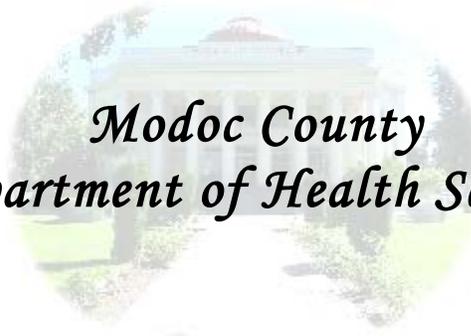


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Modoc County **Department of Health Services**

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Modoc County Retail Campaign Talking Points

Key Message:

Modoc County has been known as “Where the West still lives.” But it has been 50 years since the first Surgeon General’s report on tobacco use, and it is still the number one cause of preventable death. Banned from TV, billboards and sponsorship, the tobacco industry is relying on the retail environment to market their deadly products.

The Campaign

The Healthy Stores for a Healthy Community campaign is a statewide collaboration between tobacco use prevention, nutrition and alcohol prevention partners.

The goal of the campaign is to improve the health of Californians by educating consumers and retailers about how marketing practices influence consumption of unhealthy products, and assist in making the retail environment a healthier place for our residents.

The Issue

Stores in our communities play a critical role in our health. They not only impact the economic well-being of neighborhoods, but also the physical health of the people who visit them.

The types of stores we have in our community, the types of products available in the stores and how they’re promoted influence us all, but especially our kids. Many of these products, like junk food and tobacco, contribute to lifelong chronic health issues.

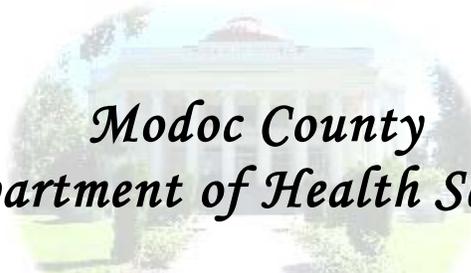
Over the years, the tobacco industry has funneled BILLIONS, not millions, into convenience stores to promote their products. It’s no coincidence since convenience stores are popular with kids and research shows their ads influence our kids to smoke.

Out in the community, our kids are passing by ads which influence them to live unhealthy lives – they are being encouraged to smoke, drink alcohol and eat junk food.

Stores and retailers are not the enemy. They are our partners in providing health and life to our communities.

The Survey

This is the first time in California that more than 7,000 stores that sell tobacco were surveyed in all 58 counties. We were looking at the product marketing and the availability of healthy and unhealthy options offered, specifically tobacco products, junk foods, sugary beverages and 2 alcohol, as well as fresh fruit and vegetables and milk. The stores surveyed included



Modoc County

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convenience, supermarket, liquor, tobacco, small market, discount, drug and big-box stores. In Modoc County every store that currently sells tobacco was surveyed with the exempted tribal owned stores.

Tobacco

January 2014 marked fifty years after the release of the first Surgeon General's report on smoking. Fifty years later, the US Surgeon General reaffirmed that this problem has not yet been solved.

- In fact, if we continue on the same path, 5.6 million children alive today under age 18 will die prematurely from smoking, and 440,000 of those kids will be in California.

Tobacco use is still the No. 1 cause of preventable death and disease in California.

- 13.8% of adults in California still smoke and 10.5% of youth (grades 9-12) do as well.
- 16.7% of adults in Modoc still smoke and 10% of youth. Adult rate is much higher than the state average while youth rate fall below the state average.

The cost of smoking in 2012 hung California with a bill of \$6.5 billion dollars.

- Cost of smoking for Modoc County came in at \$1,637,475 million dollars.

There are approximately three and a half million smokers in California – that's more smokers than any other state, even with the second-lowest smoking rate.

- There are more smokers in California than the entire population in the state of Oregon.

More than 480,000 people die prematurely each year in the US from smoking, which includes nearly 34,000 Californians and 23,500 kids become new daily smokers (23).

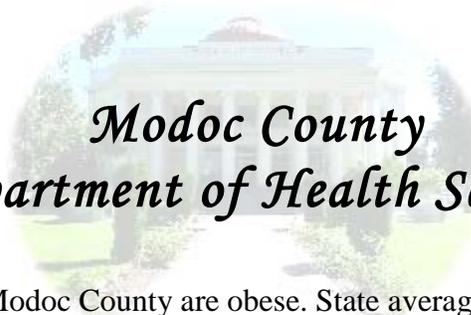
Smokeless Tobacco Products

More local communities are adopting smoke-free air laws. Tobacco companies have been promoting smokeless tobacco products as an alternative to smoking, especially for use in areas where smoking is banned. Since 1998, smokeless tobacco marketing has skyrocketed by 277 percent to \$547.9 million in 2008 (Campaign For Tobacco Free Kids, 2012).

Chewing Tobacco was found in 100% of stores in Modoc County compared to 56% statewide.

Smoking is not just the only health issue facing Modoc County.

- 100% of stores that sell cigarettes also sell smokeless and flavored alternative tobacco products.
- 53% of youth used alcohol in the past 30 days compared to the state average of 35%



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- 68.7% of adults in Modoc County are obese. State average is 59.8%

We are very concerned about e-cigarettes and fear that they will undermine social norms that support tobacco-free environments.

- E-cigarettes are actively being advertised on television, in print, and in locations where other tobacco advertising is prohibited.
- E-cigarette companies are now targeting youth through marketing the same way traditional cigarette companies did before they faced advertising restrictions. They are using appeals like celebrities and cartoons. This wasn't acceptable then with cigarettes and it's not acceptable now.
- E-cigarettes come in flavors like bubble gum, gummy bear, grape and cherry. Flavored cigarettes were banned by the FDA in 2009.

E-cigarettes are electronic nicotine delivery systems and contain cartridges of nicotine, a highly addictive chemical. E-cigarette manufacturing and marketing is not currently regulated by any government agency and little is known about what's in the vapor.

- Manufacturers are not required to disclose chemicals, including nicotine content used in e-cigarettes. Manufactures are prohibited by the FDA from marketing e-cigarettes as a quit smoking tool because they have not demonstrated to be safe and effective for cessation.
- One study of 12 e-cigarette brands found levels of formaldehyde, acetaldehyde and nitrosamines in the vapor. These same chemicals are on the California Proposition 65 list and known to cause cancer.

What can we do?

Currently Modoc County Tobacco Education is working on a comprehensive tobacco policy program with the City of Alturas. This proposed policy will address the following issues:

- Outdoor Smoke-free Dining
- 20-foot smoke-free entry way similar to state law for all private and public businesses
- Retail licensing
- Policy revisions to include e-cigarettes and other alternative tobacco products.
- Advertising restrictions

Any questions on any of these topics or concerns with the tobacco environment in Modoc County contact Project Coordinator Bill Hall at 530-233-6311 or via e-mail at billhall@co.modoc.ca.us