The Need for Tobacco Prevention Efforts
The Issue

- Although SMC adult smoking rates have decreased over the years, we are seeing a rising trend in vaping, especially among youth, nationwide.

- Secondhand smoke is still smoke, whether it be from tobacco, cannabis, or vapes.

- The smoke is harmful for our health and can drift into our homes, public spaces, etc.
Working Toward Health Equity

- Certain communities are disproportionately targeted by Big Tobacco and suffer a greater burden of tobacco-related health disparities: people of color, low-income folks, and members of the LGBTQIA+ community.

This is a social justice issue.
Determinants of Health

A PUBLIC HEALTH FRAMEWORK FOR REDUCING HEALTH INEQUITIES
BAY AREA REGIONAL HEALTH INEQUITIES INITIATIVE

UPSTREAM
SOCIAL INEQUITIES
Class
Race/Ethnicity
Immigration Status
Gender
Sexual Orientation

INSTITUTIONAL INEQUITIES
Corporations & Businesses
Government Agencies
Schools
Laws & Regulations
Not-for-Profit Organizations

LIVING CONDITIONS
Physical Environment
Land Use
Transportation
Housing
Residential Segregation
Exposure to Toxins
Economic & Work Environment
Employment
Income
Retail Businesses
Occupational Hazards

Social Environment
Experience of Class, Racism, Gender, Immigration
Culture - Ads - Media Violence

Risk Behaviors
Smoking
Poor Nutrition
Low Physical Activity
Violence
Alcohol & Other Drugs
Sexual Behavior

SERVICE ENVIRONMENT
Health Care
Education
Social Services

DISEASE & INJURY
Communicable Disease
Chronic Disease
Injury (Intentional & Unintentional)

MORTALITY
Infant Mortality
Life Expectancy

POLLICY
Emerging Public Health Practice
Current Public Health Practice

Tobacco Education Coalition
For a Tobacco-Free San Mateo County
Local Data – Tobacco Use

• The tobacco use prevalence among adults:
  
  **9.2%**  
  Greater Bay Area*, 2019

  **12%**  
  CA statewide, 2019

*Greater Bay Area: Alameda, Contra Costa, Marin, Napa, San Francisco, San Mateo, Santa Clara, Solano, Sonoma Counties
Local Data – E-cigarette Use Prevalence among High School Students

- The current e-cigarette use prevalence among high school students is slightly higher among San Mateo County youth.

8.7%  
San Mateo County, 2019-20

8.2%  
CA statewide, 2019-20
Tobacco Education Coalition - Background
Cessation
Enforcement
Smoke-free Housing

Educates the public to prevent youth from initiating smoking and ensures the community is aware of harms of tobacco use.

Adopts protective policies that keep air clean, the ground free of litter, and tobacco products out of the hands of youth.

Supports smokers who wish to quit.
How We’re Funded

• 1998 Master Settlement Agreement (MSA)
  – 7 tobacco companies agreed to change the way tobacco products are marketed and pay 46 states about $206 billion over 25 years
How We’re Funded

• Prop 99
  – Approved by California voters in 1988
  – Increased the tobacco tax by twenty-five cents a pack
  – Devoted 20% of the money raised to fund a tobacco control program in every county
How We’re Funded

• Prop 56 (went into effect April 2017)
  – Approved by California voters in 2016
  – Increased the tobacco tax by $2.00 or equivalent amount for other tobacco products
  – 2% toward school programs focusing on tobacco-use prevention and reduction
How We Choose Our Focus

3 years

Coalition Priority Setting (local decision) -> Scope of Work (state and locally driven)

Communities of Excellence (state driven) -> Action Advocacy Tracking (local efforts)
Priority Areas

2022-2025

- Comprehensive Tobacco Retail License
- Smoke-free Multi-unit Housing
- Youth Engagement
Who We Are
What We Do → Tobacco/Smoke-free Community

- Policy promotion
- Advocacy
- Education
- Research
- Cessation promotion
- Law enforcement decoy program
# Smoke- and Tobacco-related Policies

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<th>Jurisdictions</th>
<th>Atherton</th>
<th>Belmont</th>
<th>Brisbane</th>
<th>Burlingame</th>
<th>Colma</th>
<th>Daly City</th>
<th>East Palo Alto</th>
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**Key:**
- Enc: Enclosed
- Sel. city: Select city-owned

**Notes:**
- Daly City Sidewalks: In adjacent to common interest development, apt, shopping centers, & commercial properties
- Foster City Outdoor Eating: current restaurants that allow smoking will be grandfathered in
Smoke- and Tobacco-related Policies

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<th>Pacifica</th>
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<th>Redwood City</th>
<th>San Bruno</th>
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**Notes:**
- Pacifica: Adult-only retailers can sell flavored tobacco products for use with a hookah pipe or hookah products.
- Redwood City Tobacco Products: Permitted businesses selling flavored tobacco for on-site use as of 11/22/2021 are permitted.
- Millbrae Individual Units In Multi-Unit Housing: Owner-occupied duplexes and triplexes are exempt.
- Foster City Out-of-Site Smoking: Current restaurants that allow smoking will be grandfathered in.
- San Bruno Sidewalks: unless actively moving to another destination.
- San Mateo Sidewalks: grounds surrounding the buildings, facilities or areas owned or leased by City.
- SF E-sig etc.: City limits, rec areas, Downtown, TRL, MUNI, 24-hour stores are allowed to self-flavored tobacco products & e-cigs.
- SF Outdoor Eating: on City-owned property if designated by City Manager.
Tobacco Education Coalition - Structure
SMC Tobacco Prevention Program (TPP) provides support to the TEC General Members.

- Retail Workgroup
- Membership & Recruitment Workgroup
- Smoke-free Multi-unit Housing Workgroup
- School Workgroup
- Youth Advisory Group (YAG)

Co-chair(s) of the Steering Committee.
TEC Members

**Steering Committee Members**

- There are up to 9 elected members including the co-chair(s). They represent the health voluntary, education, health care, youth-serving, members at large, and priority populations sectors.
- Meet quarterly to plan for the next General meeting.
- Only steering committee members can vote during these meetings, but meeting open to all.
- To be eligible to run for steering committee, you must have attended 75% of General meetings in the past year.

**TEC General Members**

- All partners who are interested in working toward a smoke-free San Mateo County.
- All members go through the TEC orientation to become familiar with the history, structure, and current priorities.
- In order to vote during a General meeting, you must have attended 50% of General meetings in the past year.
- Meet quarterly.

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Tobacco Education Coalition
For a Tobacco-Free San Mateo County
Smoke-free Multi-unit Housing Workgroup

- Partners advocate for smoke-free multi-unit housing ordinances
- Meet monthly via video-conference

Workgroup successes:
14 out of 21 jurisdictions in the county have a SF-MUH policy!
Workgroup successes:

- 11 jurisdictions prohibit the sale of flavored tobacco products
- 7 jurisdictions prohibit the sale of e-cigarettes
- 11 jurisdictions prohibit the sale of any tobacco product by pharmacies

Retail Workgroup

- Partners advocate for comprehensive tobacco retail licenses
- Meet monthly via video-conference
School Workgroup

- Partners working on tobacco prevention efforts in the school environment
- Meet monthly via video-conference
Youth Advisory Group (YAG)

- Youth raise awareness, promote tobacco prevention, host community education events, and participate in local policy efforts
- Meet monthly via video-conference
Membership and Recruitment Workgroup

- Partners are involved in efforts to recruit members who represent our diverse SMC community
- Meetings TBD
Join the Tobacco Education Coalition

- Four meetings a year
- Help eliminate the #1 cause of chronic disease in San Mateo County
- Network with other community partners

2022 TEC General Meetings:
March 2, June 2, September 7, December 7
3:30 – 5 PM via Zoom

Follow us on Facebook! Our page is “San Mateo County Tobacco Education Coalition”

Questions? Email us at tobaccoprevention@smcgov.org