



Plumas County Office of Education
Plumas Unified School District
1446 East Main Street, Quincy, California 95971
 Telephone: (530) 283-6500 ~ FAX: (530) 283-6530
Website: www.pcoe.k12.ca.us

Terry R. Oestreich, Superintendent of Schools and Director of Human Resources

Laurie J. Pendray
 Director
 Fiscal Services

Kristy M. Warren
 Director
 Curriculum and
 Instructional Services

Lisa M. Cavin
 Director Chief
 Business Official

Ken L. Pierson
 Director Transportation,
 Maintenance & Operations

Laura S. Blesse
 Director
 Pupil Services/SELPA

April 6, 2016

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

RE: Tobacco Retail Licensing Policy

As service providers for thriving children, our goal is to help create and promote healthy and safe environments for all children of Plumas County. In this effort we want to acknowledge some of the incompatibilities in our county in the effort towards healthy children. While we appreciate and commend our local business owners and all they do for our communities, we are concerned that our local tobacco retailers may not understand the impacts they have on our county's children. This year, 1 out of every 4 tobacco retailers illegally sold cigarettes to youth. This happened in every area of the county at a rate as high as 25%. Just four years ago 38% of our retailers illegally sold to minors. As a community, we have the responsibility to prevent new generations of young people from embarking on a life-long addiction to tobacco. More than 80% of the 42,000 Californians who die each year from smoking-related diseases started their deadly habit before they were 18 years old.

The best way to keep tobacco away from kids is to stop selling it to them. California's current law penalizes only the clerk who sells the tobacco and not the owner/operator of the store. This often hurts our individual, usually low income, residents and does not change the priority of the store to make sure no sales are made to minors. This is why we strongly support Tobacco Retail Licensing policy that holds the proprietor responsible for sales made in their stores.

Requiring a local license or permit to sell tobacco products sends the retailers the message that we are serious about protecting our children from the deadly addiction of tobacco. Furthermore, incentivizing retailers with a reduced license fee when participating in a Healthy Retail Initiative will not only lessen the burden on retail owners, but also will assist in shaping a healthy environment for all Plumas County residents. Thank you for your thoughtful consideration.

Respectfully Submitted,

Terry R. Oestreich, Superintendent
 Plumas Unified School District

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Our mission is to collectively inspire every child in every classroom every day.

We ensure an exemplary education with diverse opportunities and we accept no limits on the learning potential of any child.