



AUTHORIZATION TO ACCEPT TOBACCO TAX FUNDING, PURSUE FUTURE OPPORTUNITIES FOR RELATED TOBACCO PREVENTION EFFORTS, AND FOR COMPETITIVE SOLICITATIONS FOR RELATED SERVICES

Health Services Advisory Board Meeting, November 2, 2021

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¹ World Health Organization (WHO). "The Global Strategy on Diet, Physical Activity and Health."
http://www.who.int/dietphysicalactivity/media/en/gsf_general.pdf (Accessed September 22, 2011).

² 3Four50, www.3four50.com (Accessed September 22, 2011).

OVERVIEW



LIVE WELL
SAN DIEGO

- The County's Tobacco Control Resource Program (TCRP) was established in 1990.
- The California Department of Public Health (CDPH) has designated TCRP as the San Diego region's Local Lead Agency (LLA) for tobacco prevention and control.
- TCRP reduces the rate of smoking by addressing CDPH's four priority areas:
 1. Limit tobacco promoting influences
 2. Reduce exposure to secondhand smoke, tobacco smoke residue, tobacco waste, and other tobacco products
 3. Reduce the availability of tobacco
 4. Promote tobacco cessation



KEY OBJECTIVES

- Facilitate the adoption and implementation of smoke-free outdoor dining policies.
- Facilitate the adoption and implementation of tobacco retail licensing and Healthy Retailer Standards policies.
- Update existing ordinances to match the State definitions of 'Smoking' and 'Tobacco Products'.
- Include tobacco control elements in Building Codes/General Plans/Permitting Processes.
- Integrate tobacco cessation and tobacco-free policies in behavioral health treatment programs.
- Engage adults in the San Diego Tobacco Control Coalition.



KEY OUTCOMES

Includes adoption of the following policies:

- Smoke-free outdoor dining by the County and the cities of Escondido, and San Marcos
- Smoke-free outdoor public spaces by the City of La Mesa
- Tobacco retail licensing by the County
- Smoke-free parks by the City of Santee
- Smoke-free trails by the City of Santee

OTHER ACCOMPLISHMENTS



- Awarded funding by the California Department of Justice Tobacco Grant Program.
- Provided education and technical assistance to municipalities and key community stakeholders.
- Promoted tobacco cessation and the integration of cessation services among Behavioral Health Treatment programs, and programs serving nine populations with highest rates of smoking.
- Facilitated and maintained the San Diego Tobacco Control Coalition, committees, and workgroups.

CALIFORNIA DEPARTMENT OF PUBLIC HEALTH –TOBACCO



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- **Award:** \$4,048,102
- **Project period:** January 1, 2022, to June 30, 2025
- **Project goal:** To reduce tobacco use, reduce exposure to secondhand smoke, and promote tobacco cessation.
- **Target population:** San Diego County tobacco retailers, members of the public exposed to secondhand smoke in outdoor areas of the unincorporated area, and providers and people with tobacco use disorder.



KEY OBJECTIVES

- Facilitate the adoption and implementation of a new comprehensive tobacco retail licensing policy.
- Facilitate the adoption and implementation of a policy that eliminates smoking in all outdoor recreational and non-recreational public places.
- Support treatment of nicotine addiction and promote quitting.
- Facilitate, maintain, and expand the San Diego Tobacco Control Coalition, by establishing new partnerships with organizations serving or addressing non-traditional tobacco control partners.

FISCAL IMPACT



Total Award: \$4,048,102

FY 21/22	FY 22/23	FY 23/24	FY 24/25
\$779,590	\$1,303,384	\$1,078,518	\$886,610

Personnel Services	Operating Expenses and Equipment	Administrative Costs
\$1,834,177	\$199,292	\$238,458

There is no change in net General Fund cost and no additional staff years.

ANTICIPATED OUTCOMES FY 2022-2025



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SAN DIEGO

INCREASE WITHIN THE COUNTY:

- The number of comprehensive tobacco retailer licensing policies and programs
- The number of comprehensive smokefree outdoor public places policies
- Use of evidence-based practices to treat tobacco use disorder
- Broader community representation in the San Diego County Tobacco-Free Coalition



DECREASE WITHIN THE COUNTY:

- Access and exposure to tobacco products
- Exposure to secondhand smoke
- COVID-19 complications
- Smoking rates

REQUEST FOR HSAB SUPPORT



BOARD LETTER RECOMMENDATIONS

- Waive Board Policy B-29, Fees, Grant, Revenue and Contracts.
- Authorize the acceptance of \$4,048,102 from CDPH for the period of January 1, 2022, through June 30, 2025.
- Authorize the Agency Director, Health and Human Services Agency, to apply for additional funding opportunity announcements.
- Authorize the Director, Department of Purchasing and Contracting to issue Competitive Solicitations for tobacco prevention services.



QUESTIONS AND DISCUSSION

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