



COMMUNITY ACTION TEAM PROGRAM SUMMARIES

COMMUNITIES AGAINST SUBSTANCE ABUSE

AGENCY: Communities Against Substance Abuse
SERVICE AREA(S): El Cajon, La Mesa
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PROGRAM GOALS

- Reduce youth access to tobacco in El Cajon

PROGRAM STRATEGIES

- Form a youth advocacy team of high school students
- Conduct baseline Youth Purchase Surveys of all tobacco retail outlets
- Train and partner with El Cajon Police Department to conduct PC 308 (a) enforcement operations
- Partner with California Independent Grocers and Convenience Stores (IGCS) to conduct culturally appropriate merchant training on tobacco laws and how to properly check ID
- Conduct media advocacy through letters to merchants, press conferences and articles in newspaper

I HATE TOBACCO

AGENCY: Palavra Tree
SERVICE AREA(S): City and County of San Diego
CONTACT: Juan Smith
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PROGRAM GOALS

- Pass an ordinance requiring licensure of all tobacco retailers in the City of San Diego
- Reduce illegal sale of tobacco to minors as a result of enforcement efforts and sanctions that deter merchants from selling to minors

PROGRAM STRATEGIES

- Conduct focus group research with members of the public to assess support and awareness of proposed tobacco licensing ordinance
- Recruit and train youth and adult volunteers to mobilize community support for proposed tobacco licensing ordinance
- Present to City Councils in support of ordinances requiring tobacco retailer licensing
- Train community youth educators to conduct youth purchase surveys
- Educate merchants about tobacco laws and ask them to sign pledge to not sell tobacco to minors
- Partner with local law enforcement to conduct tobacco enforcement operations

SMOKE-FREE LIFESTYLES

AGENCY: Vista Community Clinic
SERVICE AREA(S): Oceanside
CONTACT: Shannon Sellinger
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E-MAIL: ssellin@vistacommunityclinic.org

PROGRAM GOALS

- Obtain voluntary pledges from all tobacco retailers in Oceanside agreeing to limit their tobacco advertising signage to a maximum of 5 signs per store

PROGRAM STRATEGIES

- Educate retailers about illegal tobacco sales to youth
- Ask retailers to sign voluntary policy limiting tobacco advertising and promotion to 5 signs per store
- Provide alternative promotional items and posters to retailers to replace tobacco promotional items
- Provide positive recognition to merchants who sign policy via radio and cinema ads

YOUTH TOBACCO PREVENTION CORPS

AGENCY: San Dieguito Alliance for Tobacco-Free Youth
SERVICE AREA(S): Del Mar, Encinitas, Solana Beach
CONTACT: Candice Porter
PHONE NUMBER: (760)942-8478
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PROGRAM GOALS

- Pass ordinance in each community requiring smoke-free beaches and parks
- Pass ordinances in each community requiring tobacco retailer licensing

PROGRAM STRATEGIES

- Conduct baseline assessment of all tobacco retail outlets to determine pro-tobacco influences such as advertising, product placement and sales to minors signage
- Conduct tobacco enforcement operations in conjunction with local sheriffs department to determine illegal sales rate
- Develop Five Star Merchant Award Program to reward merchants who have minimized pro-tobacco influences at their store and passed tobacco enforcement operation
- Conduct intercept surveys and telephone interviews with community members to determine support for smoke-free beaches and parks and tobacco retailer licensing program
- Secure Smoke-Free Beaches and Parks Proclamations from all three cities
- Conduct Smoke-Free Beach Concert and Merchant Awards Program
- Develop Model Ordinance for smoke-free beaches and parks and tobacco retailer licensing
- Present to City Councils in support of ordinances requiring smoke-free beaches and parks and tobacco retailer licensing
- Mobilize community members to write letters to their City Council members in support of ordinances requiring smoke-free beaches and tobacco retailer licensing