

# EFFORTS TO ADDRESS YOUTH TOBACCO USE IN SANTA CLARA COUNTY

Palo Alto City/School Liaison Committee Meeting– 11/21/2019

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# Presentation Overview

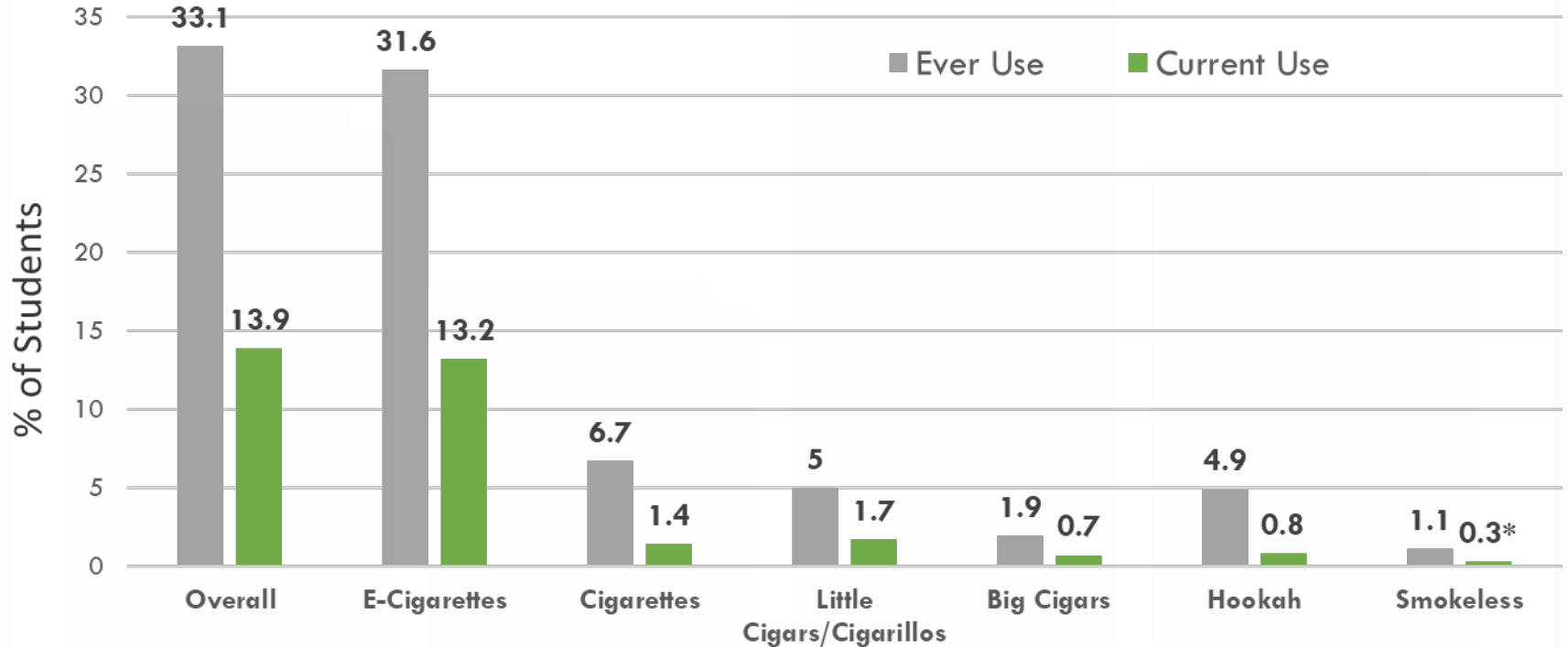
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- Present recent findings from 2017-2018 California Student Tobacco Survey
- Review current and recently amended county ordinance for sale of tobacco
- Share efforts by the county to address youth tobacco use
- Highlight upcoming opportunities

RESULTS FROM 2017-2018 CALIFORNIA  
STUDENT TOBACCO SURVEY FOR SANTA  
CLARA COUNTY

# Tobacco use among high school students in Santa Clara County

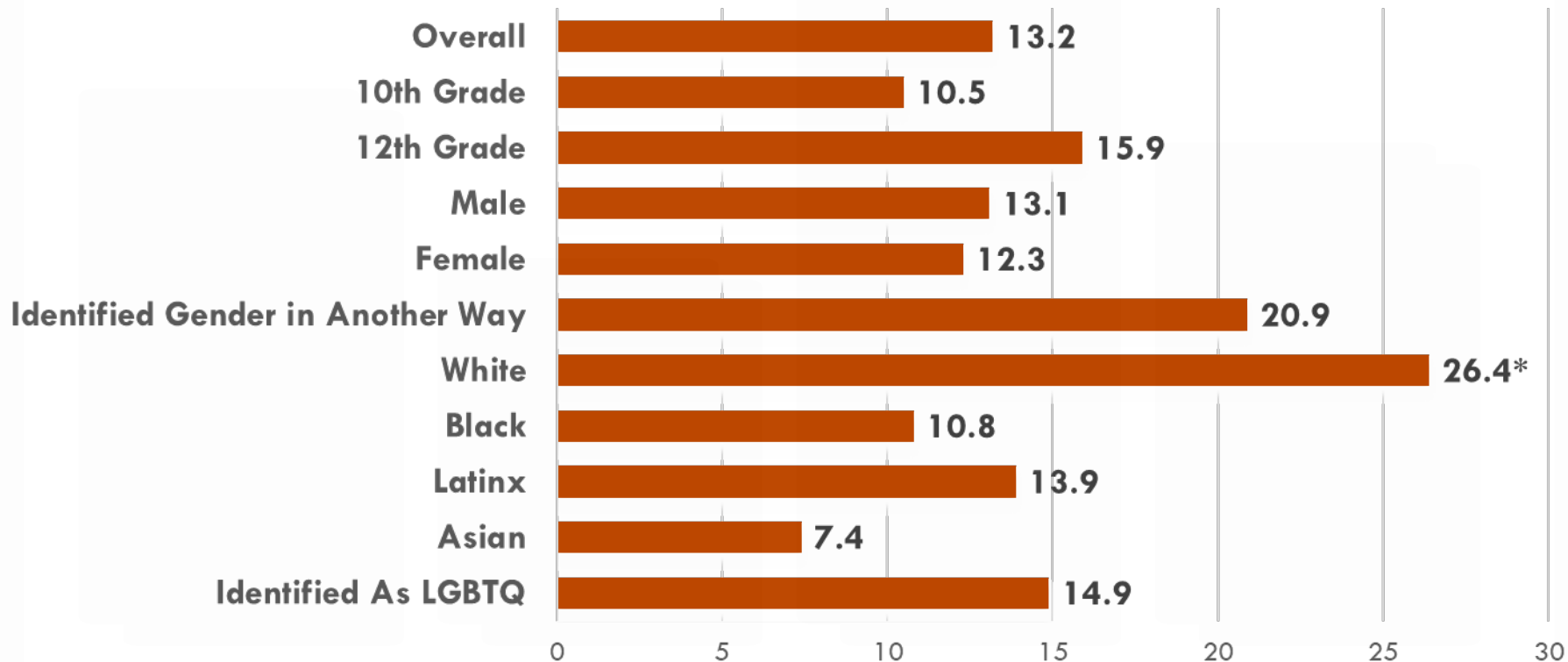
## Prevalence of ever and current use of tobacco products



*\*Data are statistically unreliable.*

# E-Cigarette use among high school students in Santa Clara County

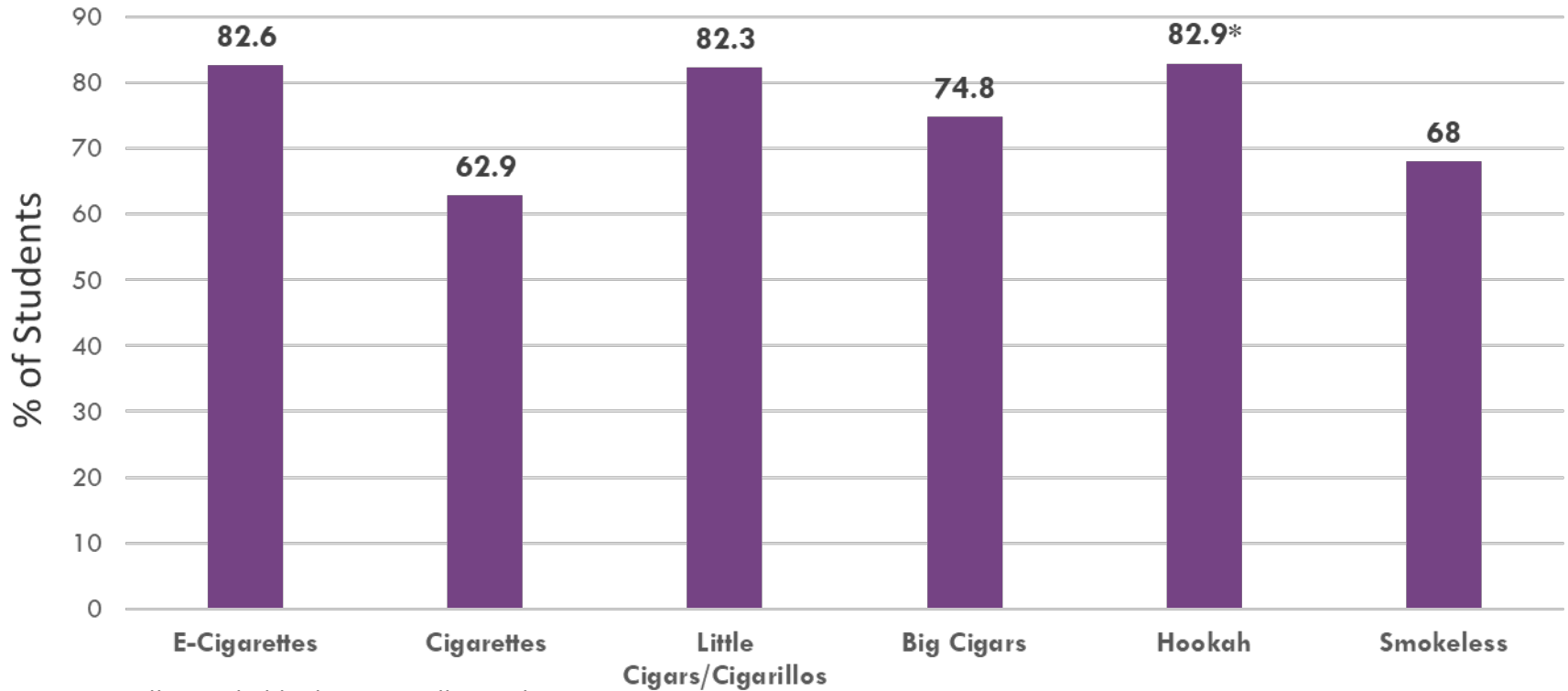
Percentage of high school students currently using e-cigarettes



*\*Data are statistically unreliable due to small sample size.*

# Youth are using flavored tobacco products

Proportion using flavored products among current users



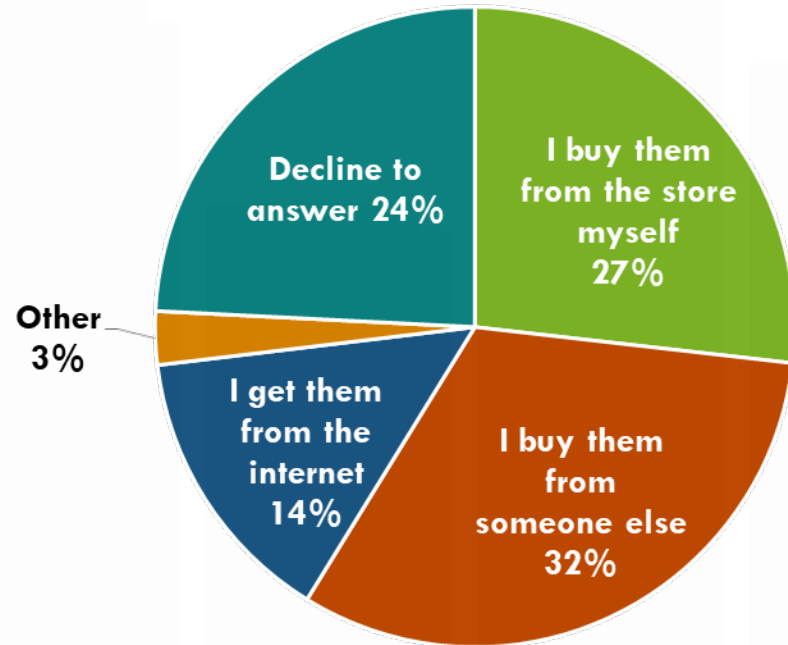
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# Where do youth report getting e-cigarettes?

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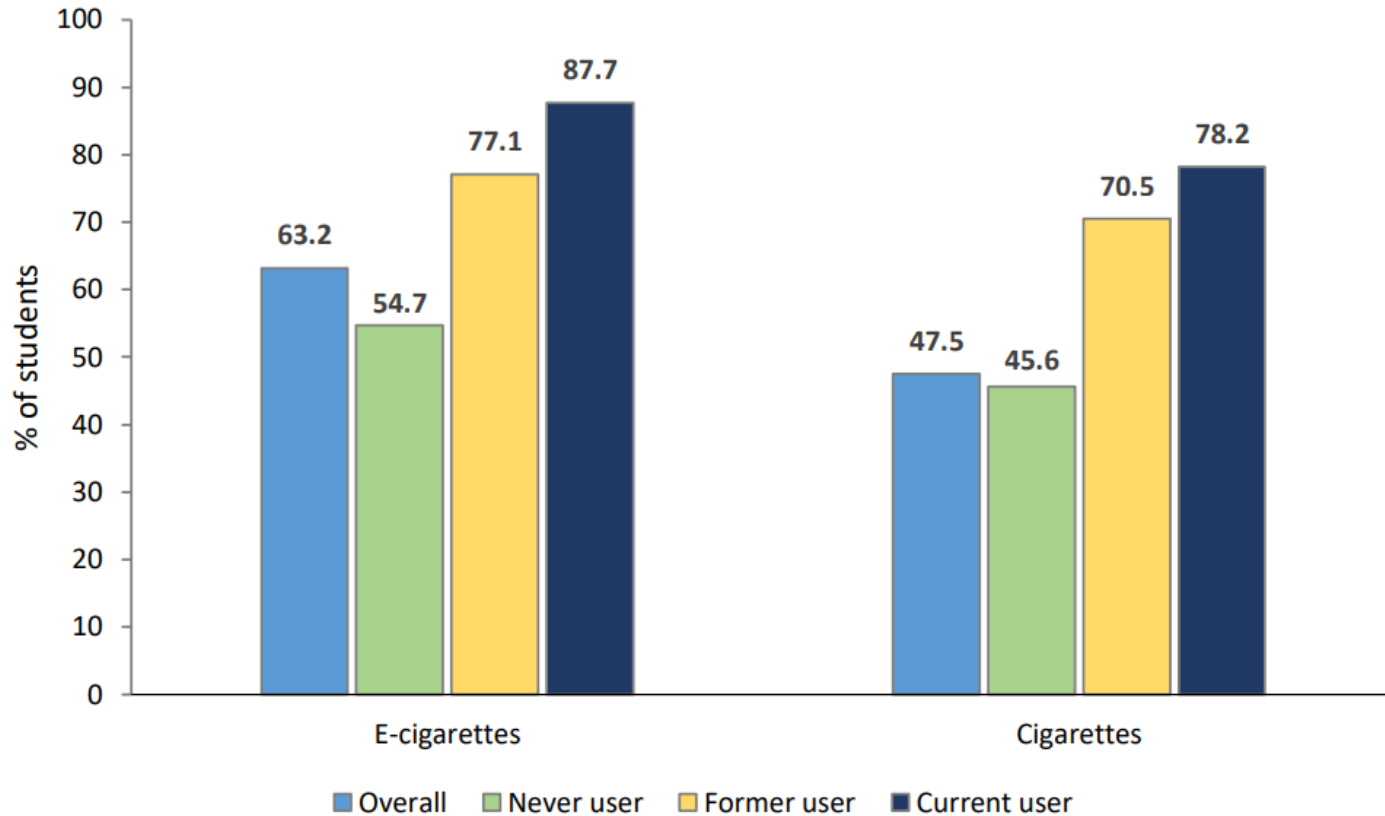
- ▣ **54.6%** of high school students report getting e-cigarettes from **social sources** VS. **45.4%** report **purchasing** their e-cigarettes
  - Vape shops (62.5%) were the most popular store type for purchasing e-cigarettes

## Acquisition of e-cigarettes/e-liquids among current e-cigarette users



# Perceived ease of acquiring tobacco products

**68.3%** of students thought that it would be **very easy or somewhat easy** to get **e-cigarettes or cigarettes**.



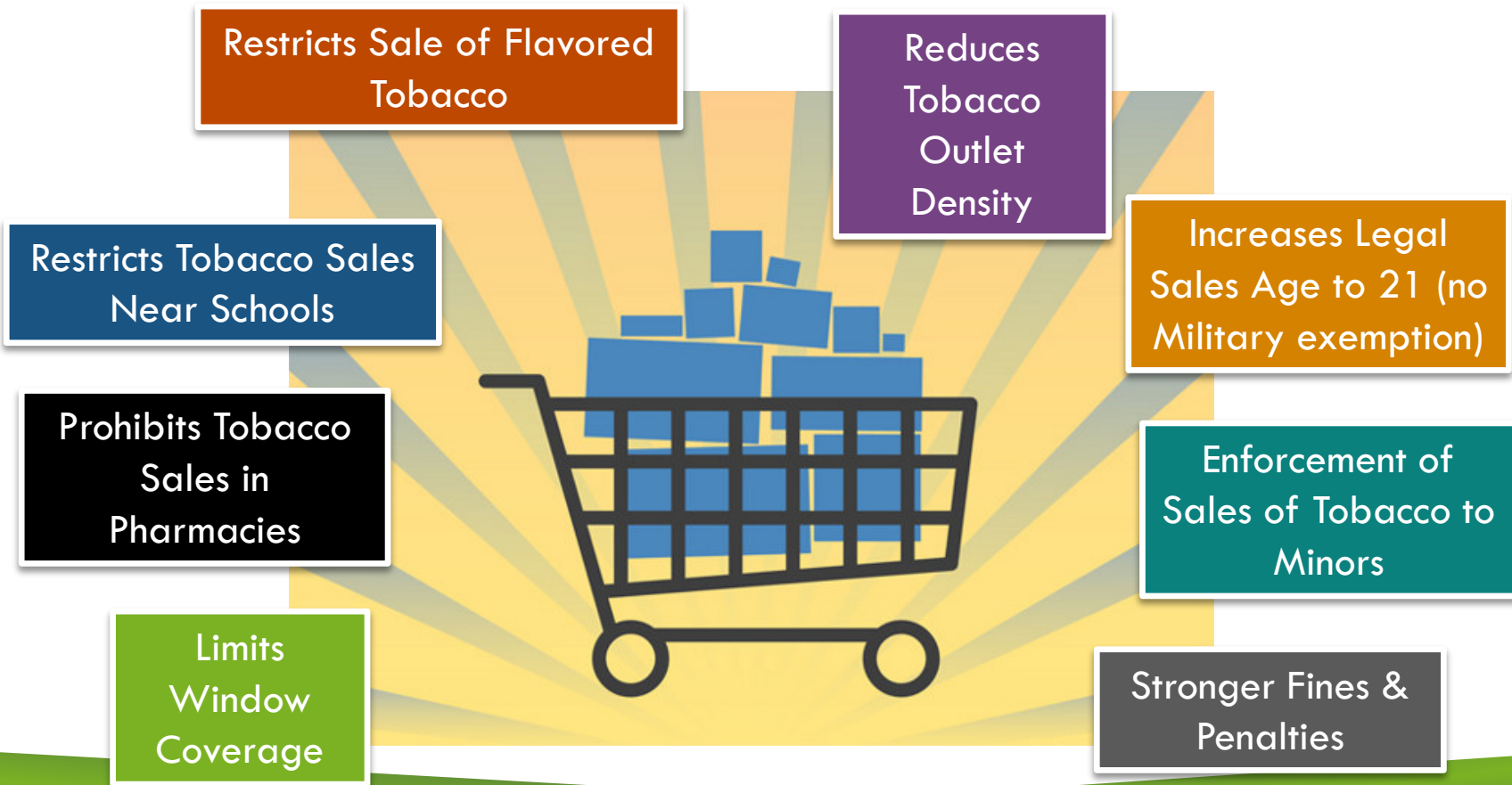


# Susceptibility to future tobacco use

- ▣ **Two in five** (40.1%) high school students who had never used a tobacco product were susceptible to using at least one tobacco product in the future if offered by a best friend
- ▣ **Over one in four** (28%) high school students reported being offered a tobacco product in the last 30 days

# COUNTY REGULATIONS

# County ordinance requirements – Sale of tobacco products



# Recent Amendments to County ordinance

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1. Amended ordinance to prohibit the sale and distribution of all electronic cigarette products;
2. Amended ordinance to eliminate the exemption allowing certain retailers to sell flavored tobacco products;
3. Modified other provisions of the prior ordinance relating to permits for retailers of tobacco products:
  - Extended penalty look back period from 24 months to 60 months

COUNTY EFFORTS TO ADDRESS YOUTH  
TOBACCO USE

# 1/2010: Tobacco-Free Communities - Policies Across Santa Clara County Jurisdictions

Jurisdiction	Reducing Exposure to Secondhand Smoke						Reducing Youth Access through a Tobacco Retail License					
	Parks & Trails	Outdoor Dining Areas	Entryways	Service Areas	Public Events	Multi-Unit Housing	Common Areas of Multi-Unit Housing	Tobacco Retail Permit	Reduce Density of Tobacco Outlets	Limit Sales Near Schools	Flavored Tobacco Restrictions	Limit Sales in Pharmacies
<i>% of County population covered by policy</i>	55.1%	4.6%	0.0%	3.8%		0.0%	0.0%	0.0%	0.0%	1.8%	0.0%	0.0%
<b>County of Santa Clara</b>												
<b>Campbell</b>												
<b>Cupertino</b>												
<b>Gilroy</b>												
<b>Los Altos</b>												
<b>Los Altos Hills</b>				n/a*		n/a*	n/a*	n/a*	n/a*	n/a*	n/a*	n/a*
<b>Los Gatos</b>												
<b>Milpitas</b>												
<b>Monte Sereno</b>		n/a*	n/a*	n/a*				n/a*	n/a*	n/a*	n/a*	n/a*
<b>Morgan Hill</b>												
<b>Mountain View</b>												
<b>Palo Alto</b>												
<b>San Jose</b>												
<b>Santa Clara</b>												
<b>Saratoga</b>												
<b>Sunnyvale</b>												

\* Not included in denominator of % of county population covered by policy because don't have the specific venues/areas covered by policy (Ex. Monte Sereno & Los Altos Hills do not have any tobacco retailers)

# 11/2019: Tobacco-Free Communities - Policies Across Santa Clara County Jurisdictions

Jurisdiction	Reducing Exposure to Secondhand Smoke							Reducing Youth Access & Exposure to Tobacco Products				
	Parks & Trails	Outdoor Dining Areas	Entryways	Service Areas	Public Events	Multi-Unit Housing	Common Areas of Multi-Unit Housing	Tobacco Retail Permit	Reduce Density of Tobacco Outlets	Limit Sales Near Schools	Flavored Tobacco Restrictions	Limit Sales in Pharmacies
<i>% of County population covered by policy</i>	95.3%	97.2%	39.2%	85.9%	31.6%	24.3%	79.9%	72.5%	11.5%	14.3%	9.8%	9.8%
<b>County of Santa Clara</b>	2010	2010	2010	2010		2010	2010	2010	2010	2010	2010	2010
<b>Campbell</b>	2011	2011	2011	2011	2011			2012				
<b>Cupertino</b>	2011	2014	2014					2019	2019	2019	2019	2019
<b>Gilroy</b>								2014		2014		
<b>Los Altos</b>	2011	2018	2018	2018	2018							
<b>Los Altos Hills</b>		n/a*		n/a*	n/a*	n/a*	n/a*	n/a*	n/a*	n/a*	n/a*	n/a*
<b>Los Gatos</b>	2013	pre-2010	2016	2016	2016	2016	2016	2017	2017	2017	2017	2017
<b>Milpitas</b>	2012	2017										
<b>Monte Sereno</b>	n/a*	n/a*	n/a*	n/a*	n/a*			n/a*	n/a*	n/a*	n/a*	n/a*
<b>Morgan Hill</b>	2012	2012	2012	2012	2012			2014				
<b>Mountain View</b>		2012	2012		2012							
<b>Palo Alto</b>	2013	2014	2014	2014	2014	2016	2016	2017	2017	2017	2017	2017
<b>San Jose</b>	pre-2010	2012		2012			2012	2011				
<b>Santa Clara</b>	2019	2019	2019	2019	2019	2019	2019					
<b>Saratoga</b>	pre-2010	2016	2016	2016	2016		2016	2015	2016	2016	2018**	2018
<b>Sunnyvale</b>	2012	2016	2016	2016	2016	2016	2016					

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\*\* Includes an exemption for menthol-cigarettes

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Gilroy								2014		2014		
Los Altos	2011	2018	2018	2018	2018							
Los Altos Hills		n/a*		n/a*	n/a*	n/a*	n/a*	n/a*	n/a*	n/a*	n/a*	n/a*
Los Gatos	2013	pre-2010	2016	2016	2016	2016	2016	2017	2017	2017	2017	2017
Milpitas	2012	2017				2019	2019					
Monte Sereno	n/a*	n/a*	n/a*	n/a*	n/a*			n/a*	n/a*	n/a*	n/a*	n/a*
Morgan Hill	2012	2012	2012	2012	2012			2014	2019	2019	2019	2019
Mountain View		2012	2012		2012							
Palo Alto	2013	2014	2014	2014	2014	2016	2016	2017	2017	2017	2017	2017
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# Strategies to address use of e-cigarettes among youth

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- Comprehensive tobacco control policies
- Community engagement, mobilization, and education
  - Youth strategies
    - Provide mix of funding to community organizations already working with diverse youth
    - Educate and train youth to lead and mobilize on policy change efforts
  - Parent strategies
  - School strategies
  - Other priority populations



# Strategies to address use of e-cigarettes among youth

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## ■ Media & communications strategies

- Focused on youth and parents
- Some examples:
  - Youth media messaging & communication engagement strategies stratified for peer groups
  - Youth led media advocacy efforts
  - Tips for parents about talking with their child

## ■ Cessation strategies

- Promote youth-oriented available services
- Brief intervention counseling for students
- Addressing intersection of anxiety, trauma, other mental health issues affecting substance use



*"This Free Life" Campaign Image.*



# Current & Upcoming Funding Opportunities - Cities

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## Policy Development & Implementation:

- ▣ Applications released 11/20/2019
- ▣ \$200,000 total available; anticipated awards between \$20K-\$60K
  - Applications due 1/31/2020
  - Funding must be used by 6/30/2021
- ▣ Priority strategies include:



**Smoke-free  
multi-unit  
housing**



**Restrict  
Flavors**



**Reduce  
tobacco  
density**



**Restrict sale  
of e-cigs  
and/or other  
tobacco  
products**

## Enforcement & Compliance

- ▣ Funding to cities for enforcement of tobacco sales to minors laws
  - Letter will go out to cities
  - Supports decoy operation expenses
  - Funding through 6/30/2020
- ▣ Funding to cities for smoke-free or tobacco-free signage to enhance compliance
  - Letter will go out to cities
  - Can support signage costs for variety of settings – cities can customize based on their needs
  - Funding through 6/30/2020

# Current & Upcoming Funding Opportunities

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## For Community Groups/ Youth Groups:

- Community Action Model RFP – Out Now!
  - Funds community engagement to advance policy efforts
  - Up to \$220,000 per agency, for 2-years
  - Aim is to fund 3-4 agencies
  - Due: December 4, 2019
- Youth Action Grants
  - Small grants of ~\$1,500; Released early 2020
  - Design and implement a short-term community action project that engages & educates their peers and/or community members on a tobacco issue
  - Projects will be displayed and presented by youth at a community showcase in Spring 2020

# Contact info



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