



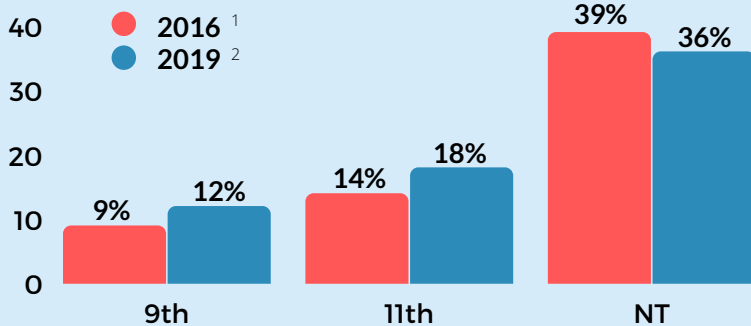
# Tobacco Retail Licensing: Limits youth access to tobacco and nicotine products.



## There is a Youth Vaping Epidemic in Humboldt County

Under state and federal laws, youth tobacco/nicotine usage and purchase rates still remain high.

### HUMBOLDT YOUTH WHO VAPED IN THE LAST 30 DAYS



NT = non traditional students (like Charter Schools)

A national survey of 1,000  
12 to 17 year olds in 2018 found

# 74%

of youth obtained their  
vape device from a store<sup>3</sup>



Unincorporated Humboldt has  
**MORE THAN** the state average of  
tobacco retailers per population

- California = 1.8 tobacco retailers for every 2,500 residents<sup>6</sup>
- Unincorporated Humboldt = 2.25 tobacco retailers for every 2,500 residents<sup>6</sup>

In January and March of 2022 surveys were conducted where 18-19 year olds attempted to purchase tobacco products in Humboldt County.

**47%** were sold products in Arcata<sup>4</sup>    **50%** were sold products in Ferndale<sup>4</sup>    **27%** were sold products in Fortuna<sup>4</sup>    **54%** were sold products in unincorporated Humboldt<sup>5</sup>

## Implementation of a Comprehensive Tobacco Retail License (TRL) will:

- Fund enforcement of tobacco sales regulations.
- Prevent illegal sales of nicotine and tobacco products.
- Create a level playing field for all business owners.
- Provide weight to current sales laws by imposing a threat of suspension for repeated violations.
- Reduce productivity loss, health insurance costs (including Medicaid), related illness and death.
- Support economic prosperity through healthy community planning

## Tobacco Retail Licensing (TRL) has shown to reduce youth access

### YOUTH SALES RATES BEFORE AND AFTER ADOPTION OF TRL<sup>7</sup>

<u>City / County</u>	<u>Date Passed</u>	<u>Annual Fee</u>	<u>Before Adoption</u>	<u>After Adoption</u>
Yolo County	2006	\$377	28%	7.8%
Morgan Hill	2014	\$125	15%	0%
Oroville	2013	\$30	22.6%	0%

\*For list of more before and after numbers see Sept 2018 Tobacco Retailer Licensing is Effective

## The Basics of a Tobacco Retail License:

### REDUCE TOBACCO RETAIL DENSITY

- Cap the number of tobacco retailers to 1 per 2500 residents.
- No new licenses issued following license revocation or change in ownership.
- No new licenses located near schools or within a minimum distance of an existing retailer.
- Restrict pharmacies from selling tobacco products.

### ELIMINATE THE SALE OF FLAVORED TOBACCO

- Flavor restrictions in TRL will support local enforcement of the state law.
- As of November 2022, 137 communities in California already had policies limiting the sale of flavored tobacco, including Mendocino County.<sup>8</sup>

### LIMIT PRODUCTS PLACEMENT AND ADVERTISING

- Limit storefront advertising to no more than 10% coverage of doors and windows.
- Restrict placement of tobacco/vape advertising, displays, and product within a certain distance of youth oriented merchandise (candy, soda, snacks, etc.).
- Restrict the use of coupons.



www.NorCal4Health.org



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SOURCES