



March 25, 2016

Plumas County Board of Supervisors
520 Main Street
Quincy, CA 95971

Dear Plumas County Board of Supervisors,

The harmful health effects of smoking have been known for quite some time now. One would think that knowing these harmful effects would be enough to stop our youth from starting, but one would be wrong. According to data collected in the 2014 California Healthy Kids Survey, 26.5 percent of Plumas County High Schoolers have tried cigarettes, and 12 percent use regularly.

The Center for Disease Control estimates that smoking tobacco accounts for about one in five deaths in the U.S. Based on the number of patients I see come into Plumas District Hospital with smoking related illness, I would estimate that rate is even higher in Plumas County. Big Tobacco knows that the only way its industry can survive is if it hooks new users. This is why it spends billions each year to primarily target youth, without considering the consequences. Plumas County's youth are no exception. The retail environments here are bombarded with ads for tobacco.

This is why I am happy to support the proposed Tobacco Retail License Policy and the Healthy Retail Initiative. Local-level policies that hold store owners responsible for selling tobacco to minors are proven to reduce illegal sales. Combining a Healthy Retail Initiative with the policy will promote all-around healthier retail environments and thus a healthier county.

Sincerely,

Jeff Keppe MD CEO
Plumas District Hospital
1065 Bucks Lake Road
Quincy, CA 95971
(530) 283-7127