

California Department of Health Services, Tobacco Control Section announces



**Citizen Citation
Merchant Education Tool**

November 30, 2004

1:30 to 3:00 p.m.

Bridgeline: (916) 556-1508

Passcode: 1104#

Tentative Agenda

- 1:30** **Welcome**
April Roeseler, Tobacco Control Section
- 1:35** **Purpose, Use and Theoretical Underpinnings**
April Roeseler, Tobacco Control Section
- 1:50** **Development & Evaluation of the Citizen Citation Tool**
Pat Etem, CIVIC Communications
- 2:10** **Lassen County's Experience with Using the Citizen Citation Tool**
Michelle Urrutia, Lassen County Tobacco Use Reduction Program
- 2:30** **Discussion & Questions**
- Importance of sending by certified mail
 - Possible controversy
 - Responding to retailers
- 3:00** **Teleconference Ends**