

THE TOBACCO RETAILER

KINGS COUNTY TOBACCO CONTROL

ADVANCING HEALTHIER ENVIRONMENTS

Tobacco Retailers are part of a winning team!

The Kings County Dept. of Public Health and EHS/Tobacco Control Program work with community organizations to create healthier environments. Advancing healthier environments creates healthier, more productive residents. Everyone wins!

Chronic diseases cause the greatest number of preventable death and disease in the country today. In the nation, and in Kings County, tobacco is the leading cause of preventable death. One of the ways that we can stem the death due to tobacco use and exposure to secondhand smoke is reducing youth access to tobacco. We hope that we can continue to count on you to support our efforts by ensuring that you comply with the law, PC308(a), which prohibits the sale of tobacco products to minors.



Tejinder Johal of Hanford checks ID before selling tobacco.

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Special points of interest:

- * Contact EHS/Tobacco Control for educational brochures, (559) 584-1411.
- * Contact Board of Equalization (BOE) 1-800-400-7115 for a tobacco retailer license.
- * Tobacco Coalition Meeting in February 2010

TIPS FOR COMPLIANCE WITH PC308(A)

1) TRAIN YOUR EMPLOYEES

It is against the law to sell, distribute or furnish tobacco products (cigarettes, chewing tobacco, cigars, pipe tobacco, snuff, or any other tobacco product) to anyone under the age of 18.

2) **REQUIRE** employees to request a valid photo ID from anyone purchasing tobacco that appears to be under 18.

3) **ALWAYS** check the age on ID.

4) **CHECK** ID's properly & calculate age.

5) **POST** "Preventing Tobacco Sales to Minors" sign where employees will read it.

Acceptable IDs:

- State Driver's License
- CA DMV ID Card
- Military ID or Passport

E.H.S./TOBACCO CONTROL PROGRAM

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*Kings County Tobacco
Control: reducing the
impact of tobacco in
our communities*

We are on the Web!
www.countyofkings.com/Health/ehs/



La Vaquita Market owner,
Hanford
On November 8, 2006,
Marcial Guerrero was awarded
a Certificate of Recognition
from Senator Dean Florez for
voluntarily reducing tobacco
advertising in his store.
Thank you, neighbor!

IMPACT OF FEDERAL TOBACCO LAW

Family Prevention & Tobacco Control Act (H.R. 1256)

Federal enforcement of prohibition of sales
to anyone under age 18.

New Authority over Tobacco Products

Authority over Tobacco Product Standards

FDA: US Food & Drug Administration

Implements ban on flavored cigarettes
(effective September 22, 2009).

Restrictions on Marketing of Tobacco Products

Enforcement of the Law

Bans outdoor advertising near schools &
playgrounds. Limits advertising to black &
white text only for : 1) outdoor
advertising 2) point of sale advertising
(except in adult-only facilities).

FDA —local agencies can report possible
violations to the FDA.

Youth Access—FDA will partner with
STATE

Restrictions on Youth Access to Tobacco

For Additional Information

Bans vending machines or self-service
displays.

Food and Drug Administration

[www.fda.gov/TobaccoProducts/
default.htm](http://www.fda.gov/TobaccoProducts/default.htm)

**E.H.S./Tobacco Control Program Staff invite you to their community coalition
meeting scheduled for February 17, 2010. We will send out a SAVE THE DATE
CARD in mid January. We can be reached at 559-584-1411. Happy Holidays!**