

Saving Lungs, Saving Lives: New Tobacco Prevention Policies in Yolo County

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Tobacco Prevention Program

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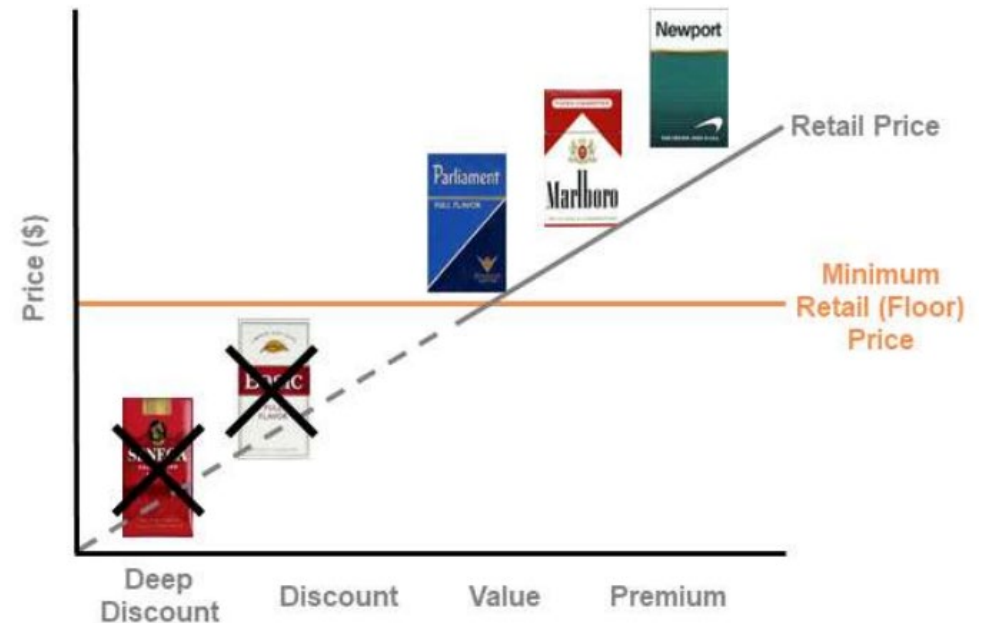


Minimum Price, Pack, and Coupon Redemption



Establish a Minimum Floor Price

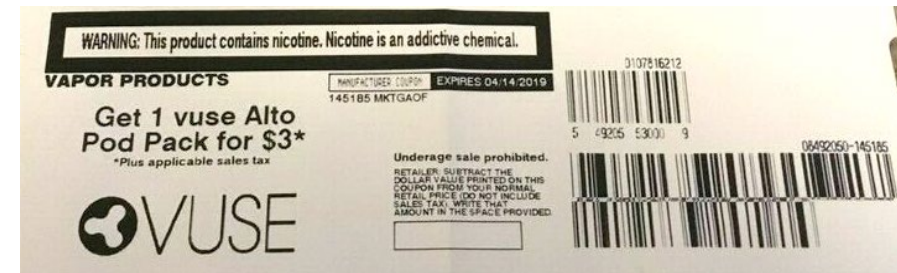
- Sets a price per unit of a tobacco product
- Prohibits the sale of tobacco products less than the set price
- Set above the market rate
- Discourages substitution of tobacco products



Prohibit the Redemption of Tobacco Products

- Coupons
- Discounts
- Promotions

Eliminates Price Discrimination



Establish Minimum Package Size

- Current Laws
 - Cigarettes – 20 per pack
 - Other Tobacco Products – None
- Cigars and Cigarillos
 - Sold individually
 - Two-packs for \$1.00



Benefits of Strong Minimum Price Laws

- Reduces the total amount of tobacco consumed
- Reduces prevalence of tobacco use
- Reduces initiation among youth
- Reduces tobacco-related health problems and deaths



Smoke-free Multi-Unit Housing (MUH)



Secondhand Smoke in Multi-Unit Housing

- Secondhand smoke travels through walls, ductwork, windows, and ventilation systems
- Contains thousands of chemicals, 70 of which are known carcinogens (e.g., arsenic, lead, formaldehyde, benzene)
 - Chemicals stick to walls, furniture, carpet & ceilings
 - Can become more toxic over time
 - Children and individuals with respiratory illness



Benefits of a Legislated Policy (vs. Voluntary)

- Broad reach
 - All MUH tenants protected at one time
- Permanent
 - Will remain in effect if property changes ownership or new complexes open
- Uniform enforcement strategies
 - This policy is typically well enforced with:
 - Signage
 - Lease addendums
 - Warning letters

We can help with these things as well as provide cessation resources and technical assistance!



A Snapshot of MUH in the Unincorporated Areas

- Capay - 1
- Clarksburg - 5
- El Macero - 51
- Esparto - 36
- Knight's Landing - 8
- Rumsey - 1
- Winters - 1
- Woodland - 2
- Yolo - 11
- Zamora - 1

TOTAL = 117 Properties*

*includes apartment complexes, condos,
and multi-unit housing properties

