

# ILLEGAL SALES OF TOBACCO TO MINORS

## Activities for Local Interventions



### What can counties do to reduce illegal tobacco sales to minors?

1. **Develop tobacco retailer licensing and other policies.**
  - Work with your county tobacco control program and present the need for enforcement to your community, Board of Supervisors, town councils and city administrators.
  - Conduct a media campaign. Place ads, distribute press releases, have your coalition members write Op-Ed pieces and letters to the editor.
  - Consider adopting the American Lung Association of San Diego and Imperial Counties Tobacco Laws and Polices Report Card Program ([jane@lungsandiego.org](mailto:jane@lungsandiego.org)).
  
2. **Increase PC 308(a) enforcement.**
  - Work with your county tobacco control program to conduct outreach to local law enforcement.
  - Check with your county tobacco control program to see if a PC 308(a) regional training has been scheduled. If not, a training can be arranged by emailing Kelly Gordon at [mpgordon@aol.com](mailto:mpgordon@aol.com), Rich Sevilla at [rsevilla@nUSD.k12.ca.us](mailto:rsevilla@nUSD.k12.ca.us), or Ken Dodd at [kenneth.dodd@ci.fresno.ca.us](mailto:kenneth.dodd@ci.fresno.ca.us).
  
3. **Increase STAKE Act signage.**
  - Distribute STAKE Act signage to retailers. STAKE Act signs are available by calling the Tobacco Education Clearinghouse of California at 1-800-258-9090.
  - Conduct in-person retailer educational visits.
  
4. **Pursue prosecution of unfair business practices.**
  - Contact your prosecuting attorneys and enforcement agencies to educate them on PC 308(a), the need for enforcement, and the use of the Unfair Business Practices Act as a tool to motivate compliance. BREATH, the California Smoke-free Bars, Workplaces and Communities Program ([breath@jps.net](mailto:breath@jps.net)), and also Fresno County Deputy District Attorney Roger Wilson ([rwilson@fresno.ca.gov](mailto:rwilson@fresno.ca.gov)) can provide assistance.