

# TEC Orientation

Last Updated: April 11, 2022



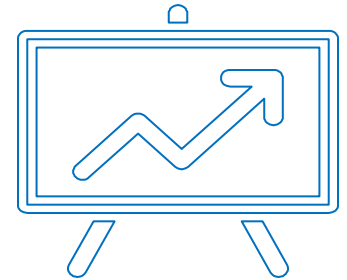


# The Need for Tobacco Prevention Efforts

# The Issue

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- Although SMC adult smoking rates have decreased over the years, we are seeing a rising trend in vaping, especially among youth, nationwide.



- Secondhand smoke is still smoke, whether it be from tobacco, cannabis, or vapes.



- The smoke is harmful for our health and can drift into our homes, public spaces, etc.

# Working Toward Health Equity

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- Certain communities are disproportionately targeted by Big Tobacco and suffer a greater burden of tobacco-related health disparities: **people of color, low-income folks, and members of the LGBTQIA+ community**

**This is a social justice issue.**



# Determinants of Health

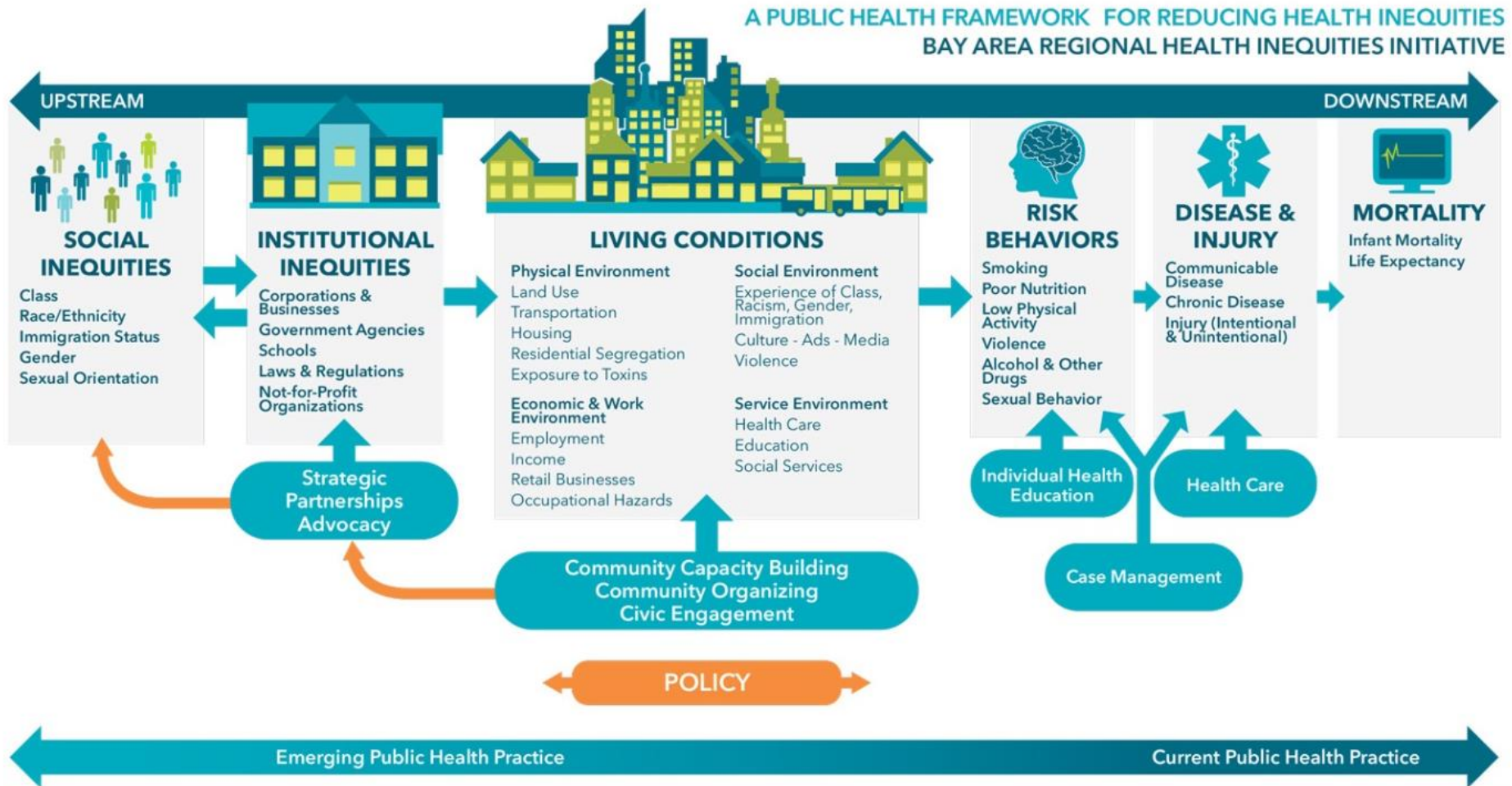


Figure 1: A Public Health Framework for Reducing Health Inequities – Bay Area Regional Health Inequities Initiative<sup>3</sup>

# Local Data – Tobacco Use

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- The tobacco use prevalence among adults:

**9.2%**

Greater Bay Area\*, 2019

**12%**

CA statewide, 2019

\*Greater Bay Area: Alameda, Contra Costa, Marin, Napa, San Francisco, San Mateo, Santa Clara, Solano, Sonoma Counties

# Local Data – E-cigarette Use Prevalence among High School Students

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- The current e-cigarette use prevalence among high school students is slightly higher among San Mateo County youth.

**8.7%**

San Mateo County, 2019-20

**8.2%**

CA statewide, 2019-20



# Tobacco Education Coalition - Background



# San Mateo County



## Tobacco Education COALITION

Educates the public to prevent youth from initiating smoking and ensures the community is aware of harms of tobacco use

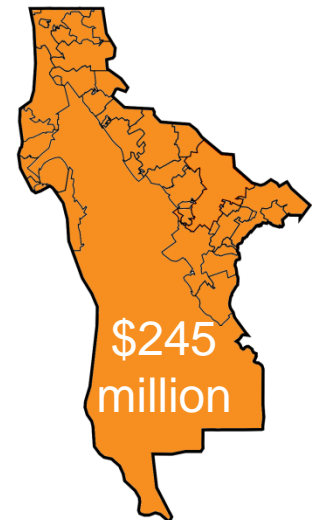
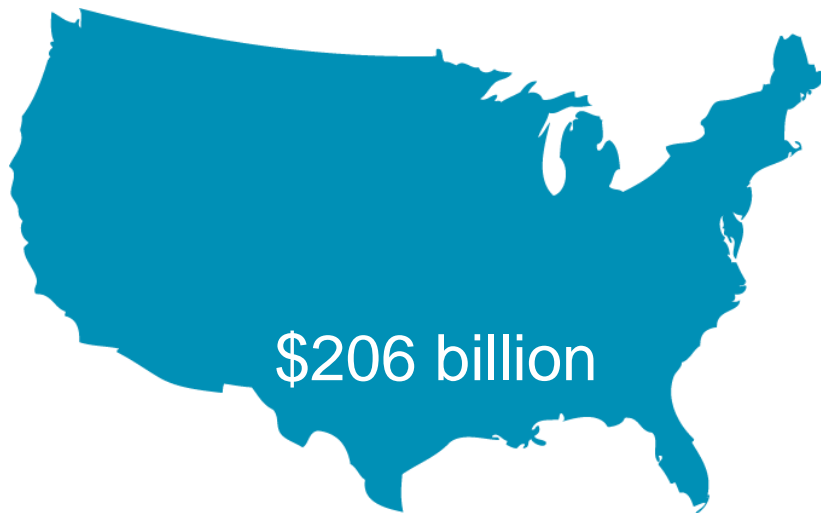
Adopts protective policies that keep air clean, the ground free of litter, and tobacco products out of the hands of youth

Supports smokers who wish to quit

# How We're Funded

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- 1998 Master Settlement Agreement (MSA)
  - 7 tobacco companies agreed to change the way tobacco products are marketed and pay 46 states about \$206 billion over 25 years



# How We're Funded

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- Prop 99
  - Approved by California voters in 1988
  - Increased the tobacco tax by twenty-five cents a pack
  - Devoted 20% of the money raised to fund a tobacco control program in every county

# How We're Funded

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- Prop 56 (went into effect April 2017)
  - Approved by California voters in 2016
  - Increased the tobacco tax by \$2.00 or equivalent amount for other tobacco products
  - 2% toward school programs focusing on tobacco-use prevention and reduction



# How We Choose Our Focus

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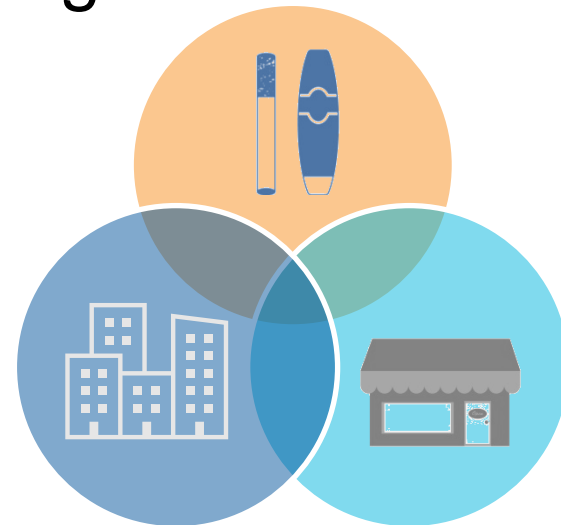


# Priority Areas

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2022-2025

- Comprehensive Tobacco Retail License
- Smoke-free Multi-unit Housing
- Youth Engagement



# Who We Are

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YOUTH LEADERSHIP INSTITUTE



American Heart Association®



# What We Do → Tobacco/Smoke-free Community

- Policy promotion
- Advocacy
- Education
- Research
- Cessation promotion
- Law enforcement decoy program





# Smoke- and Tobacco-related Policies

|   | Jurisdictions            |                            |                                      |                            |                       |                           |                                |                             |                               |                                |
|---|--------------------------|----------------------------|--------------------------------------|----------------------------|-----------------------|---------------------------|--------------------------------|-----------------------------|-------------------------------|--------------------------------|
|   | <a href="#">Atherton</a> | <a href="#">Belmont</a>    | <a href="#">Brisbane</a>             | <a href="#">Burlingame</a> | <a href="#">Colma</a> | <a href="#">Daly City</a> | <a href="#">East Palo Alto</a> | <a href="#">Foster City</a> | <a href="#">Half Moon Bay</a> | <a href="#">Hillsborough</a>   |
| <b>Tobacco Retail Environment</b>   |                          |                            |                                      |                            |                       |                           |                                |                             |                               |                                |
| Delivery  |                          |                            |                                      |                            |                       |                           |                                |                             |                               |                                |
| Electronic Cigarettes   |                          |                            |                                      |                            |                       |                           |                                |                             |                               |                                |
| Flavored Tobacco Products   |                          |                            |                                      |                            |                       |                           |                                |                             |                               |                                |
| Tobacco Sampling Coupons  |                          |                            |                                      |                            |                       |                           |                                |                             |                               |                                |
| Tobacco Retail Permit/License (TRL)   |                          |                            |                                      |                            |                       |                           |                                |                             |                               |                                |
| Tobacco-Free Pharmacies   |                          |                            |                                      |                            |                       |                           |                                |                             |                               |                                |
| <b>Smoke-free Housing</b>   |                          |                            |                                      |                            |                       |                           |                                |                             |                               |                                |
| Individual Units In Multi-Unit Housing  |                          | *Shared floors or ceilings |                                      |                            |                       | *Condos exempt            |                                |                             |                               |                                |
| Multi-Unit Housing Common Areas   |                          |                            |                                      |                            |                       |                           | *Elevators                     |                             |                               |                                |
| <b>Smoke-free Outdoor Air</b>   |                          |                            |                                      |                            |                       |                           |                                |                             |                               |                                |
| Outdoor Eating Areas  |                          |                            |                                      |                            |                       |                           |                                | *See notes                  |                               |                                |
| Sports Fields, Activities, & Other City Events                                    |                          |                            | *Sel. city outdoor sports facilities |                            | *Special events       |                           |                                |                             |                               | *Enc mtg/public assembly place |
| Ticket Area, Indoor or Sheltered Boarding, Waiting Areas of Public Transit Depots |                          |                            |                                      | *Enc                       |                       |                           |                                | *Enc                        |                               |                                |
| Services Lines  |                          |                            |                                      | *Indoor                    |                       |                           | *Enc. business establishments  | *Indoor                     |                               |                                |
| Sidewalks   |                          |                            |                                      |                            |                       | *See notes                |                                |                             |                               |                                |
| Parks   | *Rooms in parks          |                            | *Sel. city parks                     |                            |                       |                           |                                |                             |                               |                                |
| Beaches   |                          |                            | *Sel. city beaches                   |                            |                       |                           |                                |                             |                               |                                |
| Lagoons & Waterways   |                          |                            |                                      |                            |                       |                           |                                |                             |                               |                                |

**Key:**

**Enc:** Enclosed

**Sel. city \_\_\_:** Select city-owned \_\_\_

**Notes:**

**Daly City Sidewalks:** In/adjacent to common interest development, apt, shopping centers, & commercial properties w/retail establishments, except while actively passing to another destination

**Foster City Outdoor Eating:** current restaurants that allow smoking will be grandfathered in

# Smoke- and Tobacco-related Policies

## Jurisdictions

Menlo Park Millbrae Pacifica Portola Valley Redwood City San Bruno San Carlos San Mateo South San Francisco Woodside Unincorporated areas

| Tobacco Retail Environment  |  |            |            |  |            |            |             |            |            |      |  |
|---|--|------------|------------|--|------------|------------|-------------|------------|------------|------|--|
| Delivery  |  |            |            |  |            |            |             |            |            |      |  |
| Electronic Cigarettes   |  |            |            |  |            |            |             |            | *See notes |      |  |
| Flavored Tobacco Products   |  |            | *See notes |  | *See notes |            |             |            | *See notes |      |  |
| Tobacco Sampling Coupons  |  |            |            |  |            |            |             |            |            |      |  |
| Tobacco Retail Permit/License (TRL)   |  |            |            |  |            |            |             |            | *See notes |      |  |
| Tobacco-Free Pharmacies   |  |            |            |  |            |            |             |            |            |      |  |
| Smoke-free Housing  |  |            |            |  |            |            |             |            |            |      |  |
| Individual Units In Multi-Unit Housing  |  | *See notes |            |  |            |            |             |            |            |      |  |
| Multi-Unit Housing Common Areas   |  |            |            |  |            |            |             |            |            |      |  |
| Smoke-free Outdoor Air  |  |            |            |  |            |            |             |            |            |      |  |
| Outdoor Eating Areas  |  |            |            |  |            |            |             |            | *See notes |      |  |
| Sports Fields, Activities, & Other City Events                                    |  | *Enc       |            |  | *Enc       |            | *City-owned | *Enc       |            |      |  |
| Ticket Area, Indoor or Sheltered Boarding, Waiting Areas of Public Transit Depots |  | *Enc       |            |  | *See notes |            |             | *Enc       |            | *Enc |  |
| Service Lines   |  | *Enc       |            |  | *Enc       |            | *Enc        |            |            | *Enc |  |
| Sidewalks   |  |            |            |  |            | *See notes |             | *See notes |            |      |  |
| Parks   |  |            |            |  |            |            | *City-owned |            |            |      |  |
| Beaches   |  |            |            |  |            |            |             |            |            |      |  |
| Lagoons & Waterways   |  |            |            |  |            |            |             |            |            |      |  |

### Key:

Enc: Enclosed

Sel. city \_\_\_\_: Select city-owned \_\_\_\_

### Notes:

Pacific: Adult-only retailers can sell flavored tobacco products for use with a hookah pipe or hookah products

Redwood City Ticket Area etc.: Max 50% waiting area as smoking area & separate waiting areas of equal size for smokers & nonsmokers

Redwood City Flavored Tobacco Products: Permitted businesses selling flavored tobacco for on-site hookah as of 11/22/2021 are permitted

Millbrae Individual Units In Multi-Unit Housing: Owner-occupied duplexes and triplexes are exempted

Foster City Outdoor Eating: Current restaurants that allow smoking will be grandfathered in

San Bruno Sidewalks: unless actively moving to another destination

San Mateo Sidewalks: grounds surrounding the buildings, facilities or areas owned or leased by City

S. SF E-cig etc.: City props, rec areas, Downtown, TRL, MUH, 21-only stores are allowed to sell flavored tobacco products & e-cigs

S. SF Outdoor Eating: on City-owned property if designated by City Manager

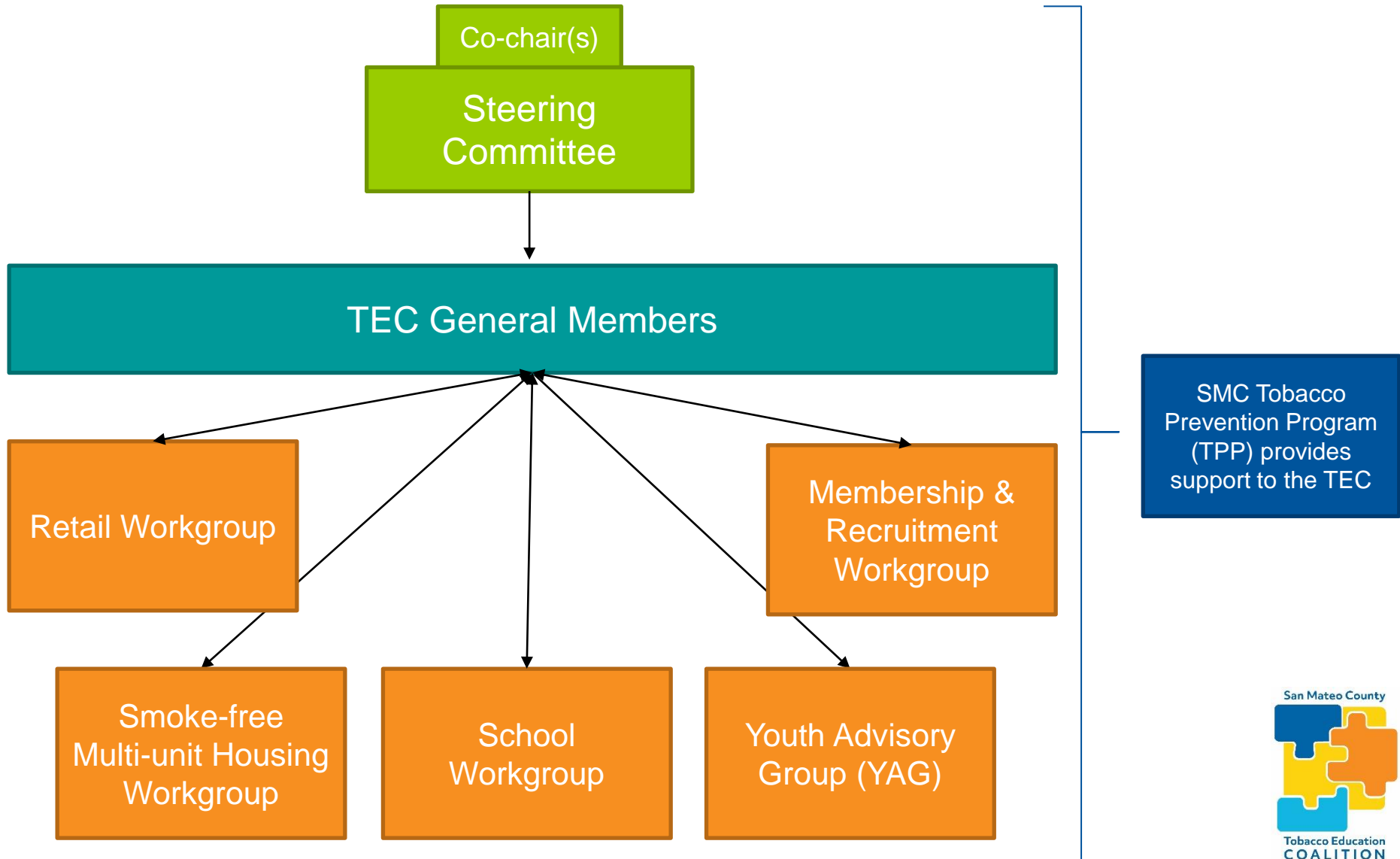


**Tobacco Education Coalition - Structure**



# TEC Structure

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# TEC Members

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## Steering Committee Members

- There are up to 9 elected members including the co-chair(s). They represent the health voluntary, education, health care, youth-serving, members at large, and priority populations sectors
- Meet quarterly to plan for the next General meeting
- Only steering committee members can vote during these meetings, but meeting open to all
- To be eligible to run for steering committee, you must have attended 75% of General meetings in the past year

## TEC General Members

- All partners who are interested in working toward a smoke-free San Mateo County
- All members go through the TEC orientation to become familiar with the history, structure, and current priorities
- In order to vote during a General meeting, you must have attended 50% of General meetings in the past year
- Meet quarterly



## Smoke-free Multi-unit Housing Workgroup

- Partners advocate for smoke-free multi-unit housing ordinances
- Meet monthly via video-conference

Workgroup successes:  
14 out of 21 jurisdictions  
in the county have a  
SF-MUH policy!



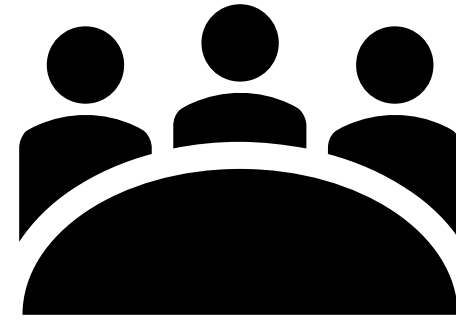
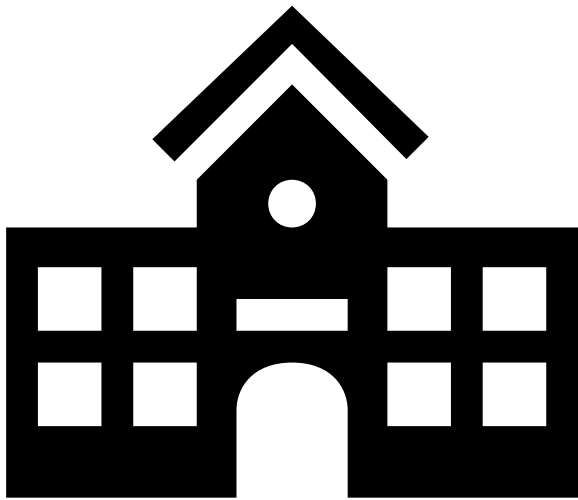


## Retail Workgroup

- Partners advocate for comprehensive tobacco retail licenses
- Meet monthly via video-conference

### Workgroup successes:

- 11 jurisdictions prohibit the sale of flavored tobacco products
- 7 jurisdictions prohibit the sale of e-cigarettes
- 11 jurisdictions prohibit the sale of any tobacco product by pharmacies



## School Workgroup

- Partners working on tobacco prevention efforts in the school environment
- Meet monthly via video-conference



## Youth Advisory Group (YAG)

- Youth raise awareness, promote tobacco prevention, host community education events, and participate in local policy efforts
- Meet monthly via video-conference



## Membership and Recruitment Workgroup

- Partners are involved in efforts to recruit members who represent our diverse SMC community
  - Meetings TBD
- 



# Join the Tobacco Education Coalition



- Four meetings a year
- Help eliminate the #1 cause of chronic disease in San Mateo County
- Network with other community partners



2022 TEC General Meetings:  
March 2, June 2, September 7, December 7  
3:30 – 5 PM via Zoom



Follow us on Facebook! Our page is  
“San Mateo County Tobacco Education Coalition”



Questions? Email us at  
[tobaccoprevention@smcgov.org](mailto:tobaccoprevention@smcgov.org)