



---

## Public Health and Policies Affecting Tobacco Retailers

---

# Why California Needs Strong Tobacco Control Policies in the Retail Environment

Existing laws and programs are not solving the problem of underage tobacco use. Surveys show too many youth are still taking up the habit, too many retailers still illegally sell tobacco to California's kids, and tobacco advertising and marketing activities are increasing in the retail environment.

*The STORE Campaign* is a comprehensive tobacco intervention to address all aspects of the retail tobacco environment's negative impact on kids. The goal is to reduce illegal sales and decrease the tobacco industry's deceptive advertising in the retail environment.

Addressing multiple aspects of the tobacco retail environment includes:

- Licensing ordinances requiring retailers to obtain a license to sell tobacco products. If a retailer sells tobacco to minors, or violates other state or local laws pertaining to tobacco, the license can be suspended or revoked.
- Self service display bans on all tobacco products, not just cigarettes. Tobacco is tobacco and bans on self-service should cover chew, loose leaf and all other forms of tobacco.
- Local ordinances banning exterior "sandwich board" ads and restricting the percentage of exterior store space that can be covered by posters, neon lights or other ads. Advertising of all products will be covered by these policies.
- Conditional use permits or zoning ordinances that limit the number and location of new tobacco retail outlets.
- Enforcement of existing laws to keep tobacco out of the hands of kids and to decrease the proliferation of tobacco ads in stores.

Dealing with all aspects of the retail environment and not just illegal sales, is a long needed step in the right direction to prevent another generation from becoming lifelong addicts.