



A Tobacco Retail Permit Protects the Health of Youth and Children in Long Beach

Staff Report

**City of Long Beach Department of Health and
Human Services**

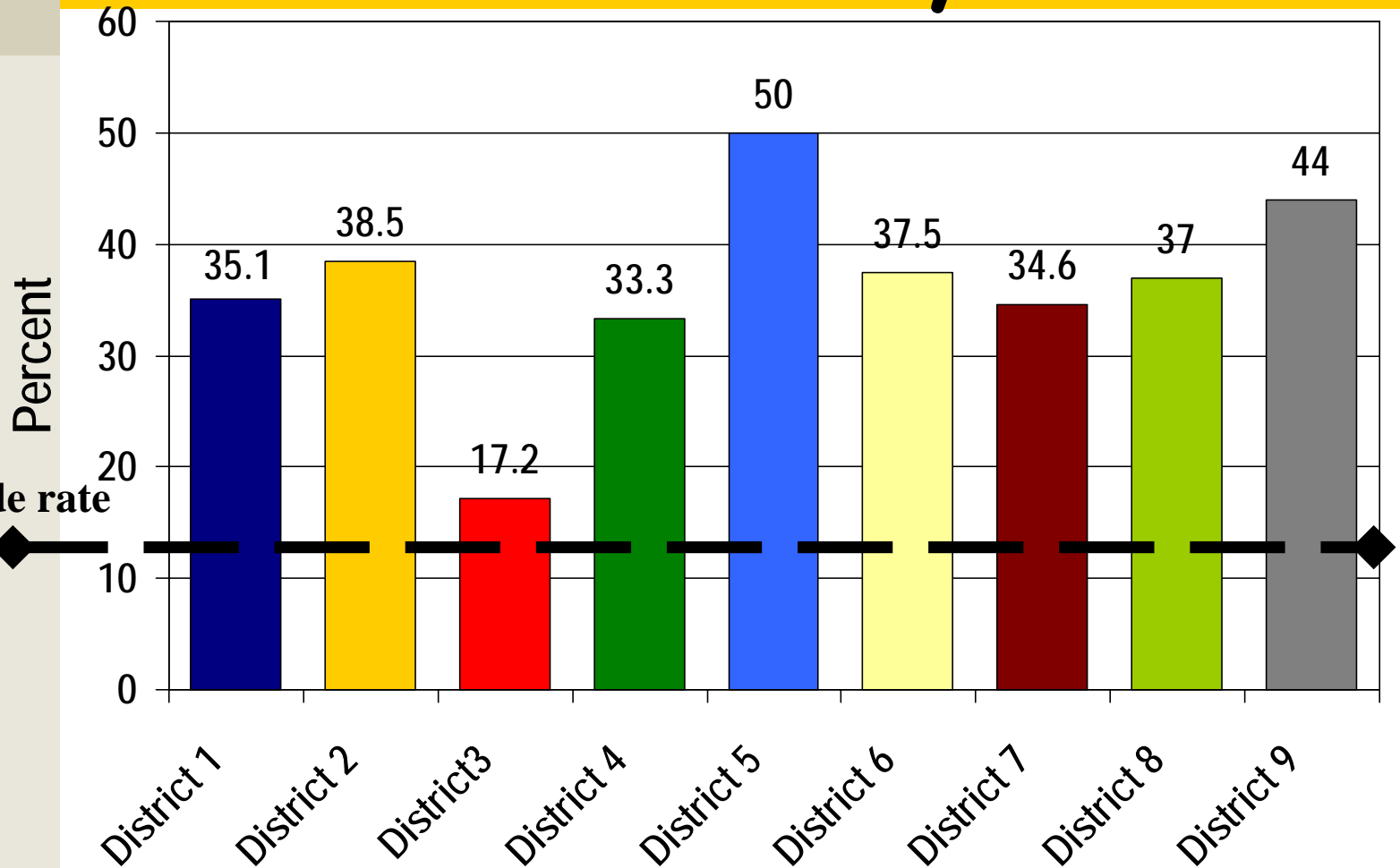
Feb 12, 2008



Background

On September 19, 2006, the City Council approved the PSAC recommendation and requested the City Attorney and Health Department draft a comprehensive and cost effective Tobacco Retail Permit program and any needed ordinances.

2005 Long Beach Illegal Tobacco Sales by District





The Solution

- ✦ **Strong Tobacco Retail Permit Programs reduce illegal sales to children and youth.**
- ✦ **More than 70 cities and counties in California are reducing illegal sales of tobacco to youth with Tobacco Permit Programs.**

These Tobacco Permit Programs are Reducing Illegal Sales Rates

City	Youth Sales Rate Prior to Tobacco Retail Permit	Youth Sales Rate After Tobacco Retail Permit
Pasadena	20%	5%
Riverside	65%	0%
Berkeley	38%	19%
Contra Costa	37%	7%

 In one year, the City of Los Angeles' rate of tobacco sales to minors was reduced from 31.9% to 22%.

Some of the Long Beach Organizations that Support a TRP

- ✿ The Long Beach Board of Education
- ✿ The Long Beach Commission on Youth and Children
- ✿ Long Beach Memorial Hospital
- ✿ American Cancer Society, American Lung and American Heart
- ✿ St. Mary Medical Center
- ✿ Long Beach Alliance for Children with Asthma

A Strong Tobacco Retail Permit Program will:

- ✦ Cover all costs of enforcement and operations to the City of Long Beach,
- ✦ Require tobacco retailers to pay an estimated annual permit fee of \$395 that averages only \$1.08 per day for retailers,
- ✦ Require retailers to comply with all tobacco laws that relate to youth,
- ✦ Recognize responsible tobacco retailers that do NOT sell to minors.

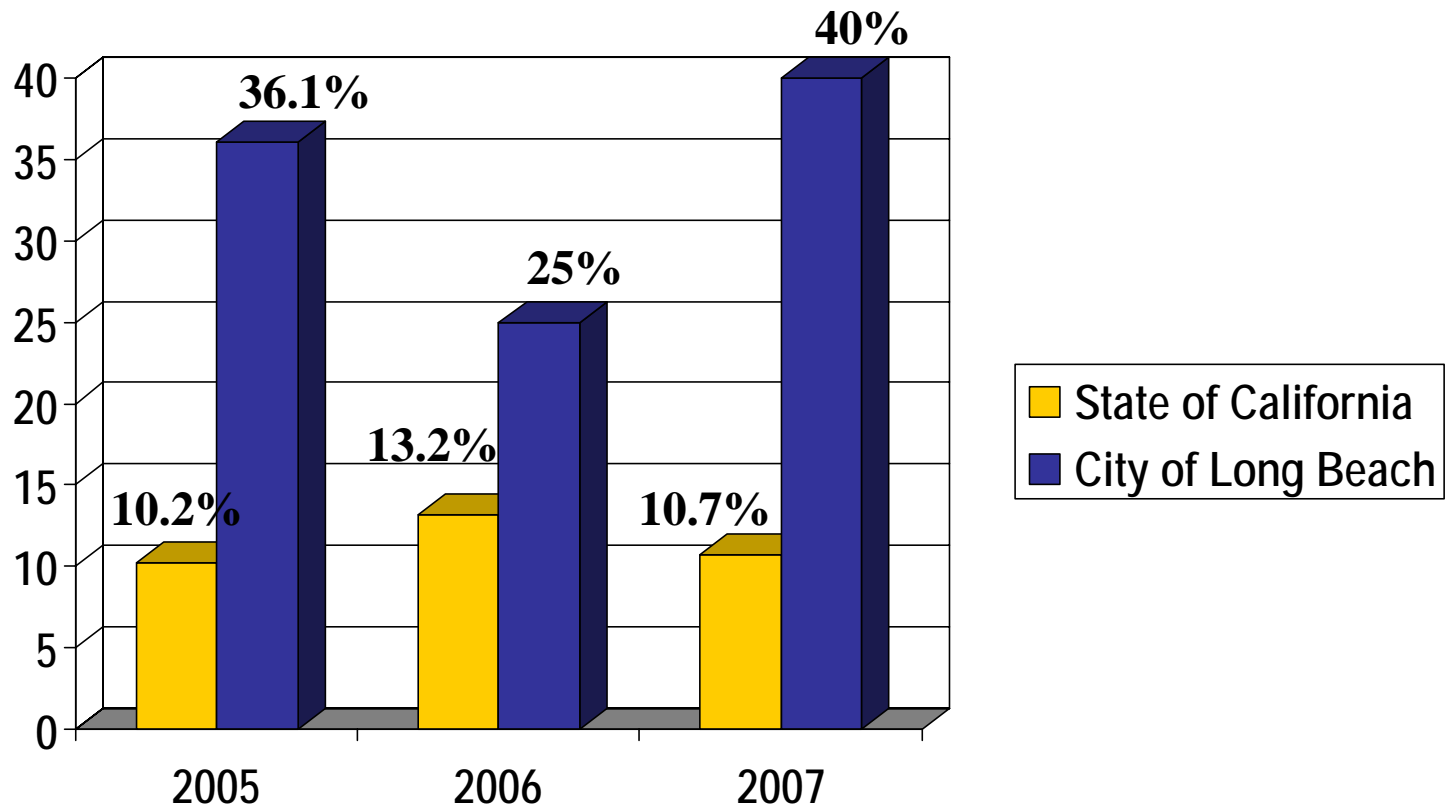
A Strong Tobacco Retail Permit Program will reduce illegal tobacco sales to minors as it has done in other cities



A decorative green line starts from a sphere on the left, curves upwards and to the right, and then loops back to the left. The sphere is black with several small white dots.

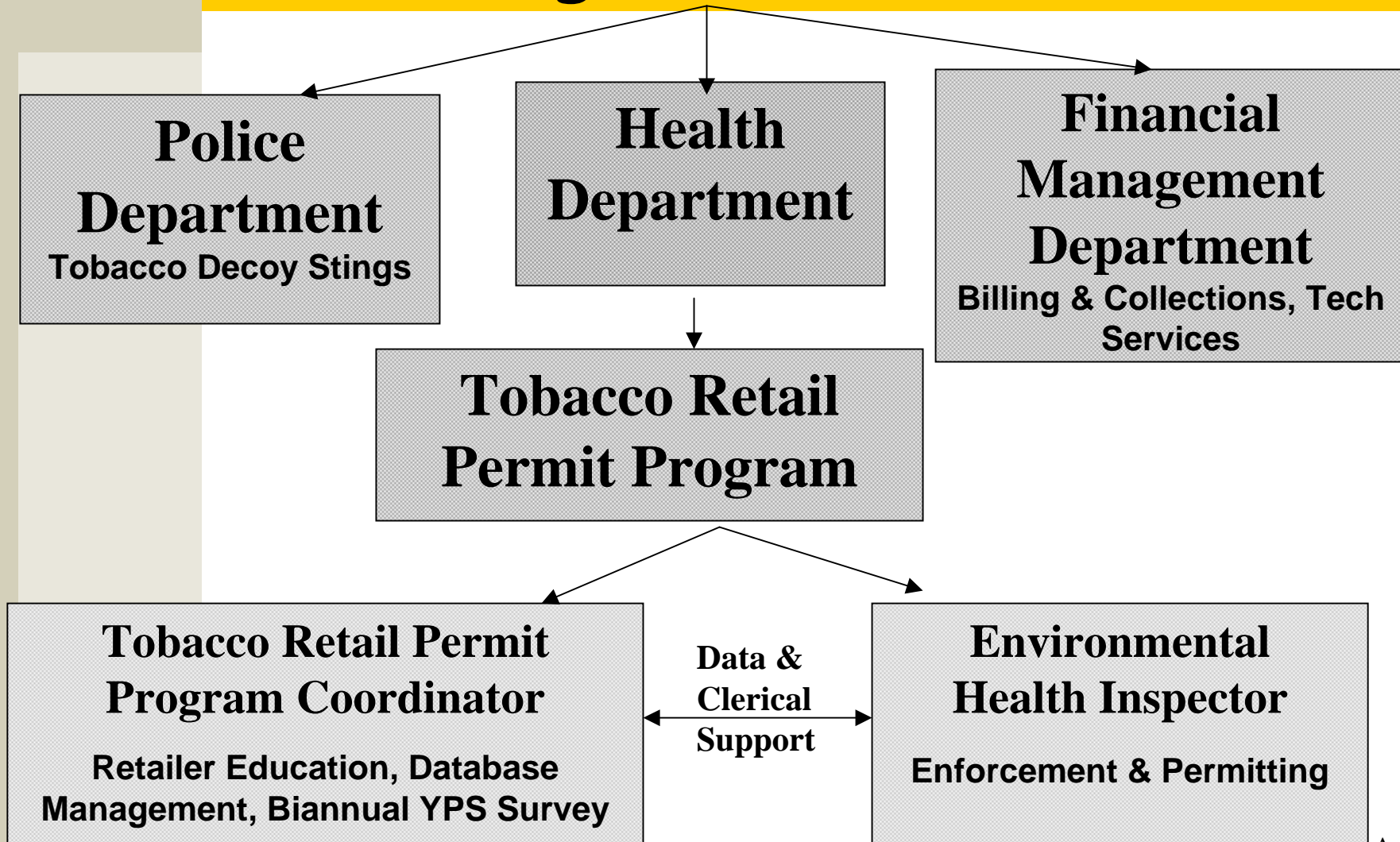
Appendix Slides

Illegal Sales of Tobacco: State of California & City of Long Beach



State of California Data from State-wide Youth Tobacco Purchase Survey, 2005-2007.
City of Long Beach 2005 data from 2004-2005 City-wide Youth Purchase Survey,
2006-2007 Long Beach Data from LBPD youth tobacco decoy stings.

Tobacco Retail Permit Program Structure



Environmental Health Enforcement: Tobacco Permit Violations

- ✖ Improper display of City or State tobacco permit or license
- ✖ Improper placement of tobacco products (i.e. in front of the counter, etc.)
- ✖ Sale of single cigarettes
- ✖ Sale of bidis (flavored cigarettes from India)
- ✖ Lack of S.T.A.K.E. Act signage
- ✖ Any other youth tobacco related laws



Police Enforcement: Tobacco Permit Violations

California Penal Code 308(a) -
Illegal sales of tobacco to minors

TRP Program Operations and Enforcement

- ✦ Public notice of the new law in English, Spanish and Khmer.
- ✦ Develop a TRP Policies and Procedures Manual with City departments implementing the new permit.
- ✦ Mail instructions on how to apply for the permit to all businesses with Food Permits which are most likely to sell tobacco products, and
- ✦ Include TRP Program phone number to call with questions.

TRP Operations and Enforcement Continued

- ✦ Create database of known tobacco retailers and set up accounts.
- ✦ Set a target date for the initial billing.
- ✦ Continue Police Tobacco Decoy operations/stings for illegal sales to minors violations.
- ✦ Schedule in store visits for Environmental Health Inspector and TRP Program Coordinator to every retailer at least once a year to check for permit violations.