

Spring/Summer 2011

The Concord City Council Policy Development and Internal Operations Committee recently voted to support a smokefree policy for Downtown Concord. Todos Santos Business Association members testified on the need for a smokefree downtown area, and Tobacco Prevention Coalition Co-Chair, Paul Doolittle, testified on the public health benefits of smokefree policies and about other cities that have adopted comprehensive secondhand smoke protections policies. The issue is expected to be scheduled for full City Council consideration in the near future. Email cctobaccopreventioncoalition@gmail.com to receive action alerts on Concord's secondhand smoke protections considerations.

Data from youth decoy operations conducted in Contra Costa by the Food and Drug Branch of the California Department of Health Services in 2010 revealed **rates of illegal tobacco sales to minors in Contra Costa cities ranging 7% in Danville to 27% in Pittsburg**. Concord tobacco retailers sold to 16% of minors who attempted to purchase tobacco, Pinole retailers sold to 10% and retailers in San Pablo sold tobacco to 24% of the decoys. Unincorporated Contra Costa's rate of illegal sales of tobacco to minors dropped from 37% to 8% after implementation of its Tobacco Retailer Licensing program. Effective Tobacco Retailer Licensing programs include license fees to cover costs of compliance checks and administration as well as suspension of the license for violations of youth tobacco sales laws, like tobacco sales to minors. For more information contact the Tobacco Prevention Project at (925) 313-6216 or email jaime.jenett@hsd.cccounty.us.

The Tobacco Prevention Coalition recently elected **Julie M. Waters of the American Lung Association as its new Co-Chair**. Julie manages the Bay Area Smoke Free Housing Project at the American Lung Association in California, and has been an active member of the Coalition for over three years. She brings years of experience as a tobacco control advocate to this position. Welcome Julie!

Richmond became the second jurisdiction in Contra Costa to sign a resolution of support for Food and Drug Administration (FDA) banning of menthol flavoring in tobacco products on May 17, 2011. Mentholated cigarettes are disproportionately used by children, young adults, and people of color, due in large part to targeted advertising. The resolution urges the FDA to use its regulatory power to ban menthol to protect vulnerable populations from these products. Comments will be taken by the FDA in the coming months on this issue and cities can support this effort by adopting a resolution of support. For more information contact the Tobacco Prevention Project at (925) 313-6216 or email jaime.jenett@hsd.cccounty.us.

A new **Landlord Tool Kit to help landlords** (of multi-unit housing buildings with 4 or more units) **come into compliance with changes to the County's secondhand smoke protections**

Upcoming Tobacco Prevention Coalition Meetings

Meetings are held from 1:30 – 3:30 p.m.

Monday, July 25

Walnut Creek United Methodist Church, 1543 Sunnyvale Avenue, Walnut Creek

Monday, September 26 (Location TBA)

Monday November 28 (Location TBA)

For more information, call (925) 313-6214 or email cctobaccopreventioncoalition@gmail.com

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ordinance in unincorporated Contra Costa County **is now available through Contra Costa Health Services.** The *Landlord Tool Kit* contains a brochure that outlines the new requirements, as well as downloadable signs, sample lease documents and steps to make a property smokefree. It is available free at www.cchealth.org/topics/tobacco/landlords.php or by calling 925-313-6214.

The American Lung Association is **assisting the City of Richmond with implementation of their 100% smokefree multi-unit housing ordinance.** For more information about this project, contact Julie Waters at (510) 638-5864 ext. 317 or jwaters@alac.org. Kudos to **Brickyard Homeowners Association in Richmond for being one of the first housing complexes to implement Richmond's new smokefree multi-unit housing policy.**

The **Tobacco Prevention Coalition** was awarded a \$13,500 health promotion grant from First 5 to produce a campaign to **educate Richmond residents about the effects of secondhand smoke on young children and increase compliance with the city's smokefree housing law.** Media ads will be on bus shelters, billboards, posters, and the inside and outside of busses beginning in August.

A Guide to Contra Costa County's Secondhand Smoke Protections Ordinance, a new brochure which includes updates to the County's ordinance over the last 18 months, is available at: www.cchealth.org/topics/tobacco/secondhand_smoke/pdf/secondhand_smoke_protections_brochure.pdf.

According to the studies published in the latest American Journal of Public Health, **a ban on menthol in tobacco could prevent as much as 600,000 smoking-related premature deaths by 2050**, a third of those from the African-American community. In addition, the studies suggest a majority of Americans (56 percent) support a ban, particularly African-Americans.

Monterey is considering becoming the first county in the state to ban smokers from working at the Monterey County health department or the county hospital. Monterey County public health director, Dr. Hugh Stallworth, explained, "We teach people how to be healthy. It seems counter to our philosophy, to our mission, to our vision, to hire people who are engaging in many of the practices we consider exquisitely harmful. The activity that kills more people than any other is smoking."

On April 25, the **Food and Drug Administration (FDA) announced that the agency will not appeal the federal court ruling on regulation of electronic cigarettes.** The court stipulated that e-cigarettes can be regulated as tobacco products by the FDA but not as drug-delivery devices as the FDA had proposed. E-cigarettes will not be subject to the stringent regulations that are applied to smoking cessation medications and other non-tobacco products that contain nicotine but the **FDA plans to regulate e-cigarettes as tobacco products.**

Internal Tobacco Industry documents reveal that **appetite suppressants were added to cigarettes as companies pitched their products to women.** The presence of appetite-suppressing chemicals could help explain why smokers who quit often gain weight, according to Swiss researchers in the European Journal of Public Health. They call for stricter rules on tobacco additives amid suggestions that sensitive documents are being removed from databases by the industry to avoid disclosure.

As the result of a request by Smoke Free Movies, **the gift bags the Recording Academy of America will give to celebrities for the 53rd Annual GRAMMY Awards will not include any electronic or e-cigarette merchandise.** For more information about the Smoke Free Movies project, go to <http://www.smokefreemovies.ucsf.edu/>.

New research supports the idea that **teens exposed to tobacco ads are more likely to smoke, and are not simply more susceptible to advertising.** One of the researchers, Dr. James Sargent of Dartmouth Medical School, explained in an email to Reuters Health that, "This study shows that it is the specific images from tobacco ads that predict smoking and not such a character trait."

Friend the Tobacco Prevention Coalition on Facebook:

["Tobacco Prevention Coalition of Contra Costa"](http://www.cchealth.org/topics/tobacco/)

Visit us online at: <http://www.cchealth.org/topics/tobacco/>