

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 just 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.