

Vista Community Clinic Tobacco Control Program



Tobacco Retail License- Local Policy Work Update

San Marcos- Adopted 2016

Oceanside- In Progress

Escondido- In Progress

June 13th 2019

TOBACCO USE IS THE LEADING CAUSE OF PREVENTABLE DEATH

9 out of 10 people who smoke started
before age 18 and **98% before age 26**

78% increase in Electronic
Smoking Devised (ESD) use
for high school students and
48% increase for middle
school students



Youth who use ESD are 3X more likely to try another tobacco product



Tobacco Products= cigarettes, cigars, smokeless tobacco, electronic smoking devices (ESD) and e-liquids



Oceanside

99 tobacco retailer
including (13) smoke/vape shops



Oceanside Unified School District

Students caught with an ESD
August 2018- March 2019

SUSPENSIONS 8.20.18 – 3.25.19				ATS 8.20.18 – 3.25.19	
	Incidents			Incidents	
Tobacco	5			10	
Vaping/Marijuana	27			62	
Marijuana	21			21	
THC	3				
TOTAL	56			93	

Whether the device had tobacco only, marijuana or a mix, these were the kids caught with a electronic smoking device (tobacco product)



Types of Concentrates

What is a concentrate?

CANNABIS CONCENTRATES



CRUMBLE
Dried oil with a honey-comb like consistency



BADDER/BUDDER
Concentrates whipped under heat to create a cake-batter like texture



SHATTER
A translucent, brittle, & often golden to amber colored concentrate made with a solvent



DISTILLATE
Refined cannabinoid oil that is typically free of taste, smell & flavor. It is the base of most edibles and vape cartridges



CRYSTALLINE
Isolated cannabinoids in their pure crystal structure



DRY SIFT
Ground cannabis filtered with screens leaving behind complete trichome glands. The end-product is also referred to as kief



ROSIN
End product of cannabis flower being squeezed under heat and pressure



BUBBLE HASH
Uses water, ice, and mesh screens to pull out whole trichomes into a paste-like consistency



Youth volunteers (age 18-20) were trained and assessed the sales rate at 49 randomly selected stores by attempting to buy either a traditional cigarette or ESD



24%

Of stores surveyed sold either traditional cigarettes or an ESD to a young adult surveyor

Over half of successful purchases were sold with either **no ID** or after viewing the young adult's **underage ID**

Oceanside

ENVIRONMENTAL SCAN

99 tobacco retailers

63

Tobacco retailers
sell JUUL

40%

Of these businesses
had advertisements
for JUUL

67%

Of these businesses had
JUUL ads placed at the
eye-level of children and
17% next to products
marketed to children

“Kids try to buy JUUL all the time
and say their ID is at home or that
they know the clerk.” - Store
Manager, Oceanside

An average of 4 appealing
flavors are offered

Escondido

YOUNG ADULT TOBACCO PURCHASE SURVEY (YATPS)

124 tobacco retail establishments
including (15) smoke/vape shops

Youth volunteers (age 18-20) were trained
and assessed the sales rate at 80
randomly selected stores by attempting to
buy either a traditional cigarette or ESD



20%

Of stores surveyed
sold either
traditional
cigarettes or an ESD
to a young adult
surveyor (2017)


December 2017- 16 stores

April 2017- 1 store

April 2016- 11 stores

February 2015- 9 stores

Total: 37 Sales



Age changed
to 21 but still
used under
18 year olds

Tobacco Retail Licensing (TRL) is Effective

Evidence-based policy to reduce illegal sales of tobacco products to minors

What is a TRL?


Additional license and fee that all tobacco retailers must obtain in order to sell tobacco products and must be renewed annually

Fee is set high enough to fund an effective program including administration and enforcement

Why does it work?



Financial deterrent through fines and penalties including suspension and revocation of the license



Retailers are more likely to check IDs and not sell to youth

156 communities in California have a strong tobacco retailer licensing ordinance

Tobacco Retail Licensing (TRL)

Plug-In Options

Plug-In Options

- Restrictions- flavors/menthol, electronic smoking devices
- Remove drug paraphernalia (excludes water pipes & vaporizers)
- Tobacco- Free Pharmacies
- Cigar packaging
- Density and zoning (Limit proximity to other retailers/ 1,000ft zoning from youth sensitive areas)

36 City/Counties have passed some sort of flavor, menthol, little cigars, smokeless, accessories, e-cig or youth zoning policy

23 communities have passed tobacco-free pharmacy policies

**Local ordinances that include drug paraphernalia
San Marcos, Lemon Grove and Chula Vista**

Tobacco Retail Licensing (TRL)

Effectiveness

City	Year Passed	Fee	Before	After
Vista	2005	\$250	39%	1%
El Cajon	2004	\$698	40%	1%
Riverside	2006	\$350	65%	31%
Murrieta	2006	\$350	31%	7%
*San Marcos	2016	\$150	4.9% *	10%*
*Lemon Grove	2018	\$TBD	41%	
*Chula Vista	2018	\$TBD		

*Popularity of electronic smoking devices have more cities to look into Tobacco Retail Licensing as a way to help protect their community

- San Marcos- drug paraphernalia was available at 21% of the surveyed stores
- *both sales were e-cigarettes

Tobacco Retail License (TRL) Overview

Requires store owners to purchase an license



Fees established by the City

TRL fees ONLY cover **administration** of the program and **enforcement & compliance checks**

How does it reduce youth access?

Violation of the ordinance → fine, license suspended or revoked

Stores are less likely to sell when they know there will a compliance check that year that could result in consequences to their business

TOBACCO BILL UPDATES

ACTIVE

SB 8- smoking at
parks /beaches

Upcoming hearing- June 18th
Previously vetoed multiple times

SB 39- tobacco
products/ signage

distributors to **deliver tobacco products only in conspicuously marked containers**, as specified, and to obtain the **signature of a person 21 years of age** or older before delivering a **tobacco product**.

AB 1718, SB 424, SB 538

INACTIVE/OUT

SB 38- flavor/menthol ban

Pulled out by Senator Hill due to amendments that defeat the purpose of protecting youth

AB 131- advertising

prohibit advertising or promoting the electronic smoking device, as defined, in a manner **that is attractive to persons under 21 years of age**, as specified, or is intended to encourage persons under 21 years of age to use the device.

Questions, Contact:

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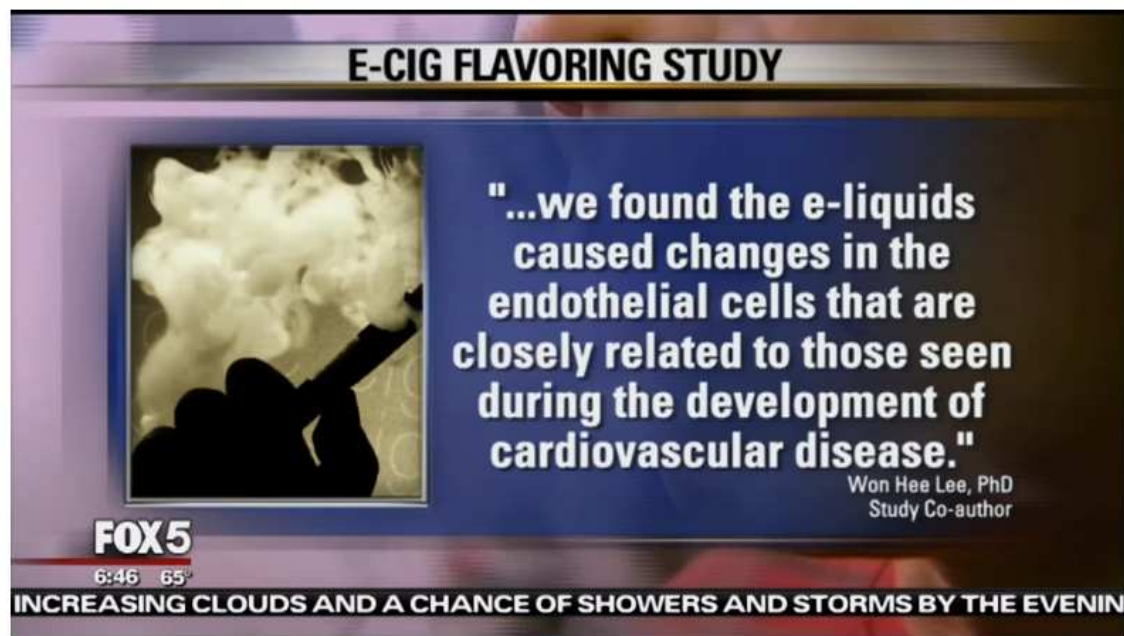
Vista Community Clinic Tobacco Control Program

EXTRA INFORMATION

flavors & marijuana

CHEMICALS THAT CREATE FLAVORS

Study shows e-cigs increase risk of heart attack



Union Tribune 5-28-19
" Vaping and some flavorings, even without nicotine, triggered blood vessel dysfunction that can increase the risk of HEART DISEASE."

- Cinnamon and menthol were the most toxic flavors

Harvard 5-14-19

Found bacterial and fungal toxins after examining 75 popular e-cigarette products

Exposure to these microbial substances is associated with numerous human health issues- asthma, reduced lung function and inflammation

CANNABIS CONCENTRATES/EXTRACTS

Handheld Vaporizer

Using a handheld vaporizer is another portable method to consume cannabis concentrates. With a vaporizer, you manually fill a chamber with any type of concentrate and attach the chamber to a battery. The chamber typically contains a heating coil that turns the concentrate into a vapor when the user presses a button. Unlike a dab rig, this method does not require any additional equipment, but still gives you the ability to pre-fill the chamber with any type of concentrate and use it on demand.

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