



PROVIDE TOBACCO RETAIL LICENSE PROGRAM EVALUATION UPDATE FOR FISCAL YEAR 2021-22 AND EVALUATION PLAN

*Rhonda Freeman M.P.H., Branch Chief
Maternal, Child, and Family Health Services
Public Health Services*

County of San Diego, Health and Human Services Agency



TOBACCO RETAIL LICENSING PROGRAM TIMELINE



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Dec 8, 2020

Board approved a new TRL Ordinance for the unincorporated region of the county.

Oct 29, 2021

Update Memo was provided to the Board reflecting progress, challenges, key discoveries made, and future actions.

Jul 1, 2021

The TRL Ordinance went into effect.

Aug. 16, 2022

Board directed Public Health Services staff to report back on the evaluation of the TRL Program one year from the start of the TRL Ordinance

TOBACCO RETAIL LICENSING PROGRAM EVALUATION PLAN



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Purpose of Evaluation

To document adherence to the Tobacco Retail Licensing (TRL) Ordinance and its impacts of limiting youth access to tobacco products and reducing the initiation of tobacco use by residents in the unincorporated area of San Diego County.

Overall Evaluation Questions

To what extent did the rate of compliance with the TRL Ordinance change?

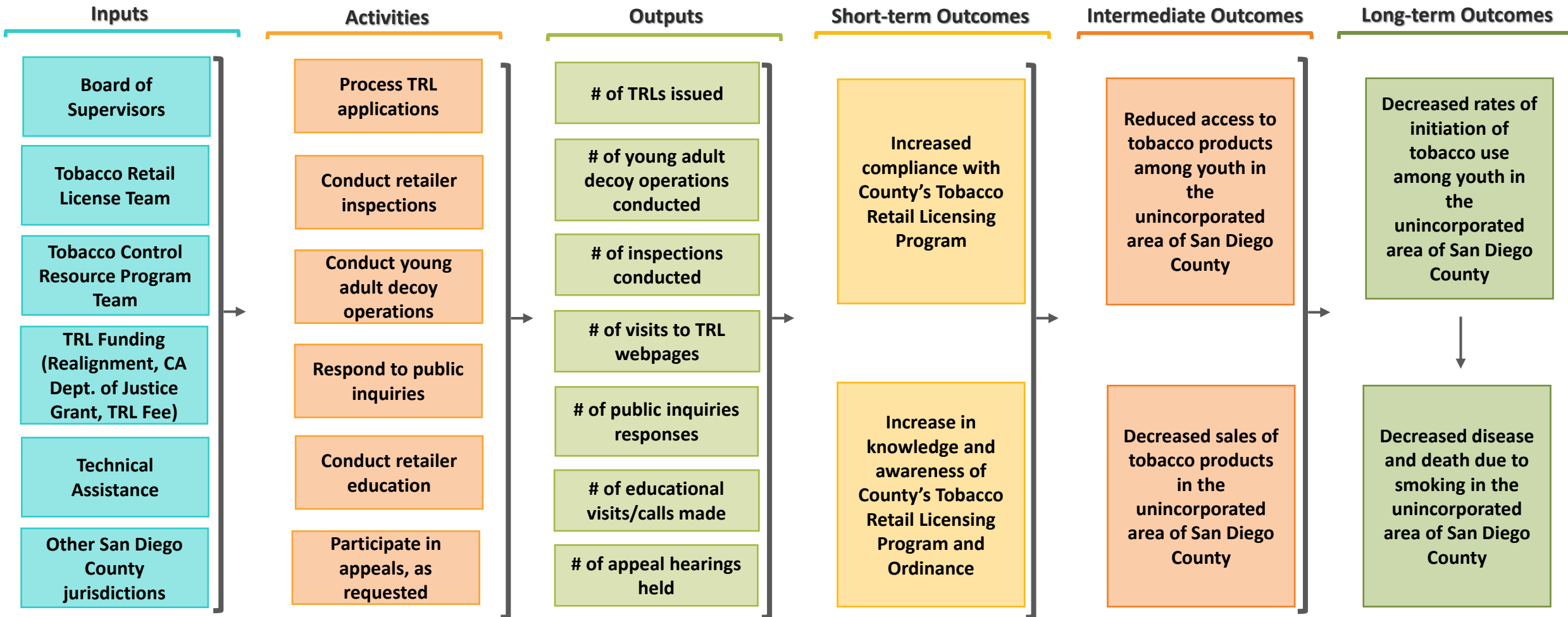
To what extent did the ordinance have an impact on youth tobacco use?

How effective were TRL community engagement and educational efforts to increase public knowledge of, awareness of, and support for the ordinance?

TOBACCO RETAIL LICENSING PROGRAM LOGIC MODEL



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Environmental Context: Rates of tobacco use, neighborhood demographics, knowledge and awareness of the Ordinance, local tobacco-control efforts, borders with incorporated areas with different tobacco regulations.

OVERVIEW OF EVALUATION APPROACH



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A phased evaluation approach was employed with results of an evaluability assessment for the first year.

This approach will allow for a more complete evaluation process and help to examine procedures such as approving, issuing, and monitoring licenses for retailers.

The evaluation will examine all components related to planning, implementing, adjusting, and enforcing the program.

- Evaluation will spread over 3-5 years and reports on key elements will be presented to the Board of Supervisors annually.

PROGRAM CHALLENGES & SOLUTIONS



Challenges

Limited resources and staff to initiate the program.

Low retailer awareness of the Ordinance and its requirements.

Low retailer compliance level with the Ordinance prior to license issuance.

Gradual issuance of licenses to retailers.

Solutions

Modifying and developing several processes and tools to address this issue.

Conducting community outreach to inform the retailers about the Ordinance.

Conducting education visits to all eligible retailers in the unincorporated are of the County.

Conducting a quality improvement assessment to identify better processes and streamline approaches.

EVALUABILITY ASSESSMENT YEAR 1, FISCAL YEAR 2021-22



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Initial Program Processes

What are we doing and is it working?

Examining the TRL application process

Determining the best approaches

Assessing the best tools

Initial Status

Where we are and what do we need to change?

Determining retailer knowledge

Assessing compliance to the Ordinance

Collecting data on sales of tobacco products to minors

Information Dissemination and Educational Efforts

What do we know and how do we relay it to the public?

Examining educational efforts

Determining the TRL fee for Fiscal Year 2022-23

TOBACCO RETAIL LICENSE MEASURES

KEY AREAS REVIEWED



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Initial Process Measures

- Number of applications received
- Number of licenses issued
- Number of TRL eligible retailers that received compliance education

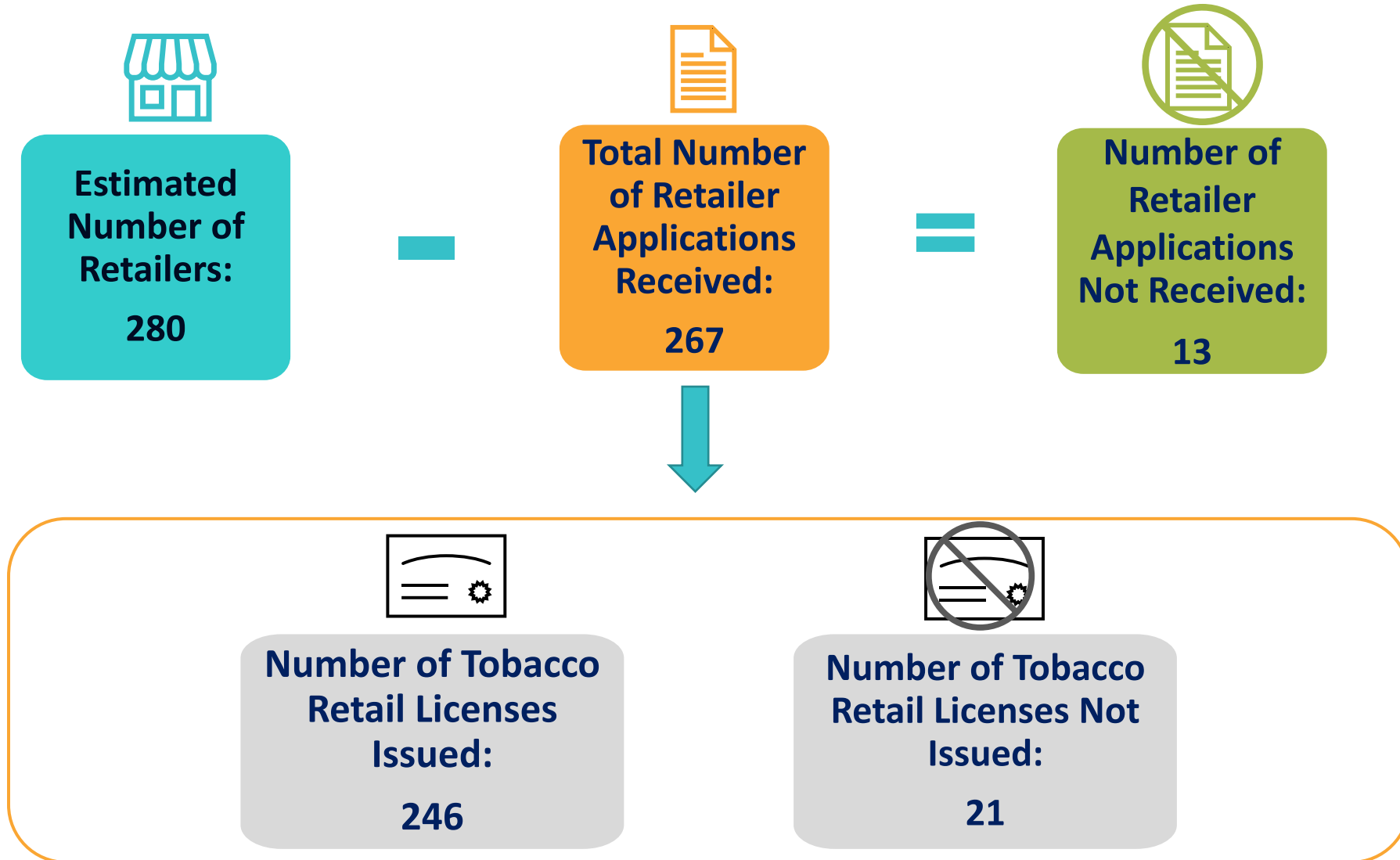
Initial Outcome Measures

- Proportion of retailers not in compliance with ordinance that continue to sell:
 - banned products
 - products with improper packaging and sizes
 - products at improper prices
 - products to minors

APPLICATION PROCESSING AND LICENSURE RESULTS YEAR 1, FISCAL YEAR 2021-22



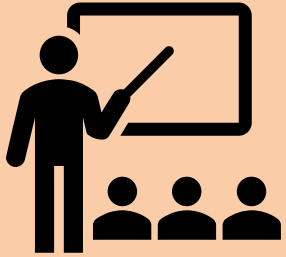
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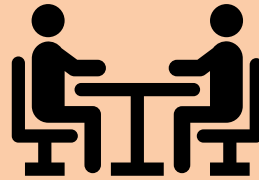
EDUCATIONAL VISITS AND COMPLIANCE CHECKS YEAR 1, FISCAL YEAR 2021-22



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All 280 (100%) of eligible retailers received at least one (1) educational visit and compliance check.



During educational visits, some retailers professed that they were unaware of the Ordinance.

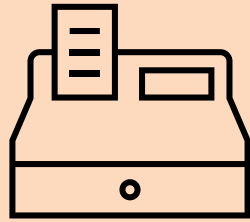


Over 80% of retailers were found to be **out** of compliance during their initial visit.

DECOY OPERATIONS: MEASURING RETAILER COMPLIANCE YEAR 1, FISCAL YEAR 2021-22



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Over half of 256 retailers had a decoy visit (55%) sold tobacco products to the underage investigators.



Nearly 32% of retailers were out of compliance with the Ordinance.

COMMUNITY ENGAGEMENT AND INFORMATION SHARING YEAR 1, FISCAL YEAR 2021-2022



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Date	Community Forum	Notification Methods	# of People Notified	# of Attendees
4/22/22	TRL Fee: Retailers & Business Stakeholders	Email, Phone calls, TRL website	164	3
4/22/22	TRL Fee: Public Health and Social Service Organizations	Email, TRL website	74	8
5/11/22	TRL Fee: All Stakeholders (includes Retailers, Retail Associations, Chambers of Commerce and Advocates)	Email, phone calls, TRL website, direct mail	378	32
5/17/22	TRL Fee: All Stakeholders	Email, phone calls, TRL website, direct mail	378	0
5/19/22	TRL Fee: All Stakeholders	Email, phone calls, TRL website, direct mail	378	0



Assessment of the Process

Is the program working effectively and efficiently?

- Examining the effectiveness of fee collections processes
- Assessing implementation of enforcement strategies and management
- Reviewing the findings of minor decoy operations



Assessment of the Outcomes

To what extent did the rate of compliance with the TRL Ordinance change?

To what extent did the ordinance have an impact on youth tobacco use?

- Conducting an initial evaluation of any reduction in the access and availability of tobacco products
- Conducting an early assessment of any reduction in the initiation and continued use of tobacco products in adults and youths

RECOMMENDATIONS



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1. Receive an update for the Tobacco Retail Licensing Program for Fiscal Year 2021-22 and the Evaluation Plan.
2. Direct the Chief Administrative Officer to report back within 12 months with a Tobacco Retail Licensing Program update.
3. Authorize the Agency Director, Health and Human Services Agency, to apply for additional funding opportunity announcements, if available, to support tobacco prevention and control activities in San Diego County.