

# The Coalition for A Smoke-Free Long Beach

## Mission Statement

The mission of the **Coalition for a Smoke-Free Long Beach** is to promote a tobacco-free, smoke free and healthy Long Beach. To accomplish this, the Coalition serves in an advisory capacity to the Long Beach Department of Health and Human Services Health Promotion/Tobacco Education Program (TEP) in the development, implementation and periodic review of the City's Comprehensive Tobacco Control Workplan. The Coalition is a diverse group of community volunteers committed to promoting tobacco-free healthy lifestyles. Currently, there are more than 80 members on the Coalition representing residents, youth, voluntary health organizations, health care providers, the school district, California State Universities, Long Beach City Collegé, churches, community based organizations, youth organizations, businesses and other concerned individuals. Priority areas to create a "Tobacco Free Community of Excellence in Long Beach" are:

- Preventing Youth Access to Tobacco Products
- Countering Pro-Tobacco Influences in the Community
- Reducing Exposure to Secondhand Smoke


Coalition members assist the TEP in educating and informing the public to:

- Protect children, families and employees from secondhand smoke
- Develop policies that protect the public from the harmful effects of tobacco use and second hand smoke and keep tobacco products away from children.
- Ensure compliance with the City of Long Beach No Smoking Ordinance (LBMC 8.68) that was passed in 1994 that **prohibits smoking in all enclosed public places in the City of Long Beach, including tobacco and cigar retail shops, cigar lounges and bars and restaurants.**  
The Long Beach law is stronger than the state California Smoke Free Workplace Law, AB 13/California Labor Code 6404.5.
- Provide stop smoking/cessation support, information and referrals
- Assist in the development and implementation of community tobacco control
- Mobilize the talents and resources of multiple individuals, groups, and agencies to promote tobacco education prevention and tobacco policy strategies
- Provide a united voice to respond to the tobacco industry to decrease smoking



To join please call The Coalition for a Smoke Free Long Beach (562) 570-7950  
And ask for the Coalition Co Chair

**The City of Long Beach  
2004-05 Youth Purchase  
Survey  
(YPS)**



Coalition for a Smoke-Free Long Beach







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**Method**

- The sample frame included:
  - ♦ **1,033** retailers (All known tobacco retailers in Long Beach).
- The sample design...
  - ♦ Established a minimum of **25** stores in each of the 9 Council Districts; and specified observations at **266** retail stores.

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**Youth Purchase Survey Volunteers**



Twelve under-age youth conducted all Youth Purchase Survey observations.

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### Rates of Illegal Sales to Under-Age Youth

- Citywide, the rate of illegal sales of tobacco to youth is 36.1% (96 of 266 completed purchases).

Source: Long Beach Youth Purchase Survey,  
December 2004 – January 2005

- Statewide, the rate of illegal sales of tobacco is 14.0%.

Source: California DHS-TCS Youth Purchase  
Survey, 2004

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### Evidence of Illegal Sales to Under-Age Youth:



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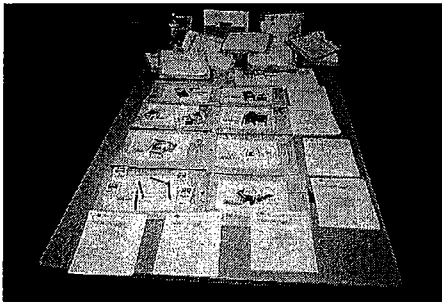
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### More Evidence, Carefully Catalogued:



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### Illegal Sales to Youth by Store Type

- All store types sold tobacco to youth, but the rate of illegal sales varies.
- The highest were:
  - Donut shops (66.7%; 10 of 15 sold),
  - Gas stations (57.9%; 11 of 19 sold), &
  - Pharmacies (44.4%; 4 of 9 sold).
- The lowest were:
  - Supermarkets (23.5%; 4 of 17 sold)
  - Tobacco Stores (14.3%; 1 of 7 sold)

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### Illegal Sales to Under-Age Youth by Store Type

The four Pharmacies selling tobacco to underage youth included:

Three chain & one independent pharmacy.

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### Verbal Verification of Age

- Less than a quarter (23.2%; N=60) of all tobacco retail outlets asked the youth to state their age.
- Sales were still made to three youths that were asked their age, even though they told the sales clerks they were younger than 18.

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Presentation of ID

- Seven out of ten (70.3%; N=182) tobacco retail outlets asked youth to present their IDs.
- Youth that were asked to present their IDs were still permitted to purchase tobacco products in 40 of these 182 stores (22.0%)

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Concluding thought...

If Long Beach is going to continue its commitment to a healthy city and to our precious youth, the question that must be answered by the City Council is:

What is the best and most effective method we can implement to decrease the illegal sale of tobacco products to minors?

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# Illegal Sales of Tobacco to Youth in Long Beach

## FACT SHEET

2006

### Why it's important to prevent youth access to tobacco

- Every day more than 3,000 American children smoke their first cigarette.  
(Source: California Department of Health Services, Tobacco Control Section)
- 90% of smokers begin smoking before they are 18.  
(Source: California Department of Health Services, Tobacco Control Section)
- The earlier children smoke, the harder it is for them to quit.

### CITY OF LONG BEACH DATA ON TOBACCO SALES TO YOUTH

From December 2004 through January 2005, the City of Long Beach Department of Health and Human Services Tobacco Education Program, supported by the Social Science Research Center at CSU Fullerton, conducted a city-wide tobacco youth purchase survey. The survey was conducted by 12 underage youth with their adult chaperones. Below are the results by city council district.

City Council District	Number of Tobacco Retailers Surveyed	Number of Illegal Sales to Youth	Percent of Illegal Sales to Youth
1	37	13	35.1%
2	39	15	38.5%
3	29	5	17.2%
4	27	9	33.3%
5	24	12	50.0%
6	32	12	37.5%
7	26	9	34.6%
8	27	10	37.0%
9	25	11	44.0%
<b>Total</b>	<b>266</b>	<b>96</b>	<b>36.1%</b>

Long Beach has a

**36.1%**

illegal sales rate of tobacco to youth

► Of the 266 stores that were surveyed, 96 of them sold to the youth.

► This is more than two and one half times the state-wide rate of 14%

(source: California DHS-TCS youth purchase survey, 2004)

#### Coalition for a Smoke-Free Long Beach

The Coalition for a Smoke-Free Long Beach is a voluntary organization that includes over 80 organizations and individuals who advise the City of Long Beach Tobacco Education Program. The Coalition has actively sought to make Long Beach a healthier community since 1989 by preventing youth access to tobacco and advocating for non-smoking policies and programs.

LONG BEACH, CA

# City of Long Beach: Youth Purchase Survey Results

February, 2005

Submitted to:

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Conducted by:

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Jason Chan, B.A.



Department of Health  
and Human Services



This report was made possible by funds received from the Tobacco Tax Protection Act of 1988--Proposition 99, under Grant # 01-19A with the California Department of Health Services, Tobacco Control Section.

## **INTRODUCTION**

Over 43,000 Californians die from tobacco-related diseases every year<sup>1</sup>, and it is estimated that 75% of California smokers start smoking before 18 years of age<sup>2</sup>, the point at which they can legally purchase tobacco. Sales of tobacco products to minors are prohibited in California by Penal Code 308(a) and the STAKE (Stop Tobacco Access to Kids Enforcement) Act, Business and Professions Code Section 22950-22963. Nevertheless, California Youth Tobacco Purchase Surveys conducted in 2001, 2002, and 2003 show the rate of sales to youth ranges between 12% and 19% across the state.

### ***Goal of a Tobacco Retailer “Youth Purchase Survey” in the City of Long Beach***

A public intercept survey conducted during Spring 2003 indicated that 75% of interviewees believe that youth can easily purchase tobacco in the City of Long Beach. To determine the precise rate of youth access to tobacco (and non-compliance with P.C. 308(a) and the STAKE Act) among area retailers, a Youth Purchase Survey (YPS) that will provide new, credible information about the rate of sales to underage youth in the City of Long Beach is necessary. A good estimate of the citywide rate of illegal tobacco sales to youth is needed by policy-makers and to develop a baseline for subsequent research.

### ***Previous YPS in Long Beach***

Surveys conducted in the past under the auspices of the City of Long Beach Police Department suggested low rates of P.C. 308(a) violations. These efforts lacked scientific sampling strategies and focused sequentially on limited areas of the city. They produced results drastically inconsistent with the 2004 study in Los Angeles that stimulated the California Attorney General and the City Attorney to bring suit against several supermarket chains. It is imperative that an independent assessment, consistent with scientific research standards is available to policy-makers in the City of Long Beach.

## **METHOD**

### ***Sample Selection***

A list identifying 1,238 tobacco retailers in the City of Long Beach was requested and received from the Department of Health Services, Tobacco Control Section. After reviewing the list and systematically removing duplicate addresses, a population of 1,033 tobacco retailers remained. All bargain, discount, and “99 Cent” store locations on a separate comprehensive list (containing all retail businesses in the city) maintained by the

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<sup>1</sup> Max W, Rice DP, Zhang X, Sung H-Y, Miller L. The of Cost of Smoking in California, 1999. Sacramento, CA: California Department of Health Services, 2002.

<sup>2</sup> 2002 California Tobacco Survey.



City of Long Beach were also included in the sample frame due to their reputation for illegal sales of tobacco to underage youth.

Calculated most conservatively (based upon a 50/50 split), to generate a sample representative of the population of 1,033 retail outlets in the City of Long Beach (with very limited ability to make inferences from sample subgroups to individual city council districts), a sample of 288 randomly selected stores is required. The sample size is computed to produce a 5% confidence interval and a 95% confidence level; conventional thresholds for policy-relevant research. In other words, with a sample of 288 randomly selected stores, we can be 95% confident that population parameters (the result we would obtain if a survey was conducted at every retail outlet in the City of Long Beach) will fall within a range of plus or minus five percent of sample statistics.

However, by calculating the sample size based upon a 30/70 split (assuming that 70% of all tobacco retailers will be in compliance, based upon rates in recent Los Angeles studies), a smaller sample (254 retailers) is indicated. Table 1 depicts the percent of all tobacco retailers in the City of Long Beach by City Council District along with the required sample size (establishing a minimum of 25 in each city council district) to represent the population.

**Table 1. Sample Size by Council District**

<b>Council District</b>	<b>Percent of Retailers in the City</b>	<b>Sample Size</b>
1	14.8%	38
2	14.6%	37
3	10.6%	27
4	10.1%	26
5	7.2%	25
6	12.6%	32
7	10.3%	26
8	10.5%	27
9	9.4%	25
<b>Total</b>	<b>100.0%</b>	<b>263</b>

It should be noted that while this sampling design produces very precise estimates of citywide results, the ability to make accurate inferences about individual city council districts is severely constrained. Based on the current sample size, confidence intervals for each city council district range from approximately +/- 12% to +/- 19%. Using a confidence interval of 12% for an individual council district as an example, if a 60% rate of compliance is found based upon sample survey results, it would be 95% certain that the true compliance rate of all tobacco retailers in that city council district would fall somewhere between 48% and 72%. This is not practically or statistically optimal, but given budgetary constraints, is a necessary study limitation.

The scientific sampling design described above specifies the inclusion of 263 randomly selected retail locations. Each selected location was mapped into a Geographic Information System (GIS) which provides a visual display of the selected sample on a street map background. Subsequently, the selected sample was divided into 17 “Clusters” consisting of tobacco retailers grouped together to minimize the distance traveled by survey teams.

Retail outlets qualified to participate in the YPS include only locations where tobacco is available for sale. During previous efforts to conduct the YPS, many businesses selected into the sample no longer existed or were discovered to be associated with residential addresses. To prevent problems of this nature in the present study, the Social Science Research Center (SSRC) pre-screened the list of retailers selected into the sample by verifying that each had a current phone number associated with either the business name or address.

### *Survey Dates and Times*

Youth Purchase Surveys were conducted between 10:25AM and 2:41PM in the months of December '04 and January '05 pursuant to youth and adult chaperone availability. The dates of the surveys are presented in Table 2. No statistically significant differences are observed between the date of the survey and the illegal sales rate.

**Table 2. Date and Day of YPS**

<b>Date of YPS</b>	<b>Day of the Week</b>	<b>Number of Conducted Surveys</b>	<b>Percent of Conducted Surveys</b>
12/11/2004	Saturday	74	27.8%
12/18/2007	Saturday	71	26.7%
12/20/2004	Monday	33	12.4%
01/22/2005	Saturday	88	33.1%
	<b>Total</b>	266	100.0%

**RESULTS**

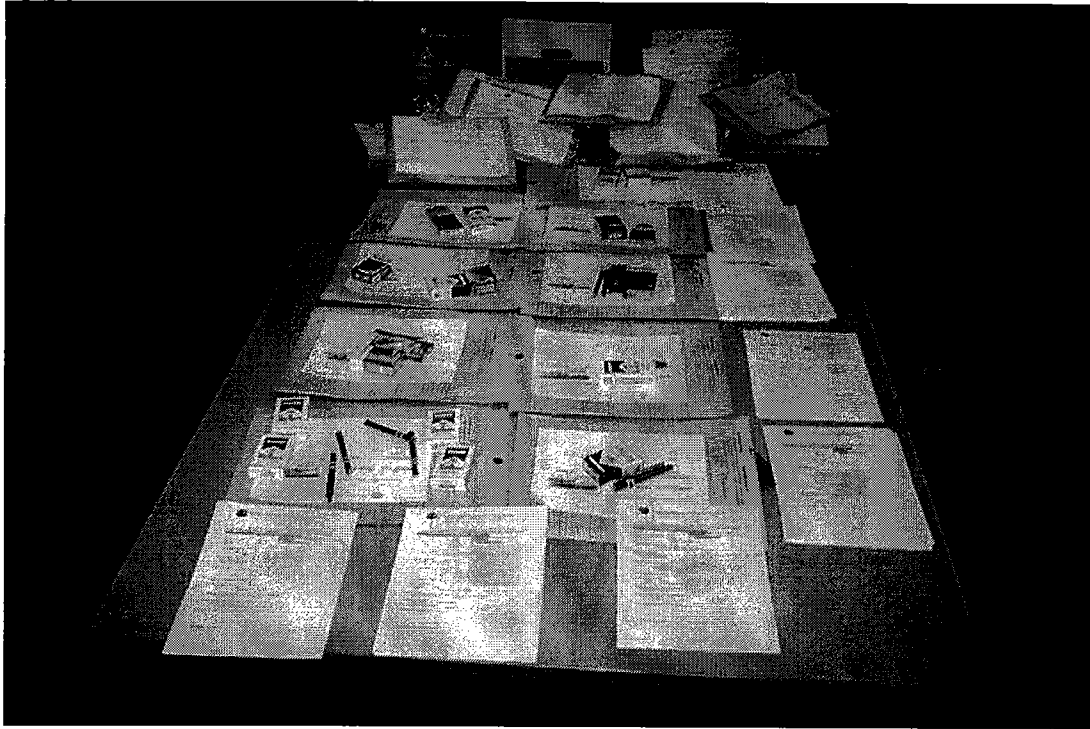
*Sales Outcome*

As indicated by Table 3, an overall illegal sales rate of 36.1% (N=96) is observed in the City of Long Beach, based upon surveys conducted at 266 tobacco retail outlets. In other words, underage youth are able to purchase a tobacco product from more than one of every three tobacco retail outlets in violation of P.C. 308.

Though no statistically significant relationship is observed between the illegal sale of tobacco to youth and individual City Council Districts, distinct differences are noted. The highest illegal sales rate is observed in District 5 with half (50%; N=12) of the youth purchase attempts resulting in a sale. City Council District 3 returned the lowest illegal sales rate of 17.2% (N=5) to underage youth. Because of the small sample sizes in each district, however, these results are not reliable, and are presented merely to indicate possible differences. Reliable estimates of within-district sales rates will require much larger sample sizes than utilized in the present study.

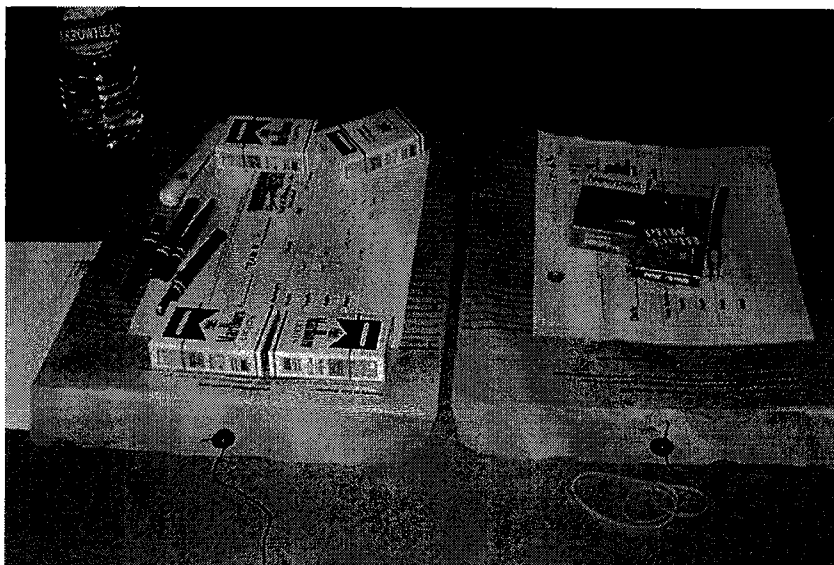
**Table 3. Illegal Youth Sales by City Council District**

<b>City Council District</b>	<b>Number of Tobacco Retailers Surveyed</b>	<b>Number of Illegal Sales to Youth</b>	<b>Percent of Illegal Sales to Youth</b>
1	37	13	35.1%
2	39	15	38.5%
3	29	5	17.2%
4	27	9	33.3%
5	24	12	50.0%
6	32	12	37.5%
7	26	9	34.6%
8	27	10	37.0%
9	25	11	44.0%
<b>Total</b>	266	96	36.1%



*Tobacco Products Illegally Purchased by Youth in the City of Long Beach*

***Price of Cigarettes***



Youth were asked to record the price paid for tobacco products purchased. The price of tobacco ranged from \$0.50 for single cigarettes to \$5.78 for a pack of cigarettes.

***Type of Outlet***

Table 4 shows the distribution of store types in the survey sample. Though the relationship between illegal sales to underage youth and the type of tobacco retail outlet is not statistically significant, the highest illegal sales rates are among donut shops and gas stations with 66.7% (N=10) and 57.9% (N=11) making illegal sales, respectively.

**Table 4. Type of Tobacco Retail Outlet and Rate of Illegal Sales**

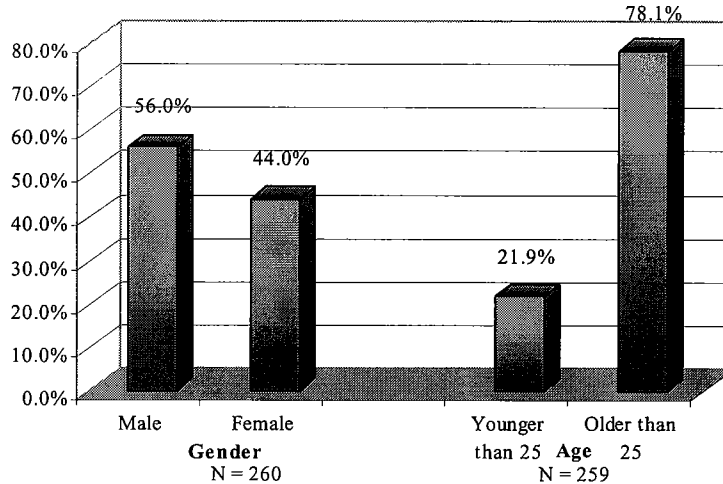
<b>Type of Tobacco Retail Outlet</b>	<b>Number and Percent of Total</b>	<b>Rate of Illegal Sales</b>
Liquor Store	77 (29.8%)	26 (33.8%)
Convenience Store <u>without</u> Gas	45 (17.4%)	15 (33.3%)
Small Grocer/ Deli/ Produce	34 (13.2%)	11 (32.4%)
Gas Station Only	19 (7.4%)	11 (57.9%)
Convenience Store <u>with</u> Gas	19 (7.4%)	8 (42.1%)
Supermarket	17 (6.6%)	4 (23.5%)
Donut Shop	15 (5.8%)	10 (66.7%)
Discount Store	14 (5.4%)	5 (35.7%)
Drug Store/ Pharmacy	9 (3.5%)	4 (44.4%)
Tobacco Store	7 (2.7%)	1 (14.3%)
Other	2 (0.8%)	1 (50.0%)
<b>Total</b>	258 (100.0%)	

***Ethnic Markets***

Twenty-eight (11.7%) tobacco retail outlets were identified as “Ethnic Markets.” The rate of illegal sales among those retailers is 32.1%, slightly lower than the overall rate of 36.1%, but this is not a statistically significant difference.

**Clerk Gender and Age**

**Figure 1 Sales Clerk Characteristics**



Youth and adult volunteers recorded personal information about the clerk in the store when they attempted the tobacco purchase (Figure 1). The majority (N=145; 56.0%) of sales clerks encountered are male. More than three out of four (78.1%) sales clerks are estimated by the youth and adults to be older than 25 years old. The association between the illegal sale of tobacco to underage youth and the age of the sales clerks is statistically significant ( $\chi^2(1, 260)=0.011, p<0.050$ ). As depicted in Table 5, the illegal sales rate to minors among sales clerks over the age of 25 is 33.0% (N=67) compared to the 50.9% (N=29) illegal sales rate among sales clerks estimated to be under the age of 25.

**Table 5. Sales Outcome by Age of Sales Clerk**

Age of Sales Clerk	Sales Outcome		Total
	Sale to Youth	No Sale to Youth	
Younger than 25	29 (50.9%)	28 (49.1%)	57 (100.0%)
Older than 25	67 (33.0%)	136 (67.0%)	203 (100.0%)

**Method of Purchase**

The self-service sale of tobacco products was noted at only one location, a tobacco store which did not sell tobacco to the underage youth.

*Youth Characteristics*



Of the 12 youth volunteers participating in the Youth Purchase Survey, four (33.3%) are male and eight (66.6%) are female. Differences in the sales rates to male and female youth are not statistically significant. The sales rates are 32.4% (N=23) to males and 36.5% (N=58) to females.

Youth identified themselves as either “Hispanic/ Latino” (70%; N=7) or “African American/ Black” (30%; N=3). Association between the illegal sale of tobacco to underage youth and the ethnicity of the youth making the sale is statistically significant ( $\chi^2(1, 202)=0.028, p<0.050$ ). Among Hispanic youth, 39.2% (N=51) of the purchase attempts resulted in a sale while the illegal sales rate to African American youths is lower; 25.0% (N=18). These results are depicted in Table 6.

**Table 6. Sales Outcome by Ethnicity of Purchasing Youth**

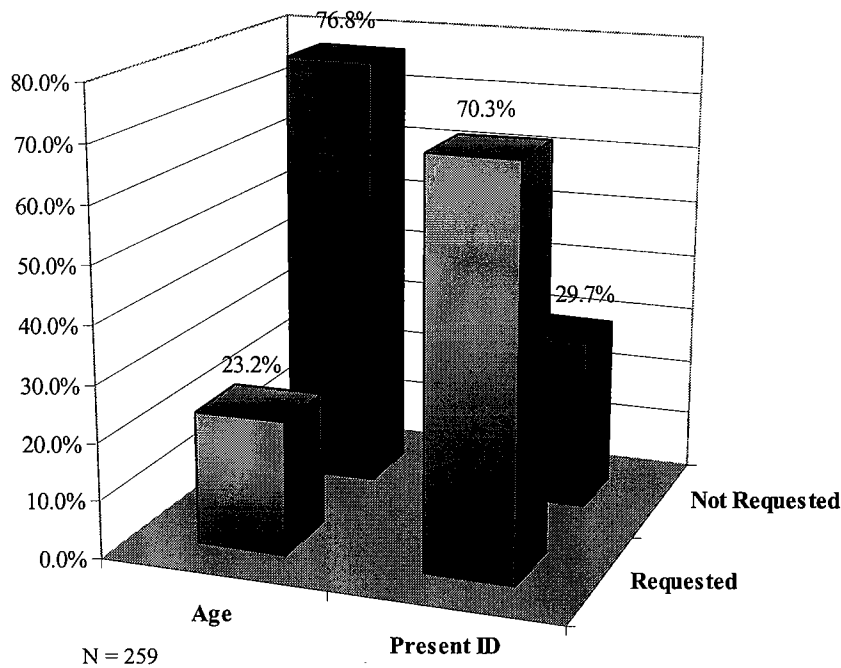
Ethnicity of Youth	Sales Outcome		Total
	Sale to Youth	No Sale to Youth	
Hispanic	51 (39.2%)	79 (60.8%)	130 (100.0%)
African American	18 (25.0%)	54 (75.0%)	72 (100.0%)

***Presentation of ID/ Age***

During the tobacco purchase attempt, less than a quarter (N=60; 23.2%) of all tobacco retail outlets verbally asked youths for their age (Figure 2). Three youths that were asked their age were subsequently permitted to buy tobacco. Note that youths were required to provide their true age. The relationship between the verbal request for the youths' age and the sales outcome is statistically significant ( $\chi^2(1, 259)=0.000, p<0.050$ ).

Youth volunteers attempting the tobacco purchase were also asked to record whether they were prompted to present their IDs to the sales clerk. At seven out of ten (N=182; 70.3%) tobacco retail outlets, youths were asked to present their IDs (Figure 2). Forty (22.0%) youths that were asked to present their IDs were still permitted to purchase tobacco products. The relationship between the request for the youths' IDs and the sales outcome is statistically significant ( $\chi^2(1, 259)=0.000, p<0.050$ ).

**Figure 2 Requested Information During Purchase Attempt**





## CONCLUSION & DISCUSSION

### *Tobacco Retail Licensing (TRL)*

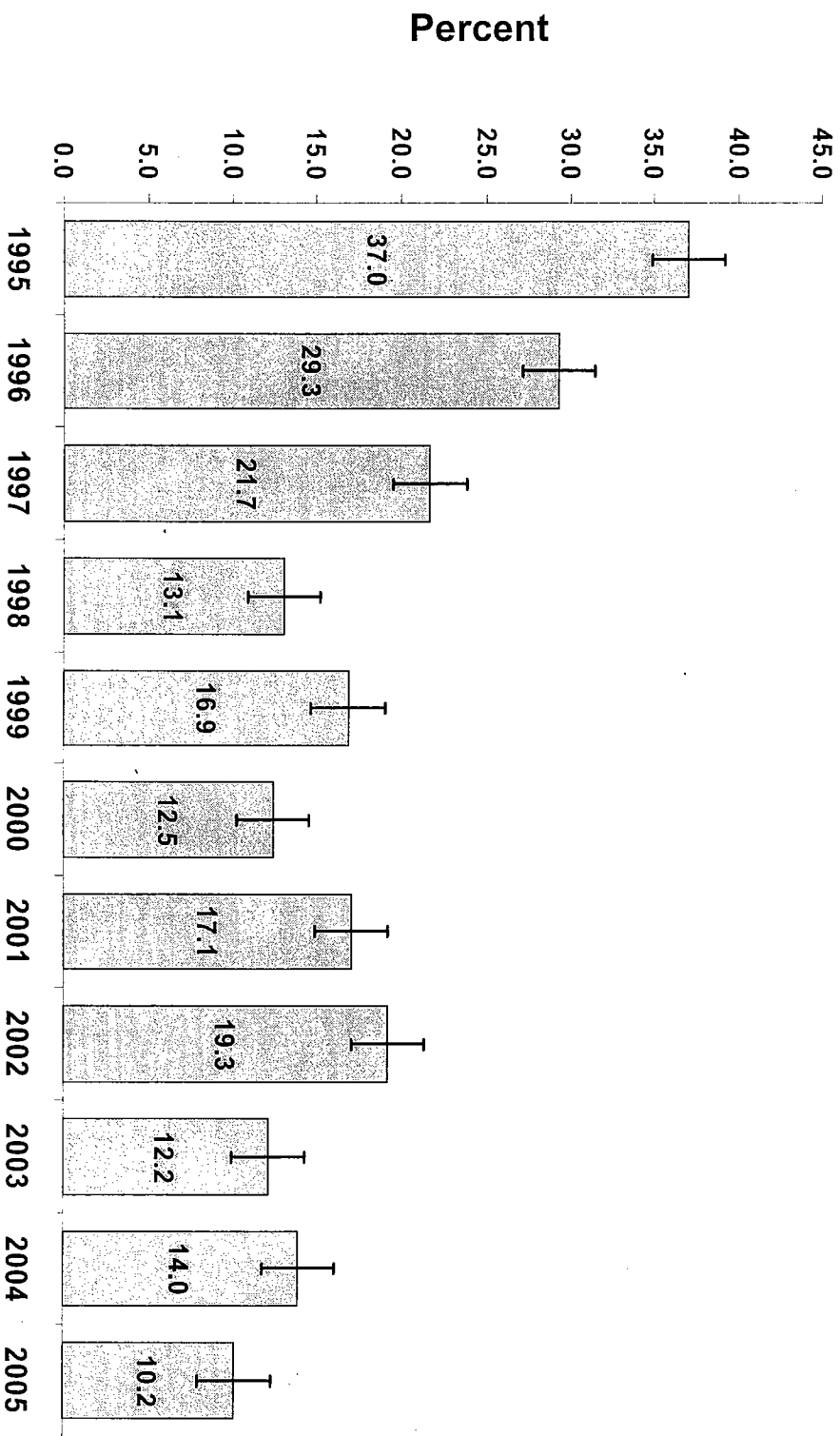
The 36.1% rate of illegal sales of tobacco products to underage youth is a clarion call to implement a policy which will effectively curtail youth access to tobacco. A public intercept survey conducted during the Spring of 2003 indicated that 78.9% of city residents support Tobacco Retail Licensing as a viable response to this issue. Positive implementation of a TRL policy with a strong enforcement component will exert pressure on retailers to comply with the law, hence reducing youth access to tobacco products.

### *Limitation: Inability to Conduct Repeat Visits*

Due to budgetary constraints and a lack of youth and adult volunteers, follow-up visits to selected tobacco retail locations were not possible. The YPS data leads one to believe that the illegal sale of tobacco may depend upon the clerk at the time of purchase. Past research indicates that 12% to 20% of "compliant" stores do make illegal sales upon repeated attempts. Similarly non-compliant retailers could conceivably be compliant at a future visit. Subsequent research should address the issue by conducting follow-up visits to the tobacco retail locations on different days of the week and times of the day. The sample size should also be increased to include a sufficient number of tobacco retail outlets so that accurate inferences and comparisons across individual City Council Districts can be made.



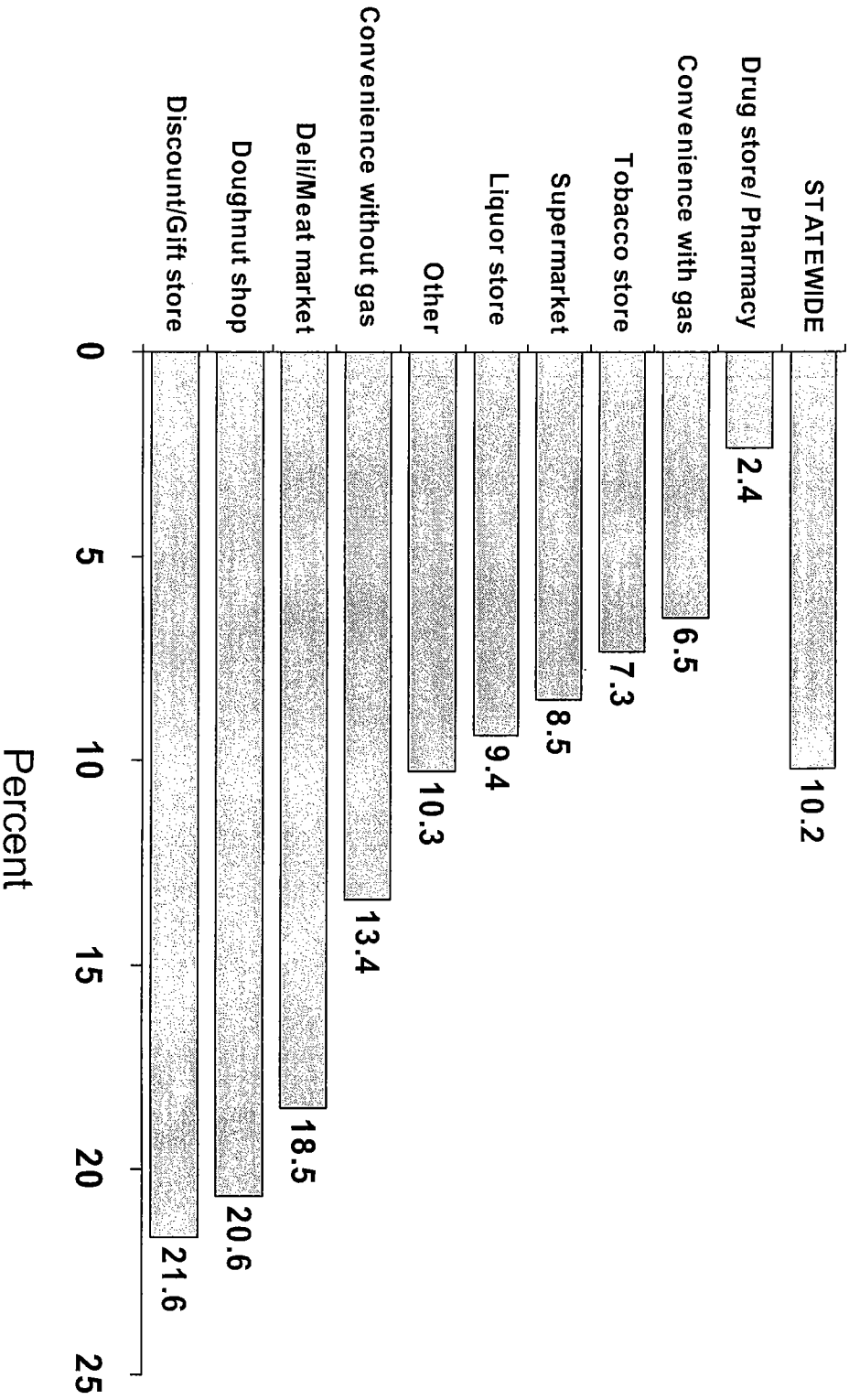
# Percent of Retailers Selling Tobacco to Youth, 1995-2005



Attempted buy protocol 1995-1996; Actual buy protocol 1997-2005.  
Source: Youth Tobacco Purchase Survey, 1995-2005.  
Prepared by: California Department of Health Services, Tobacco Control Section, July 2005.



# Percent of Retailers Selling Tobacco to Youth by Store Type, 2005



Source: Youth Tobacco Purchase Survey, 2005.

Prepared by: California Department of Health Services, Tobacco Control Section, July 2005.

"Other" includes "gas station only," bowling alley and other miscellaneous store types.