

PLUMAS COUNTY PUBLIC HEALTH AGENCY

270 County Hospital Road • Quincy, CA 95971 • (530)283-6337 • Fax (530)283-6425



Mimi Khin Hall, M.P.H.
Director

«AddressBlock»

May 25, 2016

Dear «Store_Name»,

You are invited to participate in a roundtable discussion with Plumas County's Public Health Agency and District Attorney regarding the proposed Tobacco Retail License ordinance sent to you on May 11, 2016.

Upon request from Public Health, the date for the introduction and first reading of the ordinance at the Board of Supervisors meeting has been postponed until July 12, 2016. The Board of Supervisors is scheduled to vote on this ordinance on July 19, 2016. Plumas County Public Health Agency requested the delay in order to have more dialogue with Plumas County's retail stores and consider your feedback. What is, and always has been Public Health's goal, is to work with the retailers in establishing a fair licensing policy that will effectively reduce illegal sales of tobacco to youth. Already, with feedback from retailers, there are some changes to the proposed policy that are being looked at:

- Change the age requirement of clerks able to sell tobacco to mirror that of alcohol sales
- Tobacco retailers who have an age limit of 21 to enter (i.e. bars) would be exempt
- To give sufficient time, the TRL would not go into effect until January 1, 2017

We invite you to join us for a discussion of the policy on June 7, 2016 at 3:30 p.m. in Plumas County Public Health Agency's large conference room at 270 County Hospital Road, Suite 206 in Quincy. Those unable to attend the meeting in person are welcome to join via teleconference by dialing 1 (888) 398-2382 and entering access code number 2836338#.

In addition to discussing the details of the Tobacco Retail Licensing Ordinance, Public Health staff will be happy to answer questions regarding California's new tobacco laws that will be in effect on June 9, 2016. Please contact the agency's Tobacco Use Reduction Program at (530) 283-6358 with any questions or concerns.

Dana Cash

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Plumas County Tobacco Retail Licensing: Answers for Retailers

The proposed Tobacco Retail License (TRL) ordinance will be heard on July 12, 2016 by the Plumas County Board of Supervisors.

Please review these FAQ's and call us at (530) 283-6358 with any additional questions or concerns.

How can a TRL help in Plumas?

Plumas County youth are being targeted by the tobacco industry to be their replacement smokers. We have higher youth smoking and tobacco access rates than many other counties in California. The purpose of a TRL is not to chastise retailers, but serves to create a safety net to protect our Plumas County youth from the tobacco industry.

- 72% of Plumas kids: It's "easy" to get cigarettes
- 29% of kids who smoke buy their own cigarettes
- 1 of every 4 stores in Plumas County sell to kids

We know retailers are not purposefully selling tobacco to youth, yet Plumas County's illegal sales rate is often 2-3 times higher than the state's average. The most successful method shown to reduce sales to youth is through tobacco retail licensing. Communities with strong TRL policies have reduced their illegal sales rates by an average of 403%. The goal of this TRL is to end tobacco sales to youth.

How will a tobacco retail licensing policy affect my store?

The storeowner, rather than the clerk, will be responsible for not illegally selling tobacco. While there are fees associated with the TRL, they can only be used to fund the TRL program itself.

What is this going to cost?

The cost of the TRL program will be split up among the retailers who sell tobacco in Plumas County, which would be around \$400 per retailer per year. Plumas County Public Health Agency plans to offer a Healthy Retail Initiative, which could reduce your TRL cost all the way down to \$0.00.

Isn't it the clerks responsibility not to sell to minors?

Currently, clerks are already punished under Penal Code 308, but this has not been effective at reducing illegal sales. Store owners are responsible for what happens in their stores.

How do I keep my staff from illegally selling tobacco?

Plumas County Public Health Agency staff are more than willing to show you some effective training techniques, or even to train your staff for you. Call them at (530) 283-6358 to set up an appointment.

My employees are under 21. Can they still sell tobacco?

Yes. The new law in California raises the legal age to buy tobacco to 21. In order to not disrupt your flow of business, the TRL language of who can sell tobacco will be similar to the requirements of who can sell alcohol.

When will this go into effect?

The ordinance would not take effect until January 1, 2017. PCPHA staff can help you navigate the TRL and new state laws regarding tobacco.

What's a Healthy Retail Initiative?

Public Health will work with retailers that opt into the initiative to ensure their store is a healthy environment in regards to marketing illegal and unhealthy products to youth. This initiative will in no way limit what can be sold.