

## Health Dept. applauds merchants for tobacco ad cooperation

The Mariposa County Health Department Tobacco Education Program would like to applaud and recognize the Mariposa County merchants who have voluntarily helped protect our children.

They did this by not having any tobacco self-service displays and/or by not having tobacco ads at a height that are aimed at children in their stores.

You might ask, "How does this protect our children?"

When a customer must ask for a tobacco product (no self-service display), there is a reduced likelihood of theft. In addition, a study has shown that ID checks for age are more likely to take

place when a customer must ask for a product. We are hopeful that with fewer tobacco self-service tobacco displays, fewer youth will have easy access to tobacco products.

Realizing that tobacco is not a legal product for youth under 18 to purchase, we have also asked merchants to consider removing all tobacco advertising 3½ feet or lower or near candy, areas at a child's eye level. We do not want children to be a target of enticing tobacco ads.

With this in mind, the Tobacco Education Program contacted merchants in Mariposa County who sell tobacco products. This was done in 2000 and also

in 2002. In 2000, all stores in Mariposa County were contacted regarding an educational visit from the Tobacco Education Program.

Some 25 stores granted visits, and after the visit there were 17 merchants who had no tobacco ads 3½ feet or lower or near candy and 20 merchants who had no tobacco self-service displays!

Of those merchants, 15 fulfilled both of these youth-protective goals by having neither tobacco ads aimed at children or tobacco self-service displays. Those were: Black Oak Store, Buck Meadows General Store, El Portal Market, Fish Camp Store, Forty-niner Market, KOA

Campground, Lake McSwain Marina, Magnolia Saloon, Pine Tree Market, Simpson & Trabucco, Tenaya Lodge, Triangle R Store, Vacation Station, Woodland Market, and Yosemite View Lodge. In addition, Coulterville General Store, Bootjack Market, Pioneer Market, Stage Stop and Triangle Market were recognized for not having tobacco self-service displays, and Cedar Lodge and Mountain View Grocery were recognized for not having tobacco ads aimed at children. Each received a framed certificate of congratulations from the Health Department, recognizing them for their efforts to protect the children of Mariposa County.

During the 2002 merchant education, 15 stores were visited. These were stores that were new since 2000 or had either a tobacco self-service display or tobacco ads 3½ feet or lower in 2000 and granted permission for a visit.

Following these visits, eight stores were recognized for choosing to not have tobacco ads aimed at children and to not have tobacco self-service displays. Each merchant should be very proud of the efforts they have taken to protect our youth.

Adding in 2002 to the stores recognized in 2000 are: Greeley Hill True Value and Market, Oaks Café and Market, Pioneer Market, Stage Stop, Barrett Cove Marina, Barrett Cove Store, Triangle Market and Bootjack Market and Deli.

Again, we are proud to recognize all these merchants! Good job!