

Reducing Youth Access to Tobacco



Purpose

From 2017-2021, the Orange County Tobacco Use Prevention Program (TUPP) partnered with the American Lung Association (ALA) and the Community Action Partnership of Orange County (CAP OC) to reduce youth access to tobacco in Buena Park and La Habra.



Why?



The cities of Buena Park and La Habra have historically had high rates of smoking and tobacco-related disease. Surveys of community residents and interviews with community leaders showed high support for various methods of reducing youth access to tobacco.

What was done to achieve the goal?

- ALA focused efforts in Buena Park while CAP OC focused efforts in La Habra, engaging community members around the importance of reducing youth access to tobacco.
- Community members were trained in letter writing and public speaking.
- Community members addressed their respective city councils.
- Community surveys were conducted and showed a high level of support for restricting the sale of tobacco near schools.
- TUPP staff and ALA partnered with America On Track (AOT), which was also working in Buena Park on a flavored ban to pass a tobacco retail licensure ordinance that banned the sale of flavored tobacco and the opening of any new tobacco retailers within 500 feet of schools.



OUTCOMES

- At the end of the project, Buena Park passed a tobacco retail licensure ordinance which included a distance requirement that new tobacco retailers be at least 500 feet from youth sensitive areas, and banned the sale of flavored tobacco.
- La Habra passed a smokefree parks ordinance.



Lessons Learned and Recommendations

- Establish a positive relationship with at least one city council member early on who can guide the process through the council.
- Engage community members to advocate for policies that reduce youth access to tobacco.
- Build capacity in multiple languages, including data collection and training, as well as provide interpreters to help speak at city council meetings.

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