

FLAVORED TOBACCO PRODUCTS SALES BAN PROJECT PLAN

Presenters: Derek Smith and Janine Young
Community Health Equity & Promotion
Branch and Environmental Health Branch
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POPULATION HEALTH DIVISION
SAN FRANCISCO DEPARTMENT OF PUBLIC HEALTH

Objectives

- Flavored Tobacco Products Sales Ban
- What is a Flavored Tobacco Product?
- Project Plan Summary
- City Activities to Assist Retailers
- Action Taken by Retailers
- Questions and Answers



Ending the Sale of Menthol and Flavored Tobacco Products in San Francisco (Health Code 19Q)

Adds to the current Tobacco Retail License ordinance:

1. Sale or distribution by a retailer of any flavored tobacco product is prohibited
2. Enforcement will be at the retail sales level; not about individual possession or use of tobacco products
3. Took effect July 20, 2018 and is undergoing a rollout through 2018
 - a) Was first adopted in July 2017 after unanimous Board support and Mayor Lee signature
 - b) Challenged by tobacco industry through voter referendum
 - c) Was re-adopted with over 68% of San Francisco voters in support

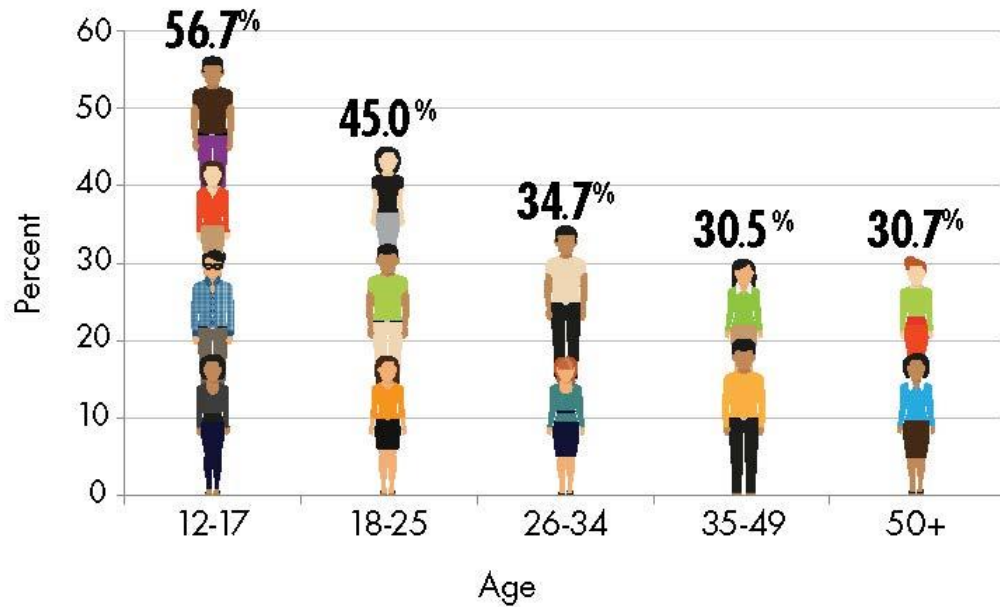


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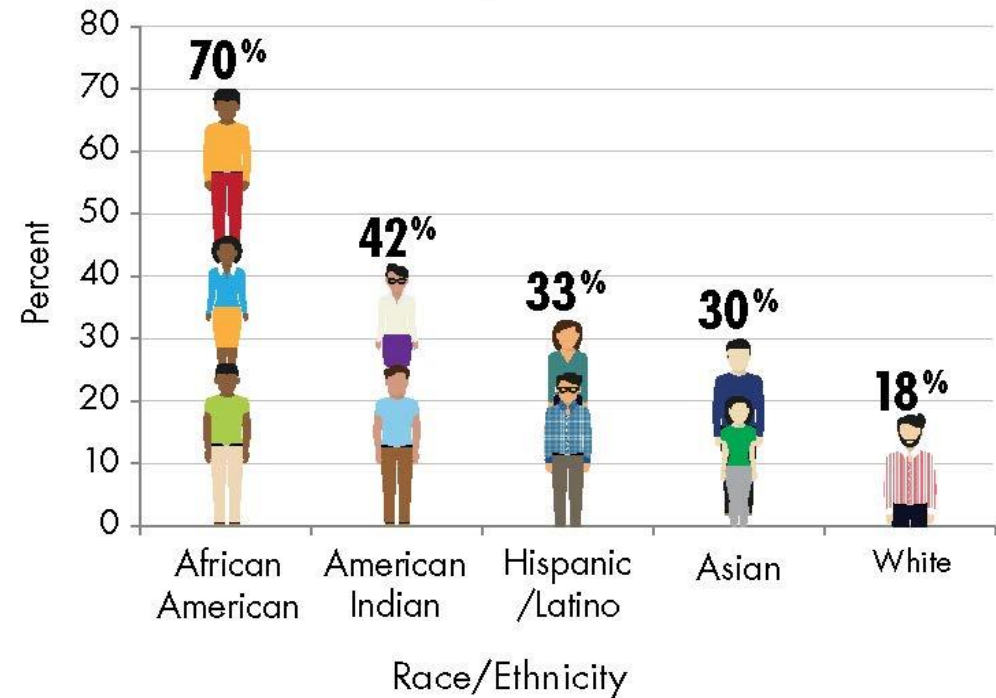
Why the ordinance is important to public health:

Menthol cigarette users as an example – starter product and an unequal cause of death and disability

Menthol Cigarette Smoker Use by Age



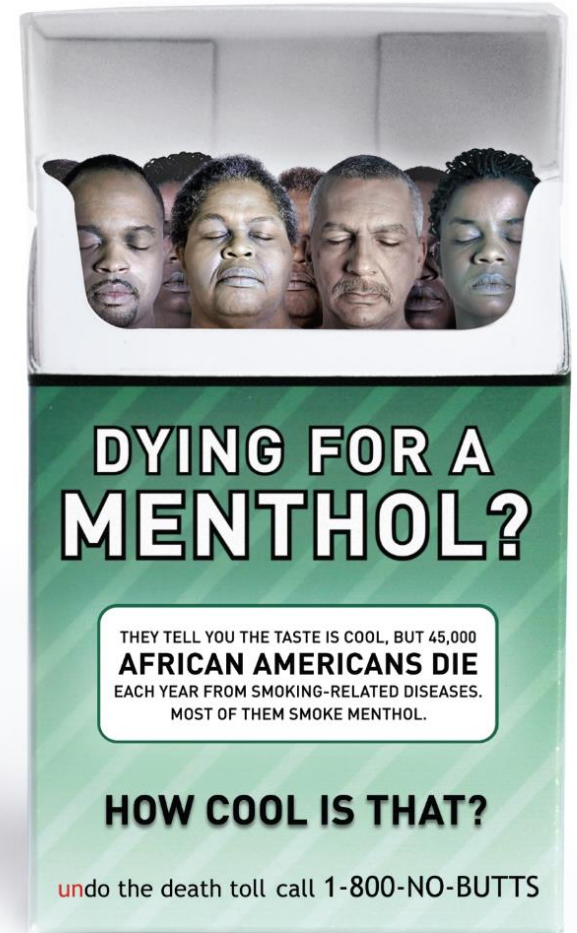
Menthol Cigarette Smoker Use by Race/Ethnicity in California



Tobacco Industry Engineered Menthol Cigarettes

TobaccoFreeCA

- **Anesthetic:** Menthol has a minty cooling effect, allowing newer smokers to start use
- **Green Packaging:** Perception of less harsh and reduced harm
- **Harder to Quit:** Menthol smokers more likely to attempt to quit, **less likely to succeed**
 - ❑ **Health cost savings:** National studies estimate health cost and human lives saved after eliminating menthol cigarette access



Community Engagement

- DPH is partnering with youth and community agencies to get the word out
- SF Quits program is ongoing and shares quitting resources and a quit kit to support ending tobacco addiction (sfquits.org)
- A media campaign to encourage quitting will be forthcoming
- Getting the word out to retailers in several modes...



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What is a Flavored Tobacco Product?

Examples of tobacco products now banned from sale in San Francisco:



“Menthol” Is a distinguishable taste and aroma.



“Sour Apple” Is a fruit flavor; “Mint” is a distinguishable taste and aroma.



“Cherry”, “Nectar”, “Melon”, “Apple”, “Raspberry”, “Strawberry”, “Berry”, and “Fruit Medley” are fruit flavors; “Crème Brûlée” and “Vanilla” are candy flavors; “Mint” and “Menthol” are distinguishable tastes and aromas; “Hawallan pod” has an image indicating it contains a flavor other than tobacco.



Sold Individually and In packs; those that are flavored are banned.



“Berry” Is a fruit flavor; mint is a distinguishable taste and aroma.



“Strawberry,” “White Grape,” “Grape,” “Peach” and “Blueberry” are fruit flavors.



“Lemonade” Is a fruit flavored beverage; “Raspberry”, “Blueberry”, “Orange”, “Grape”, “Cherry” and “Strawberry” are fruit flavors.

Next steps

What Can Retailers Do to Stay Informed?

Participate in DPH & OEWD listening sessions & hearings

Check Environmental Health website for updates

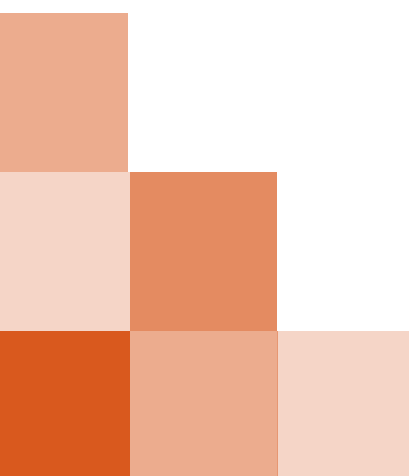
Read emails from EHB-TobaccoProgram@sfdph.org

Contact SF311 at 311 or 415-701-2311 with questions

Discontinue ordering and stocking banned products

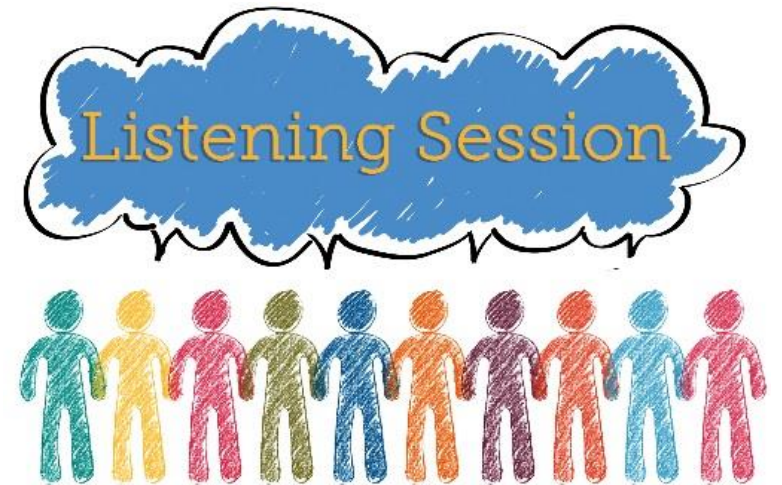
When in doubt, voluntarily stop selling the product

What Can Retailers Do to Follow the Law?

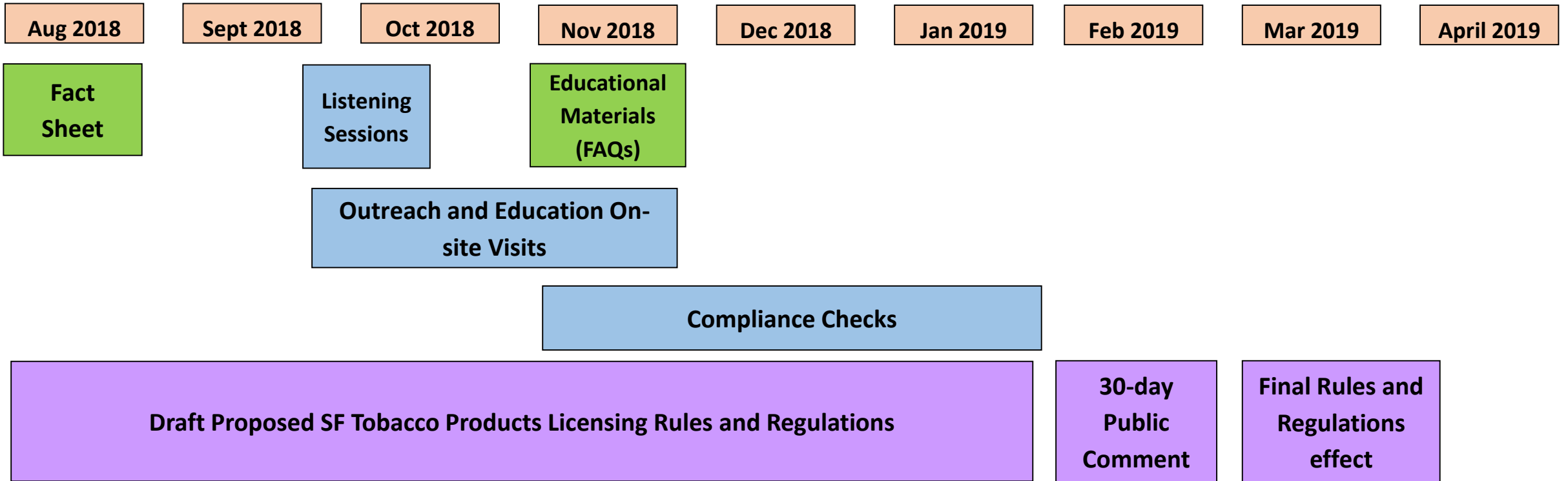


Tobacco Retailers Listening Sessions

- 4 Listening Sessions to hear from Tobacco Retailers
 - Bayview, Mission/Outer Mission, Civic Center/Tenderloin and Chinatown
- 3 Questions
 - What do they love about working in SF?
 - What challenges do they have?
 - What are recommendations?



Project Plan Summary



LEGEND

- Hand-Outs or Mailers
- In-Person Opportunity
- Rules and Regulations





Check Environmental Health Website for Updates:

<https://www.sfdph.org/dph/EH/Tobacco/flavoredtobacco.asp>

THANK YOU!

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