



ACCEPTANCE OF TOBACCO GRANT PROGRAM FUNDING, ADOPTION OF A RESOLUTION, AND AUTHORIZATION TO APPLY FOR ADDITIONAL FUNDING OPPORTUNITIES

Health Services Advisory Board Meeting, February 7, 2023

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Public Health Services

Health and Human Services Agency, County of San Diego





¹ World Health Organization (WHO). "The Global Strategy on Diet, Physical Activity and Health."
http://www.who.int/dietphysicalactivity/media/en/gsf_general.pdf (Accessed September 22, 2011).

² 3Four50, www.3four50.com (Accessed September 22, 2011).

CALIFORNIA DEPARTMENT OF JUSTICE TOBACCO GRANT



- **Award:** \$1,624,706
- **Project period:** January 1, 2023, to June 30, 2025
- **Project goal:** To enhance the efforts of the County's Tobacco Retail Licensing Program to increase compliance to the County's Tobacco Retail Licensing Ordinance.
- **Target population:** Tobacco retailers in the unincorporated area of San Diego County.

FISCAL IMPACT



Total Award: \$1,624,706

FY 22/23	FY 23/24	FY 24/25
\$660,080	\$472,446	\$492,180

Personnel Services	Operating Expenses and Equipment	Administrative Costs
\$1,117,197	\$439,674	\$67,835

There will be no change to the net General Fund cost and no additional staff years.

TOBACCO RETAIL LICENSE BACKGROUND



- On December 8, 2020, the County of San Diego Board of Supervisors approved the Tobacco Retail Licensing (TRL) Ordinance (Ordinance No. 10699).
- The TRL Program, which is housed under Public Health Services (PHS), was established to provide general oversight of the Ordinance.
- The County's TRL Program provides core infrastructure for licensing and administers basic compliance activities including routine inspections and decoy operations.
- In August 2020, PHS applied for the California Department of Justice Tobacco Grant Program to fund enhanced activities and support for the program.

TOBACCO RETAIL LICENSE BACKGROUND (CONTINUED)



- Funding from the California Department of Justice was used to educate retailers on the Ordinance and determine the extent of compliance.
- During fiscal year 2021-2022:
 - 280 retailers received at least one educational visit and compliance check from program staff.
 - 256 minor decoy operations were conducted where underaged patrons attempted to purchase tobacco products from retailers.

FINDINGS OF RETAILER EDUCATIONAL EFFORTS AND DETERMINATION COMPLIANCE FY 2021-22

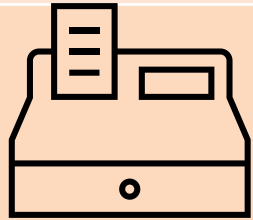


All 280 (100%) of eligible retailers received at least one (1) educational visit and compliance check.



Over 80% of retailers were found to be **out** of compliance during their initial visit.

FINDINGS OF DECOY OPERATIONS: MEASURING RETAILER SALES & COMPLIANCE MARCH - JUNE 2022



Over half of 256 retailers had a decoy visit (56%) sold tobacco products to the underage investigators.



Nearly 32% of retailers were out of compliance with the Ordinance.

TOBACCO RETAIL LICENSE NEW CALIFORNIA DEPARTMENT OF JUSTICE FUNDING



- In August 2022, PHS applied for additional funding from the California Department of Justice Tobacco Grant Program and received a notification of award in November 2022.
- Funding will be used to further enhance enforcement efforts and strengthen support for tobacco retail licensing.
- Funding is from January 1, 2023, through June 30, 2025.

PLANNED USE OF FUNDS



1. Expand and enhance enforcement activities to resolve violations and increase the percentage of retailers' adherence to the Ordinance.
2. Develop a new data management system to track retailer applications, payments, and compliance efforts as well as improve program reporting of key findings and successes.
3. Create model policies & procedures for license issuance, compliance inspections and enforcement that can serve as a handbook for other areas.
4. Create a multi-agency tobacco retail licensing task force to identify and address local enforcement issues.

EXPECTED HEALTH IMPACT



- Reduce youth access and exposure to tobacco products.
- Reduce smoking rates.



BOARD LETTER RECOMMENDATIONS FOR CONSIDERATION

1. Waive Board Policy B-29, Fees, Grants, Revenue Contracts – Department Responsibility for Cost Recovery, which requires prior approval of grant applications and full-cost recovery of grants.
2. Authorize the acceptance of \$1,624,706 in grant funds from the California Department of Justice for the period of July 1, 2021, through June 30, 2025.



BOARD LETTER RECOMMENDATIONS FOR CONSIDERATION

3. Adopt: A RESOLUTION OF THE SAN DIEGO COUNTY BOARD OF SUPERVISORS AUTHORIZING ACCEPTANCE OF A GRANT FROM THE STATE OF CALIFORNIA DEPARTMENT OF JUSTICE TOBACCO GRANT PROGRAM UNDER PROPOSITION 56, THE HEALTHCARE, RESEARCH, AND PREVENTION TOBACCO TAX ACT OF 2016.
4. Authorize the Agency Director, Health and Human Services Agency, to apply for additional funding opportunity announcements.



QUESTIONS AND DISCUSSION

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2020 YOUNG ADULT TOBACCO PURCHASE SURVEY RESULTS



Through funding from the California Department of Public Health, the **Young Adult Tobacco Purchase Survey** was conducted in the unincorporated area of San Diego County in February 2020 to determine the scope of youth access to tobacco products.

19.6%*

Overall sales rate to underage youth
(n=142 retailers)

Retailers included:

- Independent markets
- Smoke/vape shops
- Convenience stores
- Drug stores
- Liquor stores
- Gas stations
- Grocers

TOBACCO RETAIL LICENSING PROGRAM MODEL



The Tobacco Retail Licensing Program will be carried out by Public Health Services.

Essential components of the TRL program:





1. All tobacco retailers obtain a ***license or TRL*** each year that is issued by the County.
2. Any ***violation*** of a local, state, or federal tobacco law is considered a violation of the County license.
3. Financial deterrent through fines and penalties for ***violations*** that includes suspension and revocation of the license.
4. All retailers must pay an ***annual fee*** to cover administration and enforcement efforts.