

RESOLUTION

SUPPORT OF LOCAL GOVERNMENT ACTION TO PREVENT AND REDUCE YOUTH TOBACCO USE THROUGH TOBACCO SALES RESTRICTIONS, INCLUDING SALES OF FLAVORED TOBACCO PRODUCTS & REDUCING DENSITY OF TOBACCO STORES

**SANTA CLARA COUNTY BOARD OF EDUCATION
RESOLUTION No. 2251-1**

WHEREAS, the Santa Clara County Board of Education, the Santa Clara County Public Health Department and the Tobacco Free Coalition of Santa Clara County have aligned beliefs that schools and communities need to work symbiotically to ensure that the conditions in which students learn and live, support optimal health and equitable achievement at the highest levels; and

WHEREAS, Smoking is the leading preventable cause of death and disease. Within Santa Clara County, direct health care costs and indirect costs (such as lost productivity) due to smoking, accounts for costs of \$700 million dollars annually within the County; and

WHEREAS, as its customers succumb to tobacco-related illness and death, the tobacco industry continually adapts to changing regulatory and market environments, innovating around electronic smoking devices and flavored tobacco products to create a new, younger generation of customers; and,

WHEREAS, the tobacco industry targets young people and vulnerable communities with the marketing of tobacco products that mask the harsh taste of tobacco with flavors highly appealing to youth and with advertising designed to attract young people; and

WHEREAS, in Santa Clara County, more than 1 in 10 (approximately 10.9%) youth use tobacco products, including electronic smoking devices, and almost 40% of youth who smoke; stated that they acquired their cigarettes from a store; and

WHEREAS, from 2017 to 2018, current e-cigarette use by high school students increased 78 percent, from 11.7 to 20.8 percent, accounting for a troubling 3.05 million American high school students using e-cigarettes in 2018. In addition, the proportion of current e-cigarette users in high school who reported use on 20 days or more in the past 30-day period increased from 20 percent to 27.7 percent between 2017 and 2018; and

WHEREAS, there are more than 1200 stores that sell tobacco products in Santa Clara County and more than a quarter (26.8%) are located within 2 blocks of a school; and

WHEREAS, the tobacco industry purposely markets flavored (including menthol) tobacco products to lure the youth, which is evident by the fact that 80% of youth who ever used a tobacco product, started with a flavored product; and

WHEREAS, flavors in tobacco products are problematic, as they can be very appealing to youth, and are frequently listed as one of the top three reasons this population uses e-cigarettes. Additionally, kids whose first tobacco product was flavored are more likely to become current tobacco users than those whose first product was tobacco-flavored; and

WHEREAS, tobacco use rates are affected by where tobacco retailers are located and how concentrated, or dense, they are in a given area. Increased availability of tobacco products is associated with increases in both youth and adult smoking rates, even when other neighborhood factors like racial composition and socioeconomic status are taken into consideration. In particular, studies have consistently shown that children are more likely to smoke when they live or go to school in neighborhoods with a high density of tobacco retailers; and

WHEREAS, local jurisdictions in California have the authority to enact regulations on the sale of tobacco products through local tobacco retail licensing in an effort to decrease availability and use of tobacco products by youth, including restrictions on the sale of flavored tobacco products (including electronic smoking devices and menthol cigarettes), establishing maximum thresholds of tobacco retailer densities, establishing distance requirements near schools and other youth-sensitive areas; and

WHEREAS, an increased awareness about the public health impact of flavored tobacco products, including electronic smoking devices and menthol cigarettes, is imperative to close loopholes in existing law, the Santa Clara County Board of Education finds it is in the best interests of the health, safety and welfare of youth and vulnerable populations in Santa Clara County.

NOW, THEREFORE BE IT RESOLVED, that the Santa Clara County Board of Education and County Superintendent are joined in their support of action by local cities and the County of Santa Clara, under their regulatory authority, to restrict the sale of tobacco products in order to prevent youth access and use, including prohibiting the sale of flavored tobacco products and reducing the concentration and density of tobacco stores, particularly near schools and other youth sensitive areas.

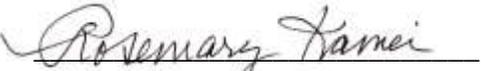
PASSED AND ADOPTED by the Santa Clara County Board of Education at a meeting held on October 16, 2019, by the following vote:

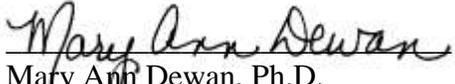
AYES: President Kamei, Vice President Song, Trustees Rossi, Ortiz, and Mah

NOES: -none--

ABSTAIN: --none--

ABSENT: Trustees Di Salvo and King


Rosemary Kamei, President
Santa Clara County Board of Education


Mary Ann Dewan, Ph.D.
County Superintendent of Schools
Santa Clara County Office of Education