

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



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[SANDIEGOCOUNTY.GOV/HHSA](https://www.sandiegocounty.gov/hhsa)

# TOBACCO USE IN SAN DIEGO



Information from the 2019-20 California Student Tobacco Survey for San Diego found:

- The percentage of San Diegans who reported being a current smoker is 6.1%.
- The percentage of San Diegans who reported using e-cigarettes is 5.5%.
- Roughly 2 of 3 adult cigarette smokers (36.5%) reported using menthol cigarettes.



# OVERVIEW



- According to the U.S. Surgeon General, licensing tobacco retailers is an evidence-based tobacco control measure proven to reduce tobacco use.
- In December 2020, the San Diego County Board of Supervisors approved a new Tobacco Retail Licensing Ordinance.
- The goal is to limit youth access to tobacco products and reduce the initiation of overall tobacco use by County residents.



# AWARD INFORMATION



- **Award:** \$1,279,771
- **Source:** California Department of Justice
- **Funding period:** December 1, 2023, to June 30, 2027
- **Project period:** January 1, 2024, to June 30, 2027
- **Project goal:** To enhance the efforts of the County's Tobacco Retail Licensing Program and to increase compliance with the County's Tobacco Retail Licensing Ordinance regarding decreasing tobacco sales to minors.
- **Target population:** Approximately 250 tobacco retailers in the unincorporated area of San Diego County.

# FISCAL IMPACT



**Total Award: \$1,279,771**

<b>FY 23/24</b>	<b>FY 24/25</b>	<b>FY 25/26</b>	<b>FY 26/27</b>
<b>\$176,122</b>	<b>\$482,472</b>	<b>\$494,430</b>	<b>\$126,747</b>

<b>Personnel Services</b>	<b>Operating Expenses and Equipment</b>	<b>Administrative Costs</b>
<b>\$692,509</b>	<b>\$526,321</b>	<b>\$60,941</b>

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

# PAST AWARDS FROM CALIFORNIA DEPARTMENT OF JUSTICE (CADOJ)



Funding Period	Total Award	Key Activities
FY 21/22- FY 23/24	\$532,405	<ol style="list-style-type: none"> <li>1. Provide additional education and training to retailers found in violation.</li> <li>2. Expand youth decoy operations to 100% of retailers eligible for tobacco retail licenses.</li> <li>3. Conduct retailer virtual education meetings and provide informational videos online.</li> <li>4. Establish procedures for safe storage and disposal of e-cigarettes.</li> </ol>
FY: 22/23- FY 24/25	\$1,624,706	<ol style="list-style-type: none"> <li>1. Expand and enhance enforcement activities.</li> <li>2. Develop a new data management system to track retailer applications, payments, and compliance efforts.</li> <li>3. Create model policies &amp; procedures for license issuance, compliance inspections and enforcement that can serve as a handbook for other areas.</li> <li>4. Create a multi-agency tobacco retail licensing collaborative.</li> </ol>

# FINDINGS ON SALES TO MINORS



Dates	Major Findings/Outcomes
Mar. 2022- Jun. 2022	A total of 143 of 256 (56%) retailers sold tobacco products to minors.
Jul. 2022- Dec.2022	A total of 123 of 250 (49%) retailers sold tobacco products to minors.
Jul. 2022- Dec. 2022	Compliance with the Ordinance was 32%, with 68 out of 214 retailers selling prohibited items or not following the minimum price or minimum pack size requirements.
Jul. 2023- Aug. 2023	A total of 29 of 70 stores (41%) retailers sold tobacco products to minors.
Jul. 2023- Aug. 2023	Approximately 47% of the 70 retailers (33) continued to sell prohibited flavored products.

# PLANNED USE FOR FUNDS



1. Continue minor decoy operations and enforcement
  - Identify, cite, and reduce the number of retailers that sell to minors
2. The activities support the Health & Human Services Agency 2023-24 Operational Plan goal to:
  - Ensure 85% (221 of 260) of licensed tobacco retailers in the unincorporated area of San Diego County comply with youth access laws prohibiting sales to anyone under 21.

The efforts of this project align with the County's vision of a just, sustainable, and resilient future for all, specifically those communities and populations in San Diego County that have been historically left behind, as well as our ongoing commitment to the regional Live Well San Diego vision of healthy, safe, and thriving communities.



# RECOMMENDATIONS



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 \$1,279,771 in grant funds from the California Department of Justice for the period of January 1, 2024, through June 30, 2027.
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.



**THANK YOU**