

CONTRA COSTA COUNTY TOBACCO PREVENTION COALITION

March 20, 2018

ALCOHOL AND OTHER
DRUGS ADVISORY BOARD

AMERICAN CANCER
SOCIETY

AMERICANS FOR
NONSMOKERS' RIGHTS

AMERICAN HEART
ASSOCIATION

AMERICAN LUNG
ASSOCIATION

BAY AREA COMMUNITY
RESOURCES

BREATHE CALIFORNIA

CENTER FOR HUMAN
DEVELOPMENT

COMMUNITY CLINIC
CONSORTIUM OF CONTRA
COSTA COUNTY

CONTRA COSTA COUNTY
BUILDING TRADES
COUNCIL

CONTRA COSTA CHILD
CARE COUNCIL

CONTRA COSTA COUNTY
OFFICE OF EDUCATION
In Partnership with Public School
District Tobacco Coordinators

CONTRA COSTA
HEALTH SERVICES

FIRST BAPTIST CHURCH OF
PITTSBURG

LOS MEDAÑOS
COMMUNITY HEALTHCARE
DISTRICT

MONUMENT IMPACT

PLANNED PARENTHOOD:
SHASTA DIABLO

PROJECT RIDE

RAINBOW COMMUNITY
CENTER

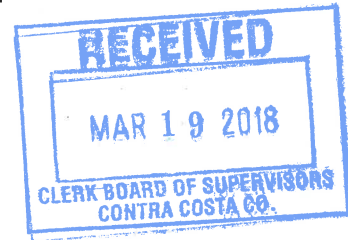
STAND! For Families
Free of Violence

UJIMA FAMILY
RECOVERY SERVICES

PARTICIPATING
RESIDENTS OF THE
COUNTY

STAFF:
Tobacco Prevention Project
Community Wellness &
Prevention Program

Karen Mitchoff, Chair of the Board, District IV Supervisor
John Gioia, Vice Chair, District I Supervisor
Candace Andersen, District II Supervisor
Diane Burgis, District III Supervisor
Federal D. Glover, District V Supervisor



Dear Chair of the Board and County Supervisors,

The Tobacco Prevention Coalition thanks you for prioritizing protection of youth over business profits when you adopted a comprehensive package of strong tobacco control ordinances last July. The Tobacco Prevention Coalition is comprised of over 30 organizations and individuals in the County, all supporting model tobacco prevention policies. These model policies protect both youth and adults from tobacco influences, and safeguard the health of each person in our Contra Costa community. Your vote to adopt these life-saving ordinances continues to be instrumental in leading the way for other Contra Costa cities to follow suit as the cities of Richmond, San Pablo, and Danville are currently considering similar laws.

We know that 80% of youth who ever used tobacco started with a flavored product,ⁱ and youth who vape (use electronic cigarettes) are four times more likely to smoke cigarettes one year later than youth who don't vape.ⁱⁱ The coalition thanks you for protecting our youth from lifelong addiction by **prohibiting the sale of flavored tobacco products, including menthol cigarettes, little cigars, and electronic smoking devices.**

Many retailers sell cigars, little cigars, and cigarillos individually, making them more affordable and appealing to youth. A local 2016 survey found that 50% of Contra Costa retailers sold these products as singles. That's why it's so important that we keep these products out of the hands of our youth by **requiring a minimum pack size of 10 for little cigars and cigarillos.**

Studies show that more youth smoke when stores near schools sell tobacco. The density of tobacco retailers, particularly in neighborhoods surrounding schools, has been associated with increased youth smoking rates.ⁱⁱⁱ The Coalition thanks you for **prohibiting new tobacco retailers from locating within 1000 feet of our schools, parks, playgrounds, and libraries, or within 500 feet of another retailer.**

You've joined the growing number of communities in the Bay Area, including El Cerrito, Oakland, San Francisco, and Santa Clara County that have adopted similar policies to protect youth from harmful tobacco influence, and youth and adults alike are benefiting from your efforts every day. Thank you for your continued commitment to the health and well-being of all who live, work or play in Contra Costa. Jen Grand, Contra Costa County's Tobacco Prevention Program Staff, is available at jennifer.grand@hdsd.cccounty.us, or 925-313-6216 to answer any questions about implementation of these policies.

Sincerely,

Mary Jaccodine, MPH
Coalition Co-Chair