



A PROJECT UPDATE FROM THE CONTRA COSTA COUNTY TOBACCO PREVENTION PROJECT

Winter 2013

Congratulations and thanks to Julie Waters, outgoing Co-Chair of the Tobacco Prevention Coalition. Julie, Co-Chair for a year and Coalition member for three years, recently left the American Lung Association to begin a new job as a Senior Field Representative for California Assemblywoman Nancy Skinner. Sadly, in her new role she will not be able to continue to participate in the Coalition. We thank her for her service to the Coalition and wish her well on her new adventure!

The **Tobacco Prevention Coalition recently elected Emily Justice of the Contra Costa Office of Education as Co-Chair.** Emily has worked in the alcohol, tobacco, and other drug prevention field for 10 years. In her current position as the Tobacco Use Prevention Education (TUPE) manager with the Contra Costa County Office of Education (CCCOE), Emily coordinates technical assistance and training for school districts, convenes countywide district coordinators' meetings, and provides direct tobacco-prevention and intervention services with students at our court and community schools. She has been an active member of the Tobacco Prevention Coalition for two years.

The **Family and Human Services Committee of the Contra Costa Board of Supervisors recently discussed regulation of electronic cigarettes in the County's Secondhand Smoke Protections Ordinance and in the Tobacco Retailer Licensing Ordinance.** Proposed changes would prohibit the use of electronic cigarettes at all places where smoking is prohibited and require a tobacco retailer's license for the sale of electronic cigarettes. Electronic cigarettes are battery-operated nicotine delivery devices designed to look like cigarettes. The Food and Drug Administration (FDA) and many communities are concerned about the safety of electronic cigarettes. The Committee voted to send the proposed changes to the Board of Supervisors for consideration. For more information about electronic cigarettes, call Denice Dennis at (925) 313-6285 or email denice.dennis@hdsd.cccounty.us.

The **Policy Committee of the San Ramon City Council** discussed options to strengthen secondhand smoke protections in the city, including parks and other outdoor public spaces like doorways of buildings open to the public, at their October 24th meeting. The proposed draft ordinance was then discussed at a meeting of the San Ramon Parks and Community Services Commission meeting on November 14th. The issue is expected to be discussed at the full City Council in early 2013. For more information or to receive notice of upcoming discussions, email cctobaccopreventioncoalition@gmail.com or call (925) 313-6216.

Next Tobacco Prevention Coalition Meetings

January 28th from 1:30 – 3:30 p.m.

Michael Chavez Center for Economic Opportunity, 2699 Monument Boulevard, Suite G, Concord

Topics to include special presentation: ***Low Income Californians: Lost in Plain Sight*** with Narinder Dhaliwal, California Clean Air Project (CCAP) and Dian Kiser, Sustainable Health Advances in Rural Environments(SHARE)

March 25th from 1:30 – 3:30 p.m.

Location TBD

For more information, call (925) 313-6216 or email cctobaccopreventioncoalition@gmail.com

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COMMUNITY WELLNESS & PREVENTION PROGRAM

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The **Walnut Creek City Council** recently prioritized **exploring options to strengthen secondhand smoke protections for the city's 2012-2014 Work Plan**. The Council is expected to discuss the issue of secondhand smoke protections in early 2013. For more information or to receive notice of upcoming discussions, email cctobaccopreventioncoalition@gmail.com or call (925) 313-6216.

Approximately **90% of the \$10.5 billion the tobacco industry spent marketing tobacco products in 2008 was on point-of-sale marketing**, or marketing inside and/or outside a store that sells tobacco. Tactics include visible product displays, incentives to retailers for putting products in prime locations and price promotions and discounts. The Tobacco Prevention Coalition will be participating in a statewide campaign to address health at the retail store level beginning in June. For more information, email cctobaccopreventioncoalition@gmail.com or call (925) 313-6216.

The City of San Rafael adopted a strong Comprehensive Secondhand Smoke Ordinance last fall. The City Council unanimously voted to pass a strong comprehensive ordinance that bans smoking in all apartments and condominiums with 2 or more units, in parks, at bus stops, on restaurant patios, and in many other outdoor spaces. To date, 56 California communities have similar comprehensive secondhand smoke protections.

Last summer, the Sausalito City Council updated Sausalito's smoke-free ordinance, making revisions and adding protections against secondhand smoke exposure to the public, specifically in outdoor gathering places, doorways of buildings open to the public, and the balconies, decks, and outdoor common areas of apartments, marinas, condominiums, townhouses. This ordinance also protects people from secondhand smoke in parks, recreational areas, play areas, farmer's markets, waiting lines (such as ATMs, theater ticket lines), outdoor areas of bars, restaurants and cafes, and at bus stops and bus shelters (including a 20 foot buffer zone).

By 2014, the University of California will become smoke-free. Smoking and chewing tobacco will be banned on campuses, including parking lots and housing, as part of the UC commitment to cut tobacco use and exposure to secondhand smoke. The sale and advertising of tobacco products will also be prohibited. Currently, all 10 UC campuses offer their students housing in smoke-free buildings. Options include residence halls, apartments, and houses. In addition, some campuses have smoke free housing for employees (postdoctoral fellows, faculty, etc.). Housing on UC campuses requires UC affiliation, and is not open to the public at large.

On November 27, 2012, District Judge Gladys Kessler issued detailed instructions for the "corrective statements" the Tobacco Industry must pay for in various types of advertisements. The "corrective statements" are part of a case the government brought in 1999 under the Racketeer Influenced and Corrupt Organizations (RICO). Kessler ruled in that case in 2006 that **the nation's largest cigarette makers concealed the dangers of smoking for decades**, and said she wanted the **industry to pay for "corrective statements" in various types of ads**, both broadcast and print. The Justice Department proposed corrective statements, which Kessler used as the basis for some of the ones she ordered.

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