

AUTHORIZATION TO ACCEPT TOBACCO TAX FUNDING AND APPLY FOR FUTURE FUNDING OPPORTUNITIES



Health Services Advisory Board Meeting
February 4, 2025

Rhonda Freeman, M.P.H, Branch Chief
Maternal, Child and Family Health Services

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

OVERVIEW



- In December of 2020, the San Diego County Board of Supervisors approved a new Tobacco Retail Licensing Ordinance.
- The Tobacco Retail Licensing Program in Public Health Services is responsible for oversight of the County's Tobacco Retail Licensing Ordinance.
- Oversight includes administration, education, compliance verification and enforcement activities.
- The goal is to limit youth access to tobacco products and reduce the initiation of overall tobacco use by County residents.



AWARD INFORMATION



- **Award:** \$2,402,082
- **Source:** California Department of Justice
- **Funding & Project Period:** July 1, 2025, through June 30, 2028
- **Project Goal:** To enhance the efforts of the County's Tobacco Retail Licensing Program and to increase compliance to the County's Tobacco Retail Licensing Ordinance.
- **Target Population:** Approximately 260 tobacco retailers in the unincorporated area of San Diego County.

 County of San Diego Tobacco Retail License Program

COUNTY OF SAN DIEGO TOBACCO RETAIL LICENSE

STORE NAME/DBA:	BUSINESS NAME:
STORE ADDRESS:	BUSINESS MAILING ADDRESS:
LICENSE NUMBER:	LICENSE EXPIRATION DATE: SEPTEMBER 1, 2025

Ankita S. Kadakia, M.D.
Interim Public Health Officer
Public Health Services

THIS LICENSE MAY BE REVOKED OR SUSPENDED FOR CAUSE.
THIS LICENSE MUST BE DISPLAYED WITHIN VIEW OF THE PUBLIC.
Questions: (619) THE-TRIP or tobacco@sdcounty.ca.gov

  

PLANNED USE FOR FUNDS



1. Conduct at least one annual compliance check for all retailers (259) in the unincorporated area of the county focusing on the sale of flavored products, pricing, and packaging to increase retailer compliance with the Ordinance by at least 15%.
2. Create a retailer education option for at least 80% of retailers cited for selling to minors for the first-time during annual minor decoy operations.
3. Expand data management system to include compliance tracking.





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 \$2,402,082 in grant funds from the California Department of Justice for the period of July 1, 2025, through June 30, 2028, to conduct tobacco retail licensing activities.
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 Deputy Chief Administrative Officer of the Health and Human Services Agency, or designee to apply for additional funding opportunity announcements, if available.



THANK YOU



HIP POCKET

TOBACCO USE IN SAN DIEGO



Information from the 2023 California Health Interview Survey for San Diego County found:

- The percentage of high school students who reported current usage of any tobacco product is 9.0%.
- Overall, 9.7% of adults reported currently using a non-cigarette tobacco product.
- Roughly 40.4% of adult cigarette smokers reported using menthol cigarettes.



OBJECTIVES



The funding helps to support of following County objectives and initiative:

- **The Public Health Services 22-25 Strategic Plan, Strategy for the Maternal, Child, and Family Health Services Branch (MCFHS):** To “reduce promotions of tobacco products, exposure to secondhand smoke, and access to tobacco products through the Tobacco Control Resource Program in order to prevent smoking and encourage tobacco cessation.”
- **The County Operations plan FY 23-24 & 24-25 and MCFHS strategic plan FY 23-25:** To ensure that at least 50% of retailers in the unincorporated area of San Diego County comply with youth access laws prohibiting sales to anyone under age 21.
- **The countywide *Live Well San Diego* vision** by providing funding to activities that will promote a healthy, safe, and thriving region.

ACCOMPLISHMENTS



Over the past two years the program has successfully:

- Licensed over 260 retailers.
- Created and implemented an appeals process for retailers disputing fines, licenses denials and license suspensions.
- In Fiscal Year 23-24 Minor Decoy Operations showed that 33% of retailers (80) sold to minors out of 241 outlets.
- 30-day license suspensions were issued to 10 retailers.
 - Nine retailers appealed the suspensions (All were upheld).
 - Eight suspensions were waived in lieu of retailers doing education as a one-time alternative.

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- **The County Operations plan FY 23-24 & 24-25 and MCFHS strategic plan FY 23-25:** To ensure that at least 50% of retailers in the unincorporated area of San Diego County comply with youth access laws prohibiting sales to anyone under age 21.
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FISCAL IMPACT



TOTAL AWARD: \$2,402,082

FY 25/26	FY 26/27	FY27/28
\$766,918	\$800,019	\$835,145

Personnel Services	Operating Expenses & Equipment Costs	Administrative Costs
\$1,204,275	\$1,083,424	\$114,383