

20,000 Lives
Plumas County Public Health Agency
270 County Hospital Road, Suite 206
Quincy, CA 95971



April 27, 2016

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

Dear Plumas County Board of Supervisors,

I support the initiative to reduce youth access to tobacco products through a tobacco retail license as a sound public policy strategy for the following reasons:

- Tobacco remains the leading cause of preventable death in the U.S, killing more Americans every year than cocaine, heroin, alcohol, homicide, suicide, and AIDS combined.
- Annually, tobacco use costs Plumas County residents 1.1 million dollars in direct healthcare costs, illness and premature death
- 80% of smokers began at or before the age of 18.
- 46% of Plumas County 11th graders have used e-cigarettes and 37% have used cigarettes
- 72% of Plumas County 11th graders say it is "easy" to obtain cigarettes and 29% of high school students who smoke usually buy their cigarettes at a convenience store or gas station.
- Over the past 10 years, Plumas County stores have sold tobacco to minors 138% above the state average. This year, 25% of stores in Plumas County illegally sold cigarettes to minors, but as many as 38% of stores have recently sold to minors.
- 80% of rural California (and 70% of Plumas County) adults surveyed think a tobacco license should be required to sell tobacco.
- Out of 33 communities that enacted strong TRL policies, illegal sales to minors was reduced by 403%, which could reduce our illegal sales rate down to 6.2%, or, preferably, to 0%!

I urge you to enact strong laws related to youth access to tobacco products.

Sincerely,

20,000 Lives Member

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Sincerely,

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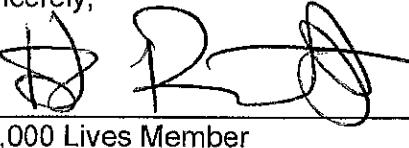
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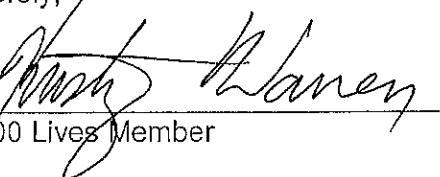
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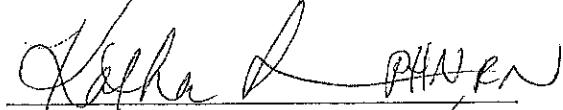
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Sincerely,


Kaitlin R. Phair
20,000 Lives Member

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Sincerely,


20,000 Lives Member
Johnny Stafford, PCS Teacher

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P. Crayon
phd
20,000 Lives Member

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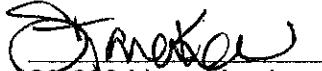
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20,000 Lives Member

Eastern Plumas Chamber.
Executive Director.

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Leah Dugay
20,000 Lives Member