



STORE CONFERENCE CALL

1/14/03

Presentation Outline

Motivating Enforcement of PC 308 (a) in San Diego County

- Background
 - Illegal sales rate
 - Status of PC 308 (a) enforcement
 - Funded agencies:
 - Oceanside Police Department
 - Escondido Police Department
 - San Diego Sheriffs COPPS Unit
- Goals
 - Increase the number of law enforcement operations to enforce sales-to-minors laws and other tobacco control laws by 25% over baseline.
- Strategies
 - Create impetus for change
 - Annual Tobacco Laws and Policies Report Card
 - Mobilize community support and action
 - Support Community Action Teams
 - Communities Against Substance Abuse
 - North Inland Prevention Coalition
 - Palavra Tree
 - San Dieguito Alliance for Smoke-Free Youth
 - Union of Pan Asian Communities
 - Collect and disseminate information on enforcement operations
 - Train and Support Law Enforcement
 - Law Enforcement Roundtable
 - PC 308 (a) Training
 - Quarterly enforcement meetings
 - Advocate with Law Enforcement and Policy Makers
 - Meetings with Sheriffs Department and Police Departments
 - Meetings with District Attorney and City Attorneys
- Evaluation
 - Quarterly survey of PC 308 (a) enforcement operations
- Handouts
 - 2001 Tobacco Laws and Policies Report Card
 - 1996-2001 Report Card Summary
 - Community Action Team Program Summaries
 - PC 308 (a) Enforcement Survey
 - Law Enforcement Roundtable Flyer
 - Law Enforcement Roundtable Summary of Results