



PREVENTING LIFETIME YOUTH TOBACCO ADDICTION IN SAN FRANCISCO



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San Francisco Health Commission
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POPULATION HEALTH DIVISION
SAN FRANCISCO DEPARTMENT OF PUBLIC HEALTH

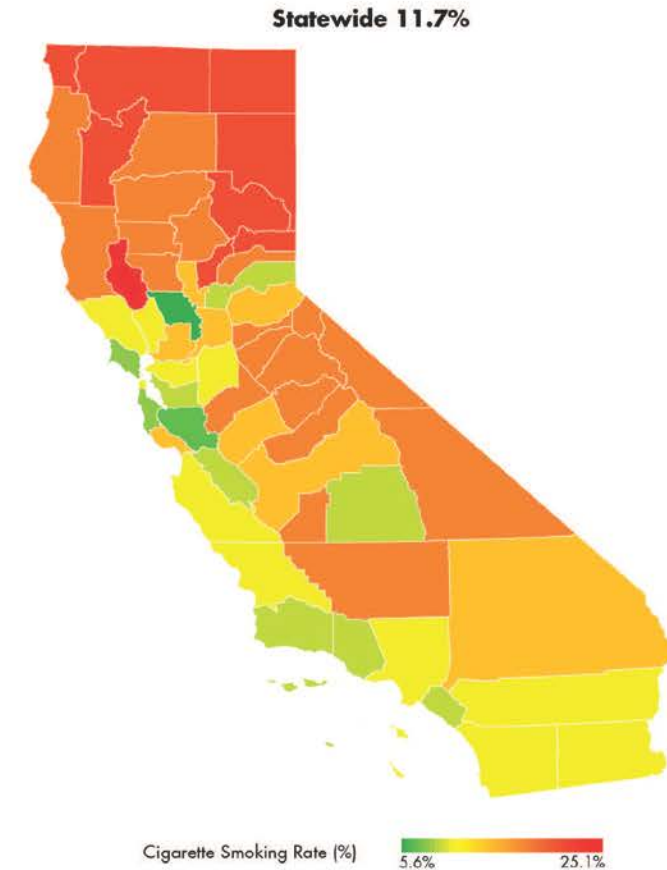
ADULT CIGARETTE USE BY REGION

There are geographical differences in the cigarette smoking rate in California. Higher rates of smoking are mainly found in rural counties as illustrated in Figure 7.⁸

Figure 7. Cigarette smoking rate among California adults by geographic regions, 2015-17

County	Rate	County	Rate
Alameda	10.0%	Orange	10.5%
Alpine	15.3% (a)	Placer	10.2%
Amador	15.3% (a)	Plumas	20.3% (b)
Butte	17.3%	Riverside	11.8%
Calaveras	15.3% (a)	Sacramento	13.6%
Colusa	19.8% (c)	San Benito	10.6%
Contra Costa	11.8%	San Bernardino	14.4%
Del Norte	20.3% (b)	San Diego	11.1%
El Dorado	14.6%	San Francisco	11.0%
Fresno	14.9%	San Jose	11.0%
Glenn	19.8% (c)	San Luis Obispo	11.8%
Humboldt	16.9%	San Mateo	9.3%
Imperial	11.4%	Santa Barbara	9.6% (e)
Inyo	15.3% (a)	Santa Clara	7.8%
Kern	16.1%	Santa Cruz	13.4%
Kings	15.5%	Shasta	19.4%
Lake	25.1%	Sierra	20.3% (b)
Lassen	20.3% (b)	Siskiyou	20.3% (b)
Los Angeles	11.0%	Solano	14.5%
Madera	16.1%	Sonoma	12.3% (d)
Marin	8.7%	Stanislaus	17.1%
Mariposa	15.3% (a)	Sutter	13.9%
Mendocino	15.9%	Tehama	19.8% (c)
Merced	14.7%	Trinity	20.3% (b)
Modoc	20.3% (b)	Tulare	10.4%
Mono	15.3% (a)	Tuolumne	15.3% (a)
Monterey	11.7%	Ventura	9.6% (e)
Napa	12.3% (d)	Yolo	5.6%
Nevada	15.6%	Yuba	22.4%

California
adult
smoking



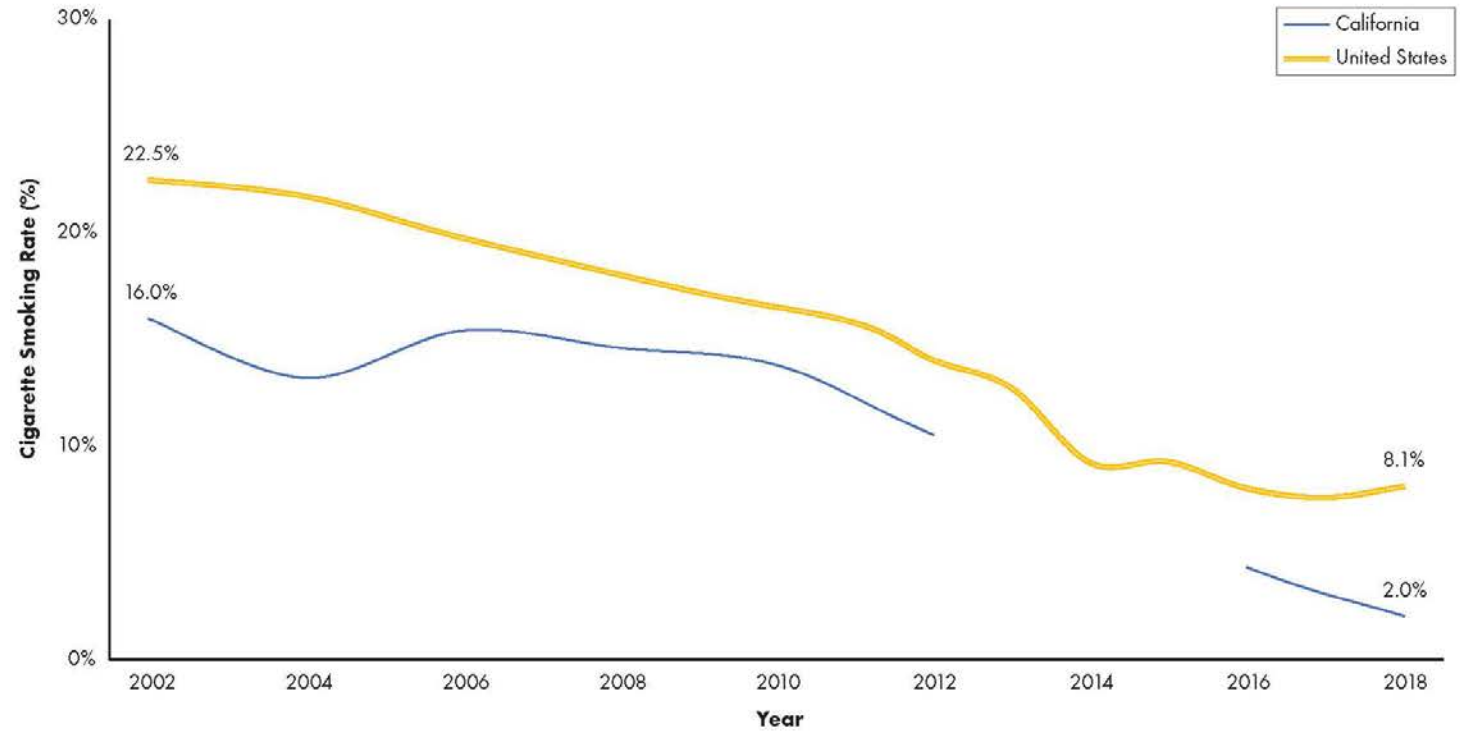
Note: Restricted to respondents aged 18 or older. Cigarette use is based on self-reported current use. Several counties were categorized together to produce stable estimates: (a) Alpine, Amador, Calaveras, Inyo, Mariposa, Mono, Tuolumne; (b) Del Norte, Lassen, Modoc, Plumas, Sierra, Siskiyou, Trinity; (c) Colusa, Glenn, Tehama; (d) Napa, Sonoma; and (e) Santa Barbara, Ventura. Source: California Health Interview Survey, 2015-17. Los Angeles, CA: UCLA Center for Health Policy Research; February 2019.

California youth smoking

YOUTH CIGARETTE USE

Since 2000, youth cigarette smoking rate in both California and the United States decreased considerably (Figure 12).^{13,14} California reported its lowest high school cigarette smoking rate in 2018 at 2.0 percent.¹²

Figure 12. Cigarette smoking rate among California youths, 2002 to 2018



Note: Restricted to respondents in high school. Cigarette use is based on self-reported past 30-day use. A break in the trend line is shown for California data between 2012 and 2016 due to methodological change. Source: (1) California Student Tobacco Survey, 2001-02 to 2011-12. Sacramento, CA: California Department of Public Health, 2013. (2) California Student Tobacco Survey, 2015-16 to 2017-18. San Diego, CA: Center for Research and Intervention in Tobacco Control, University of California, San Diego, April 2019. (3) National Youth Tobacco Survey, 2002 to 2018. Atlanta, GA: U.S. Department of Health and Human Services; February 2019.

Estimates of the Costs of Tobacco Litter in San Francisco and Calculations of Maximum Permissible Per-Pack Fees



“Cómo ahorré \$3650 al año con solo una llamada.” 

Llame para obtener un paquete gratis para dejar de fumar.

Conseguí ayuda, reduje y luego dejé de fumar. Ahora estoy ahorrando dinero — día tras día!

Obtenga ayuda. Llame 628-206-7668 para su paquete gratis para dejar de fumar.

Or visit SFquits.org
Gratis si vives en San Francisco.




「打一個電話就能讓我一年省下\$3650!」 

我打個電話就拿到了一個免費的戒煙禮包。

我得到了很多幫助。少抽了煙。最後戒掉了煙癮。現在，我每天都省下不少錢!

想得到幫助，歡迎打電話到 628-206-7768 獲取免費的戒煙禮包!

線上將申請表寄至: SFquits.org
所有居住於三區內的居民都可獲悉。




“How I saved \$3,650 a year by making a call.” 

I called for a free Quit Smoking Kit.

I got support, I cut down and then quit smoking. Now I'm saving money — day after day!

Get Support. Call 628-206-7668 for Free Quit Smoking Kit.

Or visit SFquits.org
Free if you live in San Francisco.




Increased pricing approaches



Serving Smokers in the Community

- SFDPH has been expanding quit smoking services to support the flavor restriction:
 - Version 4.0 of our SF Quits Kits offered
 - Offering our SFDPH quitting services in two locations
 - Conducting more of our “Previews”- a one-time 2 hour session to build rapport and recruit
 - Expanding the bench by funding and supporting community contractors- i.e. African-American youth, transgender people, Spanish-speaking smokers. Next: Chinese speaking men, African American adults, youth who use Juul, Pacific Islanders.



Reducing exposure approaches (changing community norms of tobacco use)

- Years of work toward smoke-free areas and norms of smoking
 - 2016- Tobacco-free baseball stadiums
 - 2014- E-cigarette use regulated just like cigarettes
 - 2013- Smoke-free outdoor events
 - 2013- Landlord disclosure of smoking status
 - 2010- Smoke-free entrances, cabs, transit stops, common areas, restaurant outdoor seating
 - 2006- Smoke-free parks



Exposure Approaches- Healthy Retail SF example (changing community norms of tobacco use)

1) Public Health

- Increase access to healthy influences
- Reduce unhealthy influences, such as access and marketing of: alcohol, tobacco, sugary beverages and junk foods

2) Economic Development

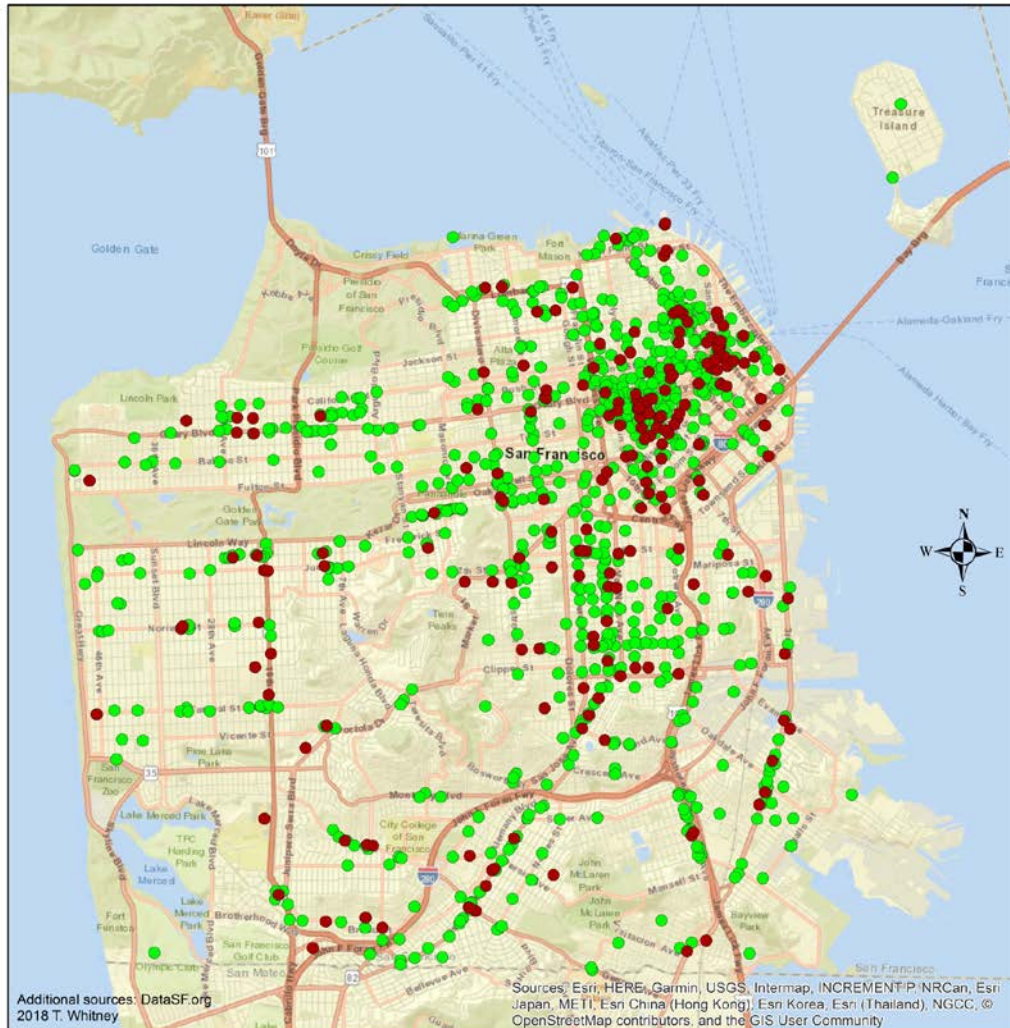
- Increase small business sustainability
- Provide workforce development opportunities

3) Community Strengthening

- Connect neighborhood residents to local businesses
- Increase awareness of neighborhood food



Reducing Availability/Accessibility



District # and Neighborhood	2010 Median Household Income**	# Tobacco Retailers 2014*	# Tobacco Retailers 2018*	% Change for District
6 (SOMA/Tenderloin)	\$37,431	180	133	26.1%
3 (Chinatown/North Beach)	\$45,513	180	148	17.8%
9 (Mission/Castro)	\$67,789	114	95	16.7%
5 (Western Addition/Haight)	\$67,331	94	81	13.8%
10 (Bayview/Hunters Point)	\$55,487	69	55	20.3%
8 (Twin Peaks)	\$95,930	72	62	13.9%
1 (Richmond)	\$74,668	59	52	11.9%
11 (Outer Mission)	\$71,504	58	48	17.2%
2 (Marina)	\$105,509	56	47	16.1%
4 (Outer Sunset)	\$77,376	51	43	15.7%
7 (Inner Sunset)	\$94,121	37	28	24.3%



POPULATION HEALTH DIVISION
SAN FRANCISCO DEPARTMENT OF PUBLIC HEALTH



20 YEARS OF UNCOVERING THE TRUTH THROUGH GROUNDBREAKING RESEARCH



The Truth Initiative Schroeder Institute is a leading and trusted voice in tobacco research that contributes to the organization's mission, core programs and policy priorities. Whether it's using rigorous science to minimize the harms of tobacco use, measuring effectiveness of Truth Initiative programs or identifying best practices for tobacco control, our groundbreaking research powers everything we do.

In 2018, we expanded our research to opioids, contributed in-depth comments to regulatory agencies and emerged as the leading voice on youth e-cigarette education, with our groundbreaking research and policy work centered on the explosive growth of vaping among youth. We shared research and information about ongoing priority areas such as menthol, quitting and tobacco use disparities by publishing 17 peer-reviewed papers and dozens of articles and fact sheets and delivering more than 50 presentations at conferences.

Odds of using JUUL

15- to 17-year-olds are

16x

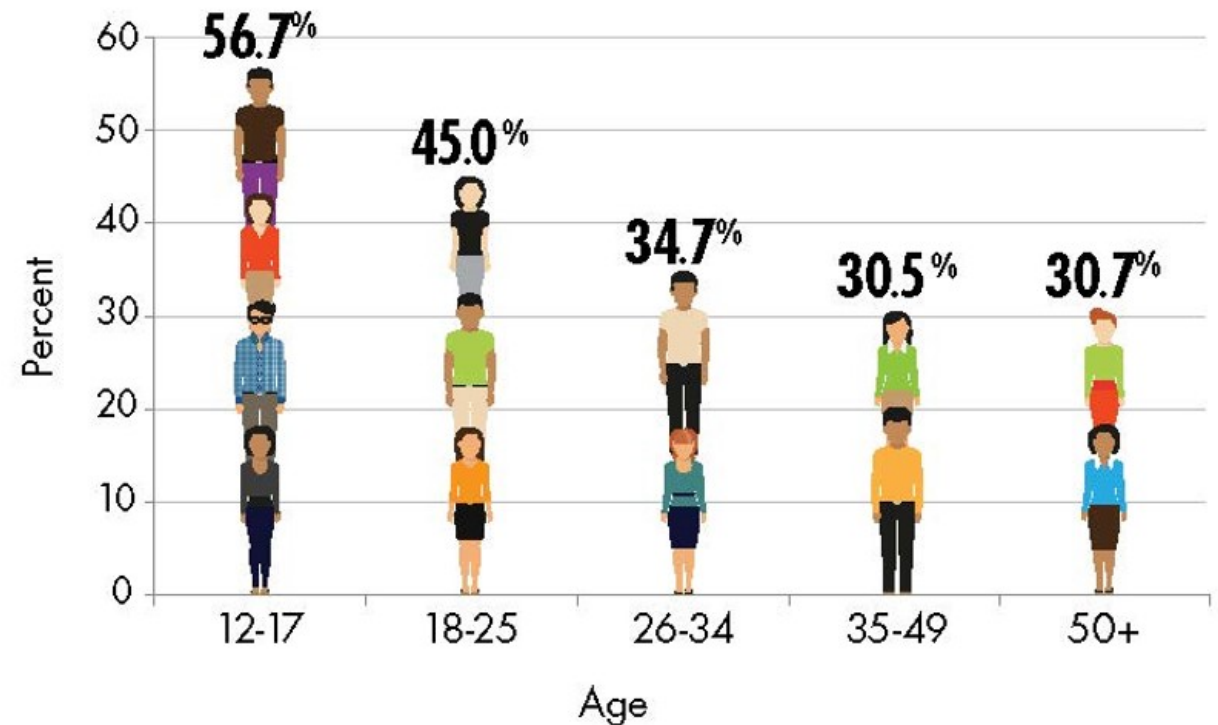
more likely to use **JUUL** compared with those aged 25-34.

63% OF JUUL USERS DON'T KNOW THAT THE PRODUCT ALWAYS CONTAINS NICOTINE.



Reducing Availability/Accessibility

Menthol Cigarette Smoker Use by Age



Flavored Tobacco Education & Outreach Visits

- 801 presumed retail sites visited and a team of 17 volunteers
- September 2018 – January 2019
- Brief volunteer-implemented survey was conducted
- Flavored tobacco poster distributed (in addition to prior mailed copy)

Flavored Tobacco Compliance Inspections

- 693 Tobacco Compliance Inspections out of 761 locations conducted by 13 SFPDPH Inspectors
- December 2018 – March 2019
 - 360 locations visited by December 31
 - 362 locations visited after January 1

SAN FRANCISCO'S FLAVORED TOBACCO SALES BAN IS NOW IN EFFECT!

What is the Flavored Tobacco Sales Ban?

The ban prohibits Retail Tobacco Permit Holders from selling any nicotine or tobacco product, including but not limited to smokeless/chew, cigarettes, cigars, cigarillos, vape liquid and hookah tobacco, that is manufactured to have an aroma and/or flavor, such as fruit, sweet, candy, alcohol, mint, spice or menthol.

When will the City enforce the new law?

The Rules and Regulations are aimed for completion in January 2019 and enforcement will commence. Avoid permit suspensions of up to 365 days by discontinuing sales of flavored tobacco products now.

How can I stay informed?

- Throughout this process, stay informed by visiting our website, <https://www.sfdph.org/dph/EH/Tobacco/flavoredtobacco.asp>.
- We will also invite retailers to meet with City staff to discuss approaches to phase out existing products, technical assistance needs, and improve the retailers' customer experience.
- Read the mailings from the City and pay attention to the website for posting of FAQs and the proposed Rules and Regulations for public comment.
- You are encouraged to ask questions and submit suggestions to **San Francisco 311** at (415) 701-2311 or <https://sf311.org>.

When is the ban effective and how can I prepare now?

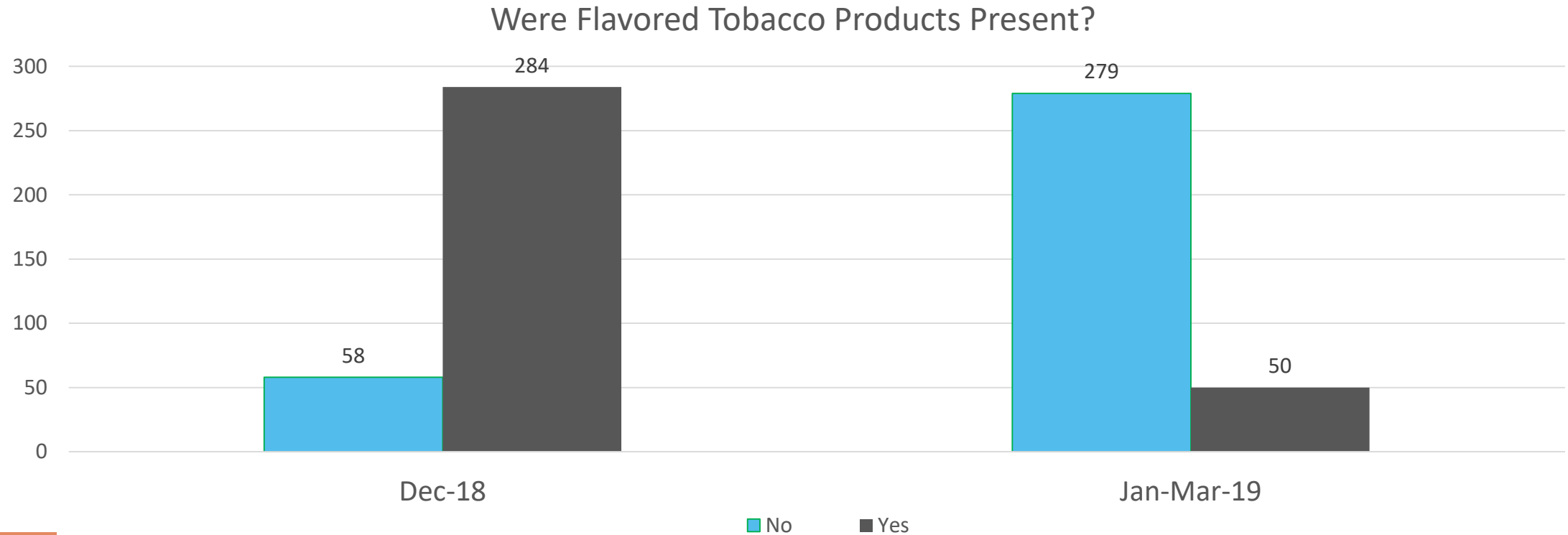
The ban took effect on July 20, 2018. Discontinue ordering and restocking flavored tobacco products now to prevent losing your investment once the rules and regulations are ready to implement.

Will the City help retailers implement the new law?

Yes. Education and outreach efforts will begin in September 2018. Compliance checks will begin in October 2018, where a notice of correction will be issued if flavored tobacco products are observed.



Flavored Tobacco Compliance Inspections: Before and After January 1st, 2019



Connect to Quit media campaign launched September 2019

- Campaign was focus group tested
 - Former smokers stated support from a group experience most beneficial to quitting
 - Social connection that is missing/gained by quitting the goal of taking this step
- TV, radio ads, Facebook sponsored ads, community newspapers, and Muni bus internal cards <https://www.connecttoquit.org/>



California youth e-cigarette epidemic (2017) pre-flavor prohibition in San Francisco

Table 52a. Prevalence of current tobacco product use by CSTS region among high school students

CSTS Region	Counties	N	E-cigarettes % (95% CI)	Cigarettes % (95% CI)	LCC % (95% CI)
Overall		129437	10.9 (10.7-11.1)	2.0 (1.9-2.1)	2.3 (2.1-2.4)
1	Butte, Colusa, Del Norte, Glenn, Humboldt, Lake, Lassen, Mendocino, Modoc, Plumas, Shasta, Siskiyou, Tehama, Trinity	1977	8.1 (2.1-14.2)	3.1 (1.5-4.7)	3.5 (1.5-5.5)
2	Nevada, Placer, Sierra, Sutter, Yolo, Yuba	3023	16.2 (6.8-25.7)	4.8 (2.5-7.1)	4.0 (1.0-7.0)
3	Marina, Napa, Solano, Sonoma	4696	15.0 (7.9-22.2)	2.0 (0.9-3.0)	2.6 (1.5-3.7)
4	Sacramento	9911	10.4 (5.0-15.7)	2.3 (1.1-3.5)	2.9 (1.5-4.3)
5	Alpine, Amador, Calaveras, El Dorado, Inyo, Mariposa, Mono, Tuolumne	421	20.8 (11.3-30.4)	9.3 (5.9-12.7)	9.6 (6.3-12.9)
6	Madera, Merced	838	3.9 (3.2-4.6)	0.5 (0.3-0.6)	1.4 (0.9-1.9)
7	San Joaquin, Stanislaus	6260	7.4 (1.3-13.5)	1.6 (0.7-2.5)	2.5 (1.3-3.8)
8*	Fresno	1986	8.0 (3.2-12.8)	1.9 (0.8-3.1)	2.4 (0.5-4.3)
9	Kings, Tulare	2446	7.7 (5.0-10.4)	2.2 (0.9-3.6)	3.8 (2.0-5.6)
10*	Kern	1639	5.0 (1.7-8.2)	1.6 (1.3-1.9)	1.7 (0.7-2.7)
11*	San Bernardino	6990	9.8 (4.3-15.4)	1.9 (0.6-3.2)	1.9 (1.0-2.8)
12	Imperial, Riverside	12080	8.6 (5.0-12.2)	2.3 (0.5-4.1)	2.4 (0.8-3.9)
13*	San Diego	8436	10.9 (5.8-15.9)	2.5 (1.8-3.1)	1.9 (1.2-2.6)
14	Orange	13753	12.9 (7.6-18.3)	1.4 (0.7-2.0)	1.4 (0.9-1.8)
15	Los Angeles	24891	10.0 (7.3-12.7)	1.7 (1.2-2.2)	2.0 (1.5-2.6)
16	Ventura	7225	15.0 (10.8-19.2)	1.9 (1.2-2.6)	1.6 (0.9-2.3)
17	San Luis Obispo, Santa Barbara	882	13.9 (3.1-24.6)	3.9 (0.0-9.8)	2.4 (0.0-5.0)
18	Contra Costa	7452	17.2 (9.4-24.9)	1.9 (1.2-2.7)	2.9 (2.3-3.4)
19	Alameda	5320	11.9 (6.1-17.8)	1.4 (0.6-2.3)	2.1 (0.4-3.7)
20	San Francisco, San Mateo	2618	20.8 (12.9-28.8)	3.1 (1.1-5.2)	2.4 (1.6-3.3)
21*	Santa Clara	3639	10.7 (7.2-14.2)	1.1 (0.4-1.8)	1.1 (0.0-2.7)
22	Monterey, San Benito, Santa Cruz	2954	7.2 (3.6-10.8)	1.3 (0.8-1.9)	2.8 (0.6-5.0)

Note: Data have been adjusted to allow for multiple comparisons.

*Did not meet regional sampling requirements.

SFDPH focus on addressing youth vaping

- Exploring new tobacco quit options (Juul and youth focused grantee upcoming) and referring to Truth texting quit program
- Partnering with SFUSD:
 - Amplifying a state media campaign around secondhand smoke/vape and youth nicotine use (and our Winter e-cig campaign on kids and flavors)
 - Parent awareness education
 - A pilot tobacco product buy-back program in the spring through Rafiki Wellness
 - English language development resources on tobacco through Vietnamese Youth Development Center
- Partnering with EH to support the rollout of the citywide e-cigarette sales prohibition slated to take effect January 28
 - Ordinance will prohibit brick-and-mortar sale of e-cigarettes/liquids
 - Ordinance will prohibit online sales of these devices/liquids to San Francisco addresses
- SB 39 recently passed- requires signature delivery statewide for any tobacco products, as well as packages marking contents are tobacco products.



Current (top) and recent (below) CDPH campaigns

[https://www.youtube.com/
user/TobaccoFreeCA](https://www.youtube.com/user/TobaccoFreeCA)

ALL SECONDHAND SMOKE IS HARMFUL
Vape
Marijuana
Cigarillos
Hookah
Cigarettes
SecondhandDangers.org

Secondhand vape contains 10 cancer-causing chemicals.
SecondhandDangers.org

Secondhand marijuana smoke contains ammonia and hydrogen cyanide.
SecondhandDangers.org

YOUR RISK IS ON THE RISE
SecondhandDangers.org

VAPE MARIJUANA CIGARILLOS HOOKAH CIGARETTES
SecondhandDangers.org

Secondhand marijuana exposure increased 89% in the last two years.

ALL SECONDHAND SMOKE IS HARMFUL
SecondhandDangers.org

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YOUR LUNGS CAN'T TELL THE DIFFERENCE
SecondhandDangers.org

Secondhand vape and cigarette smoke have similar nicotine levels.

Half of all Californians are exposed to secondhand smoke.
SecondhandDangers.org

**KIDS WANT CANDY.
THE TOBACCO INDUSTRY
WANTS CUSTOMERS.**

A young girl with purple glasses is eating a large piece of light blue cotton candy. She is looking upwards and smiling.

**IT'S THE NEXT GENERATION CIGARETTE.*
*FOR THE NEXT GENERATION OF ADDICTS.**

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StillBlowingSmoke.org

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SF Community Health Center

Breathe California Golden Gate PH
Partnership

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