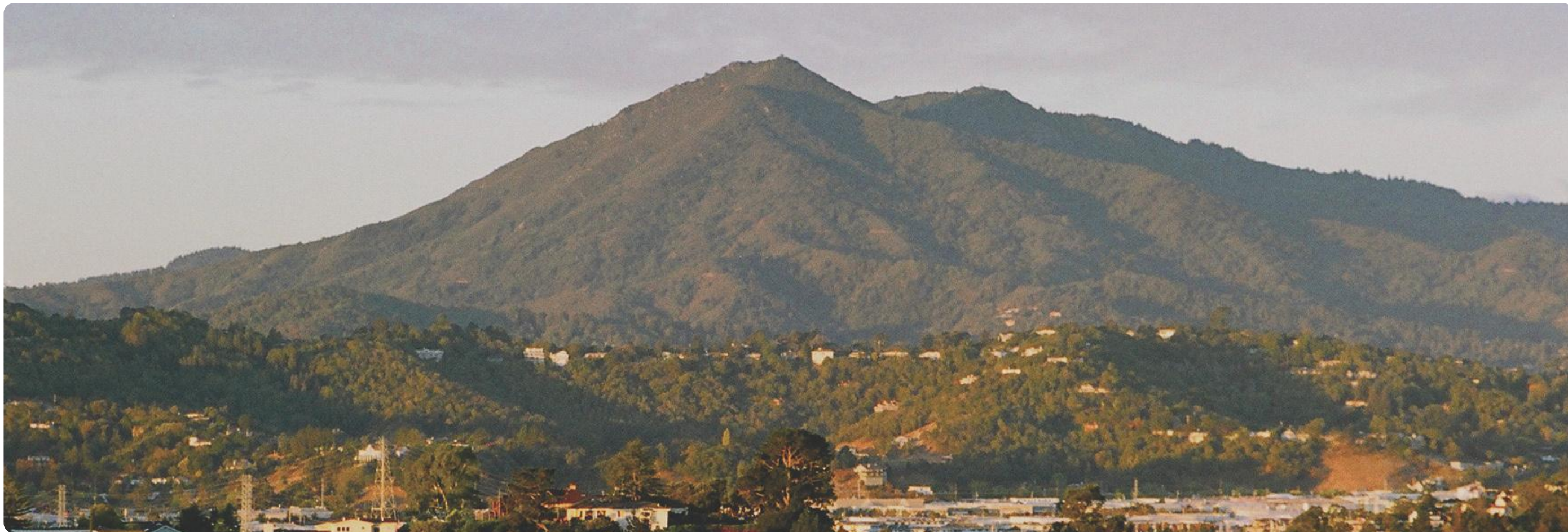




Agenda Item No. 9.

Subject: Presentation from Branson School's Youth Advocacy Committee on Nicotine

Keeping Ross Tobacco-Free: A Policy Solution



Youth Advocacy Committee (YAC)

Kimberly De Leon, Diana Garcia, Rhett Krawitt

Agenda

- 01** The Youth Advocacy Committee (YAC)
- 02** Nicotine Use in Marin
- 03** Tobacco Retail Environment
- 04** Ross: A Tobacco-Free Town
- 05** Our Proposal

WAA

YOUTH

ADVOCACY

COMMITTEE

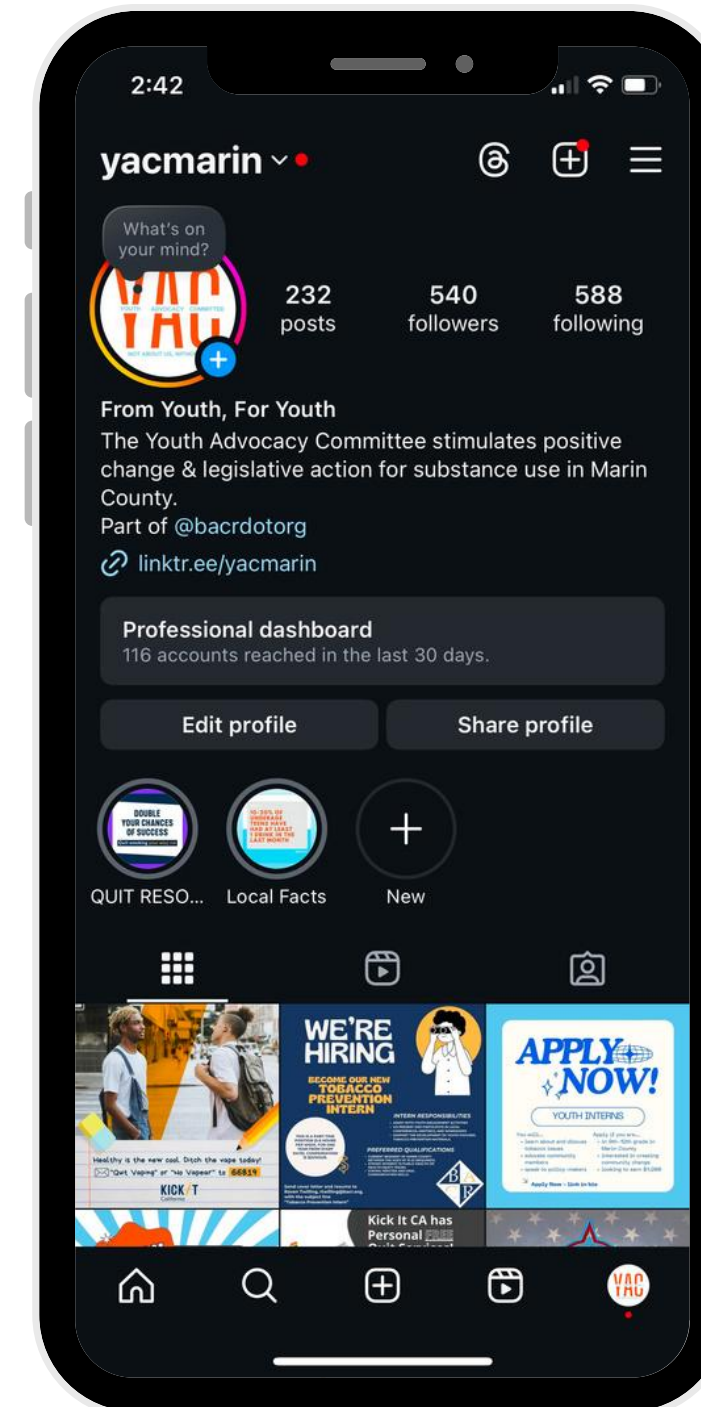
YAHU



NOT ABOUT US, WITHOUT US

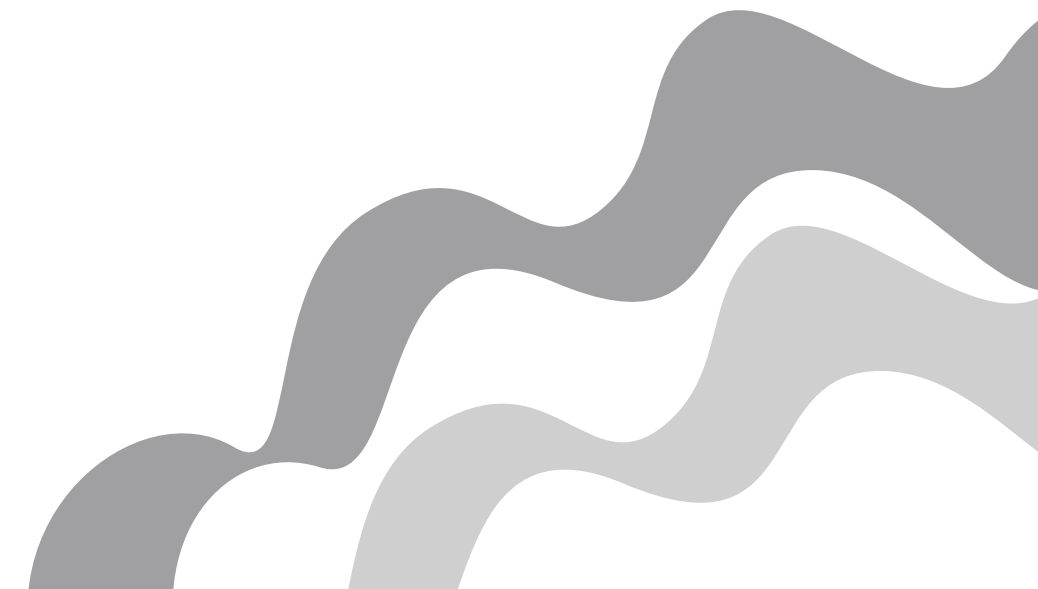
Youth Advocacy Committee (YAC)

- **Mission:** Raise awareness about the harms of nicotine use and solutions to protect community health
- **Values:**
 - Equity
 - Education
 - Mental & physical health
 - Community health

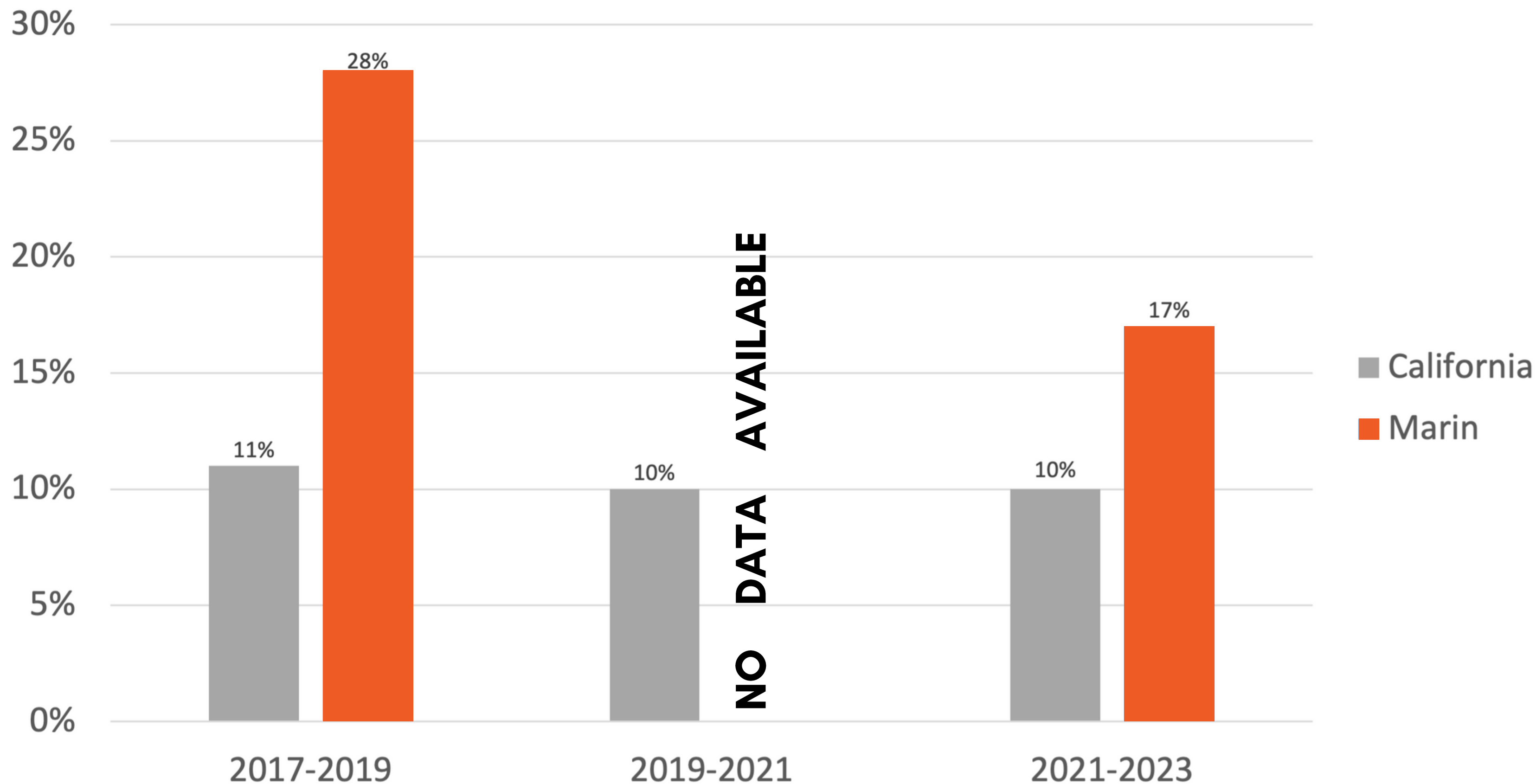


Nicotine Use in Marin

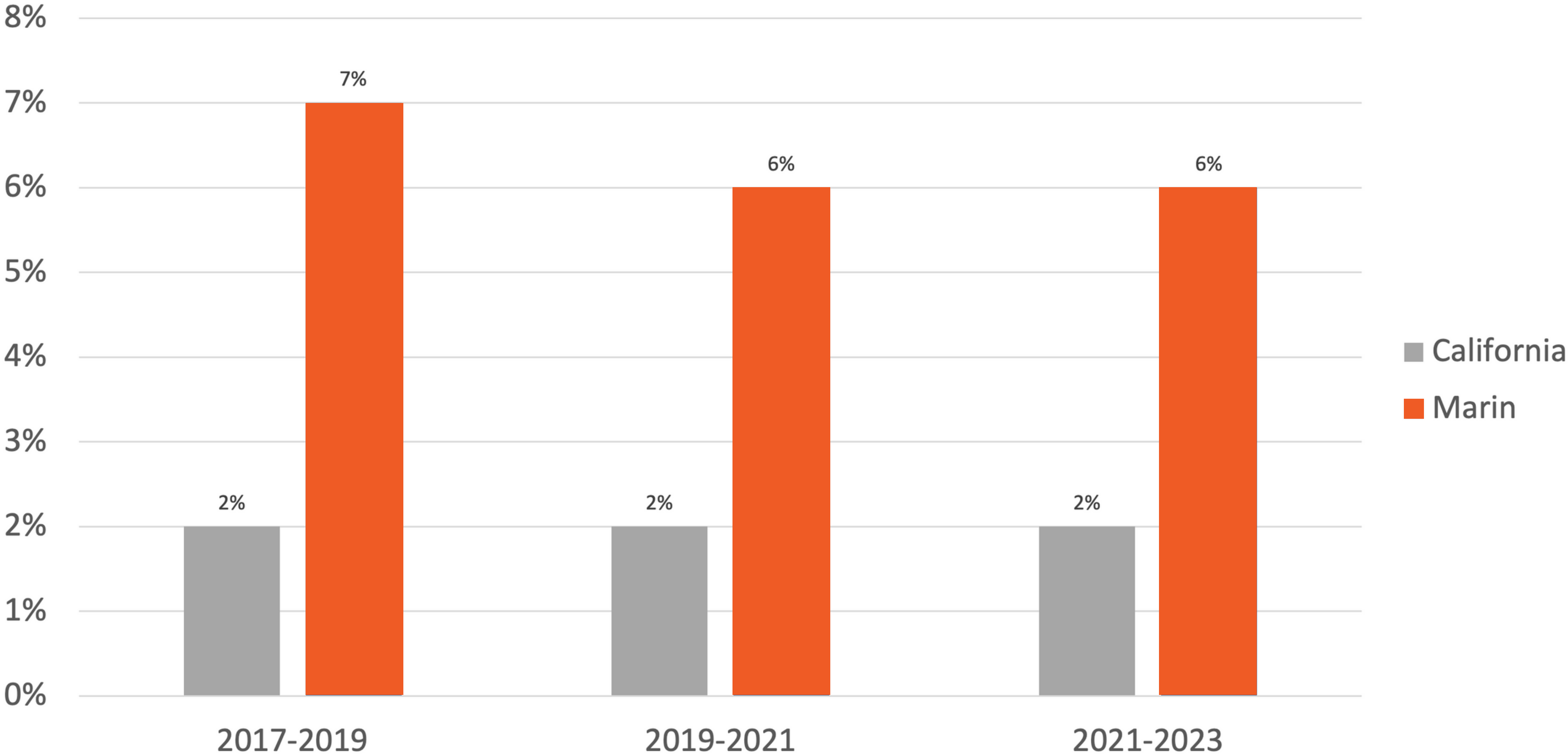
Data from the CA Healthy Kids Survey



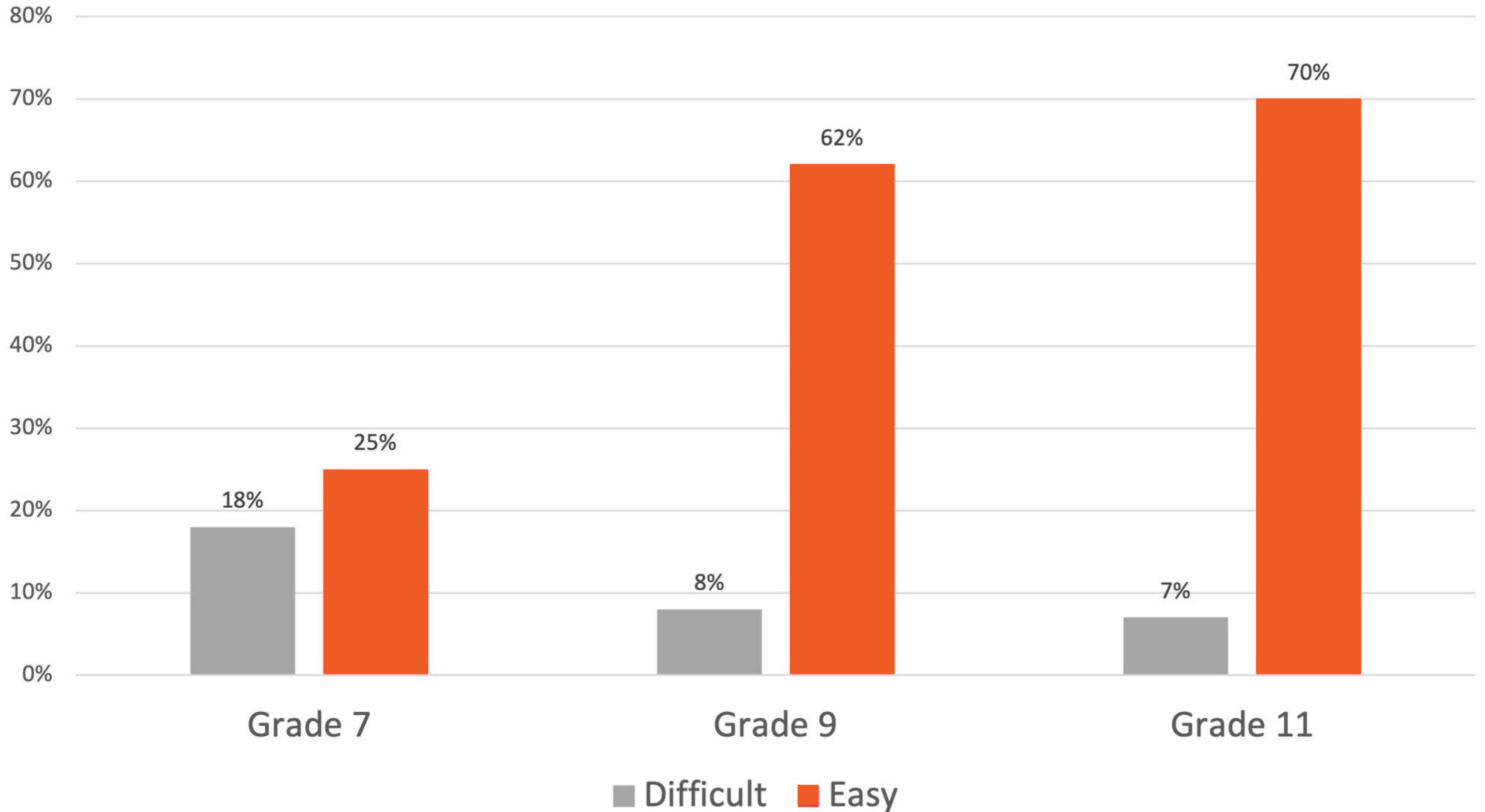
11th Grade Vaping Rates Higher in Marin than California Average



11th Grade Cigarette Smoking Rates Higher in Marin than California Average



Perceived Difficulty of Obtaining Vape Products, 2021-23



CIGS IN AN E-CIG

1 Pack of Cigarettes
= ~22mg of Nicotine



1 JUUL Pod
= ~41.3mg of Nicotine



1 Vuse Pod
= ~90mg of Nicotine



1 Elf Bar
= ~650mg of Nicotine



AMOUNT OF NICOTINE IN

~20
CIGARETTES

AMOUNT OF NICOTINE IN

~37
CIGARETTES

AMOUNT OF NICOTINE IN

~82
CIGARETTES

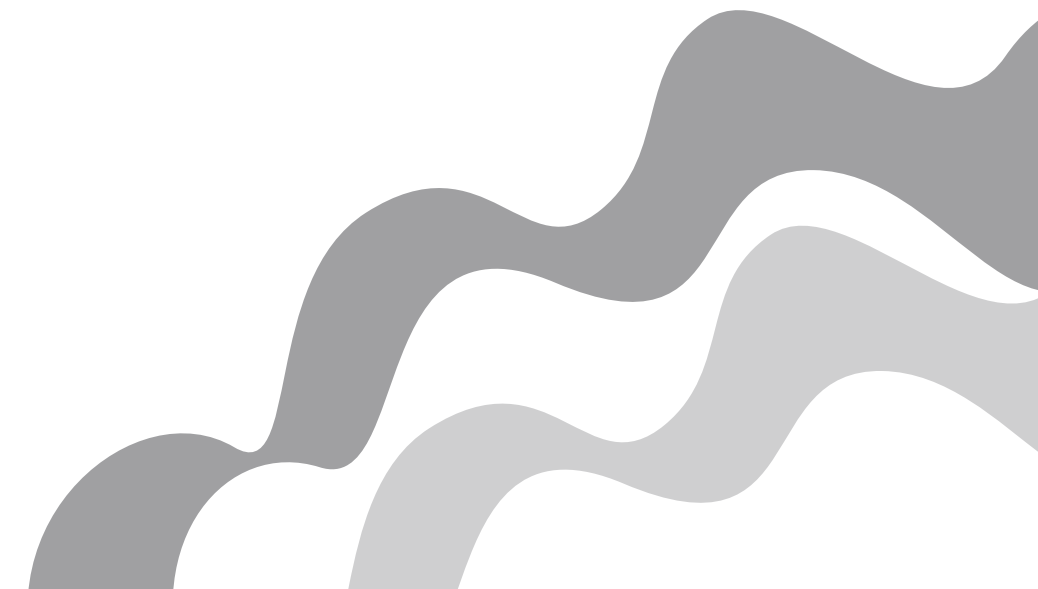
AMOUNT OF NICOTINE IN

~590
CIGARETTES



03

The Tobacco Retail Environment



Tobacco Retailer Density

- **retailer density:** the number of businesses that sell tobacco within a specific geographic region
- more tobacco retailers =
 - increased youth exposure to targeted advertisements and promotions
 - increased youth exposure to tobacco-use behavior
 - more accessible tobacco products
 - **increased smoking rates in adults and youth (NIH)**



Tobacco Retailer Density

- regulating tobacco retailer density in CA:

126 municipalities regulate tobacco retailer density in some capacity

107 jurisdictions restrict the proximity of tobacco retail sales venues' locations to youth-populated areas



04

Ross: A Tobacco-Free Town



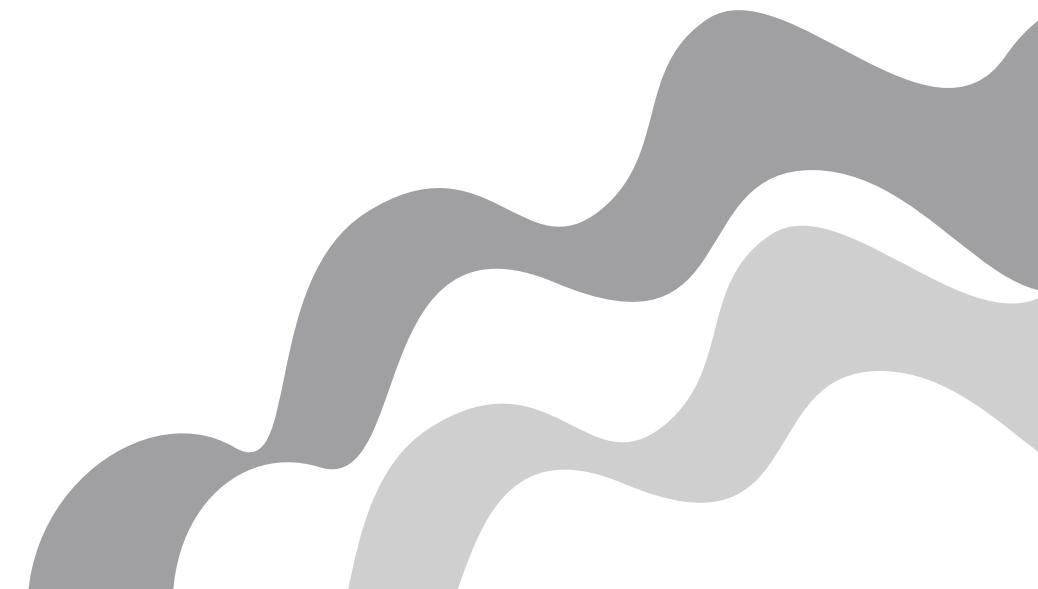
Ross: Today

- Current protections:
 - smoke-free public spaces
 - smoke-free multi-unit housing
 - tobacco retail license (TRL) required to sell tobacco
- As of now, there are zero tobacco retailers within Ross
 - However, there is no policy preventing a prospective retailer from selling in Ross



05

Protecting Future Generations: Our Proposal



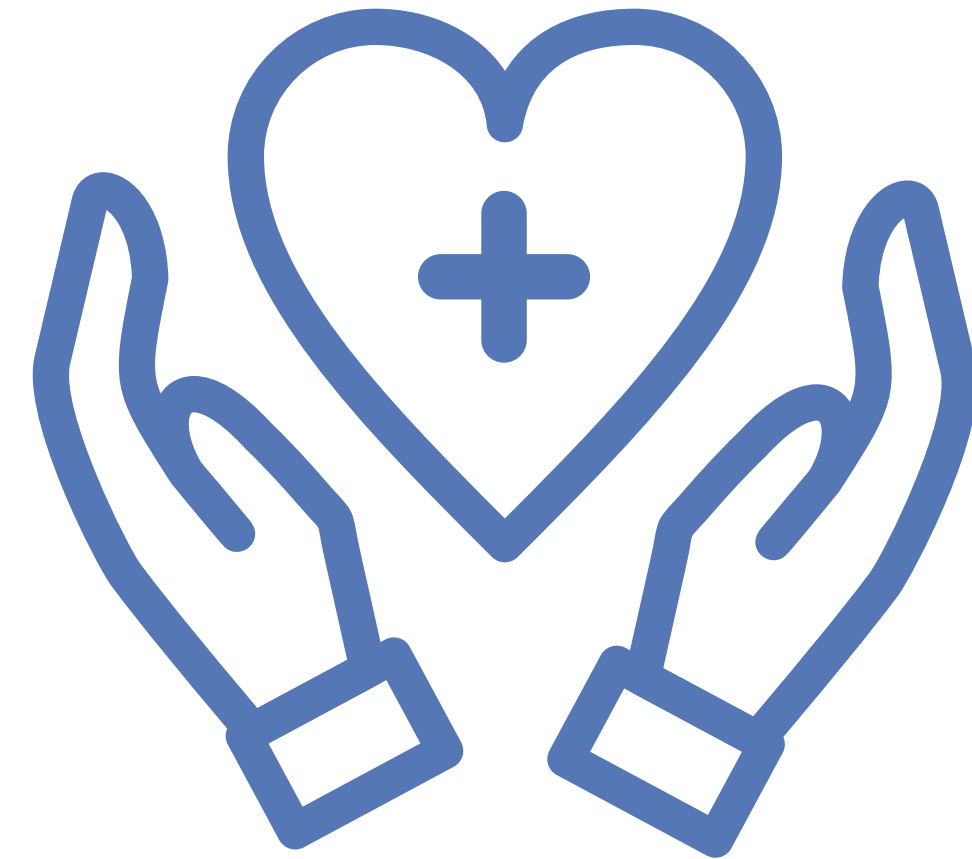
Proposed Policy Details

- **Keep Ross a tobacco-free community!**
 - Prevent tobacco retailers from entering Ross
 - Amend Ross Ordinance No. 699 (outlines rules around smoking/tobacco) to formally prohibit the sale of tobacco in Ross
- This has already been done in Beverly Hills and Manhattan Beach
 - 22 jurisdictions in CA have banned e-cigarettes



Policy Benefits

- **Protects** future residents, particularly youth, from the harms of tobacco
- **Promotes** a healthy community
- **Raises** awareness about the harms of tobacco and nicotine while encouraging current users to reduce their use
- **Sets** a positive example for neighboring communities



Take Action Now!

Amend Ross Ordinance No. 699 to formally
end the sale of tobacco in Ross.

