

# Preventing Youth Access to Tobacco



**CITY OF  
CUPERTINO**

# Background

- Tobacco remains the #1 preventable cause of death & disease
- SCC Healthy Cities recommends evidence-based tobacco control policies
- City received grant and technical assistance from County

# Tobacco/E-Cigarette Use

- 1 in 8 deaths in SCC due to smoking
- 1 in 10 SCC youth use tobacco, including e-cigarette
- Epidemic of e-cigarette use:
  - 78% increase in high school use
  - 1 in 4 high school students use e-cigarettes

# Policy Options

- Reduce youth access to tobacco products by...
  - Prohibiting the sale of flavored tobacco products
  - Reducing the availability of tobacco
    - Distance from schools
    - Distance from retailers
    - Sales in pharmacies

# Flavored Tobacco

- **80%** of kids who have ever used tobacco started with a **flavored product**
- Youth believe that flavored products are safer and less addictive than non-flavored varieties

# E-cigarette



E-pipe



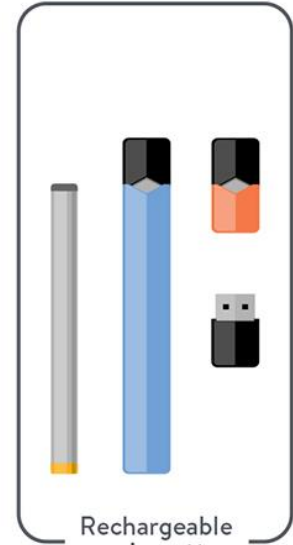
E-cigar



Large-size  
tank devices



Medium-size  
tank devices



Rechargeable  
e-cigarette



Disposable  
e-cigarette

# Menthol Cigarettes



# Little Cigars





# Smokeless



# E-liquid



# E-liquid



# E-liquid

## E-liquid or food product?



**FDA, FTC warn companies to stop misleading kids**

# Comprehensive Flavor Ban

- Includes menthol cigarettes
- Applies to all tobacco retailers in the City
- 35 local laws including 4 in SCC: Los Gatos, Palo Alto, Saratoga, County

# Reducing Tobacco Availability

WHAT ARE YOUR  
**KIDS SEEING** ON THEIR  
WAY TO SCHOOL?



ONE OF THESE  
THINGS **DOESN'T**  
**BELONG**



# Reducing Tobacco Availability

- Limit location of new tobacco retailers:
  - Buffer zone around schools, e.g., 1,000 feet
  - Proximity to other retailers, e.g., 500 feet
- Existing stores grandfathered

# Tobacco Retailer Density

- Associated with increased youth smoking rates
- Tobacco retailers near schools: lower prices & more in-store promotions
- 51 local laws on retailer location, including 5 in SCC: Gilroy, Los Gatos, Palo Alto, Saratoga, County



# Prohibiting Tobacco Sales in Pharmacies

- Mixed message for consumers
- 23 local laws, including 4 in SCC: Los Gatos, Palo Alto, Saratoga, County

# Example of Tobacco Sales in Pharmacies



# Local Tobacco Retailer License

- Retailers would be required to obtain a local license to sell tobacco
- Violating any tobacco law = violating the license
- Estimated \$425 fee to cover administration and enforcement

# Give Your Input

- Survey:  
[www.opentownhall.com/7851](http://www.opentownhall.com/7851)
- Attend a public meeting; schedule available at:  
[www.cupertino.org/tobaccopolicies](http://www.cupertino.org/tobaccopolicies)

Questions?



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