

Community Action Model (CAM) Project

Who are we?

Breathe California's **Community Action Model (CAM)** project is dedicated to have a **strong tobacco retailer license** to include restriction of sales near schools and other youth sensitive areas.

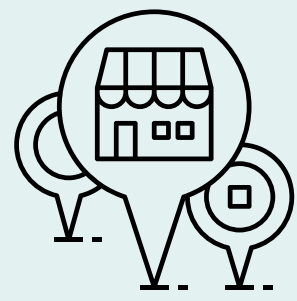
The issues



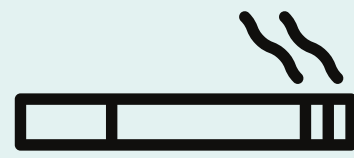
More than **92.6%** of tobacco retailers in San Jose are located within **1,000 feet of schools** or **youth sensitive areas**.



In Santa Clara County, 13.9% or about **1 in 7** youth use tobacco products.



Almost half (~45%) of teens reported purchasing their own tobacco products, over a **quarter** of students saying they brought it directly from a local store.



About **40%** of high school students are **susceptible to future use of tobacco products** if offered by a friend.



In Santa Clara County, the age of **12** is the **most common age** that youth have tried smoking.



About **1 in 8 deaths** annually is due to smoking, including smoking-related deaths such as cancer, heart disease, and respiratory diseases.



Public parks, plazas and convenience stores are areas youth frequent.

SJ tobacco zoning laws are minimal.



Nicotine dependency can harm adolescents' brains, altering students' learning, attention, mood, and impulse control (CDC, 2020).

There is no mention of restricting density and distance of tobacco retailers near schools and other youth-sensitive areas.

What We Found

Observation



In District 3, **80%** of the tobacco retailers are located **less than 1 mile** from a school.

In District 5, **63%** of the tobacco retailers are located **within 1 to 2 miles** from the school.



In a poll conducted in mid-February 2021, the CAM team found support for a strong tobacco retailer ordinance to change the current policy toward tobacco sales.



57.7% of adults who smoke, are **in favor of implementing a law** that would prevent stores near schools from selling tobacco-related products.

82.2% of adult respondents were **in favor of implementing a law** that would prevent stores near schools from selling tobacco-related products.

83.4% of adult respondents and **87.8%** of youth respondents stated that it was **important for San Jose to pass tobacco-free laws.**



78.4% of youth residents stated that it is not okay for tobacco sellers to be within 3-4 blocks of schools.

79.6% of adult residents stated that it is not okay for tobacco sellers to be within 3-4 blocks of schools.



Of the Adults who smoke, **65.4%** believe that having tobacco sellers within 3-4 blocks of your school is **NOT okay.**

Key Informant Interviews



50% of people interviewed said there is a tobacco shop near their local school.

67% of people interviewed said there is a tobacco shop near their local school.



100% of people interviewed **support limiting the distance** tobacco retailers can be from youth sensitive areas

The Solution

Communities can adopt **Tobacco Retail Licensing (TRL)** ordinance to help create a tobacco-free environment by combatting the public health issues related with tobacco use.

A local TRL ordinance is an effective solution because it:



1

Limits access to tobacco by marginalized populations (including youth, low-income residents, BIPOC, and LGBTQ people).

2

Provides a framework for implementing and enforcing other tobacco control policies (such as state tobacco laws).

3

Advances health equity by countering predatory tobacco industry tactics that disproportionately target vulnerable communities.

4

Creates a self-financing program that allows for regular enforcement.

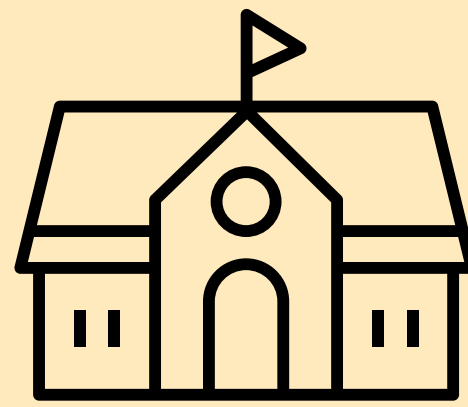
Strengthening the city's Tobacco Retail License (TRL) to include the following city-wide protection will help create a safer, healthier, and more equitable San Jose:



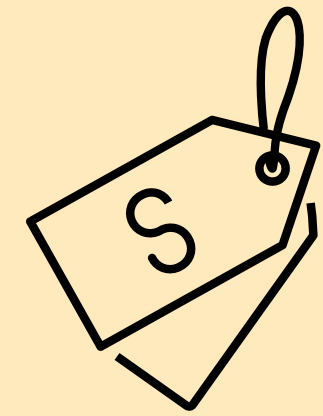
End the sale of all flavored tobacco products, include menthol



End the sale of all electronic smoking devices (vapes)



Reduce the density of tobacco retailers near schools and other youth sensitive areas



Increase the minimum price and package size requirements on all tobacco products



Get Involved

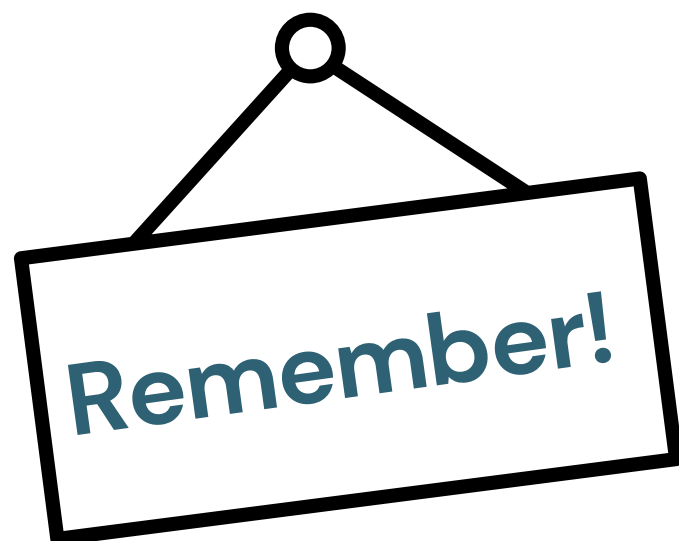
Get involved with Breathe California by volunteering with us!

Support

Provide support for a comprehensive Tobacco Retail License (TRL) in San Jose, with ***no exemptions!***

Contact

Contact Deanna Canales at Deanna@lungsrus.org to stay updated or for volunteering opportunities.



Support a comprehensive Tobacco Retail License in San Jose **WITH NO EXEMPTIONS!**

