CDC OFFICE ON SMOKING AND HEALTH
POINT-OF-SALE STRATEGIES WEBINAR SERIES

It’s Go Time:
Tobacco Retailer Licensing Playbook
Thursday, June 4, 2015
10:00 – 11:00am PT

TODAY’S FACILITATOR

Asha Banks, MPA
Project Officer, Office on Smoking and Health
CDC

AGENDA

1. Ten Playbook Strategies
2. The TRL experience in Los Angeles County
GUEST SPEAKERS

Ian McLaughlin, JD
Program Director
ChangeLab Solutions

Monty Messex, MPH
Deputy Director
Los Angeles County Department of Public Health/Tobacco Control and Prevention Program

Aneena Pokkanthanam, MPH
Policy Coordinator
Los Angeles County Department of Public Health/Tobacco Control and Prevention Program

POLL:
Are you doing any tobacco policy work in the retail environment?
What is a Tobacco Product?

- “Traditional” products that contain tobacco leaf
- Emerging products, including smokeless products (e.g., powders, gels) and electronic products

1. **Conduct an Environmental Assessment**

The community identifies where tobacco products are being sold
Stakeholders use data gathered from the assessment to articulate the issues to be addressed.

Sales Near Schools and Youth-populated Areas
Assess the Legal Landscape

The jurisdiction analyzes the relevant state, local, and federal statutory laws and court decisions, and identifies potential preemption.

Convene a Community Coalition

Stakeholders (including youth) mobilize for tobacco retailer licensing.

Educate Decision Makers and the Public

The coalition discusses the policy with local officials and the public, and prepares for a response from the tobacco industry.
Create and Adopt a Strong TRL Policy

Government officials draft clear policy language to facilitate implementation and enforcement.

Calculate Costs to Implement and Enforce TRL

The jurisdiction determines an appropriate licensing fee.
Work With Other Agencies

The relevant agencies collaborate to implement and enforce the tobacco retailer license policy.
9 Collect Data and Evaluate the TRL Policy

The community determines the effectiveness of the TRL policy and outlines next steps.

10 Additional Uses For Tobacco Retailer Licensing

A jurisdiction can add plug-in policy options to strengthen the licensing program.
More details on the strategies discussed today!

Questions?
Tobacco Retailer Licensing in Los Angeles County

County of Los Angeles
Department of Public Health
Division of Chronic Disease and Injury Prevention
Tobacco Control and Prevention Program

Monty Messex, MPH
Aneena Pokkanthanam, MPH

10.1 million people
88 cities + unincorporated areas
4,000 sq. miles

41 jurisdictions w/ a TRL
39 assisted by DPH
A Framework for Mobilizing Communities to Advance Local Tobacco Control Policy: The Los Angeles County Experience

Defines the problem

Aligns with Step 2 in the TRL PLAYBOOK
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<thead>
<tr>
<th>Jurisdiction</th>
<th>YPS Rate Before Policy</th>
<th>YPS Rate After Policy</th>
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<tbody>
<tr>
<td>Baldwin Park</td>
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<td>9%</td>
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<td>Pasadena</td>
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**Limiting “Teen-Friendly” Cigars: What Communities Can Do**

Cigars, little cigars, and cigarettes are often among the tobacco products that tobacco and cigarette use, and tobacco use continues to decline among young people. Young people are more likely to initiate use of cigarettes and other tobacco products if they begin smoking before age 18. Smoking has significant health consequences, and it remains the leading cause of preventable death in the United States. The use of cigars, little cigars, and cigarettes is closely related to use of other tobacco products.

**Restricting the Sale of Cigar Products**

Cigar products are not commonly regulated by the Federal Department of Health. However, tobacco companies have voluntarily agreed to restrict the sale of cigars to minors. The sale of cigars to minors is prohibited under Federal law. Minors are defined as individuals under the age of 18. In some states, the minimum age for purchasing cigars is 21. Cigar products are not specifically regulated by the Federal government, but they are subject to state and local regulations. In some states and cities, cigar products are subject to excise taxes, but there is no federal tax on cigar products.

**The People of the City of Los Angeles**

I, the undersigned, do solemnly swear to the truth and accuracy of the information provided above.

GUILTY INFORMANT STATEMENT

I, the undersigned, do solemnly swear to the truth and accuracy of the information provided above.

[Signature]

[Date]
Thank you!

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