



Mendocino County

Legislation Text

File #: 18-2185, **Version:** 1

To: Board of Supervisors

From: Health and Human Services Agency

Meeting Date: October 16, 2018

Department Contact: Tammy Moss Chandler

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Department Contact: Barbara Howe

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Item Type: Consent Agenda

Time Allocated for Item: N/A

Agenda Title:

Ratification of Submission of Proposal No. DOJ-PROP56-2018-19-1 with the California State Department of Justice for up to \$1,500,000 to Provide Tobacco Retail License Code Enforcement and Education in Mendocino County for the Period of November 1, 2018 through June 30, 2021; Adoption of Resolution Authorizing the Health and Human Services Agency Director or Chief Operations Officer to Execute the Agreement if Awarded and any Amendments that do not Exceed the Maximum Amount; and Authorization for the Auditor-Controller, Upon Receipt of Grant Award Letter, to Assign a New Budget Unit, Org Code and Line Item and Increase Appropriation of Expenditures to Allow Budgeting and Spending of Grant Funds

Recommended Action/Motion:

Ratify submission of proposal No. DOJ-PROP56-2018-19-1 with the California State Department of Justice for up to \$1,500,000 to provide Tobacco Retail License code enforcement and education in Mendocino for the period of November 1, 2018 through June 30, 2021; adopt Resolution authorizing the Health and Human Services Agency Director or Chief Operations Officer to execute Agreement if awarded and any amendments that do not exceed the maximum amount; authorize the Auditor-Controller, upon receipt of grant award letter, to assign a new budget unit, org code and line item and increase appropriation of expenditures to allow budgeting and spending of grant funds; and authorize Chair to sign same.

Previous Board/Board Committee Actions:

N/A

Summary of Request:

According to the California Department of Public Health, California Student Tobacco Survey of 2016, Mendocino County youth had a 22.7% tobacco use prevalence, making this region one of the highest ranking counties in all California. The Health and Human Services Agency, Public Health Branch is utilizing various strategies to reduce Mendocino County residents' use of tobacco products. One such effort includes reducing the appeal of tobacco products to youth.

In order to create a new generation of tobacco users, tobacco companies produce and market new products to target youth specifically. They accomplish this, in part, via flavored tobacco products (e.g., bubble gum, vanilla, cotton candy) and disguised Electronic Smoking Devices (ENDS) designed to look like every day products. Youth use ENDS and other tobacco delivery devices, which can be camouflaged to look like USBs, sweat shirt

strings, flavored water infusers and closures on backpacks, to hide tobacco products from parents and other adults.

In an effort to combat tobacco advertising and to educate youth, the State Department of Justice issued a Request For Proposal on September 5, 2018, to local government agencies to provide funds from the Tobacco Grant Program for Tobacco Retail License (TRL) enforcement and youth education. Grant funds will assist in assuring compliance with laws and local ordinances related to underage smoking and the sale of tobacco products and ENDS to youth.

If awarded funds, the Health and Human Services Agency, Public Health Branch, Community Health Education and Engagement (CHEE) Unit will provide TRL code enforcement as well as education and supportive services to youth, schools, licensed tobacco retailers, and those seeking tobacco retail licenses in order to decrease the number of teens who use tobacco and become addicted.

Alternative Action/Motion:

Return to staff for alternative handling.

Supplemental Information Available Online at: N/A

Fiscal Impact:

Source of Funding: CA Department of Justice

Current F/Y Cost: \$375,000

Budgeted in Current F/Y: Yes

Annual Recurring Cost: \$562,500

Supervisory District: All

Vote Requirement: Majority

Agreement/Resolution/Ordinance Approved by County Counsel: Yes

CEO Liaison: Darcie Antle, Deputy CEO

CEO Review: Yes

CEO Comments:



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Executed By: Meribeth Dermond

Final Status: Adopted

Date: **OCTOBER 17, 2018**

Executed Item Number: Resolution Item Number: 18-154