



Tales From the Trench

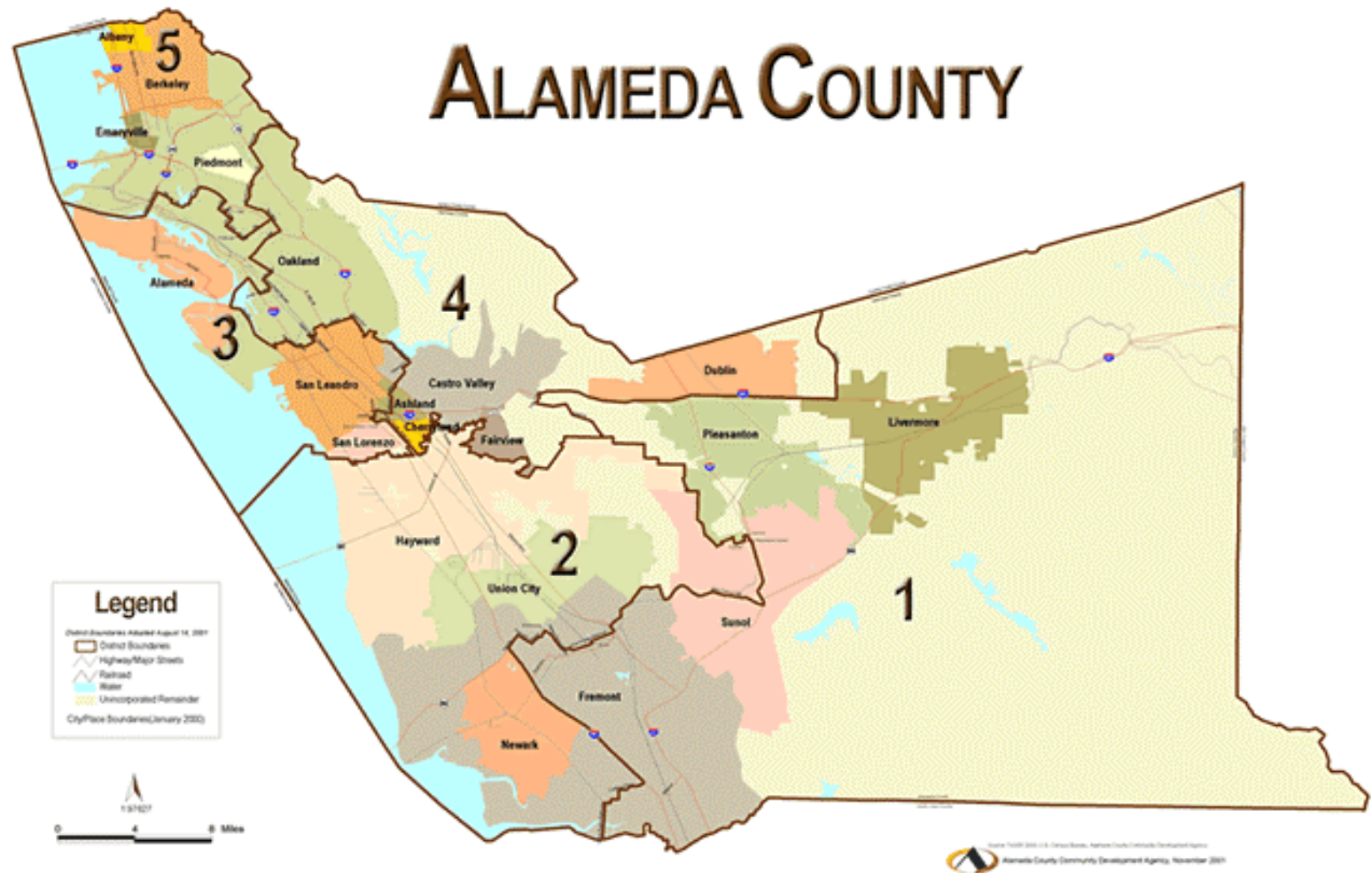
Alameda County Public Health Department Tobacco Control Program

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www.acgov.org



Map of 14 Cities





Who is Doing What? 99/00

Avg. 28%

City	Enforcement	Education	S-T-M-R %
Newark			25
Alameda			31
Dublin			11
Fremont			28
Livermore			40
Pleasanton			18
Union City			47.8



Who's Doing What? '02

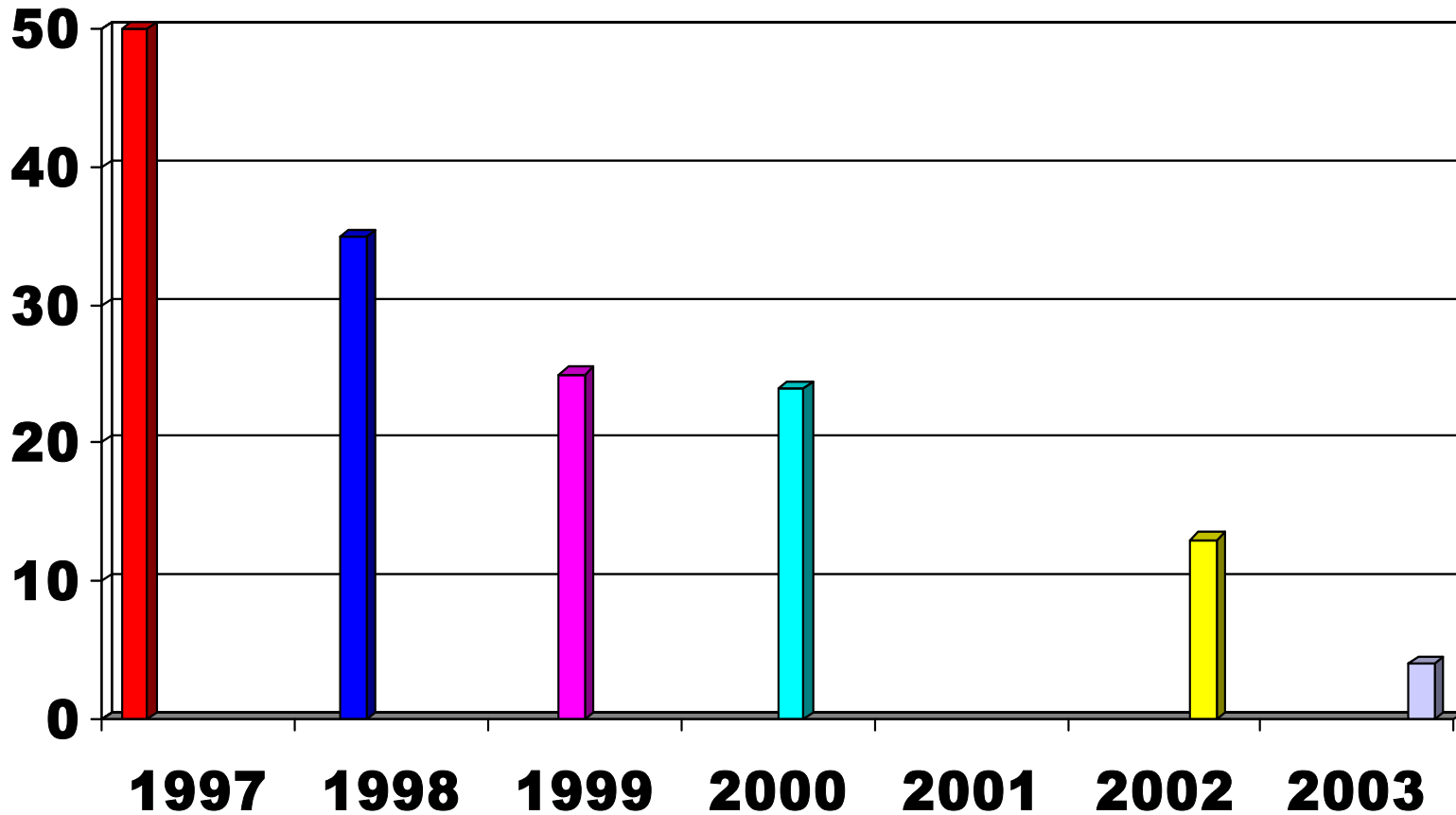
Avg. 16.7 %

City	Enforcement	Education	S-T-M-R %
Hayward		-	20
Newark		-	20
Oakland		-	24
Union City		-	0
Dublin		-	6
Castro Vly		-	6
San Lean.		-	41



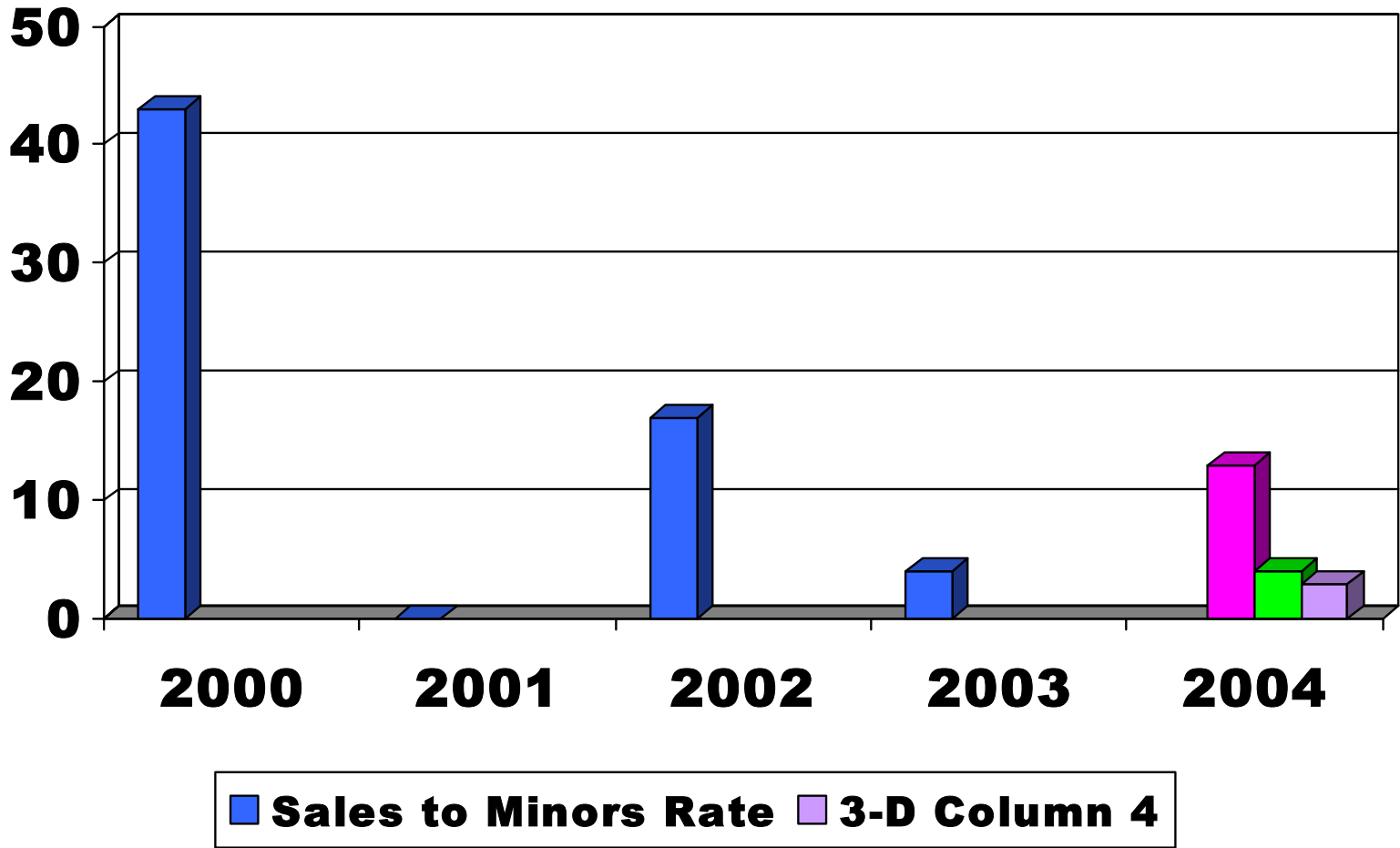
Highlight Newark City

Tobacco Sales to Minors





Alameda County Average





New Concepts

- Optional Compliance Operations
 - Chew or Smokeless Tobacco
 - Single Cigarettes
 - Bidis
 - Cigars, Black and Milds
 - Shoulder Taps
 - 3.1.8 – the amount of bidis, cigars, smokeless tobacco being tracked as part of compliance checks for enforcement of illegal sales to minors



New Operational Activities

- Surveillance Equipment
 - Backpacks with hidden cameras
 - www.galls.com
 - Dept. of Justice Loaners
- Procedure changes
 - Two youths, one adult
 - Two youths no adult with surveillance
 - Purchase chips and drink with tobacco
- Use operation to suit local need



Title

STORE Teleconference

Tuesday, May 4, 2004

1:30-3:30 pm