



*Rio Dell City Hall
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cityofriodell.ca.gov*

September 5, 2023

TO: Rio Dell City Council
FROM: Kyle Knopp, City Manager
SUBJECT: Presentation on Tobacco Retail Licensing

IT IS RECOMMENDED THAT THE CITY COUNCIL:

Receive a presentation and provide direction to staff, if any.

BACKGROUND AND DISCUSSION

Elaine Hogan and Caitlin Gillings from the Humboldt County Department of Health and Human Services will provide a presentation on Tobacco Retail Licensing (TRL) and options for the City to adopt a TRL if the Council so chooses to pursue one.

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Tobacco Retail Licensing

Rio Dell City Council Meeting,
September 5, 2023

Presenters:

Elaine Hogan, Program Services Coordinator
Caitlin Giddings, Health Education Specialist II



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What is a TRL ordinance?

Self-funded policy option for local governments to reduce the availability of tobacco for youth in the community and enforce local, state and federal tobacco laws.

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Why are we talking about a TRL ordinance?

- Humboldt County passed a TRL ordinance in May 2023.
- Tobacco use is the **number one** cause of preventable death in California.
- **219** cities and counties in California have passed tobacco retail licensing (TRL) ordinances to stop youth from using tobacco.
- There is no local enforcement structure or long-term funding that allows for local control over tobacco sales.

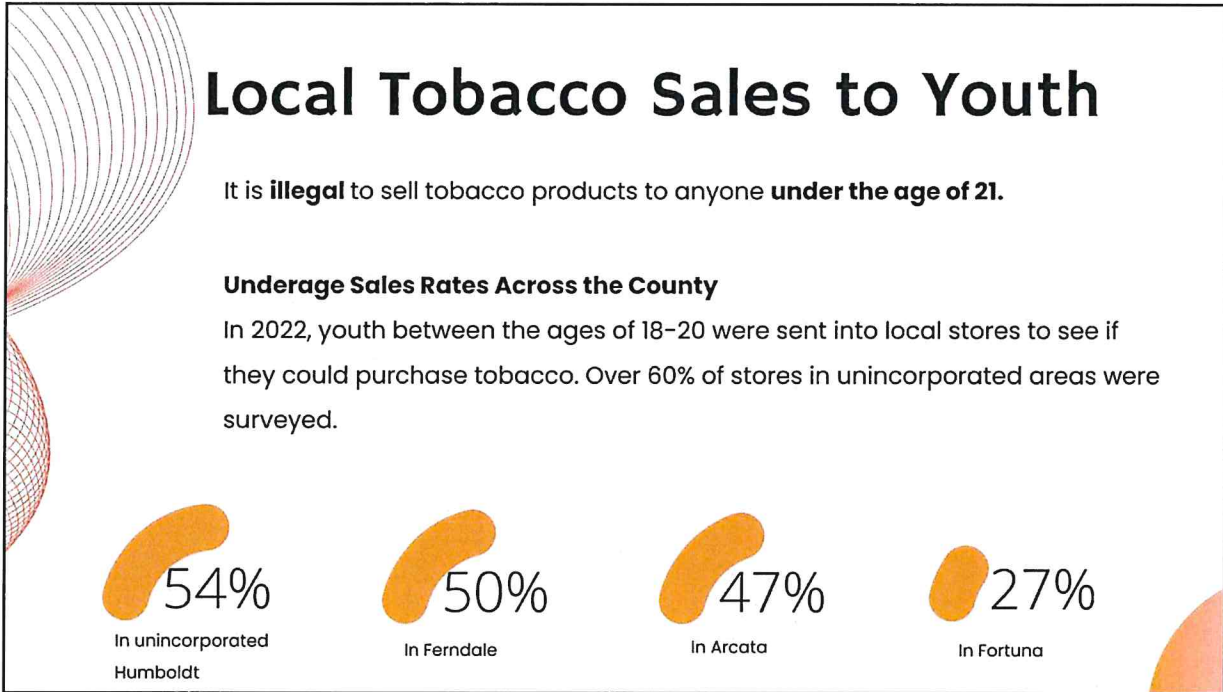


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What's happening in Humboldt & Rio Dell?

 34%	 17%	 48%
In Humboldt County, tobacco smoking causes or contributes to 34% of all deaths .	17% of Rio Dell 7th graders have "ever used" vape products.	48% of Rio Dell's 8th graders report it is " fairly " or " very easy " to obtain vape (e-cigarette) products.

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Humboldt County TRL Ordinance

- Requires a **valid tobacco retailer's license** to be obtained annually, valid for 1 year.
- Flavored tobacco product sales are **prohibited**.
- **Prohibits** pharmacies, mobile vendors, licensed cannabis businesses and self-service displays from licensure.
- **Prohibits** tobacco products or advertisements within five feet of candy, snacks or non-alcoholic beverages. This decreases youth exposure to tobacco products.

Photo from a Humboldt County store illustrating the proximity of tobacco advertising/products to candy and snacks.

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Humboldt County TRL Ordinance

- **Prohibits** tobacco coupons, discounts, samples or promotional items.
- **No new licenses** will be issued if the business is located within **500 feet** of a youth-oriented facility, such as a school, park, library or recreation center; or within **500 feet** of an existing tobacco retailer.
- A tobacco retail license has **limited transferability**, if all conditions are met, to only: a parent, child, spouse or domestic partner. This means that tobacco retailer density will slowly decrease over many years, creating a healthier community.

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Licensing, Enforcement & Appeals

Services offered by DHHS Public Health, Division of Environmental Health

- Licensing:
 - Processing tobacco retail licensing applications
 - Fee payment
 - Pre-Permitting Inspection
- Enforcement
 - Random and/or complaint-driven inspections
 - Issuance of notices of violation & citations
 - Remediation oversight
- Appeals
 - Administrative hearings
 - Issuance of final decisions



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Contacts for Assistance with TRL

Mario Kalson, Director of the Division of Environmental Health, DHHS Public Health Branch

- To discuss your city's options for contracting with the county for TRL permitting and enforcement:



ENVHEALTH@co.humboldt.ca.us

707-445-6215

Community Partners

- For TRL education and technical assistance:

Amber Wier, NorCal 4 Health: awier@healthcollaborative.org

Jay Macedo, Communities Addressing Nicotine: JayMacedoConsulting@gmail.com

Jay McCubbrey, Tobacco-Free North Coast: jay.tfnc@gmail.com

Stephanie Porrazzo, RISE: sporrazzo@healthcollaborative.org






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Thank you



Two store displays of flavored tobacco products in Humboldt County, seen in August 2023.





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