



# The Santa Cruz County Tobacco Education Coalition



## Tobacco Retail Licensing Comes to Santa Cruz County

In August 2010, Watsonville was the first jurisdiction in Santa Cruz County to adopt a tobacco retail licensing (TRL) ordinance. Watsonville's leadership has prompted 3 other jurisdictions to consider TRL. In April 2011, the County of Santa Cruz also adopted a TRL ordinance, and the Coalition hopes that the City of Santa Cruz and Capitola will be next. The Coalition Chair, Kathleen Hofvendahl-Clark, and the Chair of the Alcohol and Drug Abuse Commission, Peter Nichols, led the way to TRL. They did not give up even when hurdles were encountered. They repeatedly told elected officials, law enforcement, and the press about the rising tobacco sales rates to minors and the need for TRL. During a public hearing for TRL, Supervisor Leopold said that the Tobacco Education Coalition was the most determined group that he had ever met and that TRL would never happen without their perseverance. The Coalition began over 7 years to bring TRL to our county in order to combat illegal tobacco sales to minors. In recent years, the tobacco sales rate to minors increased by 60%. TRL has solved this problem in several other communities across the state. TRL is effective because if a store sells to minors, they can lose their license.

**Congratulations to all the Coalition members who wrote letters and spoke at the public hearing!**

**TOBACCO SALES RATE TO MINORS IS UP BY 60% IN OUR COUNTY!**

Countywide	
17%	→ 27%
2008	2010

**3.5X THE STATEWIDE RATE**

The Sale of Tobacco Products to Persons Under 18 Years of Age

**To Report an Unlawful Tobacco Sale Call: 1-800-5 ASK-4-ID**

It is Prohibited by Law and Subject to Penalties  
Valid Identification May Be Required

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### FAQ's about TRL

#### What is TRL?

The TRL ordinance requires retailers to obtain a license to sell tobacco products and includes an annual licensing fee high enough to fund strong enforcement programs.

#### What is the licensing fee?

The fee is \$318 in the unincorporated areas and \$255 in Watsonville.

#### What does the fee pay for?

Law enforcement will conduct undercover inspections to see if stores sell to minors. In the unincorporated areas, Environmental Health inspectors will also conduct compliance checks to see if stores are posting warning signs, keeping tobacco locked up, and obeying other tobacco laws.

#### What happens if store sells to a minor?

A store could pay a fine or lose their license.

#### Does it work?

Yes! Those communities who have enacted strong TRL policies have had great success in reducing tobacco sales to minors.

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# SMOKING CESSATION: FREEDOM FROM SMOKING

Do you smoke, want to quit, and NOW is the time? Learn about individual smoking patterns and learn how to choose alternatives to smoking. Develop a smoking cessation plan that is tailored to your individual smoking patterns. No fee for MediCal recipients. Fees are also discounted for members of Physicians Medical Group of Santa Cruz County (PMG). **Sign up now for the New Year:** Classes begin Thursday, January 5, 2012!



For more information or to sign up for this class, call 831-462-7709 , sign up online at [dominicanhospital.org](http://dominicanhospital.org), or go to 1555 Soquel Drive in Santa Cruz, behind Dominican Hospital in the Education Center, between 9:00– 4:00 Monday through Friday.

## WHAT HAPPENS TO YOUR BODY AFTER YOU QUIT

### Your body starts healing almost immediately!

20 minutes smoke free: Pulse and blood pressure begin to drop

10 hours smoke free: Oxygen and Carbon dioxide in blood return to normal

3 days smoke free: Lung capacity begins to increase

1 year smoke free: The risk of heart disease is decreased by half.

4 years smoke free: Reduces the risk of heart disease to that of a non smoker

10 years smoke free : Reduces the chances of dying of lung cancer to that of a non smoker.



## CALIFORNIA SMOKER'S HELPLINE

The California Smokers' Helpline is a telephone program, funded by the California Department of Health, that can help you quit smoking. Helpline services are free and confidential. The Helpline has been in operation since 1992. Every month, thousands of Californians call and receive help.

When you call, a friendly staff person will offer a choice of services: self-help materials, a referral list of other programs, and one-on-one counseling over the phone.

**1-800-NO-BUTTS**



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## CREATING MOMENTUM FOR SMOKE-FREE HOUSING AMONG UNDERSERVED COMMUNITIES: MIGRANT AND SEASONAL FARM WORKERS IN SANTA CRUZ COUNTY

The Tobacco Education Program is working with housing complexes and agencies that serve migrant and seasonal farm workers to increase awareness about secondhand smoke and smoke-free policies. Though the project is in the early stages, staff has learned that providing this information is both appreciated and relevant to this community. Despite the complex and often difficult living and working conditions faced by migrant and seasonal farm workers, addressing tobacco issues is increasingly important. According to an interview conducted with Migrant Education Parent Involvement Coordinator at Migrant/Seasonal Head Start Program, asthma is the most frequently reported chronic health condition for participating children. Tobacco Education staff has been working closely with Migrant/Seasonal Head Start Programs to educate staff and parents on the dangers of secondhand and thirdhand smoke and discussing ways to reduce exposure to these, especially for children with asthma.

Staff is excited about the next steps of the project:

Participants will develop tools for educating their peers, family members, and friends about smoke-free policies and how to achieve these!



### PROTECTING YOUR HOME FROM SECONDHAND SMOKE:

Did you know?

If someone smokes inside your home, it can take up to 10 hours for 99% of the smoke to leave the air. Even if no one smokes in your home, smoke can still get in. If you live in an apartment, condo, or townhouse tobacco smoke can easily drift inside your home. Secondhand smoke (SHS) can seep into and out of open windows, doorways, and shared ventilation systems. It can also seep into your home from electrical sockets and lines, plumbing systems, cracks in the floors and sealing among other routes.

If you are affected by (SHS) in your home, you may be able to reduce your exposure by making some small repairs; filling openings in the floors and walls, weatherproofing doors and windows, inspecting heating and air systems. If appropriate, you can ask the smoker to smoke somewhere else. Finally, advocating for a smokefree policy in your building or property can ensure that secondhand smoke does not further impact you or your family.

If you would like more information on the ways to reduce secondhand smoke exposure in your home please contact 831-454-4319.



**Scientific evidence shows: there is no safe level of exposure to secondhand smoke**

## Santa Cruz County Tobacco Education Coalition

P.O. BOX 962  
Santa Cruz, CA. 95061

phone: 454-4304  
fax: 831-454-5048  
Smoking Complaint Line:  
454-4319



The Santa Cruz County Tobacco Education Coalition is committed to promoting and advocating a tobacco-free lifestyle and environment at the local, state, and national levels. We empower our communities to effect individual and social change through education, advocacy, collaboration, and coordination of resources. The Coalition recognizes individual rights and cultural traditions, while encouraging community responsibility and involvement.

Meetings are held on the 4th Wednesday of odd months.

To receive email notification and information call 454-4304 or email:  
andrea.silva@health.co.santa-cruz.ca.us

Find us on Facebook: <http://www.facebook.com/sctobaccoeducation>

## FDA UNVEILS FINAL CIGARETTE WARNING LABELS

*New labels will help prevent children from smoking and help adults quit*

In June, 2011 The U.S. Food and Drug Administration (FDA) unveiled the nine graphic health warnings required to appear on every pack of cigarettes sold in the United States and in every cigarette advertisement. This new measure will help prevent children from smoking, encourage adults who do to quit, and ensure every American understands the dangers of smoking.

The warnings represent the most significant changes to cigarette labels in more than 25 years and will affect everything from packaging to advertisements and are required to be placed on all cigarette packs, cartons and ads no later than September 2012.

The FDA selected nine images from the originally proposed 36 after reviewing the relevant scientific literature, analyzing the results from an 18,000 person study and considering more than 1,700 comments from a variety of groups, including the tobacco industry, retailers, health professionals, public health and other advocacy groups, academics, state and local public health agencies, medical organizations and individual consumers.

The new warning labels will take up at least half the pack of cigarettes. Below are a few examples:



*On November 7th, a U.S. District Court Judge blocked the Food and Drug Administration (FDA) from moving forward with implementation of new graphic warning labels on all cigarette packaging and advertising. The ruling is in response to a lawsuit filed by five tobacco companies and stops the implementation of the warning labels until after the lawsuit is resolved.*