

---

## IMPLEMENT ACTIVITIES: Enforcement

Previous sections discussed who enforces tobacco laws, the barriers to enforcement and the variety of options available to a community wishing to stimulate enforcement. Beyond the methods and tools already laid out, there are additional resources that focus on the problems and solutions of tobacco law enforcement. Listed below are a number of them. Each item has a short description and how it may be useful in your drive to increase enforcement.

### *Tobacco Law Enforcement Resources*

---

#### Mountain View's Sign Ordinance (Case Study)

**Description:** This chronicles the efforts of the Stanford Center for Research in Disease Prevention to institutionalize regular enforcement of the City of Mountain View's sign ordinance. Describes strategies, barriers and politics of efforts to achieve the goal.

**Available from:** Tobacco Education Clearinghouse of California (TECC) Resource Center RF#922, (800) 258-9090, ext. 161

#### Pasadena's Enforcement Approach to Ads in Stores (Case Study)

**Description:** This case study describes the efforts of the Pasadena Tobacco Control Program to stimulate enforcement of the sidewalk sign prohibition in the City's sign ordinance. Identifies a process of documentation and coalition pressure on Code Enforcement that led to enforcement of the sign ordinance.

**Available from:** TECC Resource Center RF#922, (800) 258-9090, ext. 161

#### Milpitas KICK Club and Police Reduce Illegal Sales to Minors (Case Study)

**Description:** The goal of the study, conducted by the Stanford Center for Research in Disease Prevention, was to identify stores that frequently sold cigarettes to minors in Milpitas, and to conduct education and enforcement interventions to reduce sales. A combination of strategies was employed including a youth group that conducted undercover buys, community and merchant education, and enforcement by the local police department. These strategies led to a significant reduction in illegal sales in the targeted stores.

**Available from:** TECC Resource Center RF#922, (800) 258-9090, ext. 161

---

## How to Stop Window Advertising Blight within the City of Los Angeles (Toolkit)

**Description:** This toolkit is designed to aid the Los Angeles community in enforcing the city's 10% limit on store window advertising. It contains: letter to the community partner; supporting fact sheet; copy of the ordinance; fact sheet on reporting violations; violation report form; sample letter to a council member; and a list of steps to take.

**Available from:** L.A. Link by calling (562) 429-0134 or emailing [L\\_a\\_link@yahoo.com](mailto:L_a_link@yahoo.com) and TECC Resource Center RF#922, (800) 258-9090, ext.161

## Tobacco Free Youth: How to Reduce Sales to Minors in Your Community

**Description:** This manual describes the design, implementation and results of three California projects to reduce tobacco sales to minors. The chapter on law enforcement and prosecution strategies is recommended reading (Chapter 7).

**Available from:** Stanford Center for Research in Disease Prevention, Health Promotion Resource Center, (650) 723-0003 (Cost: \$22.50) and TECC Resource Center RF#922, (800) 258-9090, ext. 161

## A Model for the Efficient and Effective Enforcement of Tobacco Sales Laws

**Description:** This article describes different methods of monitoring retailer compliance with laws prohibiting tobacco sales to youth. It focuses on the effects of differing youth decoy techniques, differing penalties and the minimum retailer compliance rate that must be achieved before a program is successful (90% or greater). (DiFranza J.R., et al., Am J of Public Health, 1998)

**Available from:** TECC Resource Center RF#922, (800) 258-9090, ext. 161

---

## Youth Tobacco Access (Training Video)

**Description:** Produced by the San Jose Police Department (1994), this comprehensive video (23 minutes) gives detailed, step-by-step instructions on conducting tobacco sale compliance checks. It describes the practical aspects of planning, implementation and follow-up of a youth tobacco enforcement program involving youth participants, adult community volunteers and the enforcement of PC 308(a). Includes 33-page program implementation guide: *How-To Manual for Doing Tobacco Stings*.

**Available from:** *TECC Catalog of Tobacco Education Materials* #J298 and TECC Resource Center V#168 YOU, (800) 258-9090, ext. 161

## Piecing It Together: Tobacco Laws Affecting California

**Description:** This booklet provides an overview of tobacco laws that affect California. It includes information on California State laws related to tobacco, as well as federal laws that apply within California. Information is not provided, however, on the numerous local ordinances in California that regulate tobacco use, advertising, or sales. Many of these ordinances provide stricter limits than state or federal law.

The laws in this booklet are divided into six categories:

- Environmental Tobacco Smoke
- Sale and Distribution of Tobacco Products
- Tobacco Advertising
- Tobacco Sponsorship and Promotion
- Tools to Enforce Existing Laws
- State Taxes on Tobacco Products

Each category contains a summary of the relevant laws. To the extent possible, information is included for each law, on the agency charged with enforcing the law, and the penalties for violating the law.

**Available from:** *TECC Catalog of Tobacco Education Materials* #J503 and TECC Resource Center RF#922, (800) 258-9090, ext. 161

---

## **Tobacco Control Laws: Implementation and Enforcement**

**Description:** This report assesses the process by which tobacco control laws and ordinances (clean indoor air and youth access) are implemented and enforced by state and local authorities in seven states, including California. Covers the role of anti-tobacco coalitions after legislation has been enacted. Reviews the most effective legislative and regulatory strategies. Specific laws they discuss are issues that most California communities have already started to address. However, it does provide good information on barriers to enforcement as well as stakeholders' roles in enforcement. (Jacobson PD & Wasserman J, Rand 1997)

**Available from:** TECC Resource Center RF#922, (800) 258-9090, ext. 161

## **A Legacy of Health (Video)**

**Description:** This how-to video gives comprehensive information on what to expect when passing a city ordinance that restricts public smoking. Topics of discussion include getting started, opposition, tobacco industry interference, smokers' and nonsmokers' rights, employers' legal liabilities, local governments, public testimony, the media, why it is worth it and implementation and enforcement. (Running time: 46 minutes)

**Available from:** Mark Adamsbaum Communications (1994) and TECC Resource Center V#20 LEG, (800) 258-9090, ext. 161

## **Enforcement of PC 308(a) Manual: Stop Tobacco Sales to Youth**

**Description:** This training binder for law enforcement personnel covers Penal Code 308(a) enforcement procedures and logistics. Includes a one-day course overview, background information on teens and tobacco, specific elements of Penal Code 308, planning a youth tobacco enforcement survey, and additional resources.

**Available from:** TECC Resource Center RF#637 (2001), (800) 258-9090, ext. 161

## **Guidelines for PC 308(a) Operations**

**Description:** Tip sheet on minimum standards for all decoys when working with members of designated agencies engaged in undercover activities pertaining to PC 308(a) enforcement.

**Available from:** TECC Resource Center VF: Merchant Education/Sales to Minors (2002), (800) 258-9090, ext. 161 and PARTNERS: TCS Update (1/21/02)

## **[Back to IMPLEMENT ACTIVITIES: Enforcement](#)**