

# Tobacco Prevention Program Annual Report

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Board of Supervisors  
Family & Human Services Committee  
2/27/2023

# Mission and Vision

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## Mission

### Tobacco Prevention Program

To educate and empower Contra Costa County residents through community research, capacity building, and laws to protect public health for all.

## Vision

A Contra Costa free of harmful effects of tobacco and secondhand smoke



# Tobacco Prevention Program Goals



Adopt comprehensive Tobacco Retail Licensing Policies throughout Contra Costa County

11/19 jurisdictions



Adopt secondhand smoke protections throughout Contra Costa County

14/19 jurisdictions



Utilize a community engagement approach with a special emphasis on youth and multi-unit housing residents

# Smoke Free Multi-Unit Housing Policy

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Picture Courtesy:  
CDPH

# Smoke Free Multi-Unit Housing in Unincorporated County



## HOUSING INFORMATION FOR RESIDENTS

### INFORMACIÓN SOBRE VIVIENDAS PARA RESIDENTES

Smoking or vaping any tobacco or cannabis is prohibited in any multi-unit housing complex with 2 or more attached units within unincorporated county. (Ordinance 2-18-07)

*Está prohibido fumar o vapear tabaco o marihuana en cualquier complejo de viviendas de unidades múltiples con 2 o más unidades adosadas dentro de áreas no incorporadas del condado (ordenanza del 18-2-07).*

**This means that no one is allowed to smoke:**

*Esto significa que a nadie se le permite fumar:*



\* For more information about what part of the property is included in indoor and outdoor common areas visit: <https://cchealth.org/tobacco/>

\* *Para obtener más información sobre qué parte de la propiedad está incluida en las áreas comunes interiores y al aire libre, visite: <https://cchealth.org/tobacco/>*

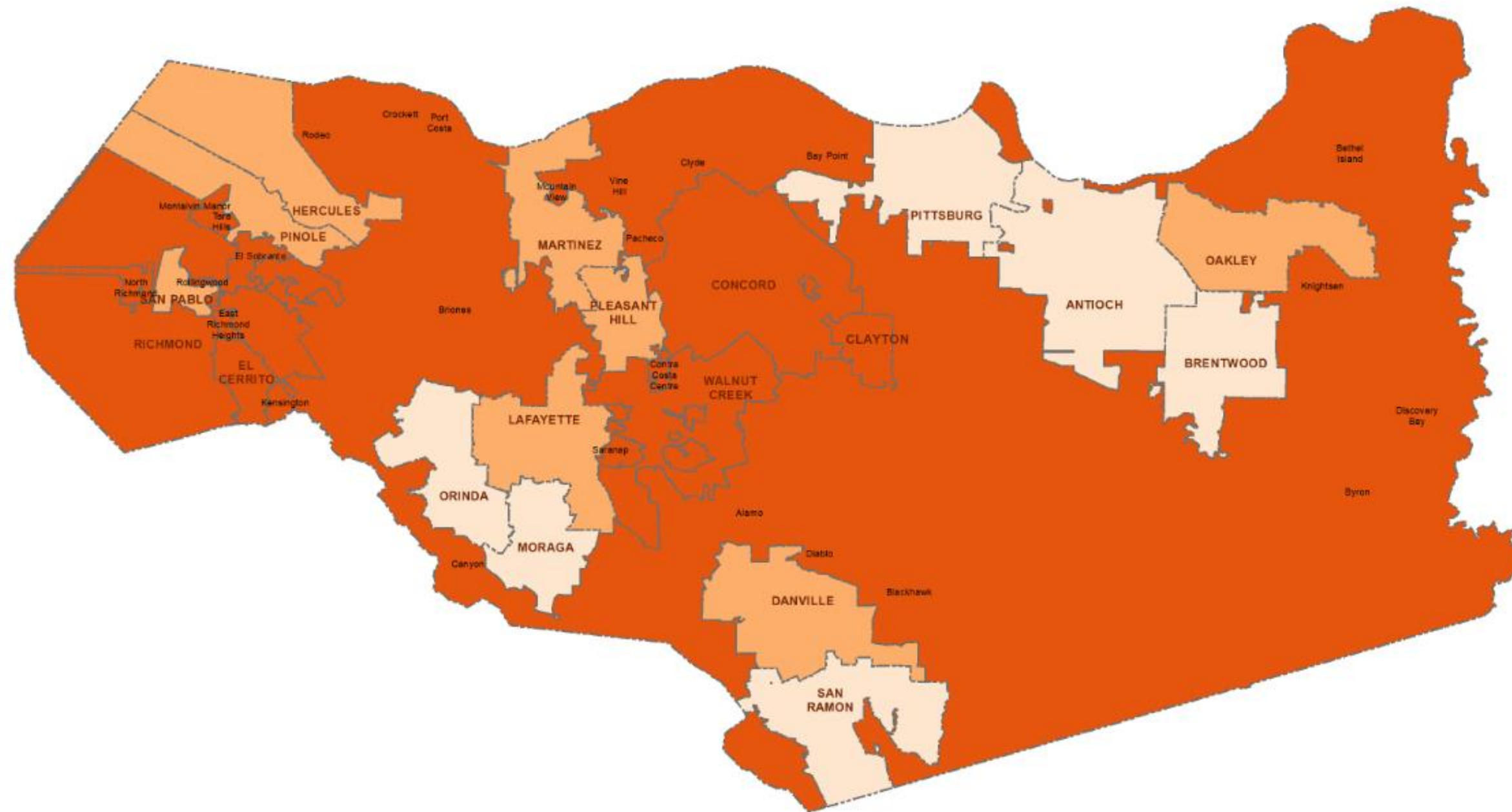


Adopted March 2018

Update since 2022 FHS Report

Technical Assistance

# Smoke-Free Multi-Unit Housing Policy by Jurisdiction Contra Costa County



## Smoke-Free Multi-Unit Housing Policy

- 100%
- Partial
- None

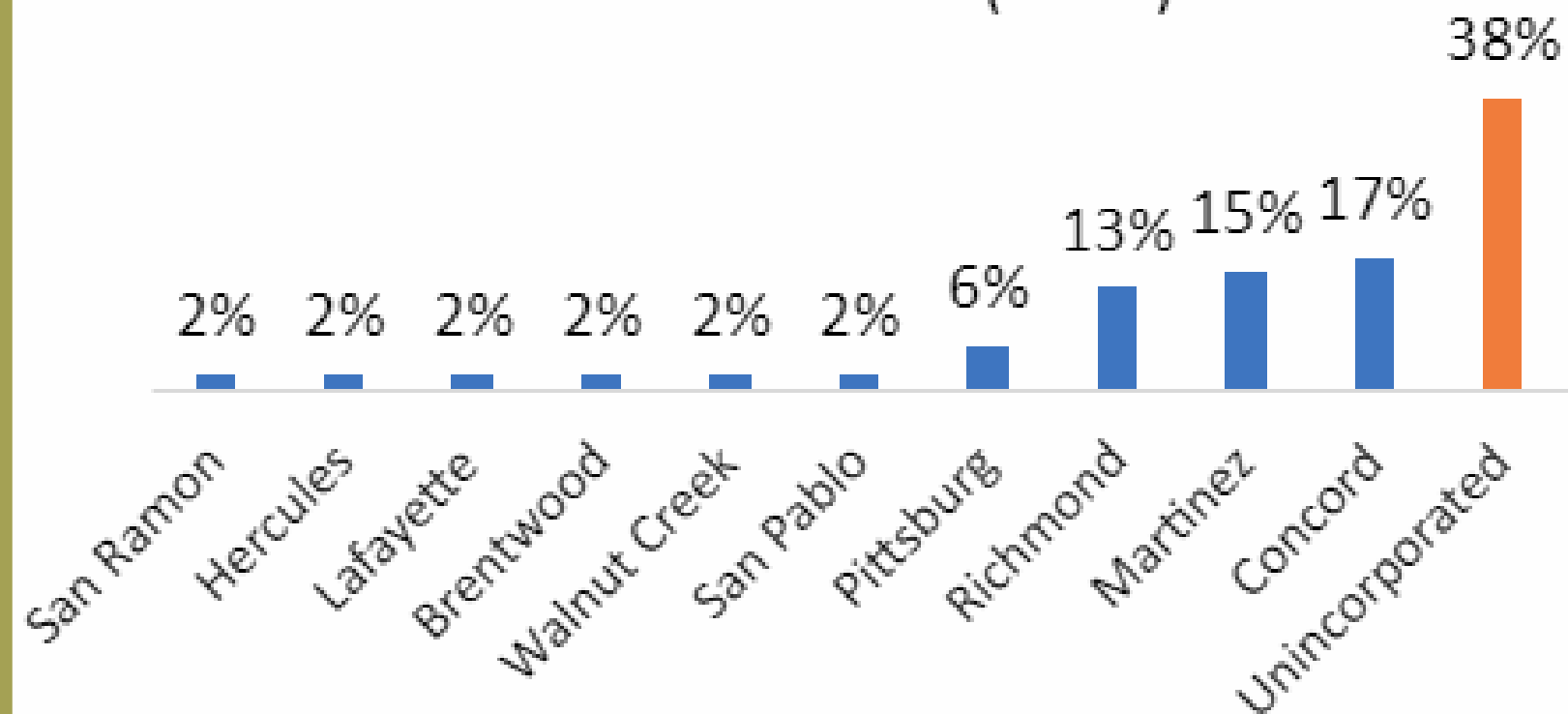
Source: Contra Costa Public Health, Tobacco Prevention Project.

# Contra Costa Smoke-Free Multi Unit Housing Policies

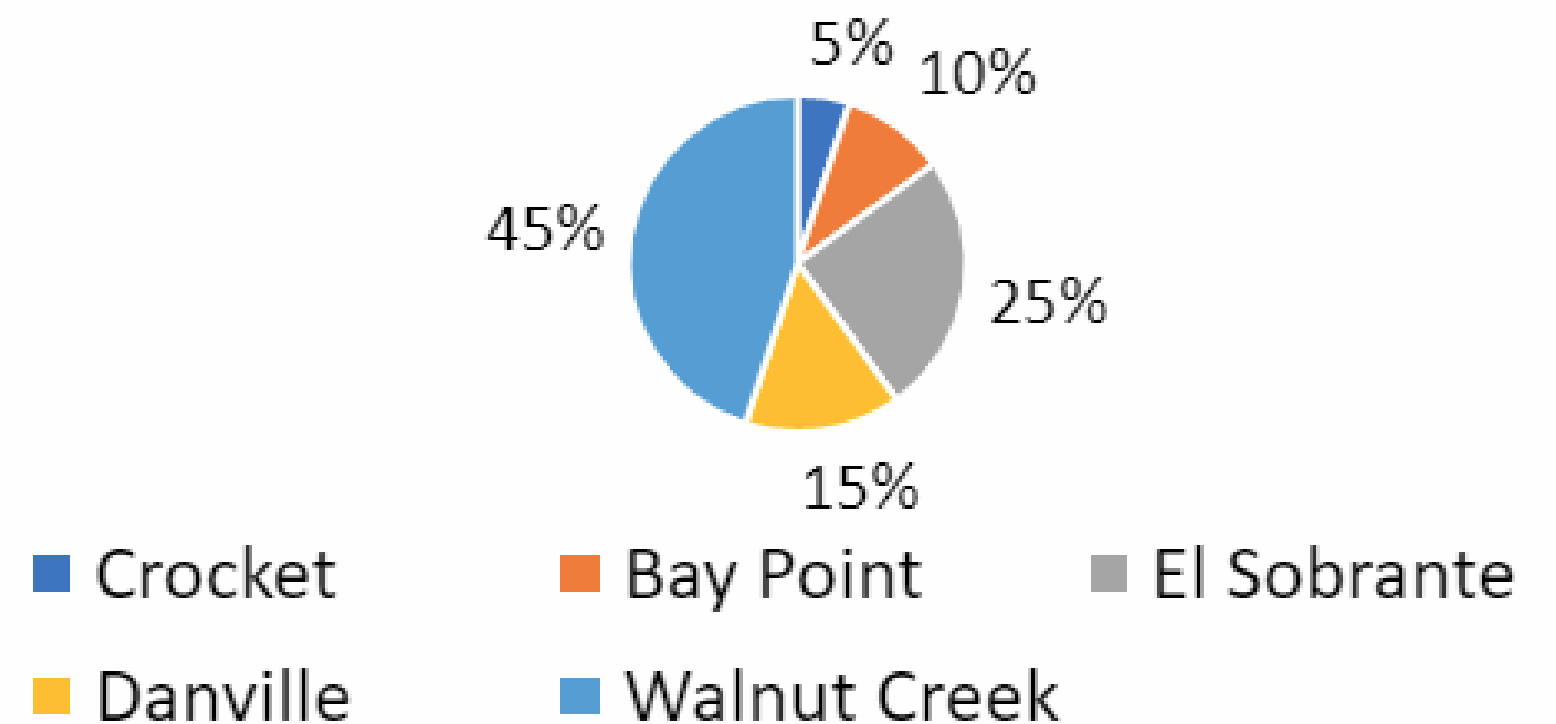
MUNICIPALITY	% OF UNITS CURRENTLY SMOKEFREE	FINAL EFFECTIVE DATE	MINIMUM NUMBER OF UNITS	INCLUDES PATIOS/BALCONYS	INCLUDES CONDOS
Clayton	100%	5/1/2019	2+	Y	Y
Danville	100%	5/1/2016	3+	Y	Y
Concord	100%	1/3/2021	2+	Y	Y
Lafayette	Some	2/10/2014	3+	N	Y
Oakley	0%	4/1/2014	2+	N	Y
Pinole	Some	5/20/2010	2+	N	Y
Pleasant Hill	Some	5/5/2010	4+	N	N
Richmond	100%	1/1/2011	2+	Y	Y
Unincorporated	100%	7/1/2019	2+	Y	Y
Walnut Creek	100%	1/30/2014	2+	Y	Y
Hercules	Some	2018	10+	N	N
El Cerrito	100%	2015	2+	Y	Y
San Pablo	90%	2021	2+	Y	N
Pittsburg	0%				
Antioch	0%				
Moraga	0%				
Orinda	0%				
*San Ramon	0%	2019	2+	Y	Y
Brentwood	0%				
*Martinez	0%	2010	4+	Y	Y

# Second-Hand Smoke (SHS) Data- 2022

Over 1/3 of SHS complaints received March - December 2022 were from unincorporated Contra Costa (n=53)



Of the 20 SHS complaints received from unincorporated Contra Costa, almost half were from Walnut Creek (n=20)





# Tobacco Retailer Licensing Policy

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# Tobacco Retail Licensing Overview

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Tobacco  
Education



SB793  
Prop 31



Compliance  
Checks



Technical  
Assistance



# Contra Costa County Tobacco Retail Licensing Ordinance

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## Ordinance 2019-34

The Board of Supervisors  
Adopted Ordinance 2019-34  
in November 2019.

**No sale of flavored tobacco (including menthol)**

**No sale of e-cigarette/vaping devices**

**Little cigars must be sold in packs of at least 10**

**Prohibits coupons**

**Cap on tobacco retailers (90)**

**No new tobacco retailers within 1,000 ft of youth sensitive areas or 500 ft of another retailer**

**No new significant tobacco retailers including smoke shops and hookah lounges**

# Tobacco Compliance Inspections

## Ordinance 2019-34

The Board of Supervisors  
Adopted Ordinance 2019-34  
in November 2019.

**Sale of flavored tobacco**

**Sale of e-cigarette/vaping devices**

**Sale of little cigars in packs less than 10**

**Sales to Minors**

Compliance  
Inspection Visits:  
5

1 visit led to Retail  
License  
Suspension  
Hearing that  
resulted in 21 day  
suspension

1 visit led to a  
Notice of Fine for  
operating without  
a license

3 visits led to  
warnings

# Flavored Tobacco Policy Background

2009

The Family Smoking Prevention Act

2017 & 2019

Adopted Ordinance 2019-34

Board of Supervisors strengthened ordinance - prohibiting sale of all flavored tobacco products and restricting sales of vaping devices

2020

FDA prohibits flavored cartridge based e-cigarettes (menthol exempt)

2022

FDA began rule-making process to prohibit the sale and manufacturing of vaping devices without FDA approval

2022

CA voters upheld state law prohibiting tobacco retailers from selling most flavored tobacco products

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- ✓ Flavored e-cigarettes (vapes), e-juice, pods, or cartridges
  - ✓ Menthol cigarettes
  - ✓ Flavored little cigars and cigarillos
  - ✓ Flavored loose leaf roll-your-own tobacco
  - ✓ Flavored smokeless tobacco products
  - ✓ Flavored Tobacco Rolling Papers
  - ✓ Tobacco product flavor enhancers

### Exemptions

- ✗ Flavored premium cigars with a wholesale price of \$12 or more
- ✗ Flavored loose-leaf pipe tobacco
- ✗ Flavored shisha/hookah tobacco

## Proposition 31 SB 793: Flavored Tobacco Products

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*Retailers and their employees who sell, offer for sale, or possess with intent to sell or offer for sale, prohibited flavored tobacco products will be found guilty of an infraction and **fined \$250 for violation of Prop 31.***

**\*\*Local Enforcement Agencies determine if they will fine \$250 per product, per package/carton, or per visit\*\***

**\*\*Flavored shisha/hookah tobacco may only be sold in licensed stores that only allow people 21 or older on the premises at any time.\*\***

# Concept & Characterizing Flavors

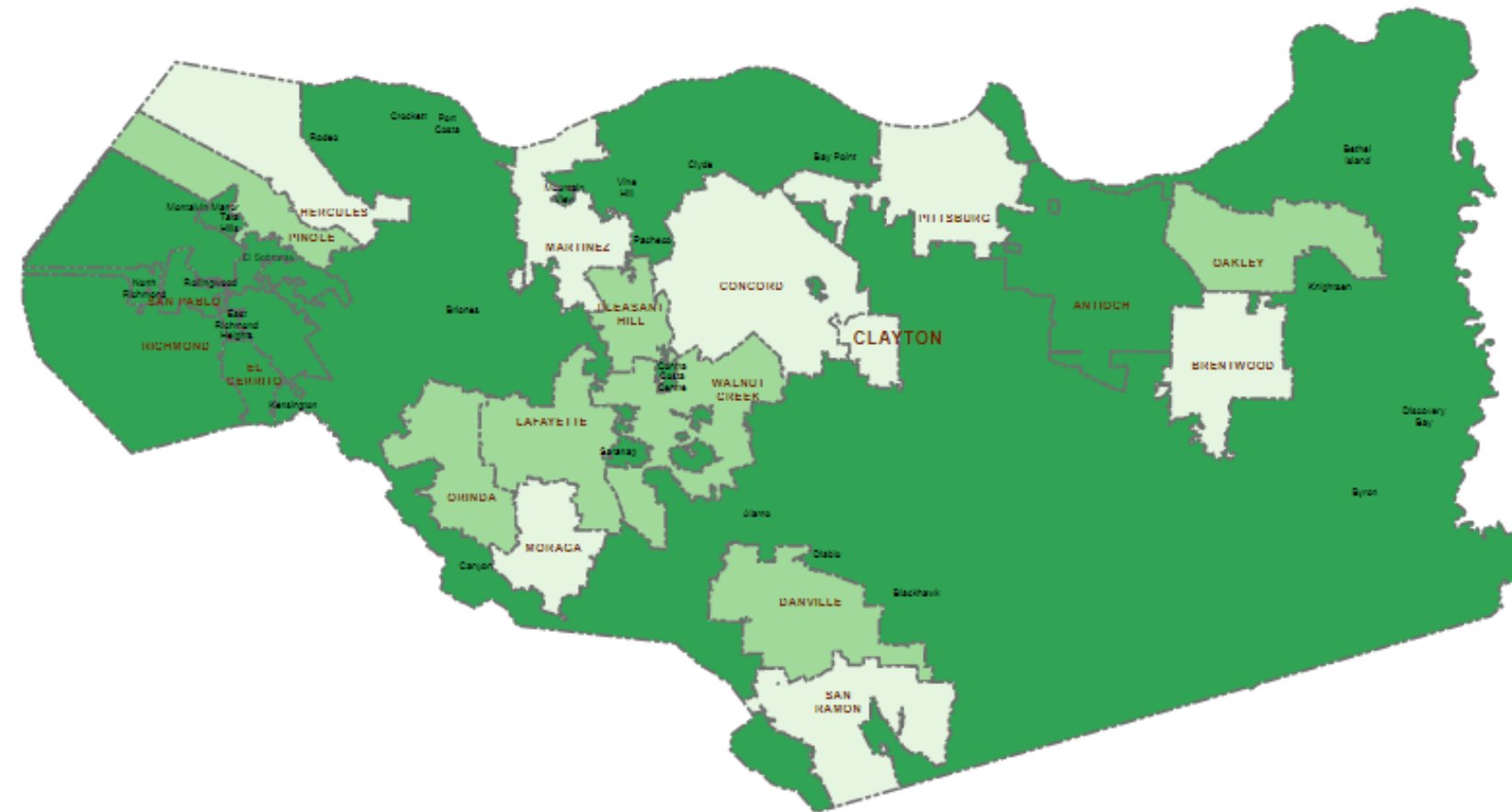
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"Characterizing flavor" means a distinguishable taste or aroma imparted by a tobacco product or any byproduct produced by the tobacco product that is perceivable by an ordinary consumer by either the sense of taste or smell, other than the taste or aroma of tobacco.

A "characterizing flavor" includes, but is not limited to, a taste or aroma relating to a fruit, chocolate, vanilla, honey, candy, cocoa, dessert, alcoholic beverage, menthol, mint, wintergreen, herb, or spice.



## Tobacco Retailer Licensing Policy by Jurisdiction Contra Costa County



### Tobacco Retailer Licensing Policy

- Comprehensive
- Partial
- Very basic/None

Source: Contra Costa Public Health, Tobacco Prevention Project.



# Tobacco Retail Policy Landscape per City

Contra Costa County Tobacco Retailer Policies by Jurisdiction	Unincorporated	Richmond	Lafayette	Antioch	El Cerrito	Danville	Pinole	San Pablo	Oakley	Hercules	Moraga	Orinda	Pleasant Hill	San Ramon	Clayton	Concord	Walnut Creek	Brentwood	Martinez	Pittsburg	Total Points by Policy
Local Tobacco Retail License required to sell tobacco	1	1	1		1	1	1	1	1					1	1	1					11
100% flavored tobacco restrictions (no exemptions)	1	1	1	1	1		1	1			1	1									9
Vape product restrictions	1	1		1		1					1	1	1				1				8
Restricted retailer location near youth friendly areas	1	1		1	1	1			1	1											7
Minimum Pack Size for tobacco products	1	1		1	1		1	1					1								7
Restricted proximity to other tobacco retailers	1	1			1	1			1	1											6
Tobacco-Free Pharmacies	1	1	1																		3
Minimum Price for tobacco products				1			1	1													3
Cap and Winnow the Total Number of Tobacco Retailers	0.5		0.5						0.5												1.5
No tobacco coupons/discounts honored			1																		1
Explicit Non-Criminalization of Youth PUP			1																		1
<b>Total Points by Jurisdiction</b>	<b>7.5</b>	<b>7</b>	<b>5.5</b>	<b>5</b>	<b>5</b>	<b>4</b>	<b>4</b>	<b>4</b>	<b>3.5</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>0</b>	<b>0</b>	<b>0</b>	

Sources: California Tobacco Control Program LLA SOW; Public Health Law Center Tobacco Retailer License Model Policy Checklist April 2022; <https://publichealthlawcenter.org/sites/default/files/resources/TRL-Checklist.pdf>; Library.Municode.com

# Health Impact of Cannabis on Adolescents

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Youth "training" the brain to get pleasure from cannabis use & then myelinating that, and training the brain to also think it's important



Use cheats brain from improving or perfecting a cool, new skill that fires off dopamine naturally for youth



Finding what naturally releases dopamine for each individual is key for youth development



**Cannabis affects the developing brain leading to potential changes on how we feel, think, and how stress affects us**

# Recommendations for Cannabis Education and Prevention Programs for Youth



School-Based  
Interventions



Youth  
Education/  
Social Media  
Program



Youth  
Town  
Hall

A scenic landscape featuring rolling hills covered in golden grass. In the foreground, a dirt path winds through the grass. To the left, two large, dark trees stand on a small hill. The background shows layers of distant hills under a clear blue sky. A bright sun is positioned in the upper right quadrant, creating a lens flare effect. The text "THANK YOU" is centered in a bold, blue, sans-serif font.

**THANK YOU**