

**COUNTY OF SANTA CLARA
CITY OF SAN JOSE**

**Communities Putting
Prevention to Work:
Tobacco Grant Efforts**

October 15, 2010

Item # 2

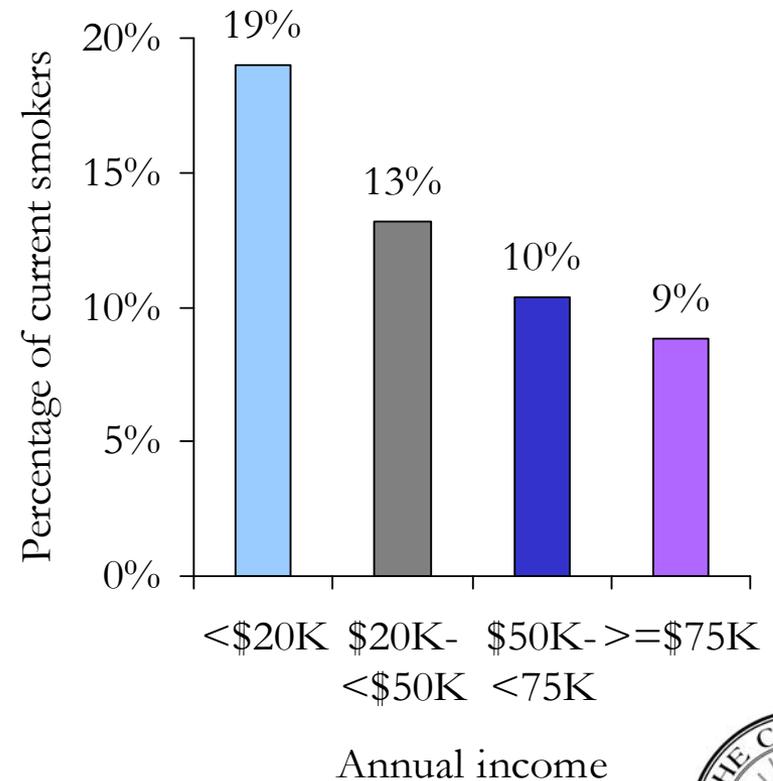
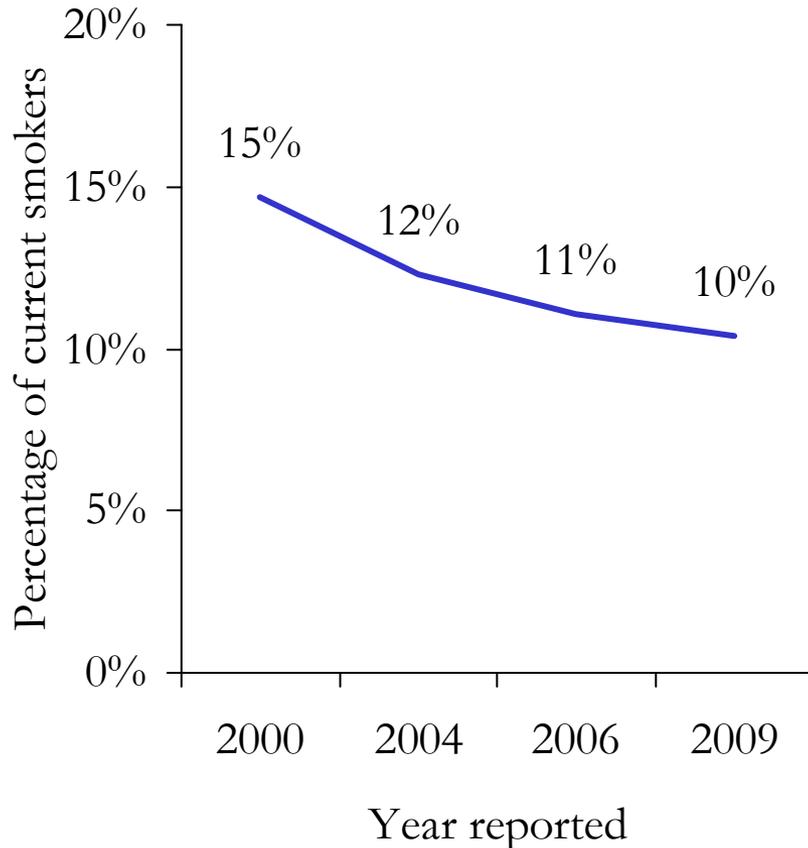


The Tobacco Problem in Santa Clara County

- Almost 1 in 10 adults and youth smoke
- Tobacco causes more deaths each year than all deaths from HIV, illegal drugs, alcohol, motor vehicle injuries, suicides and homicides combined!

Smoking among Adults – Santa Clara County

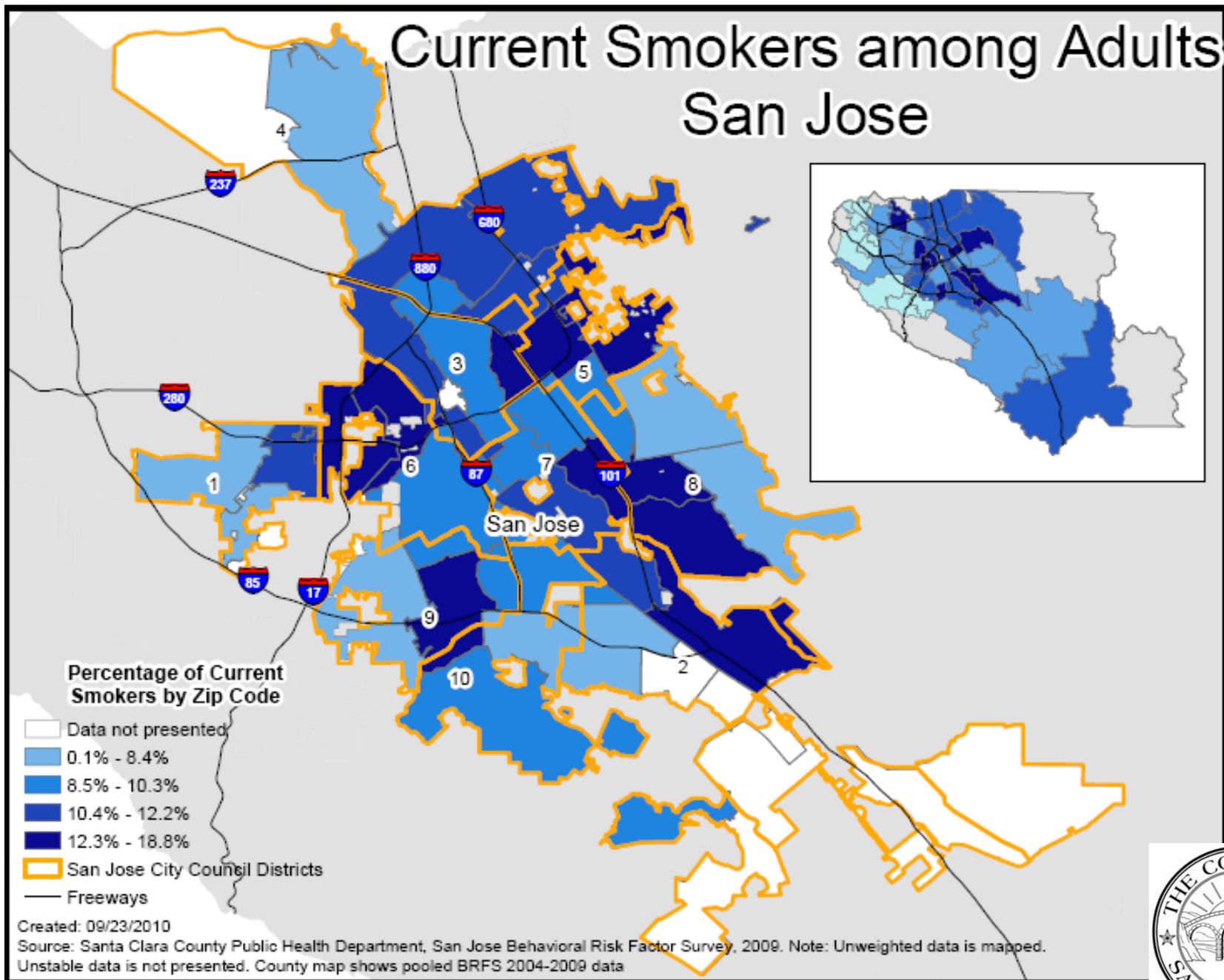
Smoking among low income adults is two times higher than adults with above-median income



Source: Santa Clara County Public Health Department, 2000-09 Behavioral Risk Factor Survey

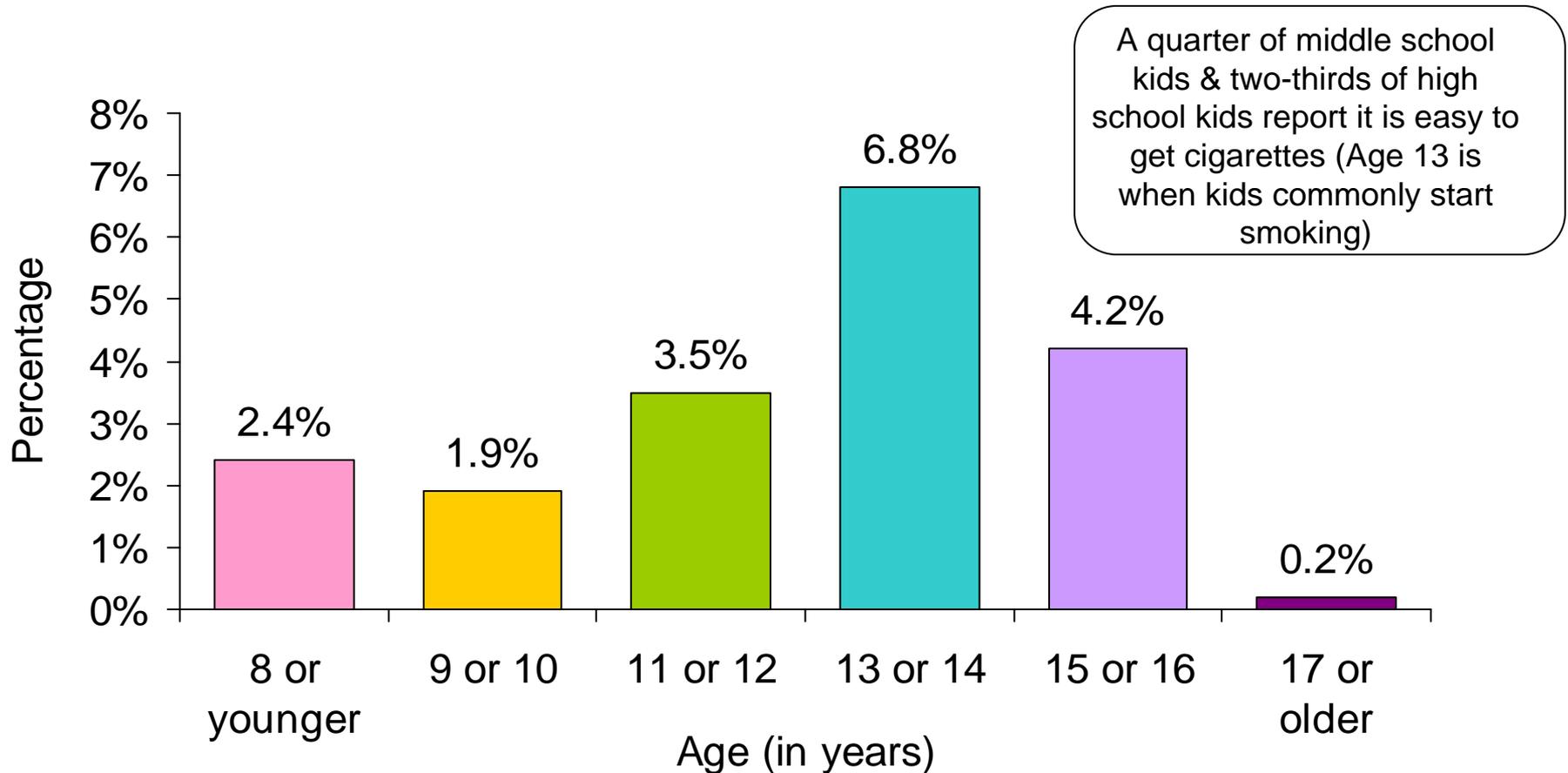


Current Smokers among Adults San Jose



Tobacco Use Among Adolescents

Cigarette smoking initiation among middle and high school students



Source: SCC CHKS 2007-08. Note: Graph shows age when smoked a whole cigarette for the first time

Secondhand Smoke is Lethal

- The US Surgeon General has concluded that there is **NO** risk-free level of exposure to secondhand smoke.
- According to the World Health Organization secondhand smoke causes **600,000 premature deaths** per year.
- The US EPA states that secondhand smoke causes approximately **3,000 lung cancer deaths** per year in nonsmokers.



Results of Tobacco Control Policies in CA

- 87% adults are nonsmokers
- 65% ↓ use of tobacco
- Lowest rates of cancer in US
- \$86 billion saved
- 75% know secondhand smoking is dangerous

Communities Putting Prevention to Work (CPPW) Overview

- CPPW is part of a bold national movement receiving intense attention from national leaders including the White House.
- CPPW focuses on policy, systems and environmental change strategies to reduce the burden of chronic diseases.
- The goal of CPPW is to create the environmental conditions that are conducive to health and mold local communities into places that strongly support health – creating long-term sustainable change.

CPPW Overview (Cont.)

- Santa Clara County Public Health Department (SCCPHD) Center for Chronic Disease & Injury Prevention received:
 - \$6.9 million for tobacco prevention and control: March 19, 2010 – March 18, 2012 (American Recovery and Reinvestment Act funds) with rapid implementation

CPPW Leadership Team

- **Ken Yeager:** President, Santa Clara County Board of Supervisors
- **Sam Liccardo:** Councilmember, City of San Jose
- **Carl Guardino:** President & CEO, Silicon Valley Leadership Group
- **Cindy Chavez:** Executive Officer, South Bay AFL-CIO Labor Council
- **Dan Peddycord:** Public Health Director, SCCPHD
- **Don McClosky:** Director of Student Services, San Jose Unified School District
- **Gina Vittori:** Associate Director, Community Service Learning Notre Dame High School
- **Margaret Abe-Koga:** Councilmember, City of Mountain View
- **Martin Fenstersheib:** Health Officer, Santa Clara County
- **Michele Lew:** President and CEO, Asian Americans for Community Involvement
- **Roger Kennedy:** Tobacco Free Coalition Chair & retired MD
- **Raj Bhandari:** Physician-in-Chief, Kaiser Permanente San Jose

CPPW Tobacco Prevention Initiatives

- Media and Marketing
- Reduce Exposure to Secondhand Smoke
- Limit Tobacco Sales to Youth
- Mobilize Youth and Young Adults to Promote Policy Changes
- Healthcare and Cessation Support Services



Santa Clara County Pending Ordinances

- **Create smoke-free environments where people live, work and play**
 - Smoke-free multi-unit residences
 - Smoke-free outdoor areas: parks, trails, fairgrounds, restaurants, service lines, building entrances
 - Smoke-free worksites: hotels/motels, outdoor worksites, tobacco-shops

Santa Clara County Pending Ordinances

- Creating policies to protect youth from tobacco industry advertising, sales & product influence
 - Require local permitting of tobacco retailers & require steeper penalties for selling to youth
 - Restrict sales near schools, youth-populated areas, & already high-density tobacco outlet zones
 - Expand federal ban on flavored cigarettes to other flavored tobacco products
 - Eliminates sales of tobacco products in pharmacies



San Jose's Leadership on Tobacco Prevention Policies

- San Jose was one of the first localities to ban smoking in enclosed places of employment and buildings open to the public, including restaurants.
- San Jose also led the way in prohibiting tobacco advertising and displays, such as eliminating self-service tobacco displays.
- SJPD developed a model curriculum for enforcement of sales to minors laws and tobacco merchant education that was utilized statewide.
- San Jose prohibits smoking in outdoor areas, including city parks, trails, & any outdoor area within twenty-five feet of any city-owned/leased community center or library.

Tobacco Control Efforts: City of San Jose

- Beginning a Partnership with County Public Health (July 2010)
- Preparing Inspection Program for Tobacco Retail Establishments (Fall 2010)
- Applying to County for Grants (Fall 2010)
- Considering Anti-Smoking Ordinances in FY2011-12 Budget Process (Spring 2011)



Tobacco Retailer Licensing Is Effective

May 2009

More than sixty communities in California have adopted strong local tobacco retailer licensing ordinances in order to reduce illegal sales of tobacco products to minors. These ordinances require tobacco retailers to obtain a license to sell tobacco, include an annual licensing fee high enough to fund strong enforcement programs and include financial deterrents for violators through fines and penalties that include the suspension and revocation of the license.

The table below lists illegal sales rates to minors before and after a strong licensing law was enacted in 26 communities where data is available and enough time (usually at least a year) has passed after the ordinance was enacted to determine results.

City/County	Date Passed	Annual Fee	Youth Sales Rate Before Ordinance	Most Recent Youth Sales Rate
Banning	August 2006	\$350	77%	21%
Beaumont	December 2006	\$350	63%	20%
Berkeley	December 2002	\$427	38%	4.2%
Burbank	February 2007	\$235	26.7%	17%
Coachella	July 2007	\$350	69%	11%
Contra Costa County	January 2003	\$160	37%	19%
Corona	October 2005	\$350	50%	17%
Davis	August 2007	\$348	30.5%	4.7%
Delano	June 2008	\$165	23%	7%
Desert Hot Springs	August 2007	\$350	48%	4%
El Cajon	June 2004	\$198	40%	10%
Elk Grove	September 2004	\$270	17%	0%
Grover Beach	September 2005	\$224	46%	14%

Yolo County

May 2006

\$340

28%

11%

The Center for Tobacco Policy & Organizing • American Lung Association of California
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CPPW Resources for Cities

- Funding
- Public Health Department staff and other assistance in areas such as:
 - Legal Expertise
 - Model Policies
 - Data
 - Outreach to Impacted Groups/Organizations/Businesses
 - Community/Coalition Support
 - Implementation Strategies & Design