

Summer 2010

The Family and Human Services Committee of the Contra Costa Board of Supervisors directed staff to introduce an **ordinance that would expand secondhand smoke protections in multi-unit housing to the full Board of Supervisors**. The ordinance will be presented to the Contra Costa Board of Supervisors on Tuesday July 27th. Several measures will be discussed, including additional secondhand smoke provisions for multi-unit housing and enforcement measures.

On April 20th the **Recreation and Cultural Affairs Committee of the Concord City Council** directed staff to bring an ordinance to the full City Council that would **prohibit smoking in all outside dining areas and within 30 feet of all commercial building entrances and outdoor dining areas in the downtown business area**. The downtown business area is an 8-block area bordered by Pacheco Street, Colfax Street, Concord Avenue and Concord Boulevard. Contact Jaime Jenett at Jaime.jenett@hsd.cccounty.us if you would like an “action alert” when this is scheduled for Concord City Council discussion.

The **San Pablo City Council approved land use provisions that would require conditional use permits for any new “smoke shops”** on June 7th. Smoke shops are defined as a store that devotes 20% or more of the sales area or derives 20% or more of its profits from the sale of tobacco products or paraphernalia. With these new provisions, the City of San Pablo can limit the number and location of new smoke shops in the City, potentially reducing the impact of tobacco on the community.

The **Board of Directors of the Pleasant Hill Recreation & Parks District discussed smokefree parks** at June 10th Recreation & Parks District Board Meeting. Pleasant Hill Councilmember Michael Harris presented information about the City’s Secondhand Smoke policy and requested that the Board consider a smokefree parks policy. The board indicated support and will bring the issue back at future meeting for discussion. Contact Jaime Jenett at Jaime.jenett@hsd.cccounty.us if you would like an “action alert” when this is scheduled for a Recreation & Parks District Board Meeting.

Tobacco Prevention Coalition Meeting

Thursday, July 22, 2010 from 10:00 a.m. – noon

The Center for Human Development, 391 Taylor Blvd, Suite 120, Pleasant Hill

Special Presentation on

“Tobacco Industry Targeting of Youth and Other Communities Through Menthol & Other Flavors”

with Carol McGruder, Project Director for the San Francisco African American Tobacco Free Project

DID YOU KNOW?

- Virtually all cigarettes contain menthol to make them easier to smoke.
- Tobacco Industry documents reveal clear patterns of designing flavored products to target youth.
- Nearly 83% of African American smokers smoke menthol cigarettes, compared with 30% of White smokers.

To RSVP, contact the Tobacco Prevention Coalition at
(925) 313-6216 or email jaime.jenett@hsd.cccounty.us

Justin Garrett, Policy Coordinator at The Center for Tobacco Policy and Organizing presented information at the May Coalition meeting about **FDA regulatory control over tobacco products**, including what the law covers, the timeline for implementation and how the law may affect policy work at the local level. Several provisions came into effect June 22, including prohibiting the use of the words “light,” “low,” “mild,” in all advertising, labeling and marketing of cigarette and smokeless tobacco products, and requirements for larger and stronger warning labels for all smokeless tobacco packaging and advertising. Other new provisions that replicate what already exists under California law and/or under County or City law in Contra Costa include: prohibiting vending machines and self-service displays of tobacco products except in adult only facilities; banning sales of cigarettes in packages of fewer than 20 cigarettes; prohibiting the giveaways of branded product tie-ins with purchases of cigarettes or smokeless tobacco products; banning brand sponsorships of athletic or cultural events; and prohibiting free samples of any type of cigarettes or tobacco products (except smokeless tobacco products in certain temporary adult only facilities). The sale of cigarettes or smokeless tobacco products to minors is now illegal under federal law.

The Tobacco Prevention Coalition recently wrote a letter to the Martinez City Council asking them to consider **strengthening the Martinez SHS Protections policy to include smokefree multi-unit housing for newly constructed units** in anticipation of a new senior development that is being planned in the city. Richmond, Pleasant Hill and Pinole already prohibit smoking in 100% of all new multi-unit housing.

The **Tobacco Prevention Coalition and Tobacco Prevention Project will begin working on tobacco prevention objectives for 2010-2013** starting July 1. Objectives include 1) moving Comprehensive Secondhand Smoke Protections policies forward in other cities in the County; 2) moving adoption and implementation of Tobacco Retailer Licensing forward in other cities in the County; 3) gathering resolutions of support from local jurisdictions that encourage the FDA to regulate menthol in cigarettes and /or the use of flavoring in other tobacco products; and 4) engaging and supporting participation in Coalition activities by organizations that work with communities disproportionately targeted by the tobacco industry. For more information about the workplan, contact Denice Dennis, at (925) 313-6825 or email denice.dennis@hsd.cccounty.us.

Despite overwhelming support, **Governor Schwarzenegger recently vetoed legislation that would have banned smoking at all California state parks and beaches**. The Tobacco Prevention Coalition wrote a letter to the Editor of the Contra Costa Times on the issue, with a reminder that local communities still have the power to change policies to make the places where we live, work and play healthier and safer for everyone.

Last year, San Francisco adopted a **Smokefree Pharmacies** policy that exempted supermarkets and big box stores. Walgreens sued the City citing the exemptions as unfair. The CA Court of Appeals recently sent the case back to the CA Superior Court for a ruling. The decision could include striking down the entire law or removing the exception for supermarkets and big box stores. Boston and a few other smaller cities in Massachusetts have successfully adopted smokefree pharmacies policies without exemptions.

A recent radio story was done about the **dangers of Thirdhand Smoke, or residue that lingers on surfaces during and after smoking**. According to the International Agency for Research on Cancer, “it's very easy and fast for nicotine to react with nitrous acid and make specific kinds of compounds that are carcinogens. If you're some place where there's been a lot of smoking and you brush against a wall or sit on a sofa or even walk barefoot on the carpet”, according to researchers, you're rubbing up against cancer-causing chemicals. To hear the story and read the transcript, go to <http://soundmedicine.iu.edu/segment/2436/Third-Hand-Smoke>.

A Denver TV station recently did a segment in which they showed a variety of new dissolvable tobacco products to young children and asked them to identify which products were tobacco and which were gum or candy. The children struggled to tell the difference, highlighting the FDA's concern **that children and adolescents may find dissolvable tobacco products particularly appealing**, given the brightly colored packaging, candy-like appearance and easily concealable size of many of these products. For the full story, go to <http://www.9news.com/news/article.aspx?storyid=139561&catid=339>.

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