve (12) apartment complexes in the Cities of Riverside, Corona, Moreno Valley, and Cathedral City have adopted a voluntary policy to prohibit smoking in their properties. The voluntary policies established non-smoking units and non-smoking common areas.

San Bernardino County -- Coordinated with apartment complexes and management companies in communities throughout the county to facilitate the adoption of 19 tobacco-free MUH policies. The adopted policies converted MUH properties to 100% tobacco-free areas, including dwelling units and common areas. Lease language included specific language for tobacco smoke, aerosol emissions from electronic smoking devices and marijuana smoke.

San Mateo County -- Brisbane, South San Francisco, San Bruno, Burlingame, San Mateo, Unincorporated San Mateo County, and Foster City all adopted smoke-free MUH ordinances. Also, Belmont was the first jurisdiction in San Mateo County to remove the medical marijuana exemption from their smoke-free MUH ordinance.

Santa Clara County – The cities of Sunnyvale (February 2016), Los Gatos (May 2016) and Palo Alto (December 2016) all adopted 100% tobacco-free MUH policies. The city of Saratoga (August 2016) also adopted a smoke-free MUH policy for all new developments and restricted smoking in all common areas, but did not apply the policy to existing units.

Sonoma County - Eight cities and the unincorporated County (9 jurisdictions) have smoking ordinances regulating smoking in MUH – up from three in 2013.

Sutter County – Regional Housing Authority of Sutter, Nevada and Colusa counties adopted smoke-free MUH policy in spring 2017, including electronic smoking devices. The policy will take effect in August 2018. A private complex, Live Oaks Apartments in Yuba City adopted a similar policy.

Tehama County – Three new MUH complexes in Tehama County adopted and implemented a policy designating 75% of contiguous individual units as smoke-free, including balconies and patios. This brings the total number of MUH complexes with policies to 11 (42%).

Tulare County – By July 2017, staff with the Tulare County Tobacco Awareness and Education Project saw a drastic reduction in the amount of tobacco litter at the apartment complex that adopted a smoke-free policy. Before policy implementation, there were 373 cigarette butts found on sight, and after policy implementation there were only 29 butts found. This complex was added to the 52 complexes and property management companies that already had smoke-free policies.

B. Smoke-free Outdoor Areas

a. Recreation Areas/Venues/Facilities (Parks, beaches, fairgrounds, amusement parks, etc.)

Alpine County - County increased smoke-free doorway distance to 25 feet.

Amador County – City of Jackson adopted a tobacco-free and vape-free parks policy.

Colusa County -- The Cities of Colusa (October 2013) and Williams (December 2013) adopted smoke-free parks ordinances.

Inyo County -- In 2015, the City of Bishop adopted an ordinance making all city-owned buildings, parks, and sports facilities 100% smoke-free, including e-cigarettes, which makes all parks in Bishop smoke-free.

Monterey County -- The City of Monterey banned smoking in Fisherman's Wharf II (commercial wharf) and banned e-cigarette use where smoking is prohibited.



← **Mono County** -- In June 2017, the Tri County Fair Board (Alpine, Inyo, Mono) created a smoke free campus policy.

Napa County -- The City of American Canyon (June 2014) and City of Calistoga (November 2016), adopted smoke free parks policies that includes smokeless tobacco, e-cigarettes and a referral to the local quit smoking program as a sanction to anyone caught smoking in parks. The Town of Yountville also adopted a smoke free parks policy that

includes marijuana or any substances derives from this plant, however it does not include smokeless tobacco or electronic smoking devices.

San Luis Obispo County -- Port San Luis Harbor passed a smoking ban on district beaches. The Port San Luis Harbor District passed a policy that, while not comprehensive, was significant in that it covered an area that was adjacent to where a County policy was in effect. Prior to the Harbor District's policy, a visitor to Avila Beach could step off a park area, onto the beach, and be able to smoke. The Harbor District policy filled a gap that effectively made a large part of Avila Beach tobacco free.

Santa Barbara County -- Advocated for the adoption of three outdoor SHS policies, of which two were comprehensive, and one affected the unincorporated areas of the County and included 100% dining restrictions, except on bar patios. Though the City of Santa Maria only banned smoking in its parks and public parking areas, a similar policy failed a few years ago. In September 2017, the City of Santa Barbara became a "smoke-free" city, allowing smoking in only five public places.

Shasta County -- In 2016, the City of Shasta Lake added a section to the parks and recreation ordinance on smoke-free events at Shasta Lake park facilities. This ordinance defined smoke-free to include electronic smoking devices, it also included a section deeming it unlawful to dispose of any smoking material upon the ground of any park facility.

Shasta County -- In 2016, Whiskeytown National Recreation Area updated their policy to include electronic smoking devices and vaping. They also expanded their smoke-free policy to the entire park, including trails and beaches, except in designated areas. Signage was provided to support the updated and expanded policy. Whiskeytown Park was the first National Park Service location to go smoke-free.

Solano County -- Benicia adopted a smoke-free parks, recreation areas and trails policy (3/17). Suisun City adopted a smoke-free parks and recreation areas policy (4/17) along with a smoke-free events policy (2/15). Thanks to efforts of staff, coalition, and other partners, Solano County now has 115 smoke-free parks and recreation areas.

Stanislaus County -- City of Modesto banned smoking in parks and walking trails.

Trinity County -- The Tobacco Education Program worked with the Trinity County Fair Board Association on the adoption and implementation of a smoke-free outdoor venue policy for the Trinity County Fairgrounds.

Trinity County -- Provided guidance and assistance to The Weaverville-Douglas City Parks and Recreation District which adopted a smoke-free policy for their largest park in Weaverville, Lee Fong Park.

Tuolumne County -- In 2016, the program was able to present to the Tuolumne County Board of Supervisors about local tobacco control issues. Key data was presented to the Board in order to engage and educate Board members on tobacco control. As a result, the program was directed to propose updates to the County smoke-free areas ordinance.

b. Entryways

Mono County -- A face-to-face opinion poll conducting in 2015 of 70 business owners/managers, found that 50 businesses supported a policy of no smoking within 20 feet from the entryways of businesses and smoke free outdoor dining.

c. Non-Recreational Public Areas (Walkways, streets, plazas, college campuses, shopping centers, transit stops, farmers markets, swap meets, etc.)

Del Norte County – In January 2017, the College of the Redwoods Board of Trustees unanimously voted to adopt a policy designating all campuses as tobacco free. The policy took effect on January 17, 2017, and includes all areas including parking lots.

Humboldt County -- College of the Redwoods went tobacco-free the beginning of the 2017-18 school year. Tobacco-Free Humboldt collaborated with Del Norte County to work with student advocates over several years promoting a tobacco-free campus policy at College of the Redwoods Community College District.

Lake County – Woodland Community College prohibited smoking and the use of tobacco and electronic smoking devices in all indoor and outdoor areas. Policy includes the Lake County campus.

Plumas County -- Feather River College adopted 100% tobacco-free policy.

Sacramento County -- California State University (CSU), Sacramento adopted a tobacco-free policy in December 2013 and went completely tobacco-free effective, fall 2015.

San Diego County -- City of Oceanside adopted a smoke-free outdoor dining policy, which was later expanded to include a popular walkway and railroad underpass leading to the city’s iconic municipal pier.

San Joaquin County -- Beginning in 2014, the San Joaquin County Smoking & Tobacco Outreach Prevention Program (STOPP) formed a strong partnership with the San Joaquin County Regional Transit District (RTD). As a result of this partnership STOPP was able to pass a 100% smoke-free RTD policy, designating all transit property, including bus stops, as smoke-free.

San Mateo County -- Numerous smoking/tobacco-related regulations adopted such as smoke-free sidewalks, no sampling/coupons, etc.: San Bruno, Daly City, Foster City.

Shasta County -- Redding City Council voted unanimously to include electronic smoking devices in their smoke-free ordinances at the Redding Municipal Library campus, as well as Redding City parks, trails and open spaces. The Anderson City Council prohibited smoking and vaping within 20 feet of entrances, exits, operable windows and ventilation units of businesses, outdoor community events and parks, Anderson Teen Center campus, grounds at the Shasta County Health and Human Services Agency Anderson office, and the grounds located at the Anderson Veterans Walk of Honor.

d. Outdoor Dining

Riverside County -- A total of 46 restaurants in the Cities of Riverside, Mira Loma, Eastvale, Banning, Moreno Valley, Corona, and Norco adopted a voluntary policy prohibiting smoking in outdoor dining areas of the restaurants. No-smoking signs were posted by the owners/mangers in appropriate areas of the outdoor dining patios as part of the enforcement provisions.

e. Comprehensive Outdoor Policies (includes 2 or more of the above categories)

Glenn County – SWAT presented to the city council which resulted in the City of Willows adopting a comprehensive outdoor smoke-free policy. SWAT has helped to implement the comprehensive outdoor smoke-free policy by coordinating with the city to post signage.



Humboldt County -- The City of Fortuna adopted a comprehensive smoke-free policy in April, 2016. The policy includes smoke-free outdoor dining, parks and recreation areas, public events, worksites and creates a 30-foot smoke-free buffer zone around all business

and multi-unit housing. The policy had a 6-month break-in period for Tobacco-Free Humboldt to provide education and free no-smoking decals to businesses and property managers. The policy includes e-cigarettes and marijuana.



Mariposa County -- In year two of the project, the County Board of Supervisors adopted a new Comprehensive Smoking & Tobacco Use Ordinance, effective November 2015. Provisions include prohibiting the use of electronic smoking devices where smoking is already prohibited, banning smoking within 25 feet of workplace entrances, in all county parks and recreational areas, and includes marijuana in the definition of smoking. The Ordinance change was not a stated plan objective; instead, the update was spearheaded by a local resident frustrated with the amount of cigarette butt litter on the walkways outside a commercial building he owns in historic downtown Mariposa.

Monterey County -- The City of Seaside adopted a comprehensive ordinance which includes the prohibition of smoking around public parks and recreational areas.

San Diego County -- The City of Coronado adopted a policy banning smoking on most public property (all public streets, highways, alleys, sidewalks parking lots, and on public or private property within 25 feet of an enclosed building).

San Diego County -- The City of Oceanside adopted a smoke-free outdoor dining policy, which was later expanded to include the popular walkway and railroad underpass leading to the city's iconic municipal pier.

San Luis Obispo County -- City of Paso Robles adopted a comprehensive outdoor smoking ordinance. TCP staff began working on the objective through a series of community education and outreach activities. Additionally, staff collected key informant interviews with business leaders and public intercept survey with community residents that provided quantitative and qualitative data relating to community attitudes towards the adoption of an outdoor smoking policy in Paso Robles. Despite the strong support among community members to enact a comprehensive outdoor tobacco policy, policy development stalled without the support of senior city officials. It was not until February 2017, with the support of newly elected officials, that Paso Robles passed a comprehensive outdoor ordinance.

San Mateo County -- Smoke-free parks or public spaces policies adopted in eight cities: East Palo Alto, Brisbane, San Bruno, South San Francisco, San Carlos, San Mateo, Burlingame, and Foster City.

Santa Barbara County -- All secondhand smoke policies passed, updated their language to mimic state law with its inclusive definitions of smoking and tobacco use. 92% of South County residents (177,824) are protected by said policies in

outdoor areas where regulations exist. The goal is to extend this to include 90% of the residents countywide, only 58% of whom are covered now.

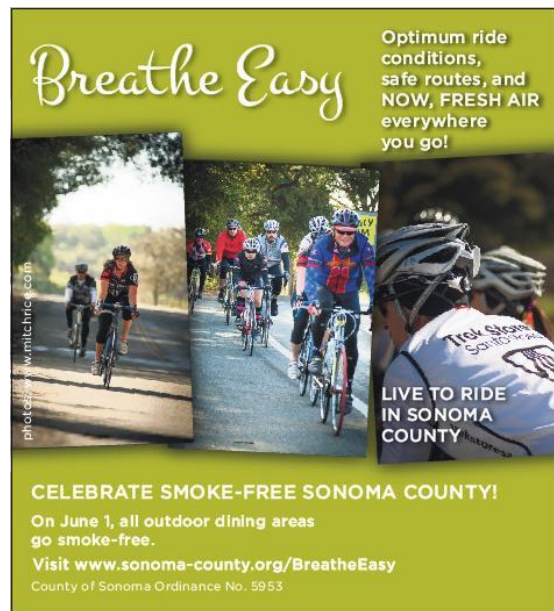
Santa Barbara County -- Advocated for the adoption of three (3) outdoor SHS policies, of which 2 were comprehensive, one was affected the unincorporated areas of the County and included 100% dining restrictions, except on bar patios, while the other was the most restrictive policy in North County Though the City of Santa Maria only banned smoking in its parks and public parking areas, a similar policy failed a few years ago. In September of 2017, the City of Santa became a "smoke-free" city, allowing smoking in only 5 public places. They have already begun a proactive public education and enforcement campaign.

Santa Cruz County -- The County of Santa Cruz amended its smoking control ordinance to add outdoor dining areas to the list of places where smoking is prohibited.

Solano County -- Adopted a smoke-free facilities policy that covers 74 Solano County owned or leased facilities including all enclosed and unenclosed areas, including building, grounds, parks, parking lots, stairwells and surrounding sidewalks (1/15).



Sonoma County – All cities and the County (10 entities) now have smoking ordinances regulating smoking in outdoor areas including parks, dining, entryways, public



events, and service lines– up from six jurisdictions in 2013. LLA continues to support and assist with implementation through technical assistance, workshops, media campaign, and BreatheEasy.com website.

Sutter County -- Various Smoke-Free Policies Passed (Including electronic smoking devices): Yuba Community College (All Yuba County and Sutter County Campuses, 2017); City of Yuba Parks, in addition to no smoking/vaping within 50ft of entryways of city owned/operated buildings (2015); Sutter County Public Health Division, (2016); Dancing Tomato Café in Yuba City (2016).



Ventura County – Passed a comprehensive smoke-free ordinance in January 2017. The ordinance prohibits smoking or the use of tobacco products in the unincorporated areas of Ventura County and on all County owned, leased and maintained properties. Marijuana is included in the definition of “smoking” and “tobacco product”. The ordinance bans smoking within 25 feet of all entryways, dining areas, public events, recreational areas, including campsites and service areas. The County ordinance prohibits smoking 250 feet from any unenclosed recreational area mainly used by children and areas that have improvements that facilitate physical activities including but not limited to, playgrounds, tennis courts, swimming pools, walking paths and sports fields.

Ventura County – The City of Ventura adopted a comprehensive smoke-free ordinance making entryways, dining areas, public events, recreational areas and service areas smoke-free and specifically designated public places including parks and beaches in their ordinance which was adopted in May 2015. The City of Oxnard adopted an ordinance making entryways, dining areas, public events, recreational areas and service areas smoke-free in June of 2016. The city of Moorpark strengthened their comprehensive secondhand smoke ordinance to include electronic smoking devices, redefine “smoke” or “smoking” to include marijuana, crack cocaine, weed, plant or other combustible substance in any manner or in any form, and require 80% of hotel rooms to be smoke-free.

C. Smoke-free Health Care/Drug & Alcohol Facilities

El Dorado County -- By the end of the 2014-2017 scope of work period, five providers adopted voluntary policies designating smoke-free outdoor areas. Providers included alcohol and drug programs, a maternity home and transitional faith-based home and a Federally Qualified Health Center (with five campuses). With the exception of one, all of the providers incorporated the Ask, Advise, Refer model and tobacco use questionnaires into their client intake assessments to encourage cessation and a protocol for making a referral to the California Smokers' Helpline. A total of 329 tobacco users were assessed. A total of 701 tobacco users

called the California Smokers' Helpline with 687 of those calling about the Medi-Cal Incentive Quit Smoking project (*free nicotine therapy replacement*).

Inyo County -- In 2014, Northern Inyo Hospital in Bishop (only municipality in Inyo) adopted a 100% tobacco-free policy for their campus, reaching 400 employees and having the effect of 10-15 employees quitting smoking.

Lake County -- Two healthcare facilities that serve low socioeconomic status (SES) individuals (rural healthcare clinics, rural community hospitals) became smoke and tobacco free, including electronic smoking devices.

Mariposa County -- Two health care provider facilities in Mariposa County adopted and implemented smoke-free workplace policies that included a 100% smoke-free campus.

Nevada County -- Behavioral Health and Public Health Campus goes Tobacco-Free (2014).

Placer County -- Assisted one healthcare facility in adopting and implementing a smoke-free campus policy. This implementation eliminated the risk of exposure to secondhand smoke for over 60 residents and staff, and an unmeasurable number of visitors to the healthcare facility.

Plumas County -- Plumas District Hospital adopted 100% tobacco-free policy.

D. Smoke-free Outdoor Worksites

Alpine County -- Voluntary tobacco-free policies established at six new organizations and businesses including formal policies at two local events and the Eastern Sierra Tri-County Fair.



Marin County – Adopted a Smoke-Free County Campus Policy for all county property. Tobacco control staff worked with various county stakeholders on crafting and getting approval on a policy to ban all smoking on property owned or leased by the County of Marin. The policy went into effect on June 17th, 2016. Implementation of the policy included new signage, countywide communication, FAQ sheet, cessation outreach and letter to all staff from the County Health Officer.

Nevada County – County Libraries went tobacco-free (2016).

E. Smoke-free Indoor Workplaces (CA Labor Code 6404.5) Compliance and Exemptions

Sierra County --Three 100% smoke free workplace policies were adopted by Sierra County Health and Human Services, First 5 and the Family Resource Center. Policies encompass the facilities and their surrounding properties and prohibits the use of cigarettes, chew/spit tobacco, electronic delivery devices and snuff.

Solano County -- Benicia adopted an ordinance banning hookah lounges and smoke lounges and added electronic smoking devices to existing smoking prohibitions in enclosed public places (9/13).

H. Tobacco Product/Smoking Definition Change to Include Electronic Smoking Devices – Reducing Exposure and Access to Electronic Smoking Devices

Alpine County -- Definition of smoking in the County’s “No Smoking” ordinance updated to include electronic smoking devices.

Butte County -- Local smoking ordinances updated to prohibit electronic cigarette use wherever smoking is prohibited in Paradise, Chico, and Unincorporated Butte County.

Humboldt County -- The City of Blue Lake added electronic cigarettes to its existing no-smoking policy in 2016.

Kern County -- Updated the definition of smoking and tobacco products to include ENDS.

Lassen County -- In 2017 the City of Susanville amended its smoking control ordinance to include e-cigarettes.

Long Beach -- An ordinance was adopted in 2014 which expanded protection from secondhand smoke by including electronic cigarettes/vape devices in the City’s no-smoking ordinance. The ordinance prohibited the use of e-cigarettes wherever traditional tobacco was also prohibited including outdoor areas such as beaches, parks, bus stops and farmers’ markets.

Los Angeles County -- City of Los Angeles adopted a policy that restricts the use of electronic cigarettes wherever combustible tobacco is used (3/14).

Monterey County -- In September 2015, the City of Gonzales passed an ordinance that bans the smoking of electronic smoking devices where smoking of tobacco products is prohibited within the city.

Napa County -- The Tobacco Advisory Board supported efforts by the Napa County Alcohol and Drug Services and the Public Health departments to advocate for a county policy restricting the use of electronic smoking devices wherever smoking is not allowed. On December 15, 2015, the Board of supervisors voted unanimously for the policy amendment.

Sacramento County -- In 2014, the Cities of Folsom and Rancho Cordova updated their smoking ordinances to include non-combustible tobacco products and/or nicotine products (such as electronic cigarettes) that are not specifically approved by the FDA for use in treating nicotine or tobacco dependence.

San Francisco -- Adopted an e-cigarette ordinance in early 2014 that treats e-cigarettes just like cigarettes in San Francisco- requiring a license for sale, expecting local retailers to follow all state and local laws related to tobacco sales, and disallowing use anywhere state or local law doesn't allow smoking.

San Diego County -- Expansion of a policy by the City of Lemon Grove to restrict the use of electronic smoking devices where tobacco is prohibited.

San Luis Obispo County -- Two jurisdictions amended their definitions of tobacco to include electronic smoking devices – the City of San Luis Obispo in March 2015, and the City of Grover Beach in July 2016. Each of these cities have both a SHS and TRL ordinance, and the definition changed to include electronic smoking devices in both policies for each jurisdiction.

San Mateo County -- Electronic smoking devices were regulated or included in definition of tobacco product/smoking: Belmont, East Palo Alto, San Bruno, San Mateo, Brisbane, South San Francisco, Daly City, Hillsborough, Unincorporated San Mateo County, Portola Valley, and Foster City

Santa Cruz County -- Between March of 2014 and October of 2016, all five jurisdictions in Santa Cruz County updated their smoking control policies to prohibit the use of e-cigarettes where regular cigarette use is prohibited. This includes the cities of Capitola, Santa Cruz, Scotts Valley and Watsonville, and the County Unincorporated Area.

Shasta County – In December 2014, Shasta County amended their smoking ordinance to ban the use of electronic smoking devices wherever smoking was already banned. The policy went into effect January 2015.

Stanislaus County -- Cities of Hughson, Modesto, and Riverbank changing their definition of tobacco products to include e-cigarettes prior to the state.

Tulare County -- In August 2015, Tulare County Board of Supervisors banned use of e-cigarettes in any space that smoking tobacco products is banned.

Ventura County – In September 2016, the City of Camarillo strengthened its ordinance in to include electronic smoking devices and raised the age for purchasing tobacco products to 21, to be in line with the State requirements.

Yolo County -- The use of electronic cigarettes restricted in work places same as traditional cigarettes per state law in unincorporated area of Yolo County (2013).



III Reducing the Availability of Tobacco

A. Tobacco Retail Density/Zoning

“Our goal is to protect kids,” said El Cajon City Council member Gary Kendrick, who championed El Cajon’s tobacco retail ordinance. “Tobacco kills one out of three users and 95% of them start smoking before the age of 21. By preventing sales to minors we can save lives.”

*Submitted by
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Contra Costa County -- The City of El Cerrito adopted tobacco regulations in October 2015 that prohibit the location of new stores that sell tobacco products within 500 feet of a youth sensitive area and within 1000 feet of another tobacco retailer.

Contra Costa County -- In May, 2016, the Contra Costa Board of Supervisors directed staff to write an ordinance that would restrict the location of new tobacco retailers within 1000 feet of a youth sensitive area and within 500 feet of another tobacco retailer. The Board adopted the new policies in July, 2017.

Del Norte County – On April 20, 2015, The Crescent City Council passed an ordinance that requires all new tobacco retailers obtain conditional use permits and restricts tobacco retailers to commercial zones.

Fresno County -- In 2016, the City of Selma also decided to restrict the density and proximity of tobacco retailers to no closer than 600 feet of a residential zone of the City, or any public or private Daycare, Kindergarten, Elementary School, Middle School, High School, Public Library, Church or Public Park or any other tobacco retailer.

Glenn County – Hamilton City SWAT youth members gave several presentations on the topic of tobacco retail density in Hamilton City and conducted a community opinion poll to 40 Hamilton City residents regarding tobacco retail outlets near schools and parks.

Inyo County -- In 2015, Bishop City Council passed an ordinance regulating vape shops and prohibiting vape shops within 1,000 feet of primary and secondary schools. In 2016, the sole vape shop within Bishop city-limits closed.

Sacramento County -- A Conditional Use Permit policy was passed in unincorporated areas, effective September 25, 2015. The policy mandates that there must be a 100 feet separation between hookah/smoking/vape lounges or smoke shops and residential zones, a 1,000 feet separation between these types of stores (same-use), and a 1,000 feet separation between these stores and sensitive-use zones, defined as: "child day care center, library, public park, church, community center, public or private school, designated school bus stop, or indoor or outdoor recreation facilities that are primarily designed to serve persons under the age of 18."

San Francisco -- Adopted and implemented a density ordinance that commenced in early 2015, setting a future cap of 45 tobacco retail permits allowable per district and disallowing new locations, new sales near schools, and new sales near other tobacco retailers as well as disallowing permits to be issued to bars and donut shops. The ordinance has already ceased the increase of tobacco retail establishments in neighborhoods already overburdened with up to 5 times as many stores as other similar sized neighborhoods.

Santa Clara County – The cities of Saratoga and Los Gatos newly adopted TRL policies prohibit new tobacco retailers from operating within 1000 feet of a school or from within 500 feet of an existing tobacco retailer.

Santa Cruz County -- The City of Capitola and the County of Santa Cruz amended their TRL policies to include distance requirements between retailers and schools/youth facilities. The City of Scotts Valley passed a Tobacco Retailer License (TRL) policy, which includes a distance requirement between significant tobacco retailers and schools/youth facilities.

B. Menthol and Other Flavored Tobacco Products/Minimum Pack Size

Alameda County →

Worked with city of Oakland to adopt a policy to restrict the sale of all flavored tobacco products. The same effort involved the City of San Leandro (except for menthol cigarettes.)

Berkeley – Effective Jan 1, 2017, the city's tobacco retail buffer zone ordinance prohibits the sale of flavored (including menthol) and electronic tobacco products in that zone.



Contra Costa County -- The City of El Cerrito adopted tobacco regulations in October 2015 that prohibit the sale of flavored tobacco products (excluding menthol cigarettes) and require a minimum pack size of 5 for cigars in the entire city.

Contra Costa County -- In May, 2016, the Contra Costa Board of Supervisors directed staff to write an ordinance that would prohibit the sale of flavored tobacco products, including menthol cigarettes and require a minimum pack size of 10 for cigars. The Board adopted the new policy in July 2017.

Madera County -- While working to have the Madera City Council adopt a policy that would eliminate the sale and distribution of mentholated and/or flavored electronic smoking devices and little cigars, testimony from the LLA helped block the opening of a store that wanted to sell flavored tobacco products.

Merced County -- The Merced County Tobacco Control Program collaborated with UC Merced to implement two flavored/menthol tobacco projects tasked with 1) providing technical assistance to funded projected working on flavored/menthol tobacco policy campaigns and 2) developing a best strategies guide to assist programs looking to work on such policy campaigns in the future.

Mono County -- Mono has 30 retailers, some open only seasonally. The retail survey revealed that there is little window (less than 10% = 68%) or in-store tobacco advertising (34% have ads). Half of stores sell flavored cigarillos/little cigars (up from 49% in 2013 to 75% in 2016 of stores). Most all stores sell menthol, but many have only a few packs on hand.

San Francisco -- The Board of Supervisors unanimously passed an ordinance with no restrictions limiting the local sale of all flavored tobacco products -- menthol cigarettes, hookah, e-cigarette liquids, flavored tobacco wraps, etc. The ordinance was signed into law in July 2017 with a planned ordinance implementation of April 2018, later strongly challenged by the tobacco industry through a ballot initiative and overwhelming media effort, but was ultimately reaffirmed by SF voters resoundingly in June 2018.

Santa Clara County -- The County of Santa Clara strengthened its existing TRL policy to restrict the sale of menthol cigarettes and flavorings used in electronic smoking devices (October 2016), and the Town of Los Gatos' newly adopted TRL ordinance includes restrictions on the sale of menthol cigarettes and flavored tobacco products.

Yolo County -- Complete ban of the sale of flavored tobacco, including menthol flavor, in the unincorporated area of Yolo County (2016).

C. Prohibit Tobacco Sales in Pharmacies

Contra Costa County -- In May, 2016, the Contra Costa Board of Supervisors directed staff to write an ordinance that would prohibit the sale of tobacco products in pharmacies. The Board adopted the new policies in July, 2017.

Mariposa County -- While efforts to adopt and implement a policy that prohibits the sale of tobacco and/or electronic smoking devices county-wide was not met, one targeted pharmacy voluntarily removed electronic smoking devices from the pharmacy counter. There are only two pharmacies in the county – an independent grocery pharmacy and a Rite-Aid.

San Benito County -- In 2015, there was an amendment to the TRL Ordinance in the city of Hollister to include tobacco-free pharmacies.

San Bernardino County -- A tobacco-free pharmacies policy campaign that included education and media was developed and administered in the community of Loma Linda. The campaign garnered much interest from local policymakers and was highly supported by faculty and administrators at Loma Linda University. The general community was also supportive as documented by public intercept surveys administered with 117 residents, where 85% of respondents strongly supported a policy that would prohibit pharmacies in their city from selling tobacco products.



San Mateo County -- Daly City was the first jurisdiction in San Mateo County to prohibit tobacco sales in pharmacies. Tobacco products were removed from 4 pharmacies located in the city. Also, provided letters of appreciation from Senator Jerry Hill's office and commendations from the San Mateo County Board of Supervisors to San Mateo County tobacco-free pharmacies (included CVS stores).

Santa Clara County – The Town of Los Gatos' newly adopted TRL ordinance includes a ban on the sale of tobacco products in pharmacies.

D. Tobacco Retailer Licensing

Butte County – Students from Chico middle and high school met with Chico city councilmembers to discuss emerging tobacco issues and the need for tobacco retailer licensing.

Kern County -- Strengthened existing TRL to align permit fees to risk category (Low-\$275, Medium-\$465, and High- \$570). Also, TRL adopted in the cities of Arvin, Taft, and Shafter.

Long Beach -- An e-cigarette ordinance was adopted in 2014 which required vape shops to obtain and pay for an annual tobacco retail permit.

Los Angeles County -- City of Los Angeles adopted a policy including electronic cigarettes in their Tobacco Permit (12/13).

Los Angeles County -- City of Manhattan Beach adopted a TRL with a flavor ban (12/15).



← **Marin County** -- Novato in 2017 adopted a comprehensive Tobacco Retailer Licensing Ordinance that included no sales of tobacco in Pharmacies; no single sale of little cigars and no flavor tobacco products (menthol not included).

Modoc - Comprehensive tobacco ordinance featured a TRL, 20 foot smoking ban, as well as a smoke free dining and definition change.

Monterey County -- The cities of Carmel, Monterey, and Salinas adopted TRL ordinances. Over 2/3 of the population and of tobacco retailers in Monterey County are covered by a TRL ordinance.

Monterey County -- The City of Seaside adopted an ordinance requiring a permit to operate a tobacco or electronic cigarette retailer within the Heavy Commercial Zoning District, and prohibits vapor lounges.

Napa County -- In February 2016, the City of American Canyon adopted a policy to prohibit any tobacco retailers including, vape shops, hookah lounges or any other establishments of this nature from opening. American Canyon is the first city in California to pass this type of policy.

Placer County -- Presented to two City Councils about the tobacco retail licensing policy, which marked the first time the Placer County Tobacco Prevention Program has received an opportunity to give elected officials in the county a presentation on tobacco-related issues. In addition, a survey of over 145 tobacco retailers and found that 88% of stores surveyed sold electronic cigarettes. This alarming statistic led to an increase in community education about the harmful effects of electronic cigarettes and vaping.

Plumas County -- In September 2016, the Plumas County Board of Supervisors passed a Tobacco Retail Licensing Ordinance that includes hefty penalties and the prospect of violators losing the right to sell tobacco.

Riverside County - The Cathedral City (2016) adopted a Tobacco Retailer Licensing ordinance with a fee that supports enforcement. The City of Rancho Mirage (2017) passed an ordinance amending their TRL ordinance to include the Riverside County Environmental Health Department as the oversight and enforcement agency for tobacco retail licensing. The ordinances prohibit the sale and/or distribution of tobacco products to youth under the age of 21.

San Francisco -- Adopted a change in the sales age to 21 in early 2016, becoming a contributor to the state tobacco 21 law that took effect just shortly after our local San Francisco adoption of the ordinance.

Santa Clara County -- The city of Saratoga (June 2015) and Town of Los Gatos (May 2017) adopted new tobacco retail licensing (TRL) policies. The County of Santa Clara increased the sales age to 21 in 2015, prior to the change in state law.



Shasta County -- Conditional Use Permit (CUP) advocacy began in the cities of Redding, Shasta Lake, and Anderson. Progress was made toward building a grassroots healthy retail movement and in August 2015 the Shop Healthy Shasta Lake (SHSL) workgroup was formed. The SHSL workgroup was considered highly successful, and will be used as a model for building future campaigns.

Sonoma County -- Healdsburg, Sonoma and unincorporated Sonoma County passed Tobacco Retail License ordinances. In unincorporated Sonoma County, many tobacco retailers opt out of selling tobacco (140 to 100 retailers). The Young Adult Purchase Surveys (YAPS) showed a dramatic improvement in a reduction of illegal sales to youth/young adults. In 2016, only one retailer illegally sold cigarettes to underage young adults, compared to 14 retailers in 2014.

Ventura County - In June, 2017, the city of Moorpark passed a zoning ordinance requiring an administrative permit for all tobacco shops and using land use regulations to restrict where smoking and vaping lounges can be established. In September 2016, the City of Camarillo raised the age for purchasing tobacco products to 21, to be in line with the State requirements.

Yolo County -- Tobacco retail license ordinance adopted in the cities of Woodland (2014) and Winters (2015). County supervisors then capped the number of tobacco retailers in the unincorporated area (2016).

E. Tobacco Retailer Compliance with Youth Purchase Survey

Amador County -- Conducted education on tobacco 21 law, including proper sign placement, and other tobacco laws with all tobacco retailers in Amador County.

Calaveras County -- In 2015, youth were successfully recruited and conducted a youth purchase survey of stores in collaboration with local law enforcement and the district attorney.

Mendocino County -- The City of Fort Bragg implemented its new tobacco retail licensing policy (adopted December, 2012) by earmarking a portion of its license fee for enforcement activities and establishing a licensing program.

Tulare County -- After-school activities: The Tulare County Tobacco Awareness and Education Project partnered with the local TUPE grantee in order to train at-risk

youth in conducting retail compliance checks. Each year, roughly 30 students were trained to engage with retailers on STAKE act signage and storefront signage.

F. Healthy Retail Compliance only

San Francisco -- Supported and expanded Healthy Retail SF- a program that has successfully provided support to small businesses interested in increasing their healthy food and beverage offerings through training and equipment support to the store as well as community engagement and marketing to convert their business model into a place of health.

San Joaquin County –In 2015, the Smoking & Tobacco Outreach/Prevention Program (STOPP) partnered with the Nutrition Education & Obesity Prevention and Lifetime of Wellness programs to form a healthy retail committee, which became *Refresh San Joaquin*. Through this collaboration, STOPP was able educate over 40 tobacco retailers on the dangers of promoting unhealthy items (e.g.; tobacco, alcohol, sugar-sweetened beverages, certain foods, etc.). As a result, seven stores reduced their signage on clear doors and windows. Furthermore, STOPP, in partnership with the Healthier Communities Collaborative, was able to formally recognize the owner of Delta Food Market during National Public Health Week for his outstanding efforts toward making his store a hub for community health. Among other things, this owner discontinued the sale of all tobacco and alcohol products. e.



Santa Barbara County – Launched the Healthy Store for a Healthy Valley campaign in a rural community. The goal was policy adoption by at least one jurisdiction to implement a healthy retailer incentive program. Policy change wasn't achieved, but lessons were learned. A workgroup included business community members, so that campaign messages could be tailored to their needs. After frequent site visits, five stores committed to at least two changes. Ads appeared in a local newspaper and digitally, at a gas pump, and through local events. Results showed: added fruit at checkout counters; increased placement of water bottles at store fronts; improved counter displays and/or at the 3-foot level; discontinued sale of electronic smoking devices (at one site). These local efforts laid the groundwork for future policy efforts.



Santa Clara County – Launched a Healthy Retail Recognition Project with eight small markets, convenience stores, and liquor stores in San Jose, whose owners were awarded bronze, silver, gold, and platinum level honors based on amount of health-promoting criteria met by the store. Stores were responsive to the project, and implementation of this project helped to elevate tobacco and alcohol approaches to healthy retail.

G. Healthy Retail Incentive Programs

Solano County -- Between March 2016 and June 2017, staff along with members of the Healthy Stores for a Healthy Community Subcommittee, Solano County Public Health, Tobacco Education Coalition, and community volunteers, assisted with healthy store makeovers at tobacco retailers in Benicia, Dixon, Fairfield, Vallejo and Suisun City. Makeover activities included removing unhealthy window and floor advertisements including those for tobacco products, alcohol products, sugary drinks and unhealthy snacks; rearranging products in the store to make healthier choices easier to find, such as displaying fresh fruits and vegetables and healthier items at the front of the store and sugar-sweetened beverages in the back of the store; and creating a healthier checkout area by replacing some tobacco products, unhealthy snacks and candies with healthier snack items and non-food items such as hand sanitizers and lip balms.





IV. Promote Tobacco Cessation

A. Cessation Services

Marin County -- Organized and facilitated cessation classes throughout Marin County, ranging from Marin City to West Marin. The cessation program specialized in programs for underserved communities, including people in substance use recovery and/or living with mental illness. Workshops and Trainings were offered for all Marin residents.

Orange County -- LLA trained 13 homeless-serving organizations on the benefits of providing tobacco cessation treatment within their organizations, and how to integrate a tobacco cessation policy or procedure into their existing treatment framework. Three of the 13 homeless-serving organizations signed letters of commitment indicating they would pro-actively promote and/or provide tobacco cessation treatment at their facilities. Two of those three organizations formally adopted a policy to integrate tobacco cessation treatment within their organization's existing framework.

San Diego County -- Implementation of a Tobacco Treatment Specialist Certification Training by a fully accredited body for County of San Diego-contracted Behavioral Health Services contractors, resulting in 38 Certification-eligible Specialists to address one of tobacco's largest disparity groups—the behavioral health population.

Siskiyou County -- In June of 2015, Siskiyou County hosted a CTCP training "Tobacco's Role in Wellness and Recovery" at the Behavioral Health Department for the staff there and others. Following the training, Siskiyou County Behavioral Health was added to the Helpline database in order to make referrals for clients interested in cessation. Prior to this, screening for interest in cessation was not done.

Sutter County – The County, along with California Tobacco Control Program, hosted a Regional Behavioral Health Training in Sutter County in 2016. Collaborative efforts expanded between Sutter-Yuba Behavioral Health and Sutter County Tobacco Control Program and as a result, Sutter-Yuba Behavioral Health (Bi-County agency) established their first tobacco cessation ancillary group. Successful changes lead to the formation of a county-wide smoke-free campus

Our greatest asset is our collective experience and our willingness to share and transfer our knowledge, skills and tools to our colleagues across the state to protect and prevent our communities from the deadly effects from tobacco.

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Chronic Disease Prevention Coordinator,
Tobacco Control Program, County of Monterey—
Department of Health, Public Health Bureau

workgroup and a 100% smoke-free Sutter County buildings/facilities policy is currently under development.

B. Cessation Policies

Sonoma County -- LLA provided education and training to substance-use disorder treatment programs in an effort to create smoke-free treatment facilities. All substance-use disorder treatment programs serving low socio-economic status and private-pay client's implemented policies to assess the smoking status of all clients upon intake, provide behavioral tobacco cessation services to clients who smoke. An assessment was conducted and a Report Card developed to assist LLA staff in supporting treatment programs in implementing smoke free policies and cessation support. Eight agencies now have smoke free policies in place for clients and nine agencies have smoke free policies for staff. LLA fostered a collaborative effort with members of 'Hearts of Sonoma County'—a cardiovascular disease risk-reduction initiative of the Committee for Healthcare Improvement, a committee of Sonoma County Health Action—to provide Trauma-informed Motivational Interviewing for Smoking Cessation training to medical professionals and behavioral health clinicians throughout the county.

Breathe Easy at Home
Give the gift of a smoke-free home...

It's good for everyone!

CELEBRATE SMOKE-FREE SONOMA COUNTY!
On January 12, 2013, all residential multi-unit housing goes smoke-free.
Learn more at www.sonoma-county.org/BreatheEasy
County Ordinance No. 5947



V. Building Local Tobacco Control Assets

A. Community Funding Assets

“The reason I have a ponytail is to hide the scars from sticking my neck out.” Ross

Payson, Former Tobacco Control Project Director, Tuolumne County

Nancy Mahannah, PHN Health Promotion Mono County Public Health Department

Monterey County -- The Tobacco Control Program received over \$900,000 from the Monterey County Health Department Behavioral Health Bureau to provide tobacco planning, education and policy services for three years beginning in 2015.


Solano County -- Healthy Stores/Healthy Community Phase 1 data were utilized to help our Health Promotion and Community Wellness Bureau secure a multi-million dollar chronic disease prevention grant from the CDC.

B. Social Capital Assets Training/Technical Assistance; Youth and Adult Engagement in Tobacco Control, Partners

Alpine County -- Community awareness and concern about increased use of e-cigarettes among youth and young adults rose by 14% in the last three years.

Alpine County -- *Over three years, a high-functioning and action-oriented coalition was developed, with membership increased to a core group of approximately 15 highly active and nine moderately active members.*

Amador County -- Updated tobacco language and statistics in the collaborative, Amador Community Assessment completed (Developed in cooperation with First 5 Amador, Amador Behavioral Health, Amador Public Health, etc.). The LLA was involved in the Amador County Mental Health Services Act & Sutter Amador Hospital's Needs Assessment meetings and focus group. Also conducted youth coalition building and advocacy training activities (Youth Quest, local trainings, tobacco-litter park clean-ups).

Butte County – Students from Chico middle and high schools met with Chico city councilmembers to discuss emerging tobacco issues and the need for tobacco retailer licensing. 



Calaveras County -- Provided capacity building opportunities for youth to enhance public speaking and leadership skills, research action skills. In June 2017, Youth Leadership Training was provided to youth and participants were trained on message development and creating social media content to educate other teens about tobacco. In addition, a youth-led tobacco litter survey in the City of Angels Camp gave youth public speaking opportunities to address decision-makers.

Calaveras County -- Launched a youth-adult collaborative partnership called Teen Link Calaveras (TLC) at both high schools. TLC links young people living in Calaveras County to health information, resources, and opportunities in the community. While the program focuses on tobacco prevention, collaborative partners focus on broader teen health issues.

Colusa County – In October of 2016, the Colusa County Tobacco Education Program (TEP) re-established its high school youth coalition, Colusa County Advocates Against Tobacco. A tobacco 101 training strengthened the youth members' interest. Soon there were five core youth members that participated in multiple activities, including a tri-county tobacco control summit with Sutter and Yuba.

El Dorado County -- During the three year scope of work period, three data collection trainings were conducted with 28 adult and youth surveyors to prepare for the Healthy Stores for a Healthy Community campaign store observations to ensure high quality data was obtained. Data collection training participants included partners with Alcohol and Drug Programs, Communicable Disease, Emergency Preparedness, Public Health, Supplemental Nutrition Assistance Program– Education (SNAP-Ed), coalition members, Friday Night Live youth, high school students and other community partners.



Fresno County -- Recruited and trained 32 youth to conduct a PhotoVoice assessment, tobacco-liter clean-ups, presentations to school board and city council on smoke-free parks.

Glenn County - Program has a partnership with a diverse youth coalition, Students Working Against Tobacco (SWAT). Its member diversity includes: Hispanic, Asian, Caucasian, rural, and low social economic status. There is a SWAT coalition in each of the three main high schools in Glenn County with regular attendance and participation in tobacco control activities. During FY 2015-2016, there were a total of 40 SWAT members registered (16 in Hamilton City, 13 in Orland, and 11 in Willows) that put in a total of 1,090 hours of their time into tobacco-control activities. A highlight for SWAT members has always been their annual attendance at Youth Quest in Sacramento, which engages them to address tobacco-related determinants of health. A special highlight during this period would be SWAT's success on their tobacco-free parks campaign in the City of Willows. SWAT youth

coalition from Hamilton, Orland, and Hamilton High visited local tobacco retailers, and gave a brief educational presentation to retailers about tobacco laws and the importance of not selling to minors then conducted their observations.



Inyo County -- In 2015-16, the Inyo County Adult Tobacco Coalition conducted an educational campaign on the harms of e-cigarettes, educating youth, teachers, parents, general public, and Bishop City Council. In 2016, the Inyo County Youth Coalitions, including students from Bishop Union High School and Lone Pine High School attended Youth Quest, a student-led training and rally in Sacramento, for the first time.

Kings County -- From its humble beginnings, the 24-member Avenal Youth Coalition has grown to be an important voice in its city in advocating for tobacco control advances. They educated the chief of police, retailers and councilmembers on the impact of storefront advertising on youth. They were successful in getting four tobacco retailers to support this effort in a community of 10 tobacco retailers. They wrote letters to the editor of The Avenal Chimes, Corcoran Journal, and Hanford Sentinel. The Youth Coalition furthered its efforts by attending the Healthy Stores, Healthy Communities media event in March 2017.

Lake County -- Tobacco Education Youth Coalition held a successful Youth Summit with 100+ attendees. Guest presentations were given by AODS, Behavioral Health and AmeriCorps Lake County. Coalition Youth hosted various assemblies.

Long Beach -- The Long Beach Tobacco Education Program started a Healthy Long Beach Youth Leadership Program in 2016 and trained over 40 youth on tobacco-control, marketing, digital design, photography, and more and held 3 city-wide youth focused events such as a skate-park tobacco butt cleanup, anti-vaping social media campaign, and a community art exhibit to highlight the dangers of smoking and vaping.

Madera County -- The LLA agreed to recruit five new coalition members representing diverse, non-traditional partners from various populations and community organizations. We were able to grow our coalition by more than 50% over the period of this program. Representatives included law enforcement, private sector housing, local city government and community based organizations.

Marin County -- Tobacco Related Disease Control Program created a social and broadcast media campaign that includes a Facebook page, a video channel on YouTube, a "fresh air" look website including a section on videos for each target audience: (1) policy decision makers, (2) teachers and parents (3) multi-unit

housing owners and managers. The documentary videos are first shown at coalition meetings, then broadcast on local television and also sent as links in emails to policy makers and apartment managers and condo homeowners' associations. They helped achieve city council tobacco control policy victories, according to some city council members who said: "I was planning on voting against this until I saw the video and I realized that our city council needs to pass this ordinance."

Mendocino County -- Conducted a Community Tobacco Forum, attached a coalition recruitment questionnaire to the Key Informant Interviews, created and completed a Fort Bragg community survey, increased coalition membership and participation, conducted a coalition survey, conducted three community planning meetings using Midwest Academy Strategy Chart and forms, included 42 people in Communities of Excellence assessments by providing meetings in multiple locations, provided City of Ukiah council members with ENDS education, and engaged Native American health centers and tribal representatives in coalition activities.

Mendocino County -- Tobacco Control staff and youth conducted observations of 93 retail stores throughout Mendocino County, collecting data and completing the 2013 and 2016 Healthy Stores/Healthy Communities Retail Store Survey for prevention programs.

Merced County – Established strong partnerships with the Merced County Department of Public Health through the Nutrition Education and Obesity Prevention, Partnership to Improve Community Health, and Lifetime of Wellness initiatives. The partnerships enabled coordinated efforts that supported the program's tobacco retail licensing and relevant efforts targeting the retail environment.



Merced County – LLA established a formal Youth Advisory Board that consisted of 10 diverse youth from different communities in the county. Members participated in educational meetings with elected officials, youth tobacco purchase surveys, community outreach events, and tobacco litter park clean-up activities.

Monterey County -- Successfully merged Coalition for a Tobacco Free Monterey County with Sunrise House and Monterey County Traffic Safety and Injury Prevention Coalition.

← **Nevada County** -- In July, 2016, Y.O.U.T.H Coalition (Youth Opposing the Use of Tobacco for Health) was selected to receive the Health and Human Services Agency Community Partner Award, for their work in promoting smoke-free apartments and a TRL

amendment to include minimum packaging on little cigarillos. In addition, the Middle School Ready Springs, Club Live created a Smoke-Free Apartments PSA video which placed first in a PSA contest.

Orange County -- As part of the Healthy Stores for a Healthy Community Campaign, the Orange County LLA engaged Garden Grove youth in a public awareness campaign called "Sticker Shock" to raise awareness about the importance of preventing youth access to flavored tobacco products and e-cigarettes. The youth designed the educational materials that would be provided to the merchants for display in their store. Six tobacco retail stores in Garden Grove agreed to partner with the Orange County LLA on this campaign. The youth and adult volunteers put up stickers on store windows and displayed counter mats near the registers to raise awareness in their community about not selling or giving tobacco products or e-cigarettes to minors. As a thank you to the merchants for their partnership on the project, the youth provided them each with a certificate of recognition.

Orange County -- LLA trained five Garden Grove high school students to conduct educational presentations to the Garden Grove Deputy City Manager, a Garden Grove Unified School District Board Trustee, Garden Grove law enforcement staff, the Garden Grove Drug Free Communities Coalition, and Orange County Tobacco Education Coalition. The goal of the presentation was to inform these key community leaders of the Healthy Stores for a Healthy Community Campaign store survey results and share environmental strategies that could prevent youth access to flavored tobacco products and e-cigarettes.

Pasadena -- For more than three decades, the City of Pasadena Public Health Department's Tobacco Control Program has successfully worked with two community-based coalitions, the Pasadena Tobacco Prevention Coalition Cigarette (adult coalition) and the Pasadena Cigarette Stompers (youth coalition) to create comprehensive tobacco control plans that address health disparities and health inequities for vulnerable, disenfranchised populations.

Placer County -- Built capacity by providing presentations to over 135 individuals on tobacco-related issues, and creating a networking system of over 50 community stakeholders. The Placer County Tobacco Prevention Program conducted a follow-up survey with participants, and approximately 86% reported strongly agreeing or agreeing that they used information from the educational presentations in their job or in their personal life. Additionally, 93% of the respondents either strongly agreed or agreed that their knowledge of tobacco-related issues increased because of these educational presentations.

Sacramento County -- As part of the Healthy Stores for a Healthy Community (HSHC) retail campaign, the Sacramento County LLA conducted 227 store observation surveys (70.5% completion rate) in 2013 and 266 store observation surveys in 2016 (76.9% completion rate) in collaboration with Coalition members and other volunteers. The Sacramento County LLA served as a co-host (along with ALA) in 2013 and 2016 for the regional HSHC press conference.

San Francisco -- Trained over 40 emerging community leaders in the Community Action Model- engaging local CBOs to recruit and train youth or young adult leaders in community problem establishment, diagnosing the issue with use of locally collected data, and brainstorming solutions that come from the community and address the issue at hand.

San Luis Obispo County -- The Tobacco Control Program met and exceeded goal of recruiting at least 15 youth to work on tobacco issues in our County. We recruited many youth over the three year period through a variety of settings, and there were over ten activities that engaged youth in the last six months of the project period alone.

Santa Barbara County -- Hosted the HSHC media event for the Tri-County region and received the 3rd most media coverage in the state for our efforts. Developed a Spanish-language press release and fact sheets.

Santa Cruz County -- The Santa Cruz County LLA worked with youth-serving agencies to provide the communication, advocacy and leadership skills youth need to become the next generation of anti-tobacco advocates. In September of 2014, we hosted the Tobacco-Free Youth Summit at the Youth NOW Student Center in Watsonville, offering more than 25 attendees the opportunity to learn about community involvement in tobacco control. In March of 2015 the Coalition sponsored a training for youth on "How to Educate and Engage Policy Makers" specifically around the issue of flavored tobacco products. Subsequent youth advocacy, such as speaking at Council meetings and writing letters of support, played a major role in the successful passage of tobacco-related policies in Santa Cruz County.

Solano County -- 50 youth and 35 adults were recruited and trained to conduct store observational surveys for the Healthy Stores/Healthy Community (HSHC) campaign, in all 8 jurisdictions. In addition, a HSHC planning forum was held in June 2014, attended by 21 representatives from local alcohol, tobacco and other drugs prevention coalitions, nutrition services, County Board of Supervisors, County Office of Education, Dairy Council, Farmbudsman and youths. Results from the HSHC opinion poll and key informant interviews were shared, along with a review of store data and density/location maps.

Sutter County -- Established the Student Advocates for Sutter County Youth Coalition (SASC) in 2015 and participated in youth advocacy events such as Youth Quest and local City Council and Board of Supervisor meetings in order to educate decision makers. Established the annual Bi-County Youth Advocacy Summit in 2015 which has since expanded to the 2nd Annual Tri-County Youth Advocacy Summit in 2016 and now the 3rd annual North State Youth Advocacy Summit in 2017. Participating counties include: Butte, Colusa, Glenn, Modoc, Sutter, Tehama and Friday Night Live.

Trinity County – Trained 93 local youth at Tobacco Youth Advocacy sessions on how they, as community leaders, can address tobacco control issues in their communities.



Trinity County -- The Tobacco Education Program strengthened partnerships with other local organizations for the Healthy Stores for a Healthy Community Campaign resulting in the completion of Tobacco Retail Store Observations for almost every store in the county.

Tulare County -- The Tulare County Tobacco Awareness and Education Project partnered with the Tulare County Prevention Coalition to establish Healthy Retailer Subcommittee. The committee meets once a month and produces community Video Voice projects annually.

Tuolumne County – Increased efforts to engage local youth in tobacco control issues, by establishing partnerships with local youth-serving programs to provide youth advocacy trainings that covered topics such as public speaking and social media advocacy. These activities has resulted in increased youth participation in program activity such as Youth Tobacco Purchase Surveys, Healthy Stores for a Healthy Community data collection, student-led presentations about tobacco control issues to local stakeholders, and PhotoVoice projects.

Tuolumne County – During this project period, the program greatly expanded their partnerships with community groups. The program is working towards increasing tobacco capacity amongst these groups with the goal of increasing community-wide knowledge about local tobacco control issues and encouraging participation in tobacco control activities. Recent outreach has been focused at increasing efforts to engage behavioral health populations and has begun with increased outreach to the National Alliance on Mental Illness (NAMI) local chapter and the Behavioral Health Enrichment Center. As a result of these partnerships, the program will be able to conduct more frequent outreach to behavioral health clients.

Tuolumne County -- The community coalition saw increased membership in the business, faith-based, and community representative sectors during this project period. Additionally, the program saw successes in sustained participation at monthly coalition meetings. The increased coalition participation and membership across each sector has helped to strengthen tobacco control engagement when topics are presented at coalition meetings. A particular success has been the

tobacco control presentations at our coalition meetings as it provides ongoing education to our members on relevant issues that the program is working. Also, the increased membership allows for better opportunities to increase knowledge among key stakeholders across diverse sectors, such as law enforcement, county and board members, and social service partners who are members of the coalition.

C. Cultural Diversity and Cultural Competency Assets

1. Coalition Building/training (Specific to Cultural Diversity and Competence)

Orange County – The Tobacco Education Coalition (OCTEC) recognized 22 Vietnamese shopping plaza owners for adopting a voluntary policy that prohibits smoking/vaping within 20 feet of doorways, operable windows, and ventilations systems. One of the OCTEC members, Boat People SOS, provided education and technical assistance to the shopping plaza owners with funding from the Centers for Disease Control and Prevention (CDC). The Orange County LLA supported Boat People SOS and the shopping plazas by producing and providing recognition letters and smoke/vape-free signs, which they posted throughout their plazas, and by providing an educational presentation on e-cigarettes, giving them tobacco prevention materials in Vietnamese, and helping them understand marketing strategies of the tobacco and e-cigarette industries.

Sacramento County – During this project period, the Sacramento County LLA recruited and maintained a total of 16 new Coalition members. These members represent 13 organizations and one community member. Many of the newly recruited organizations are non-traditional partners such as non-Prop 99-funded community based organizations, clinical organizations, and nutrition partners.

San Bernardino County -- Since March 2015, the San Bernardino County Tobacco Control Program maintained involvement of 73 members and allies in its coalition, up from past rosters of 39. Of these, 25 new participants represented culturally diverse organizations. On average, attendance at each meeting ranged from 30-45 participants.

San Joaquin County -- In 2017, STOPP was invited to sit on the health committee for the National Association for the Advancement of Colored People (NAACP), Stockton branch. At these meetings STOPP staff was able to share valuable information on the harmful impact of tobacco products on the African American and Latino Communities. As a result of this, the NAACP partnered with STOPP to host a Men's Health Awareness Breakfast specifically focusing on the harmful influence of menthol tobacco products. Thanks to these successes, a member of the NAACP joined the STOPP Coalition, and by doing so, further broadened and diversified the coalition's base. This partnership has also laid a foundation of support for a future campaign prohibiting the sale of mentholated cigarettes and other flavored tobacco products in the city of Stockton.

San Joaquin County -- In 2014, STOPP staff was invited to be a part of the San Joaquin County PRIDE Center Youth Stakeholder Committee. Through this partnership STOPP staff was able to further diversify its community coalition by formally having a member of the PRIDE Center represented at meetings. STOPP has also been a part of the PRIDE Center's Youth Empowerment Summit planning committee. STOPP staff has participated in the Youth Empowerment Summit since 2014 in capacities such as hosting a table, providing tobacco prevention materials for student packets, and giving the event's opening address. This past year, STOPP staff was invited to host a session at the Youth Empowerment Summit educating teens across San Joaquin County about the dangers and consequences of using tobacco products, as well as how to cope with teenage issues without resorting to smoking.

Tehama County – Program staff collaborated with three new partnerships -- California Office of Traffic Safety, Tehama County Regional Occupation Program (ROP), and the Greenville Rancheria -- to address tobacco-related education and policies by conducting seven joint activities. The partnership with ROP was important because it resulted in youth participating in a data collection activity for the Healthy Stores, Healthy Communities retail campaign. Collected data related to policy efforts aimed at reducing storefront promotion and advertising of cigarettes and/or electronic nicotine delivery devices.

2. Policies and Services

**3. By-laws / mission statements
4. Educational and Media Materials**

Come Celebrate the 26th Annual
Día del Campesino
(Farm Worker's Day)
Sunday, September 25th from 12:00 - 5:00 pm
Gridley Library
299 Spruce Street

Programmed Events:

- Fun activities for kids
- Folkloric dancing performances
- Prize drawings throughout the day
- Music by DJ Latin Brothers



Information Booths:

- Education
- Limited health screenings
- Nutrition
- Housing
- Child/youth needs
- Recreation

Treat yourself to music & the variety of *savory traditional Mexican food* that will be for sale!
A family event hosted by members of the Hispanic Resource Council of Northern California and sponsored by:



The consumption of Alcoholic Beverages, Tobacco and other Drugs is Prohibited at this event.
For more information, call Kim Robinson at (530) 680-0247 or Sylvia Medina at (530) 518-4138.

Butte County -- Collaborated with community groups serving priority populations to integrate a tobacco prevention message into their activities, including Inter-tribal Education Fairs and Dia del Campesino (Day of the Farmworker) events.

Kings County – In May 2017, the Kings County Department of Public Health, Tobacco Control Program, held its 17th Annual Recognition event to honor Kings County Tobacco-Free Partnership members and supporters for their efforts in reducing the impact of tobacco and secondhand smoke. Over 50 people attended the event.



Mendocino County -- Completed training courses in Quality Improvement and Community Coalitions 101. Performed 21 presentations, 20 youth activities, and 6 booths, and provided hundreds of educational materials to other organizations for their booths. Developed coalition vision and mission statements. Created educational and media materials for the coalition, staff and the public: slide show, a program brochure, and a youth video about ENDS.

Pasadena -- For seven years in a row, the City of Pasadena has received an "A" grade on the annual American Lung Association's State of Tobacco Control. Within this report, all 482 cities and 58 counties in California were graded on policies for smoke free outdoor air, smoke free housing, and reducing sales of tobacco products.

Pasadena – Program was nominated for The California Endowment Health Equity Awards (2014): Health and Justice for All and the Advancing Health Equity Awards (2017): Highlighting Health Equity Practice in California Public Health Departments.

Plumas County – Plumas County's health and wellness coalition won the 2016 Innovation Award from the California State Association of Counties.



El Dorado County's coalition



VI Key to finding LLAs in Report

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VII Local Lead Agency Project Directors Association list of officers

PRESIDENT Raul Raygoza/Tehama County
raul.raygoza@tchsa.net

VICE-PRESIDENT Tonya Gallow/ Los Angeles County

TREASURER Nicole Coxe/ Santa Clara County

SECRETARY Ginnie Day/ Mariposa County

EXECUTIVE COMMITTEE:
Coronado Gonzalo, Monterey County
Irene Linayao-Putman, San Diego County
Shaunda Scruggs, San Mateo County
Kate Bourne, Tulare County
Sarah Hagen, Placer County

PAST PRESIDENTS:
Leila Gholamrezaei, Fresno County
Bob Curry, Marin County
Derek Smith, San Francisco

PROJECT CONSULTANT:
Rich Heintz - thellapda@yahoo.com (707) 226-3846

On the back cover: Part of the 2013 **Sonoma County** *Breathe Easy* media campaign to celebrate clean air in multi-unit housing. Details, see Pg. 12.



*Breathe Easy
at Home...*

Give the gift of fresh air.
Your children will thank you!

CELEBRATE SMOKE-FREE SONOMA COUNTY!

On January 12, 2013 all residential
multi-unit housing goes smoke free

Learn more at www.sonoma-county.org/BreatheEasy
County Ordinance No.5947