

# Health Department Readiness to License Tobacco Retailers

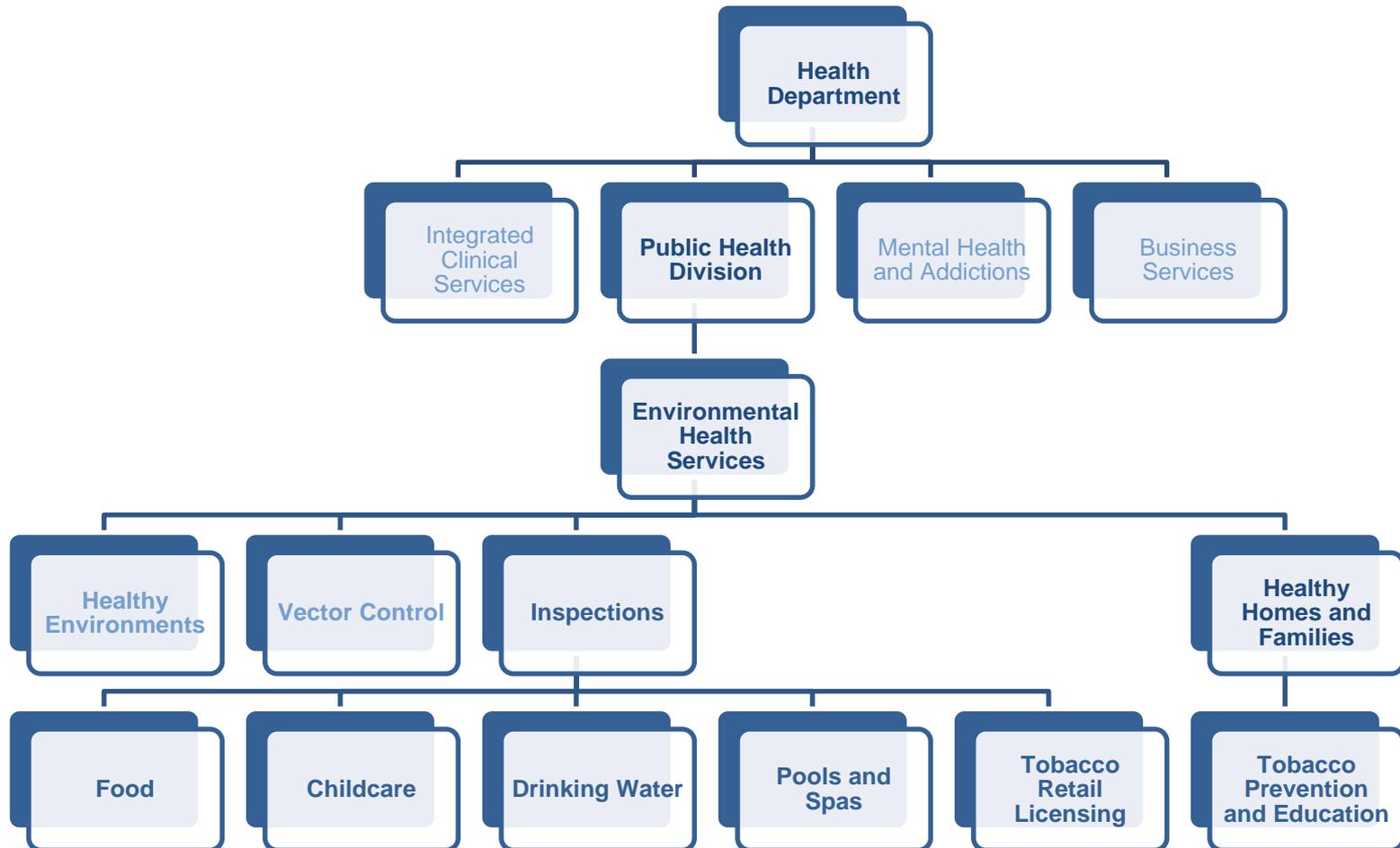


**Health Department  
Public Health Division**

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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

September   October   November   December   January   February   March   April   May   June   July   August   September

**Ordinance Development Process**

**BOCC Briefing**

**Draft Ordinance  
Public Hearings  
Ordinance Vote**

**If Enacted**

**Implementation Planning**

**Develop implementation plan  
Hire Implementation Program Staff  
Identify rule making process  
Begin development of database  
Create education and outreach plan**

**Rulemaking, Outreach and Education**

**Conduct Rule Making  
Development educations materials and media campaign  
Develop plan for evaluation**

**Distribute educational materials to retailers  
Launch media campaign  
Inform the public about the licensure program**

**Launch Tobacco Retail Licensing  
Evaluate TRL**



# Questions?

