

# TOBACCO RETAIL LICENSING POLICY

## FLAVORED TOBACCO PRODUCTS

The tobacco industry targets youth with flavored products, which can put teens at risk for a lifetime of nicotine addiction.

# Over 80%

of youth who vape use flavors.

# 3.6 million

youth currently use e-cigarettes.

Source: 2020 National Youth Tobacco Survey

## BENEFITS OF A LOCAL TOBACCO RETAIL LICENSING POLICY

Over **150** CA cities and counties have passed a tobacco retail licensing policy, which have the following benefits:

- Proven to reduce illegal tobacco sales to underage youth.
- Help advance health equity by countering the tobacco industry's tactics that target communities of color and lower-income communities.
- Provide a way to support comprehensive enforcement of tobacco-related laws.

Source: ChangeLab Solutions

## WHICH SAN DIEGO COUNTY CITIES HAVE A TOBACCO RETAIL LICENSING POLICY? HOW CAN I LEARN MORE?

### CITIES WITH A POLICY

**More than half** of San Diego County jurisdictions have a tobacco retail licensing policy:

- CHULA VISTA
- EL CAJON
- ESCONDIDO
- LEMON GROVE
- OCEANSIDE
- SAN DIEGO
- SAN MARCOS
- SOLANA BEACH
- VISTA
- UNINCORPORATED SAN DIEGO COUNTY

### CITIES WITHOUT A POLICY

Contact the local tobacco prevention partner below to find out what you can do to support tobacco retail licensing in your city:

AMERICAN LUNG ASSOCIATION:

CASA:

SAN DIEGUITO ALLIANCE:

SAY SAN DIEGO:

POWAY

CORONADO  
LA MESA  
SANTEE

CARLSBAD  
DEL MAR  
ENCINITAS

IMPERIAL BEACH  
NATIONAL CITY