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A PROJECT UPDATE FROM THE CONTRA COSTA COUNTY TOBACCO PREVENTION PROJECT

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## Spring 2009

### **This year marks the 25th anniversary of the Tobacco Prevention Coalition!**

There will be a celebration on Wednesday June 24<sup>th</sup> from 3:00 p.m. – 5:00 p.m. at IBEW Local 302, 1875 Arnold Avenue in Martinez. Awards for Lifetime Achievement and for Outstanding Contributions to Tobacco Prevention in Contra Costa County will be presented, along with refreshments and a video presentation about the past 25 years of tobacco control in Contra Costa County.

Please R.S.V.P. to Cheri Webster at [cwebster@hdsd.cccounty.us](mailto:cwebster@hdsd.cccounty.us) or call 925-313-6214 by June 18, 2009.

### **The City of Martinez adopted a strong Secondhand Smoke Protections Ordinance on May 6th!**

After hearing from many tobacco prevention advocates, including Coalition and community members, on the importance of policies to protect residents from secondhand smoke exposure, the Martinez City Council adopted a comprehensive secondhand smoke protections policy, making Martinez the first city in Contra Costa County to do so! The new ordinances in Martinez will protect people in any indoor and outdoor workplace and within 20 feet of doors, operable windows, air ducts and ventilation systems of all indoor workplaces and buildings open to the public, not just government buildings. Smoking will be prohibited in outdoor dining areas; public parks and walking trails; service areas such as bus stops and ATM lines; and at public events. The new law extends protection in multi-family housing for 4 or more units, including all indoor and outdoor common areas, and within 20 feet of all doors, operable windows and ventilation ducts of any residence. Smoking also is banned from private outdoor spaces such as balconies and patios in multi-family housing with four or more units. Most provisions of the new laws will go into effect June 4<sup>th</sup> however, some components affecting Multi-family housing, including landlord disclosure of location of smoking units, will be phased in later to give landlords adequate time to educate residents.

Not far behind Martinez, on May 19<sup>th</sup>, **the City of Richmond adopted three tobacco-related policies.** The **Ordinance Prohibiting Secondhand Smoke in Certain Designated Public Places** will protect people in any indoor and outdoor workplace and within 20 feet of doors, operable windows, air ducts and ventilation systems of all indoor workplaces and buildings open to the public, not just government buildings. Smoking will be prohibited in outdoor dining areas; public parks and walking trails; service areas such as bus stops and ATM lines; and at public events. The new law also will apply to all indoor and outdoor common areas in multi-family housing with two or more units.

The Richmond City Council adopted a revised **Tobacco Retailer Licensing Ordinance** that is stronger than the original ordinance passed in 2006. The Ordinance requires merchants to obtain a license to sell tobacco products and provides for the revocation of the license if the merchant sells tobacco to minors or violates other local, state, or federal laws related to tobacco sales. To obtain a Tobacco Retailer License, a proprietor must complete an application and pay a fee (to be determined by the City Council). The fee will recover the total costs of both license administration and implementation, including issuing the license, administering the license program, retailer education, retailer inspection and compliance checks.

The Richmond City Council also adopted an ordinance **Prohibiting Cigarette and Tobacco Product Sampling.** Tobacco use is particularly prevalent among young adults, ages 18-24, in part because tobacco companies distribute free samples to lure young adult tobacco users. California state law prohibits the sale or distribution of free cigarettes or smokeless tobacco products on public grounds or on private grounds that are open to the public but leaves open a loophole for (1) locations where minors are prohibited by law, such as bars; (2) public grounds leased for a private function where minors are denied access to the private function by a peace officer or licensed security guard; (3) private property open to the public where minors are denied access to a separate sampling area; and (4) product samples, coupons, or rebate offers in connection with the sale of another item, including tobacco products, lighters, magazines or newspapers. This ordinance seeks to address this issue by banning the nonsale distribution of cigarettes, tobacco products and coupons in any public place in the City of Richmond.

### **Tobacco Prevention Coalition Meeting**

**Thursday July 16, 2009 10 a.m. to noon**

**2<sup>nd</sup> Floor Conference Room, 1875 Arnold Drive, Martinez**

**Call (925) 313-6214 to RSVP or for more information.**

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## COMMUNITY WELLNESS & PREVENTION PROGRAM

Richmond Kennedy High School students at Discovering the Reality of Our Community (DROC), a youth-led, youth-driven alcohol and drug prevention program serving low-income high school students in Contra Costa County, recently conducted a walk-around in Richmond to assess storefront signage of alcohol and tobacco retailers. As a result of the work of the young people, the **Richmond City Council is expected to hear an ordinance that would reduce the amount of allowable storefront signage from 25% to 10%**, sometime in June.

**The City of Pinole adopted an ordinance prohibiting smoking in public parks and on public trails** on May 19<sup>th</sup>. The proposed ordinance would prohibit smoking in all parks, open spaces and on trails, in all city-owned parking lots and at all public events, such as the farmers' market. The second reading, and final approval is scheduled for Tuesday, June 2. If the ordinance is adopted that evening, it will go into effect July 2, in time for the Summer Sounds in the Park concert series and the Friday night Movies in the Park. During the first discussion about the matter at the April 21<sup>st</sup> city council meeting, a number of the city council members expressed interest in pursuing a more comprehensive Secondhand Smoke Protections policy in the near future.

**The Cultural Competency Workgroup of the Tobacco Prevention Coalition presented an action plan for the opportunities identified in the recent cultural competency survey of the Coalition.** The Coalition has decided to identify better ways of including the diverse voices in the county in tobacco policy work. To accomplish this, the Coalition will conduct key informant interviews and then develop and implement best practices for working with diverse populations. Coalition members also indicated the need for more information about root causes of tobacco-related health disparities. A training about these influences is being planned. For more information, please contact Jaime Jenett at [jjennett@hdsd.cccounty.us](mailto:jjennett@hdsd.cccounty.us) or (925) 313-6216.

**The D.C. Circuit recently upheld a landmark Racketeering Influenced and Corrupt Organizations Act (RICO) Case against the tobacco industry.** The court found tobacco companies liable in a decades-long conspiracy to deceive consumers about the adverse health effects of smoking. Government lawyers argued, among other things, that tobacco companies manipulated nicotine to sustain addiction and marketed and promoted low-tar cigarettes as less harmful than "full flavor" cigarettes. The appellate court upheld the remedy that bans cigarette makers from using "low tar" and "light" in marketing. The court, however, rejected the government's request to seize billions of dollars in corporate profit from companies that include Altria Group, Reynolds, and Brown and Williamson.

In May, **North Carolina and Wisconsin both achieved great successes by adopting strong 100% smokefree indoor air laws.** While the NC law will unfortunately exempt non-hospitality workplaces and cigar bars, it is a major step forward in protecting residents and workers, especially in the nation's largest tobacco growing state and home to R.J. Reynolds Tobacco Company. The law also partially restores local control by allowing local governments to adopt smokefree laws for government workplaces and public places. Wisconsin will make nearly all workplaces, including all restaurants and bars in the state, 100% smokefree indoors as of July 5th, 2010. The law will also cover all hotels and motels, making Wisconsin the first state to include 100% of guest rooms. The Wisconsin law will unfortunately exempt tobacco retail shops and cigar bars, and will preempt local cities and towns from prohibiting smoking in outdoor areas of private property, such as restaurant or bar patios. Cities and towns will still be able to pass stronger local laws regarding indoor environments.

A recent study found that **early exposure to movie smoking predicts established smoking by older teens and young adults.** The study found that movie smoking exposure significantly predicted progression to established smoking in long-term follow-up. The estimate is that 34.9% of established smoking in the group of about 2600 people studied can be attributed to movie smoking exposure. The full article can be found here <http://pediatrics.aappublications.org/cgi/content/full/123/4/e551>

**Historic Federal Tobacco Tax Hike Could Prompt as Many as One Million American Smokers to Quit**

On April 1, 2009, a federal cigarette excise tax increase went into effect as part of the Children's Health Insurance Plan (CHIP) Reauthorization bill. The federal tax on cigarettes was raised to \$1.01 a pack, an increase of 62 cents, while tax on little cigars was raised to \$1.01 a pack, an increase of 97 cents. Large cigars and "cigarillos" will have a more modest increase capped at \$0.40 per cigar. (Please see Legacy's press release at: <http://www.americanlegacy.org/2933.aspx>). This historic increase equally taxes little cigars and cigarettes for the first time, a move that will hopefully curb consumption of these products. Studies have shown that increasing the price of tobacco products correlates with a decrease in cigarette consumption of existing smokers and a decrease in the number of people who begin smoking.

**F.Y.I. Is Going Green!**

**In an effort to reduce our environmental impact, all future F.Y.I. newsletters will be sent via email. If you would like to be on the e-mailing list and continue to receive this newsletter, please email [cwebster@hdsd.cccounty.us](mailto:cwebster@hdsd.cccounty.us) with "Subscribe" in the Subject line.**