

Health Department Readiness to License Tobacco Retailers

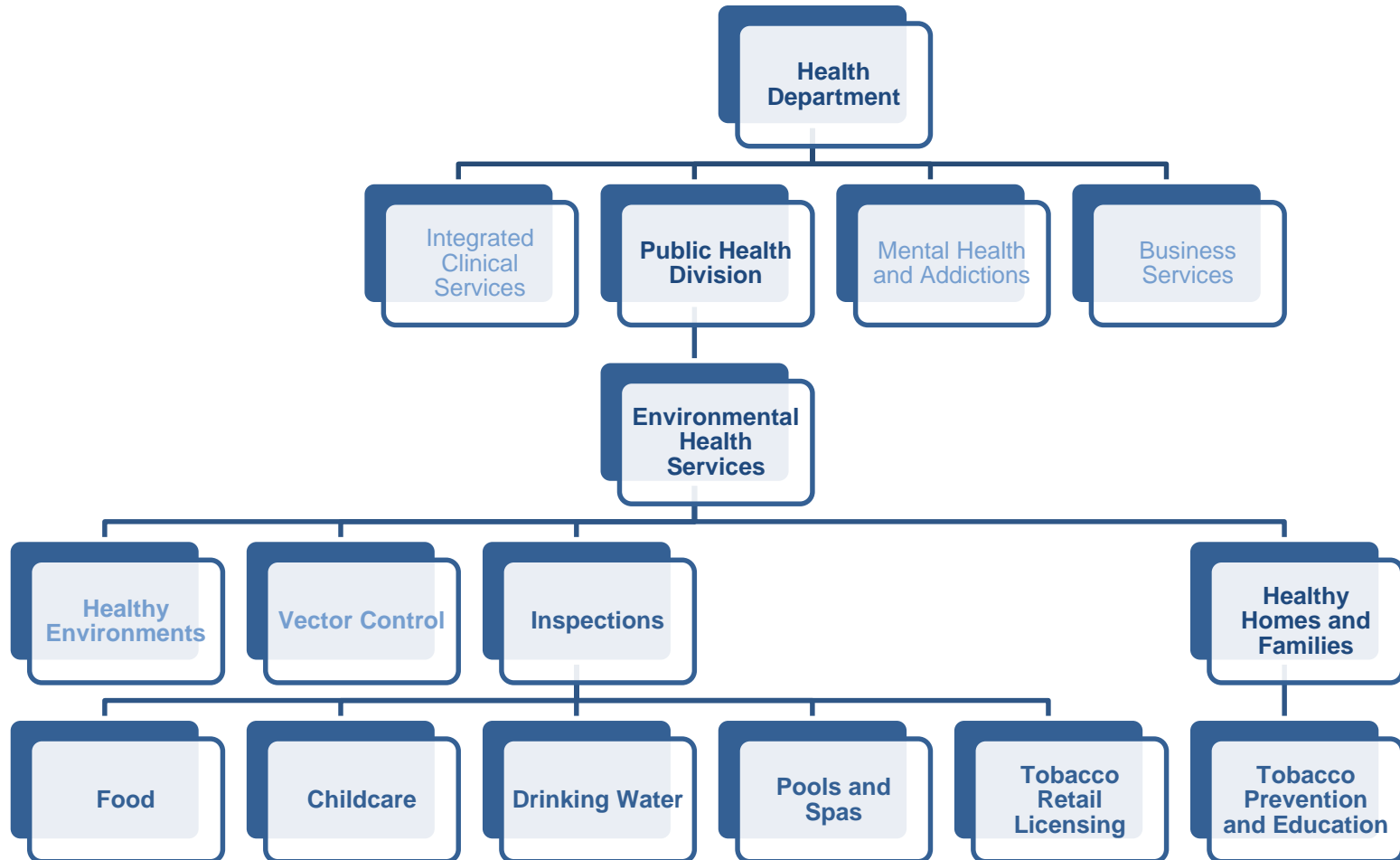


**Health Department
Public Health Division**

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Environmental Health Director
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Retail Tobacco Licensing

Organizational & Program Structure



Tobacco Retail Licensing

Anticipated Core Provisions and Actions

- Community and retailer education and outreach
- Annual license
- Fee-based system
- Includes all retail sales of nicotine products (i.e. tobacco and nicotine vaping products)
- Enforcement system (fines, suspension, revocation)
- No mobile sales
- Violation of any county, state or federal law is a violation of the retail license



Equity Considerations in Designing a TRL System

Tobacco Access & Environment

- Need to work collectively to increase funding for, and delivery of, culturally responsive and trauma-informed smoking cessation programs to those who want to quit smoking and support smokefree environments.

Social Equity

- Inclusion of those most impacted by the policy in rule making process - including small retailers, retailers of color, youth and people of color.



Equity Considerations in Designing a TRL System

Economic Stability

- No undue burden on any type of retailers.
- Develop and deliver culturally responsive education and training materials, at no cost, for all retailers and their staff.
- Explore economic develop strategies to support businesses who want to shift away from selling tobacco and nicotine products.
- Explore incentives for early adopters.



Retail Tobacco Licensing

Program Staff and Responsibilities

Program Supervisor

Oversee program implementation and maintenance.

Program Specialist

Community education, outreach, routine and complaint enforcement, provide site visits, provides technical assistance to support compliance.

Program Communications Coordinator

Develop media and communication materials, messaging for businesses and community education regarding TRL and IDS

Data Analyst

Analyze data system reports, program evaluation, assist with the development and maintenance of TRL data system; monitor for equitable implementation and outcomes

Office Assistant

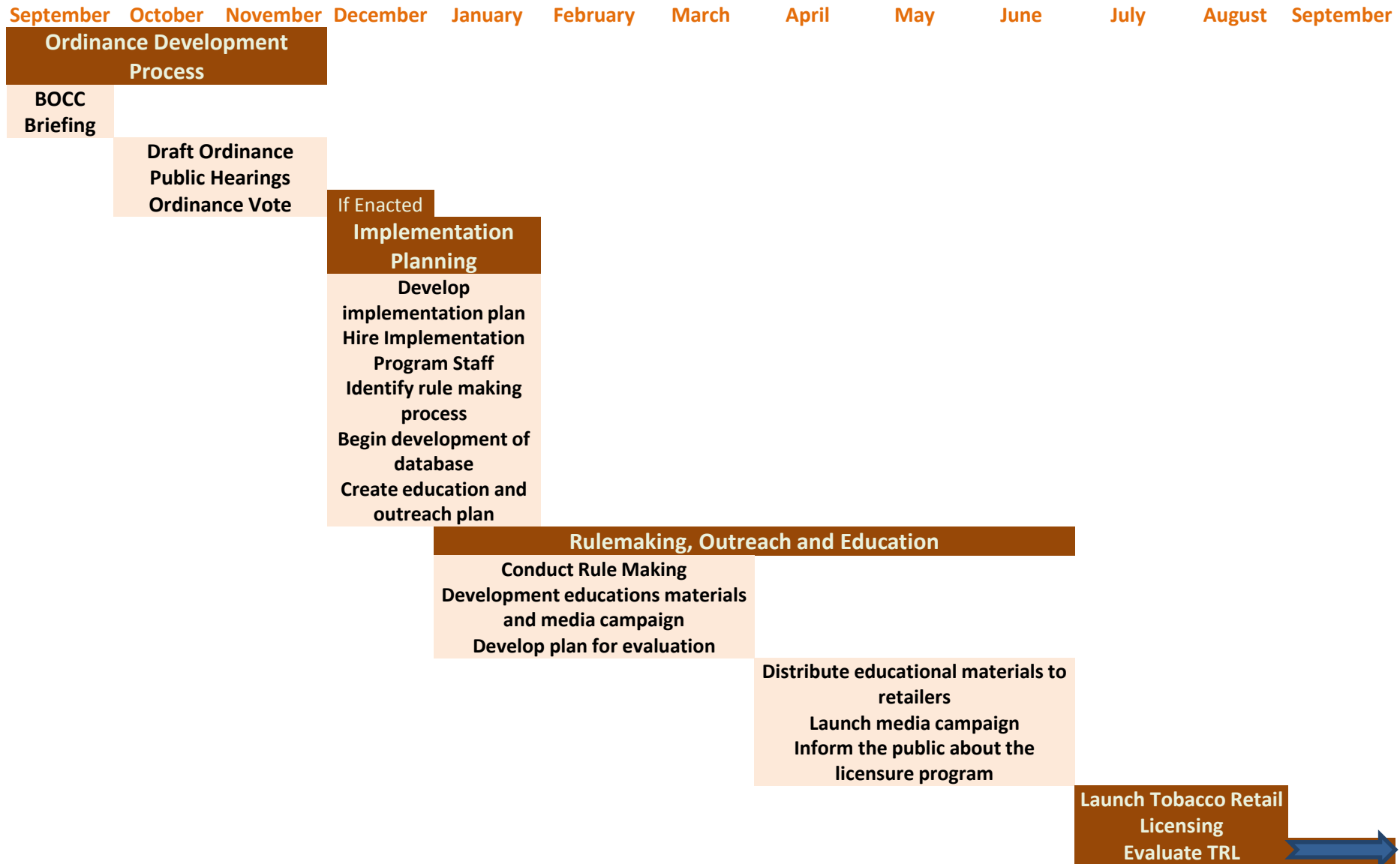
Process license applications, fees, respond to phone calls and requests for information, mailings, etc.

Community Health Specialist

Minor Decoys for surveillance (On-Call). Culturally specific education for retailers.



Implementation Timeline



Questions?

