

# California Department of Justice Tobacco Grant Program



Funding Cycle 2018-19, Year 2  
Evaluation Report

July 2021

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For questions about the report, contact [TobaccoGrants@doj.ca.gov](mailto:TobaccoGrants@doj.ca.gov).

# Introduction

## The Tobacco Grant Program

The Office of the Attorney General established the California Department of Justice Tobacco Grant Program in 2017 to reduce illegal sales and marketing of cigarette and tobacco products to minors. Nearly nine out of ten smokers begin their habit before the age of 18; therefore, prevention of smoking among youth is a key strategy to reducing the number of smokers and improving public health. California's Tobacco 21 law, making it illegal to sell to customers under age 21, and the rapidly growing use of electronic cigarettes (e-cigarettes) among teens were just two reasons for a stronger focus on enforcement of new and existing laws.

The Tobacco Grant Program funds competitive applications from local public agencies in California with the authority to enforce tobacco-related laws. Applicants are typically sheriff and police departments and school districts, but some city governments, community college districts, and public health departments also apply. The grants are funded by revenue from Proposition 56, a state-wide ballot initiative that increased tobacco taxes and was approved by nearly 65% of California voters. Proposition 56 established the California Healthcare, Research and Prevention Tobacco Tax Act of 2016 and funds a variety of programs to prevent tobacco use and to treat tobacco-related diseases.

## Program Evaluation Goals

The Tobacco Control Evaluation Center at UC Davis was selected to evaluate the Tobacco Grant Program. The evaluation team's decade of experience with the California Tobacco Control Program (a California Department of Public Health section) and their 100-plus local grantees gives the evaluation team in-depth insight on local tobacco control. The evaluation team has experience with the opportunities and challenges faced at the local level. Since 2007, the evaluation team has worked with local grantees in the California Tobacco Control Program to effectively and efficiently collect data and report on local program activities.

The Request for Proposals was written broadly, allowing grantees to engage in a wide range of activities depending upon local needs and conditions. The value of the evaluation at this early stage is to catalogue the variety of enforcement and educational activities and to answer the following questions about program implementation and cost.

1. How many times have the grantees implemented the activity and how are the activities being implemented? For enforcement activities, what was the violation rate?
2. What is the average cost of the activity and the range of costs across grantees? What are the long-term health care cost savings that may result from some activities?

The Department of Justice and UC Davis identified 10 grantee activities to study in-depth. These activities matched the goals of the Request for Proposals and were common activities according to the review of the applications of funded projects. The 10 activities are grouped into three categories: **Retailers**, **Schools**, and **Community**, as shown in Table 1.

**Table 1. Tobacco Grant Program activities to be evaluated**

<b>Retailers</b>	<b>Schools</b>	<b>Community</b>
Minor decoy	School patrols	Community patrols
Shoulder tap	Smoke and vape detectors in schools	Community education
Retailer inspection (including hookah bars and vape shops)	School-based education programs	Signage
Retailer education		

In the retail landscape, grantees use traditional methods like minor decoys as well as shoulder taps. **Minor decoy operations** use youth under age 21 to purchase cigarette and tobacco products from stores. In contrast, **shoulder tap operations** use underage youth to ask an adult customer to purchase cigarette and tobacco products for him or her. **Retail inspections** verify stores' compliance with state or local laws, as some cities and counties have stricter tobacco retail license laws than state law. Some sheriff and police departments cited merchants who break tobacco sales laws, while about a third proposed some form of merchant diversion where

store owners and clerks would participate in a mandated educational program instead of or in addition to fines. For **retailer education**, officers visit stores to speak directly to store owners and managers about tobacco sales laws.

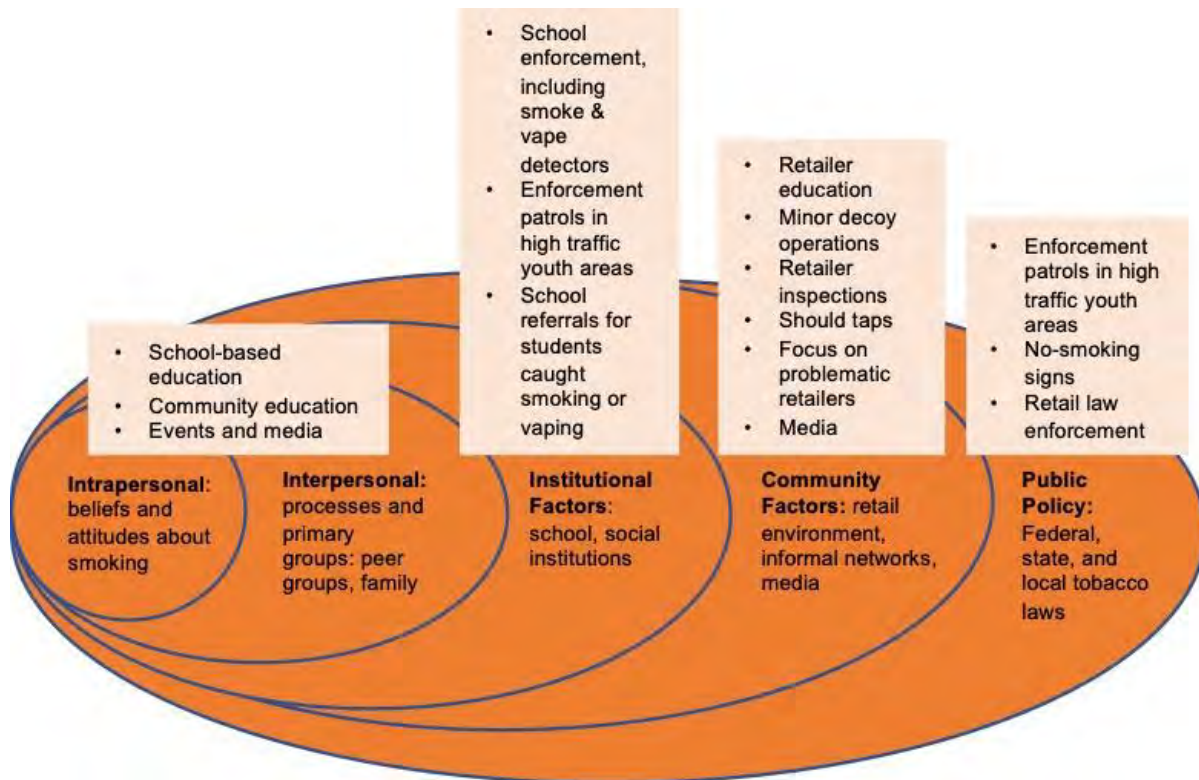
Enforcement at the school level typically involves school resource officers who **patrol school grounds** looking for tobacco use violations, and warn, cite, or divert students caught smoking or vaping on campus. Less than 20% of grantees proposed buying **smoke and vape detectors** to install in bathrooms and other locations where students are likely to smoke. These new devices detect particles in the air and alert a school official or school resource officer via text message. **School-based education** programs vary from presentations by a school resource officer to referrals to smoking cessation programs for students caught smoking or vaping at school.

Grantees are also engaged in community-level activities outside of stores and schools. Most **enforcement patrols** were designed to visit areas where smoking outdoors was banned and where youth congregated, such as parks and skateboard parks in order to ensure compliance with tobacco regulations and to engage youth in dialogue. **Community education** includes social media campaigns and presentations to parents as well as paid media on television, radio, and in ads in movie theaters. Other grantees invest in **signage**, such as “no smoking” signs, to remind the public that smoking and vaping are not allowed in parks and other outdoor public areas.

### Multiple Activities Reinforce a “No Smoking” Message

Grantees were funded to engage in multiple activities and, on average, they engaged in three activities over the course of the year. Tobacco Grant Program activities discourage youth from smoking and vaping at multiple levels (Figure 1).

The Surgeon General and the Centers for Disease Control and Prevention recommend simultaneous, multi-level prevention activities as the most effective strategy to prevent youth from smoking (1-3). These recommendations acknowledge that a single strategy, such as enforcing tobacco sales laws among retailers, measurably reduces youth smoking rates. However, adding education in the schools and community, for instance, and implementing no-smoking policies at school reduces youth smoking rates even more.



**Fig 1. Impact of Tobacco Grant Program Activities on Youth Experimenters and Smokers**

The social ecological model – depicted in dark orange in Figure 1 – is one of the most common multi-level models of behavior change in public health (4). It uses a set of concentric circles that simultaneously influence individual health behaviors, from individual beliefs to institutional practices to local and statewide laws. This model guides disease prevention programs addressing many different health behaviors, from promoting vaccinations to managing diabetes to the prevention of youth smoking.

## The Impact of Current Events on Grantee Activities

During the last quarter of year 2, two historic, ongoing events shaped the work of the grantees: the COVID-19 pandemic and nationwide protests for racial justice. This quote from a grantee is one example of the challenges of engaging in tobacco education and enforcement during a pandemic.

*"The biggest barrier our agency has encountered is COVID. Due to COVID, we have not been able to do any outreach. All schools have also been closed, so education has not been able to happen, even though everything was scheduled. All staff members were also reassigned to some COVID duties. Our agency also closed in March. Since we have been back to work, I have decided to purchase postage to do "no contact outreach" [by] sending all tobacco retailers an educational packet in the mail. All postage material came in last week, all guides should be going out to retailers the week of 6/29/20."*

## Report Overview

This report presents results from the cohort that was initially funded for a three-year cycle in 2018-19. It begins with a summary of statewide results, then presents results for each county with one or more Tobacco Grant Program grantees.

The Evaluation Methods section describes in more detail the evaluation sources and analysis strategies. Finally, for brevity the report often uses the year and quarter rather than dates to present results. For instance, "Y2 Q1" refers to year 2 quarter 1 or July 1, 2019 to September 30, 2019. The year and quarter follow the state fiscal year which begins on July 1.

# Evaluation Methods

The evaluation was conducted by an external evaluation team from the Tobacco Control Evaluation Center in the Division of Health Policy and Management at the Department of Public Health Sciences at UC Davis.

## Counting and Describing Grantee Activities

Information on the type and number of activities described in this report, as well as quotes and descriptions of activities, were found in progress reports submitted in the four quarters of the grant program covering the period July 1, 2019 to June 30, 2020.

The online progress reports consist of approximately 100 multi-part, mostly closed-ended questions on the 10 activities of interest to the evaluation. At the beginning of the survey, grantees were asked to select one or more of the following activities: Retailer Enforcement Activities; School/Community Enforcement Activities; Education Programs/Outreach/Training; Media/Signage/Messaging; Creation of Local Tobacco Retail Policies; and, Other Non-Administrative Activities. Branching logic made it possible to ask grantees only about the activities in which they were involved. So, for instance, a grantee selecting “Retailer Enforcement Activities” would be asked a detailed set of questions about youth decoy operations, including the number of decoys, their average age, the amount of time spent on decoy operations, and the number of violations, warnings, and citations. Grantees would not be asked about community or school education activities if they were not engaged in that activity.

Each quarter the Department of Justice opens the online progress report survey one month before the progress report is due. It is administered using an online survey platform and the results are exported to a spreadsheet and delivered to UC Davis for analysis. UC Davis researchers clean the numeric data from closed-ended questions (i.e., questions with a yes/no response, a count of an activity, or multiple choice answers). Incomplete or inconsistent data was corrected by grantees when possible or, in a limited number of cases, dropped from the analysis. Researchers then create new variables as necessary and use Stata, SAS or R to generate descriptive statistics (means, proportions, frequencies), tables, and figures. Narrative responses to open-ended questions are used as quotes to illustrate a grantee activity.

The report presents two other sources of information about the counties. County population is from the [California Department of Finance estimates for 2019](#). The number of middle and high schools is from the [California Department of Education’s California School Directory](#).



## Economic Analysis Methods

Information on the cost of grantee activities was estimated from invoices covering the 2019-20 fiscal year and delivered to UC Davis through February 15, 2021. The processing time for invoices for grantees can take several months. Therefore, this report only analyzes invoices from July 1, 2019 to January 15, 2021 and in some cases results in incomplete data. This affects availability of full economic analyses for several counties and is noted in their individual profiles. Invoice details are entered by the evaluation team into a spreadsheet for further analysis.

Grantees were included in the economic analysis by quarter if their operation counts were noted in the invoice and greater than zero. Some grantees submitted monthly invoices while others submitted quarterly invoices. In all cases, the UC Davis evaluation team used the Invoice Detail Page created by the California Department of Justice to reimburse grantees for program-related costs incurred during the monthly or quarterly billing period. This form is presented in a table format using the standard budget categories, such as personnel, benefits, operations, travel, etc.

Personnel: classification; dates worked; type of operation/purpose of work; hours worked; overtime hours worked; hourly rate; benefits rate; amount claimed.

Operating costs: item description; price per item; number of item; purpose of expenditure; amount claimed.

Equipment: item description; price per item; number of item; purpose of expenditure; amount claimed.

Travel expenses: event name; dates; type of expenditure; amount claimed.

Other expenses: item description; price per item; purpose of expenditure; amount claimed.

For each budget category, an open-ended cell called “type of operation/purpose of work” or “type of expenditure” was used to assign the amount claimed to a grantee activity to a specific activity. For invoices with complete information in all cells, the type and number of activities (e.g., 10 decoy operations, 15 citations during store inspections) and the cost of the activity was entered into a spreadsheet. The evaluation team calculated the average cost and range of costs (lowest and highest) of the activities of interest for this report (e.g., decoy operations, citations for sales to minors as a result of decoy operations, etc.).

**Incomplete cost data.** Regarding cost data from invoices, it was not always possible to link a cost description to a specific activity. The evaluation team found that the progress report data were more complete than the available invoice data.

Among the 392 invoices received for the year, 72 invoices included incomplete information and could not be used for the economic analysis. The value of the data analysis depends on the quantity and the quality of the data. Though the evaluation team was able to analyze more than 80% of the invoices, the findings in this report show that there are many opportunities to enhance the data collection process to ensure that the data can be analyzed.

Building upon the initial successes of the economic analysis, additional data will provide information for decision making at the Department of Justice.

# Statewide

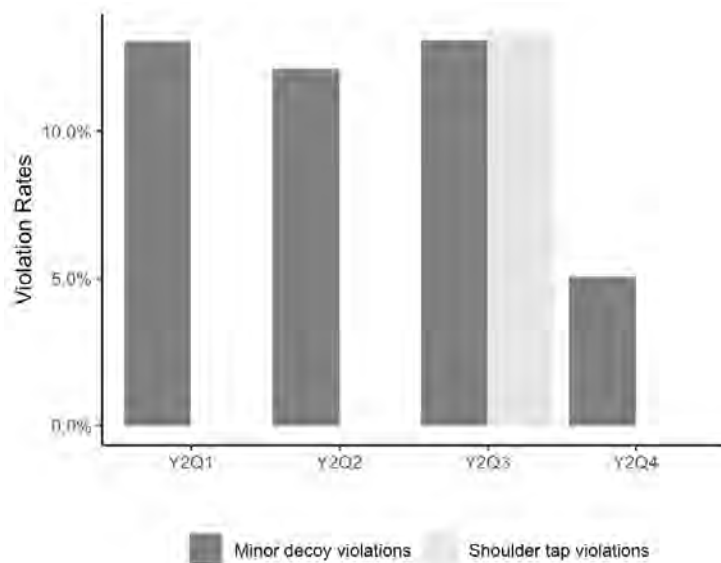
## Introduction

In 2018-19 the Tobacco Grant Program funded 65 grantees in 35 counties for three year terms each. Together, these counties have a population of 35,243,004. About 9,988,974 are under the age of 21. These counties have 1,103 high schools and 1,119 middle schools.

## Enforcement Activities

In the **retail setting**, grantees conducted 1,335 minor decoy operations. The annual violation rate for minor decoy operations (sales to minors) was 12.3% compared to the statewide rate of 17.9%. Grantees inspected 2,397 stores, and found a total of 568 violations. About 17% of adults purchased tobacco products for minors during shoulder tap operations. In the **school setting**, resource officers warned or cited 775 students for smoking on campus and confiscated 571 e-cigarettes or pods and 24 packs of cigarettes. Grantees installed 348 smoke or vape detectors in schools resulting in 15 citations. In the **community**, officers patrolled community events, outdoor restaurants and bars, bus stops, parks, public transport, skate parks, sport fields, and public housing where smoking is prohibited. For every hour of patrolling there were 0.3 violations. After the state shut down at the end of Y2 Q3 (March 2020) due to COVID-19, schools closed and many enforcement activities were cancelled to protect officers and the public.

### Retail Enforcement: Violation Rates 7/1/19 - 6/30/20

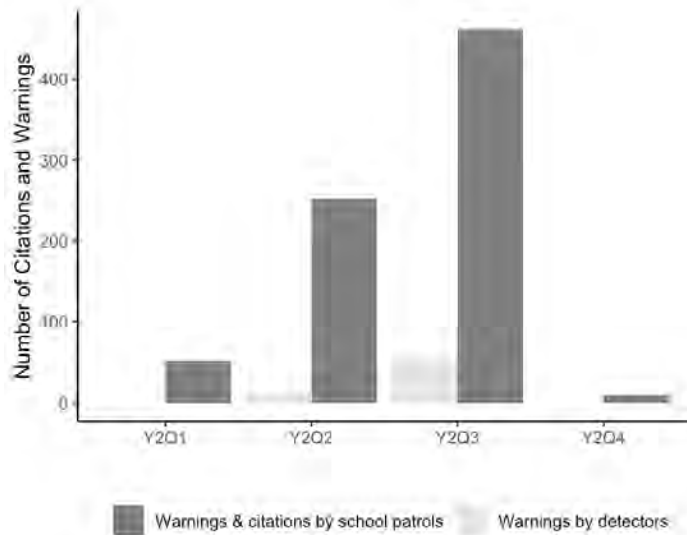


## Retail Enforcement: Number of Activities & Outcomes, 7/1/19 - 6/30/20

Retail Enforcement Activity & Outcome	2019-20
<b>Minor decoy violations</b>	
Stores visited	1,335
Follow-up visits	460
Sales to minor	164
Merchants cited	81
Merchants diverted	7
<b>Store inspections</b>	
Stores visited	2,397
Follow-up visits	578
Failure to obtain license	17
Signage and display-related violations*	460
Sales of individual cigarettes	10
Sales flavored tobacco products (where prohibited)	32
Self-service tobacco displays	19
Failure to furnish required tobacco product purchase records	28
Failure to follow the terms of a license suspension, termination or other restriction	2
<b>Shoulder tap violations</b>	
Adults approached by a minor decoy	47
Adults who purchased tobacco products	8
Violation resulted in a fine or a suit by District Attorney	86

\* Note: Signage and display violations include failure to display valid license, age-of-sale signage, and other violations including exterior signs and excessive advertising.

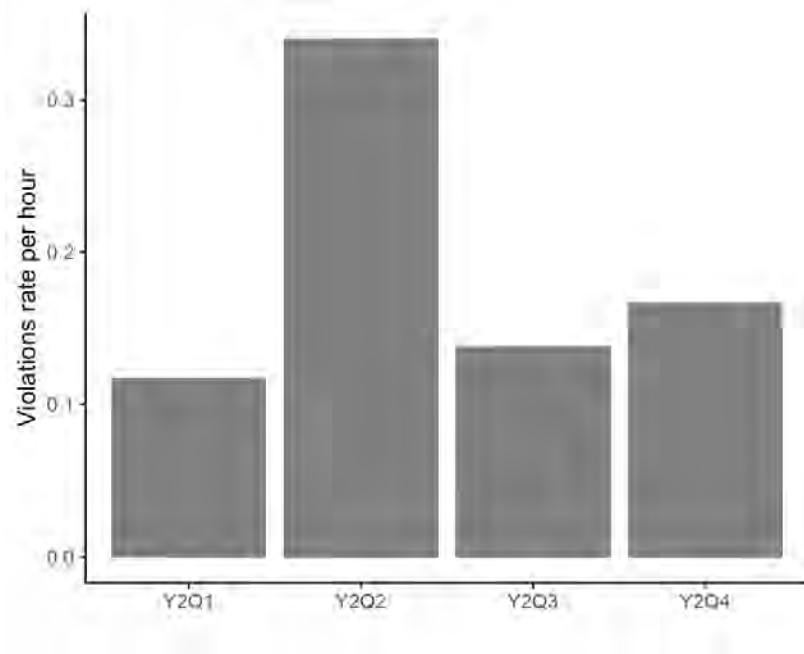
**School Enforcement: Number of Students Warned or Cited for Smoking on Campus, 7/1/19 - 6/30/20**



**School Enforcement: Number of Activities & Outcomes, 7/1/19 - 6/30/20**

School Enforcement Activity & Outcome	2019-20
<b>Warnings &amp; citations identified by school patrols</b>	
Students warned or cited	775
Students referred	828
Cigarette packs confiscated	24
E-cigarettes confiscated	571
<b>Warnings identified by smoke/vape detectors</b>	
New smoke/vape detectors installed	348
Smoke/vape detector activations	265
Warnings to students	67
Students referred to education or cessation programs	46

**Community Enforcement: Violations Per Hour of Patrol, 7/1/19 - 6/30/20**



**Community Enforcement: Number of Activities & Outcomes, 7/1/19 - 6/30/20**

Community Enforcement Activity & Outcome	2019-20
Hours of patrols	13,415
Warnings	3,707
Citations	218
Arrests	22

**Educational Activities**

**25,812** students attended tobacco prevention classes or events

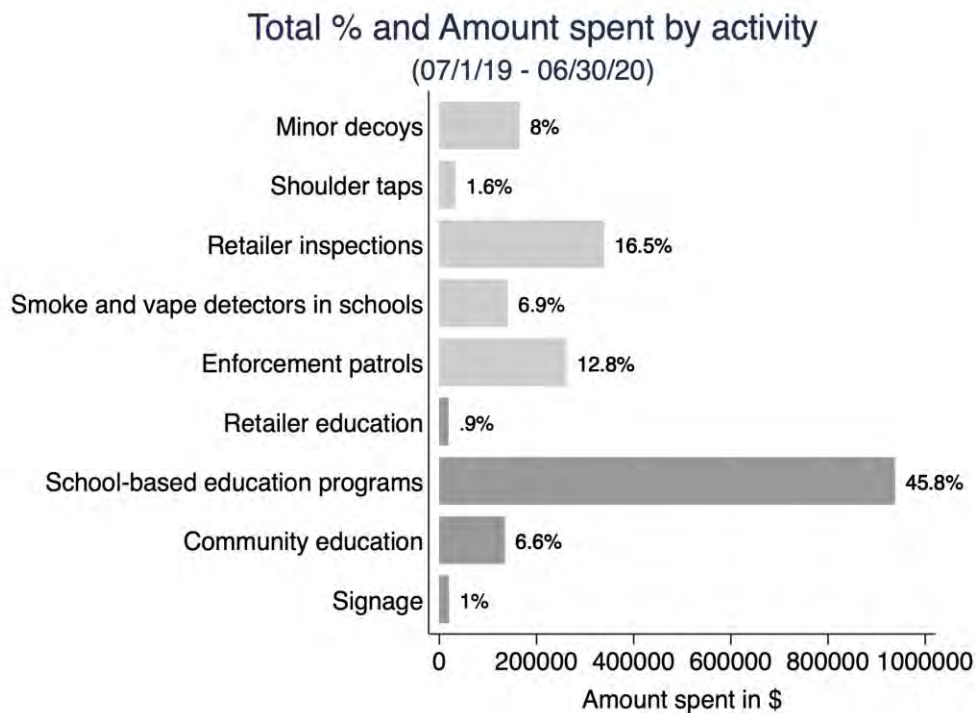
**3,790** community members attended a tobacco prevention class or event

**195,738** views of campaigns through traditional & social media

<b>Educational Activities &amp; Outcome</b>	<b>2019-20</b>
Stores visited <sup>†</sup>	817
School events	2,174
Community events	62
Media campaigns <sup>†</sup>	52
<sup>†</sup> Law enforcement and other agencies visit tobacco retailers to educate management and clerks about tobacco retail laws and local ordinances. Traditional media include TV radio, and newspaper ads semi: social media are ads on Facebook and other social media platforms.	

## Economic Analysis

Statewide, grantees spent \$2,048,622. The figure shows funds spent among the activities performed during the grant period. The length of the bar shows how much was spent and the number to the right of each bar is the percentage of the budget spent on each activity. The table shows an example of costs for retail enforcement, such as minor decoys, shoulder taps, and retail inspections. On average, the cost per minor decoy operation was \$2,763, the cost per shoulder tap operation was \$2,624, and the cost per retail inspection was \$1,668.



<b>Retail Enforcement</b>	<b>Decoys</b>	<b>Shoulder Taps</b>	<b>Inspections</b>
Median* cost per activity (range)	\$2,763 (\$414, \$91,149)	\$2,624 (\$319, \$9,207)	\$1,668 (\$264, \$291,900)
Number of activities	481	15	456
Median number of officers†	3.5	4	...
Median travel time†	21.25	30	...

\* Note: The median is the middle value often reported when data are skewed.

† Progress report does not ask about these features of store inspections



# Alameda County

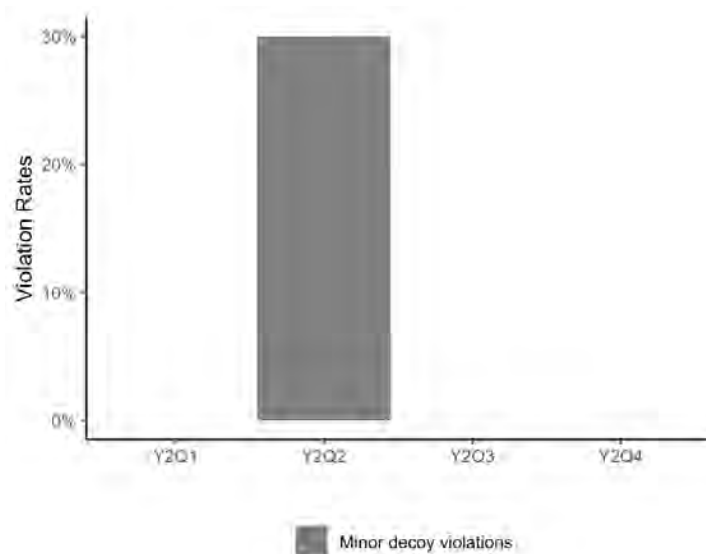
## Introduction

**Alameda County**, located in Northern California, has a population of 1,671,855. About 442,053 are under the age of 21. Alameda County has 44 high schools and 52 middle schools. The Tobacco Grant Program funded Alameda Police Department, Piedmont Police Department, and San Leandro Police Department in the 2018-19 grant cycle. Alameda County was awarded \$840,718 for a three-year term beginning in 2018. For this report analyzing fiscal year 2019, they spent \$36,445.

## Enforcement Activities

In the **retail setting**, grantees conducted 10 minor decoy operations. The annual violation rate for minor decoy operations (sales to minors) was 30% compared to the statewide rate of 17.9%. Grantees inspected 41 stores and found a total of three violations. In the **school setting**, resource officers warned or cited 10 students for smoking on campus and confiscated 13 e-cigarettes or pods and no packs of cigarettes. Grantees installed 12 smoke or vape detectors in schools resulting in no citations. In the **community**, officers patrolled at community events, parks, skate parks, and sport fields where smoking is prohibited. For every hour of patrolling there were no violations.

### Retail Enforcement: Violation Rates 7/1/19 - 6/30/20

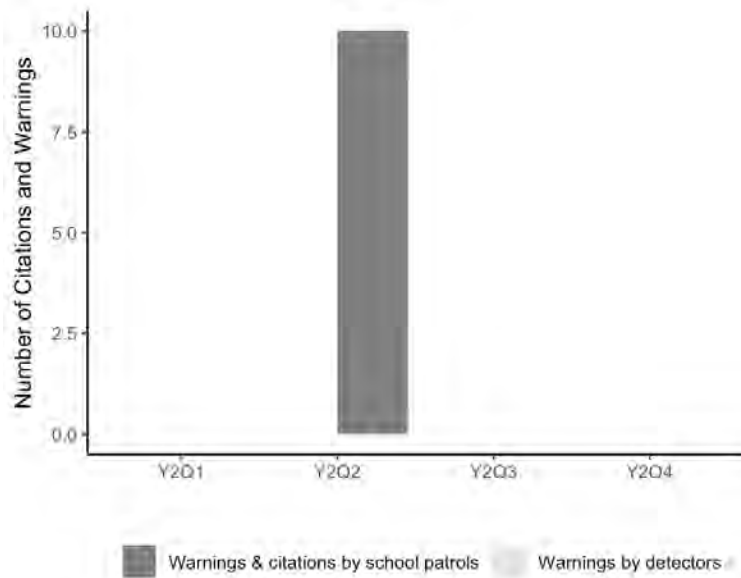


**Retail Enforcement: Number of Activities & Outcomes, 7/1/19 - 6/30/20**

Retail Enforcement Activity & Outcome	2019-20
<b>Minor decoy violations</b>	
Stores visited	10
Follow-up visits	0
Sales to minor	3
Merchants cited	3
Merchants diverted	3
<b>Store inspections</b>	
Stores visited	41
Follow-up visits	12
Failure to obtain license	0
Signage and display-related violations*	2
Sales of individual cigarettes	1
Sales flavored tobacco products (where prohibited)	0
Self-service tobacco displays	0
Failure to furnish required tobacco product purchase records	0
Failure to follow the terms of a license suspension, termination or other restriction	0

\* Note: Signage and display violations include failure to display valid license, age-of-sale signage, and other violations including exterior signs and excessive advertising.

**School Enforcement: Number of Students Warned or Cited for Smoking on Campus, 7/1/19 - 6/30/20**



**School Enforcement: Number of Activities & Outcomes, 7/1/19 - 6/30/20**

School Enforcement Activity & Outcome	2019-20
<b>Warnings &amp; citations identified by school patrols</b>	
Students warned or cited	10
Students referred	11
Cigarette packs confiscated	0
E-cigarettes confiscated	13
<b>Warnings identified by smoke/vape detectors</b>	
New smoke/vape detectors installed	12
Smoke/vape detector activations	0
Warnings to students	0
Students referred to education or cessation programs	0

**Community Enforcement: Number of Activities & Outcomes, 7/1/19 - 6/30/20**

<b>Community Enforcement Activity &amp; Outcome</b>	<b>2019-20</b>
Hours of patrols	160
Warnings	0
Citations	0
Arrests	0

**Educational Activities**

**430** students attended tobacco prevention classes or events

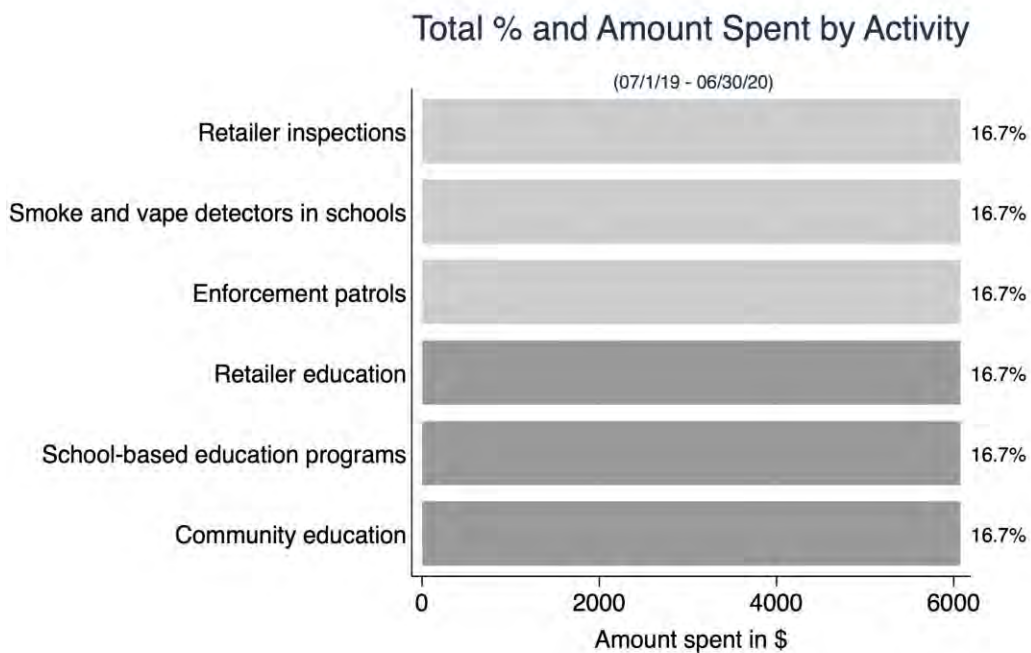
**289** community members attended a tobacco prevention class or event

<b>Educational Activities &amp; Outcome</b>	<b>2019-20</b>
Stores visited <sup>†</sup>	1
School events	13
Community events	0
Media campaigns <sup>†</sup>	0

<sup>†</sup> Law enforcement and other agencies visit tobacco retailers to educate management and clerks about tobacco retail laws and local ordinances. Traditional media include TV radio, and newspaper ads semi: social media are ads on Facebook and other social media platforms.

## Economic Analysis

In Alameda County, grantees spent \$36,445 on **six** activities. The figure shows funds spent among the activities performed during the grant period. The length of the bar shows how much was spent and the number to the right of each bar is the percentage of the budget spent on each activity. The grantee billed equal amounts for all six activities and so the percentage distribution of the costs are identical.



<b>Retail Enforcement</b>	<b>Inspections</b>
Median* cost per activity (range)	\$6,074 (\$6,074, \$6,074)
Number of activities <sup>‡</sup>	...
Median number of officers <sup>†</sup>	...
Median travel time <sup>†</sup>	...

\* Note: The median is the middle value often reported when data are skewed.

† Progress report does not ask about these features of store inspections

‡ Invoice does not specify the number of activities

# Butte County

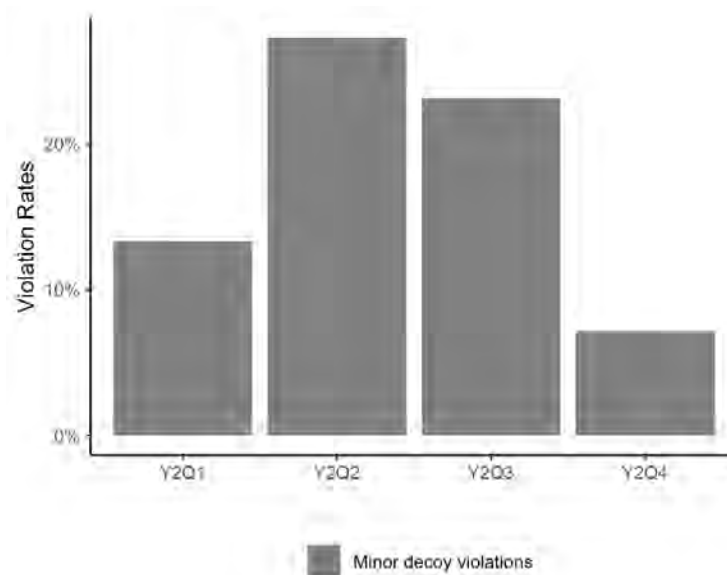
## Introduction

**Butte County**, located in Central California, has a population of 206,362. About 55,073 are under the age of 21. Butte County has 11 high schools and 11 middle schools. The Tobacco Grant Program funded Butte County Office of Education, Chico Unified School District, and Oroville City Elementary School District in the 2018-19 grant cycle. Butte County was awarded \$3,287,878 for a three-year term beginning in 2018. For this report analyzing fiscal year 2019, they spent \$149,171.

## Enforcement Activities

In the **retail setting**, grantees conducted 53 minor decoy operations. The annual violation rate for minor decoy operations (sales to minors) was 17% compared to the statewide rate of 17.9%. Grantees inspected 86 stores, and found a total of nine violations. In the **school setting**, resource officers warned or cited 112 students for smoking on campus and confiscated 181 e-cigarettes or pods and seven packs of cigarettes. Grantees installed 29 smoke or vape detectors in schools resulting in no citations. In the **community**, officers patrolled in community events, bus stops, parks, skate parks, and sport fields where smoking is prohibited. For every hour of patrolling there were 0.02 violations.

### Retail Enforcement: Violation Rates 7/1/19 - 6/30/20

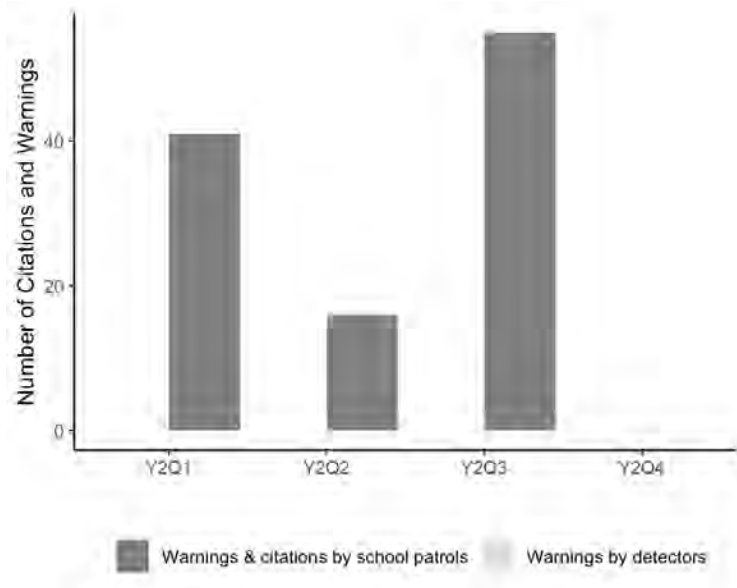


**Retail Enforcement: Number of Activities & Outcomes, 7/1/19 - 6/30/20**

<b>Retail Enforcement Activity &amp; Outcome</b>	<b>2019-20</b>
<b>Minor decoy violations</b>	
Stores visited	53
Follow-up visits	1
Sales to minor	9
Merchants cited	2
Merchants diverted	0
<b>Store inspections</b>	
Stores visited	86
Follow-up visits	75
Failure to obtain license	0
Signage and display-related violations*	6
Sales of individual cigarettes	0
Sales flavored tobacco products (where prohibited)	1
Self-service tobacco displays	2
Failure to furnish required tobacco product purchase records	0
Failure to follow the terms of a license suspension, termination or other restriction	0

\* Note: Signage and display violations include failure to display valid license, age-of-sale signage, and other violations including exterior signs and excessive advertising.

**School Enforcement: Number of Students Warned or Cited for Smoking on Campus, 7/1/19 - 6/30/20**

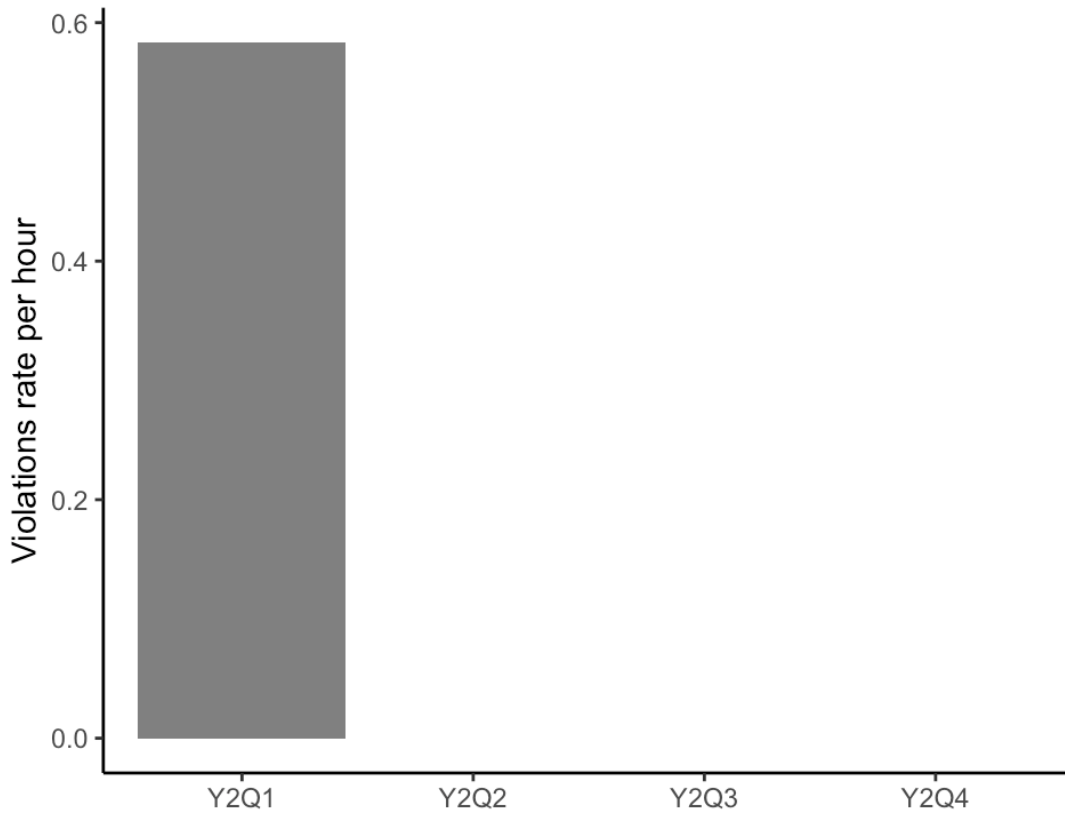


**School Enforcement: Number of Activities & Outcomes, 7/1/19 - 6/30/20**

School Enforcement Activity & Outcome	2019-20
<b>Warnings &amp; citations identified by school patrols</b>	
Students warned or cited	112
Students referred	192
Cigarette packs confiscated	7
E-cigarettes confiscated	181
<b>Warnings identified by smoke/vape detectors</b>	
New smoke/vape detectors installed	29
Smoke/vape detector activations	20
Warnings to students	0
Students referred to education or cessation programs	0



**Community Enforcement: Violations Per Hour of Patrol, 7/1/19 - 6/30/20**



**Community Enforcement: Number of Activities & Outcomes, 7/1/19 - 6/30/20**

<b>Community Enforcement Activity &amp; Outcome</b>	<b>2019-20</b>
Hours of patrols	576
Warnings	14
Citations	2
Arrests	0

## Educational Activities

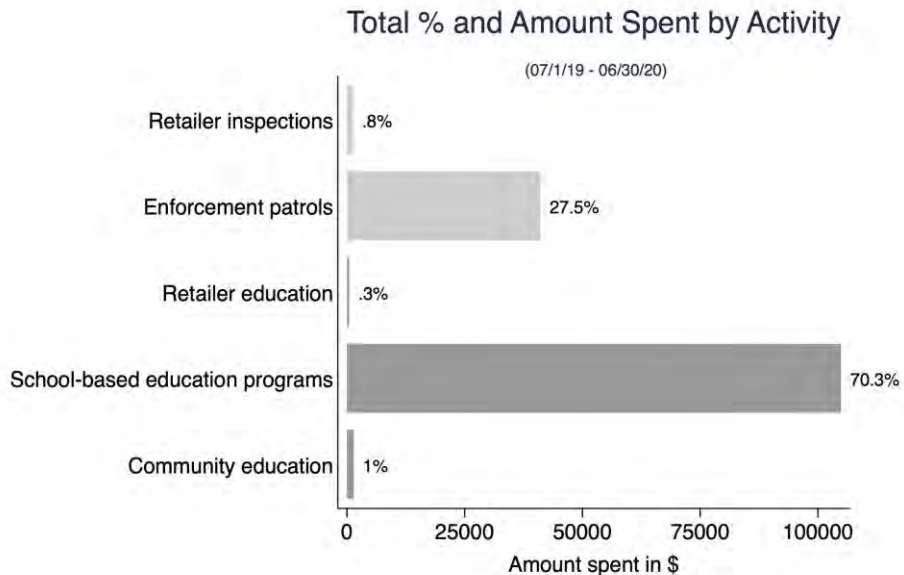
**1,344** students attended tobacco prevention classes or events

Educational Activities & Outcome	2019-20
Stores visited <sup>†</sup>	5
School events	1,021
Community events	0
Media campaigns <sup>†</sup>	0

<sup>†</sup> Law enforcement and other agencies visit tobacco retailers to educate management and clerks about tobacco retail laws and local ordinances. Traditional media include TV radio, and newspaper ads semi: social media are ads on Facebook and other social media platforms.

## Economic Analysis

In Butte County, grantees spent \$149,171 on **five** activities. The figure shows funds spent among the activities performed during the grant period. The length of the bar shows how much was spent and the number to the right of each bar is the percentage of the budget spent on each activity. The table shows an example of costs for retail enforcement, such as minor decoys, shoulder taps, and retail inspections. On average, the cost per retail inspection was \$629.



<b>Retail Enforcement</b>	<b>Inspections</b>
Median* cost per activity (range)	\$629 (\$264, \$993)
Number of activities	43
Median number of officers†	...
Median travel time†	...

\* Note: The median is the middle value often reported when data are skewed.

† Progress report does not ask about these features of store inspections

# Calaveras County

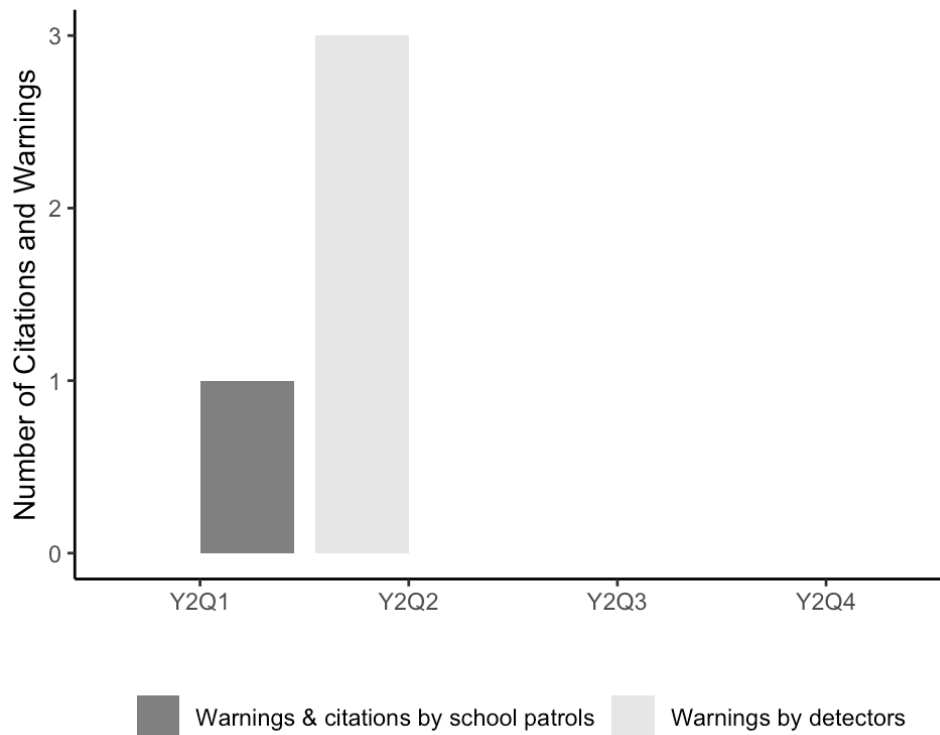
## Introduction

**Calaveras County**, located in Northern California, has a population of 44,286. About 8,841 are under the age of 21. Calaveras County has two high schools and two middle schools. The Tobacco Grant Program funded Angels Camp Police Department in the 2018-19 grant cycle. Calaveras County was awarded \$289,439 for a three-year term beginning in 2018. For this report analyzing fiscal year 2019, they spent \$18,271.

## Enforcement Activities

In the **school setting**, resource officers warned or cited one student for smoking on campus and confiscated 21 e-cigarettes or pods and one pack of cigarettes. Grantees installed six smoke or vape detectors in schools resulting in no citations.

### School Enforcement: Number of Students Warned or Cited for Smoking on Campus, 7/1/19 - 6/30/20



### School Enforcement: Number of Activities & Outcomes, 7/1/19 - 6/30/20

School Enforcement Activity & Outcome	2019-20
<b>Warnings &amp; citations identified by school patrols</b>	
Students warned or cited	1
Students referred	18
Cigarette packs confiscated	1
E-cigarettes confiscated	21
<b>Warnings identified by smoke/vape detectors</b>	
New smoke/vape detectors installed	6
Smoke/vape detector activations	41
Warnings to students	3
Students referred to education or cessation programs	19

## Educational Activities

**20** students attended tobacco prevention classes or events

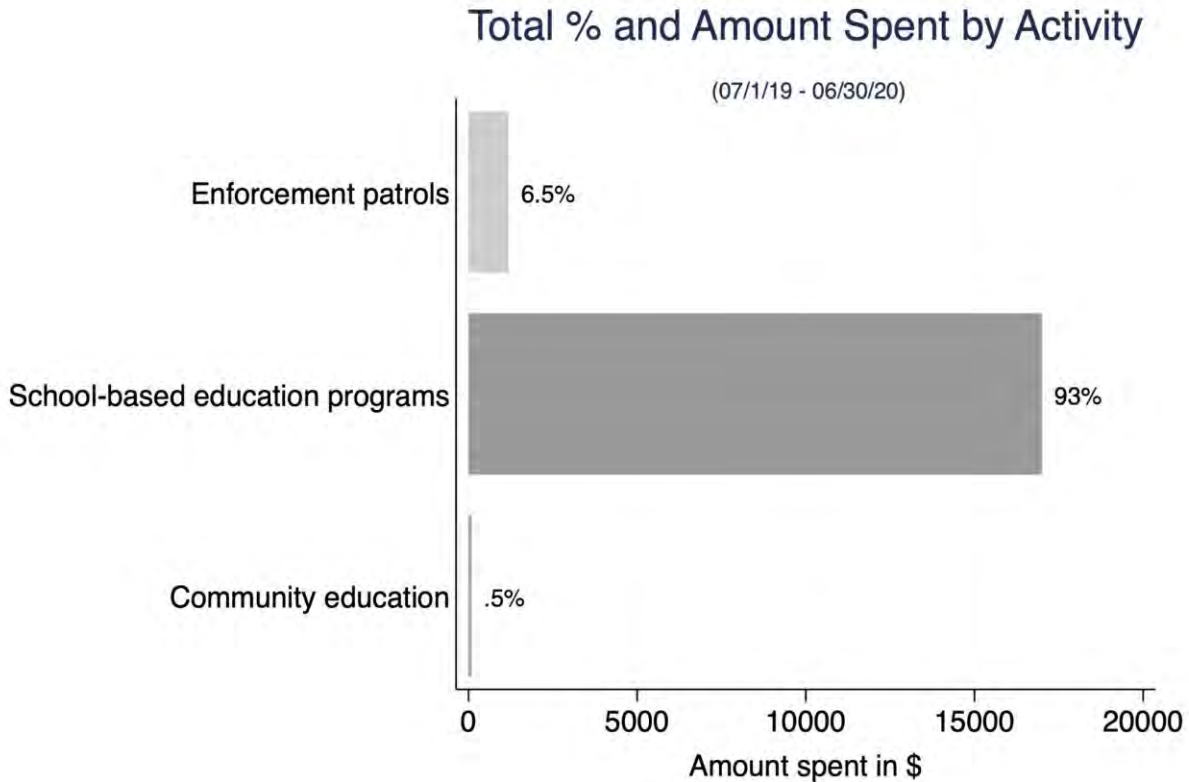
**10,439** views of campaigns through traditional & social media

Educational Activities & Outcome	2019-20
Stores visited <sup>†</sup>	0
School events	1
Community events	0
Media campaigns <sup>†</sup>	21

<sup>†</sup> Law enforcement and other agencies visit tobacco retailers to educate management and clerks about tobacco retail laws and local ordinances. Traditional media include TV radio, and newspaper ads semi: social media are ads on Facebook and other social media platforms.

## Economic Analysis

In Calaveras County, grantees spent \$18,271 on **three** activities. The figure shows funds spent among the activities performed during the grant period. The length of the bar shows how much was spent and the number to the right of each bar is the percentage of the budget spent on each activity.



Grantees did not engage in retail enforcement activities and so no retail economic analysis is presented.

# Contra Costa County

## Introduction

**Contra Costa County**, located in Northern California, has a population of 1,149,800. About 305,403 are under the age of 21. Contra Costa County has 34 high schools and 44 middle schools. The Tobacco Grant Program funded Contra Costa Health Services in the 2018-19 grant cycle. Contra Costa County was awarded \$838,379 for a three-year term beginning in 2018.

## Enforcement Activities

In the **retail setting**, grantees inspected 88 stores, and found no violations.

### Retail Enforcement: Number of Activities & Outcomes, 7/1/19 - 6/30/20

Retail Enforcement Activity & Outcome	2019-20
<b>Store inspections</b>	
Stores visited	88
Follow-up visits	0
Failure to obtain license	0
Signage and display-related violations*	0
Sales of individual cigarettes	0
Sales flavored tobacco products (where prohibited)	0
Self-service tobacco displays	0
Failure to furnish required tobacco product purchase records	0
Failure to follow the terms of a license suspension, termination or other restriction	0

\* Note: Signage and display violations include failure to display valid license, age-of-sale signage, and other violations including exterior signs and excessive advertising.

## Educational Activities

20 students attended tobacco prevention classes or events

400 views of campaigns through traditional & social media

<b>Educational Activities &amp; Outcome</b>	<b>2019-20</b>
Stores visited <sup>†</sup>	0
School events	20
Community events	0
Media campaigns <sup>†</sup>	3
<sup>†</sup> Law enforcement and other agencies visit tobacco retailers to educate management and clerks about tobacco retail laws and local ordinances. Traditional media include TV radio, and newspaper ads semi: social media are ads on Facebook and other social media platforms.	

## Economic Analysis

Grantee invoices are not available for analysis.



# Del Norte County

## Introduction

**Del Norte County**, located in Northern California, has a population of 27,193. About 7,034 are under the age of 21. Del Norte County has one high school and one middle school. The Tobacco Grant Program funded City of Crescent City in the 2018-19 grant cycle. Del Norte County was awarded \$354,791 for a three-year term beginning in 2018.

## Enforcement Activities

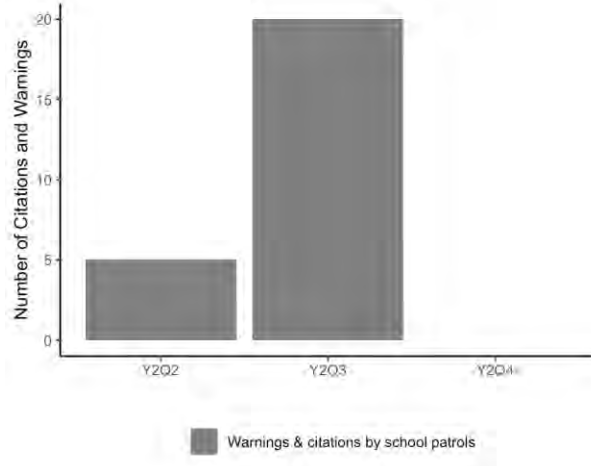
In the **retail setting**, grantees inspected four stores and found no violations. In the school setting, resource officers warned or cited 25 students for smoking and confiscated six e-cigarettes/pods and four cigarette packs. In the **community**, officers patrolled at events, outdoor restaurants and bars, bus stops, parks, public transport, skate parks, sport fields, and public housing where smoking is prohibited. For every hour of patrols there were 0.1 violations.

### Retail Enforcement: Number of Activities & Outcomes, 7/1/19 - 6/30/20

Retail Enforcement Activity & Outcome	2019-20
<b>Store inspections</b>	
Stores visited	4
Follow-up visits	1
Failure to obtain license	0
Signage and display-related violations*	0
Sales of individual cigarettes	0
Sales flavored tobacco products (where prohibited)	0
Self-service tobacco displays	0
Failure to furnish required tobacco product purchase records	0
Failure to follow the terms of a license suspension, termination or other restriction	0

\* Note: Signage and display violations include failure to display valid license, age-of-sale signage, and other violations including exterior signs and excessive advertising.

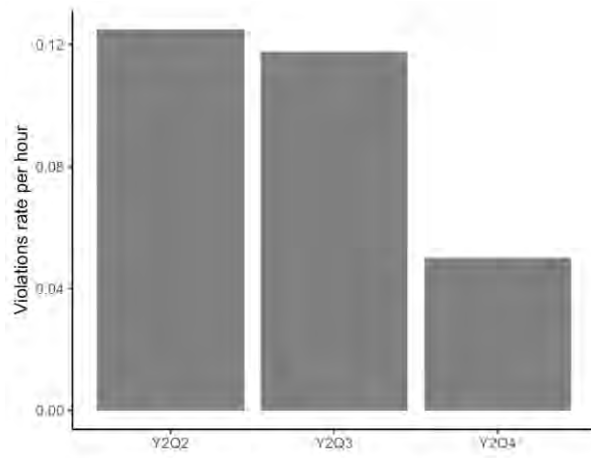
**School Enforcement: Number of Students Warned or Cited for Smoking on Campus, 7/1/19 - 6/30/20**



**School Enforcement: Number of Activities & Outcomes, 7/1/19 - 6/30/20**

School Enforcement Activity & Outcome	2019-20
<b>Warnings &amp; citations identified by school patrols</b>	
Students warned or cited	25
Students referred	7
Cigarette packs confiscated	4
E-cigarettes confiscated	6

**Community Enforcement: Violations Per Hour of Patrol, 7/1/19 - 6/30/20**



**Community Enforcement: Number of Activities & Outcomes, 7/1/19 - 6/30/20**

<b>Community Enforcement Activity &amp; Outcome</b>	<b>2019-20</b>
Hours of patrols	375
Warnings	39
Citations	0
Arrests	0

**Educational Activities**

**15** community members attended a tobacco prevention class or event

<b>Educational Activities &amp; Outcome</b>	<b>2019-20</b>
Stores visited <sup>†</sup>	11
School events	0
Community events	2
Media campaigns <sup>†</sup>	0

<sup>†</sup> Law enforcement and other agencies visit tobacco retailers to educate management and clerks about tobacco retail laws and local ordinances. Traditional media include TV radio, and newspaper ads semi: social media are ads on Facebook and other social media platforms.

**Economic Analysis**

Grantee invoices are not available for analysis.

# El Dorado County

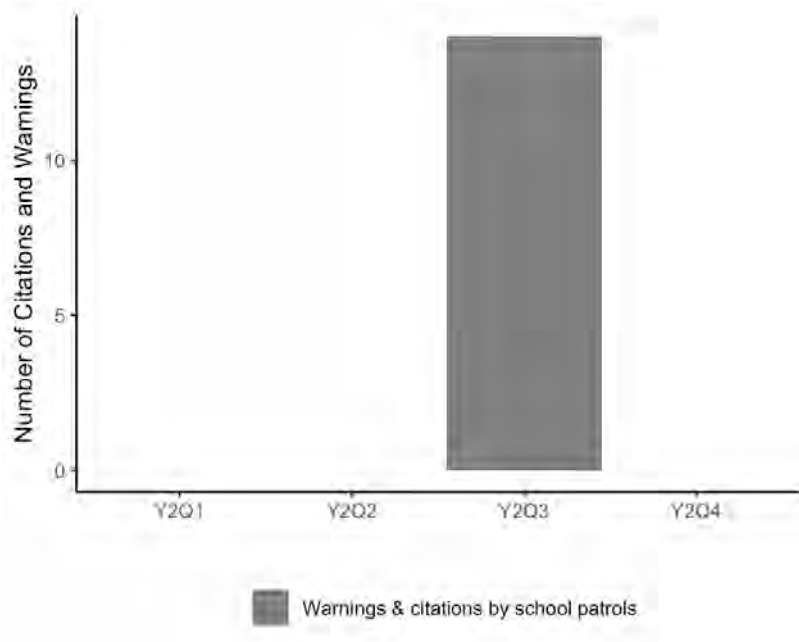
## Introduction

**El Dorado County**, located in Northern California, has a population of 192,012. About 44,204 are under the age of 21. El Dorado County has seven high schools and 10 middle schools. The Tobacco Grant Program funded Placerville Police Department in the 2018-19 grant cycle. El Dorado County was awarded \$395,267 for a three-year term beginning in 2018. For this report analyzing fiscal year 2019, they spent \$18,092.

## Enforcement Activities

In the **school setting**, resource officers warned or cited 14 students for smoking on campus and confiscated 13 e-cigarettes or pods and no packs of cigarettes. In the **community**, officers patrolled in parks, and skate parks where smoking is prohibited. For every hour of patrolling there were no violations.

### School Enforcement: Number of Students Warned or Cited for Smoking on Campus, 7/1/19 - 6/30/20



**School Enforcement: Number of Activities & Outcomes, 7/1/19 - 6/30/20**

School Enforcement Activity & Outcome	2019-20
<b>Warnings &amp; citations identified by school patrols</b>	
Students warned or cited	14
Students referred	14
Cigarette packs confiscated	0
E-cigarettes confiscated	13

**Community Enforcement: Number of Activities & Outcomes, 7/1/19 - 6/30/20**

Community Enforcement Activity & Outcome	2019-20
Hours of patrols	48
Warnings	0
Citations	0
Arrests	0

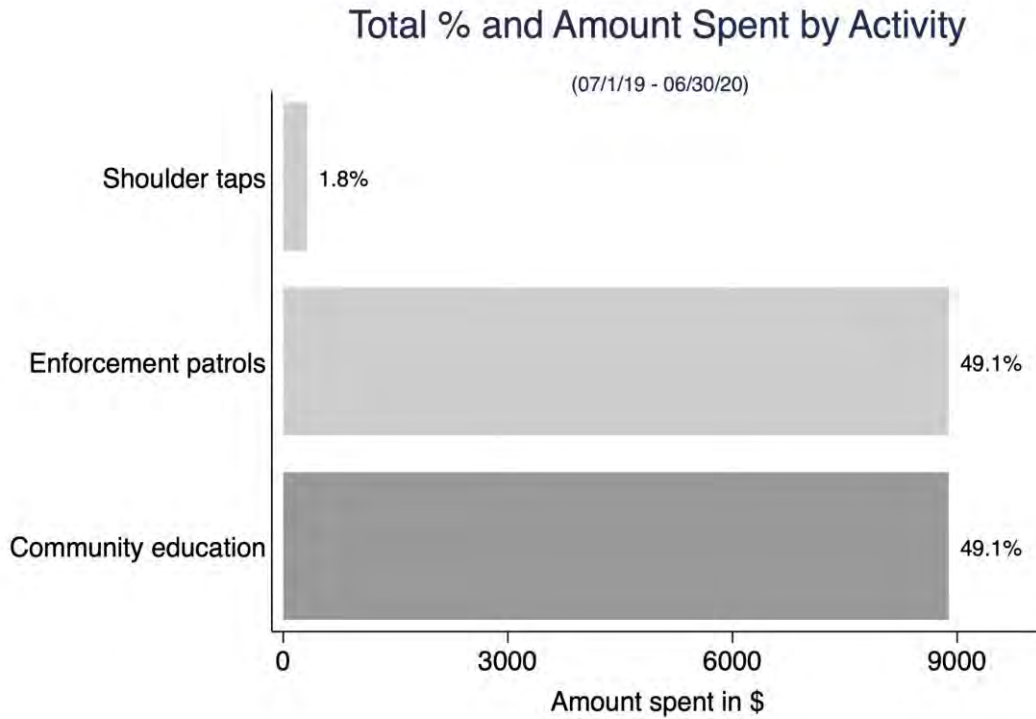
**Educational Activities**

**228** students attended tobacco prevention classes or events

Educational Activities & Outcome	2019-20
Stores visited <sup>†</sup>	12
School events	16
Community events	0
Media campaigns <sup>†</sup>	0
<sup>†</sup> Law enforcement and other agencies visit tobacco retailers to educate management and clerks about tobacco retail laws and local ordinances. Traditional media include TV radio, and newspaper ads semi: social media are ads on Facebook and other social media platforms.	

## Economic Analysis

In El Dorado County, grantees spent \$18,092 on **three** activities. The figure shows funds spent among the activities performed during the grant period. The length of the bar shows how much was spent and the number to the right of each bar is the percentage of the budget spent on each activity.



<b>Retail Enforcement</b>	<b>Shoulder Taps</b>
Median* cost per activity (range)	\$319 (\$319, \$319)
Number of activities‡	...
Median number of officers†	...
Median travel time†	...

\* Note: The median is the middle value often reported when data are skewed.

† Progress report does not ask about these features of store inspections

‡ Invoice does not specify the number of activities

# Fresno County

## Introduction

**Fresno County**, located in Central California, has a population of 1,026,358. About 336,264 are under the age of 21. Fresno County has 39 high schools and 37 middle schools. The Tobacco Grant Program funded Central Unified School District, and Sanger Police Department in the 2018-19 grant cycle. Fresno County was awarded \$958,526 for a three-year term beginning in 2018. For this report analyzing fiscal year 2019, they spent \$99,374.

## Enforcement Activities

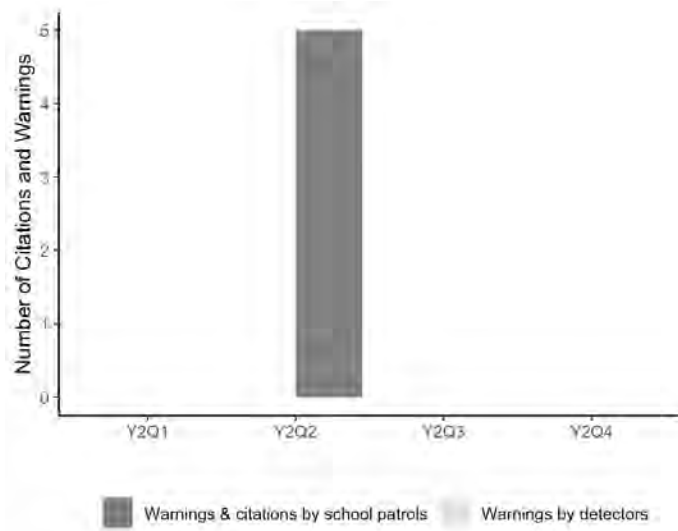
In the **retail setting**, grantees inspected 10 stores, and found a total of three violations. In the **school setting**, resource officers warned or cited five students for smoking on campus and confiscated 43 e-cigarettes or pods and no packs of cigarettes. Grantees installed 22 smoke or vape detectors in schools resulting in no citations. In the **community**, officers patrolled at community events, outdoor restaurants and bars, bus stops, parks, skate parks, and sport fields where smoking is prohibited. For every hour of patrolling there were 0 violations.

**Retail Enforcement: Number of Activities & Outcomes, 7/1/19 - 6/30/20**

Retail Enforcement Activity & Outcome	2019-20
<b>Store inspections</b>	
Stores visited	10
Follow-up visits	0
Failure to obtain license	1
Signage and display-related violations*	1
Sales of individual cigarettes	1
Sales flavored tobacco products (where prohibited)	0
Self-service tobacco displays	0
Failure to furnish required tobacco product purchase records	0
Failure to follow the terms of a license suspension, termination or other restriction	0

\* Note: Signage and display violations include failure to display valid license, age-of-sale signage, and other violations including exterior signs and excessive advertising.

**School Enforcement: Number of Students Warned or Cited for Smoking on Campus, 7/1/19 - 6/30/20**

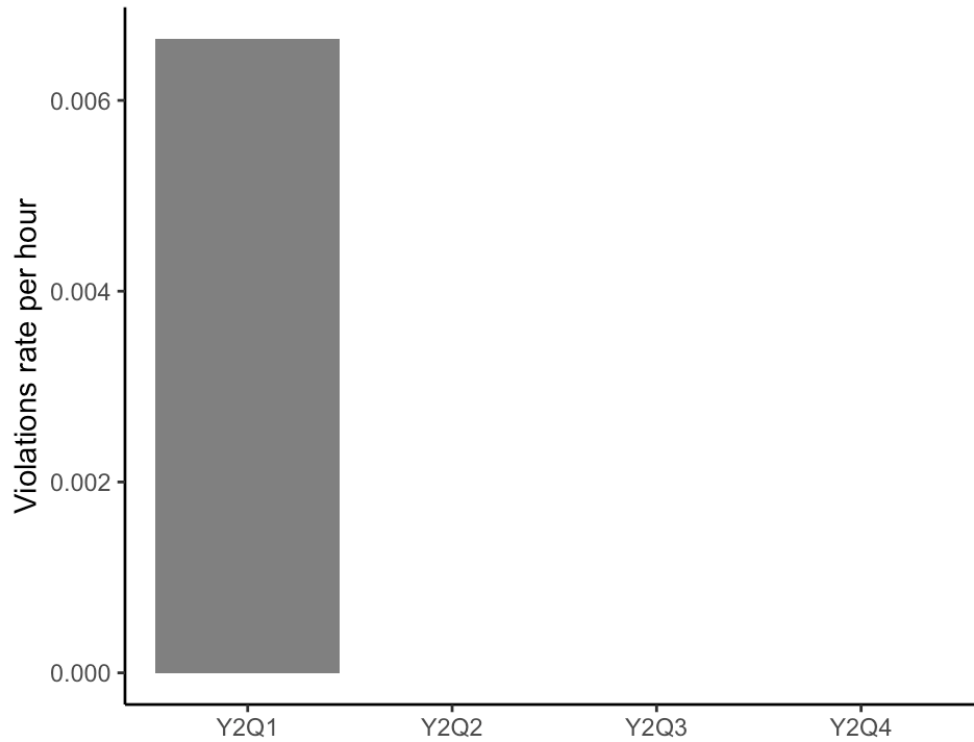




**School Enforcement: Number of Activities & Outcomes, 7/1/19 - 6/30/20**

<b>School Enforcement Activity &amp; Outcome</b>	<b>2019-20</b>
<b>Warnings &amp; citations identified by school patrols</b>	
Students warned or cited	5
Students referred	48
Cigarette packs confiscated	0
E-cigarettes confiscated	43
<b>Warnings identified by smoke/vape detectors</b>	
New smoke/vape detectors installed	22
Smoke/vape detector activations	30
Warnings to students	0
Students referred to education or cessation programs	0

**Community Enforcement: Violations Per Hour of Patrol, 7/1/19 - 6/30/20**



**Community Enforcement: Number of Activities & Outcomes, 7/1/19 - 6/30/20**

<b>Community Enforcement Activity &amp; Outcome</b>	<b>2019-20</b>
Hours of patrols	336
Warnings	1
Citations	0
Arrests	0

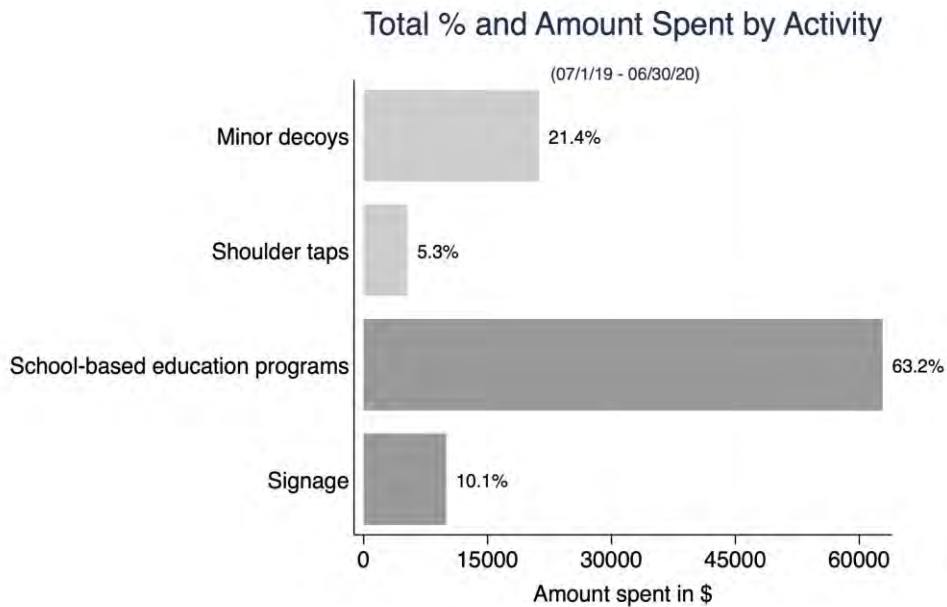
## Educational Activities

**200** community members attended a tobacco prevention class or event

Educational Activities & Outcome	2019-20
Stores visited <sup>†</sup>	10
School events	21
Community events	4
Media campaigns <sup>†</sup>	0
<sup>†</sup> Law enforcement and other agencies visit tobacco retailers to educate management and clerks about tobacco retail laws and local ordinances. Traditional media include TV radio, and newspaper ads semi: social media are ads on Facebook and other social media platforms.	

## Economic Analysis

In Fresno County, grantees spent \$99,374 on **four** activities. The figure shows funds spent among the activities performed during the grant period. The length of the bar shows how much was spent and the number to the right of each bar is the percentage of the budget spent on each activity.



<b>Retail Enforcement</b>	<b>Decoys</b>	<b>Shoulder Taps</b>
Median* cost per activity (range)	\$21,242 (\$21,242, \$21,242)	\$5,311 (\$5,311, \$5,311)
Number of activities‡	0	0
Median number of officers†	...	...
Median travel time†	...	...

\* Note: The median is the middle value often reported when data are skewed.

† Progress report does not ask about these features of store inspections

‡ Invoice does not specify the number of activities

# Glenn County

## Introduction

**Glenn County**, located in Central California, has a population of 29,507. About 8,867 are under the age of 21. Glenn County has six high schools and two middle schools. The Tobacco Grant Program funded Glenn County Sheriff's Office in the 2018-19 grant cycle. Glenn County was awarded \$1,105,583 for a three-year term beginning in 2018. For this report analyzing fiscal year 2019, they spent \$205,291.

## Enforcement Activities

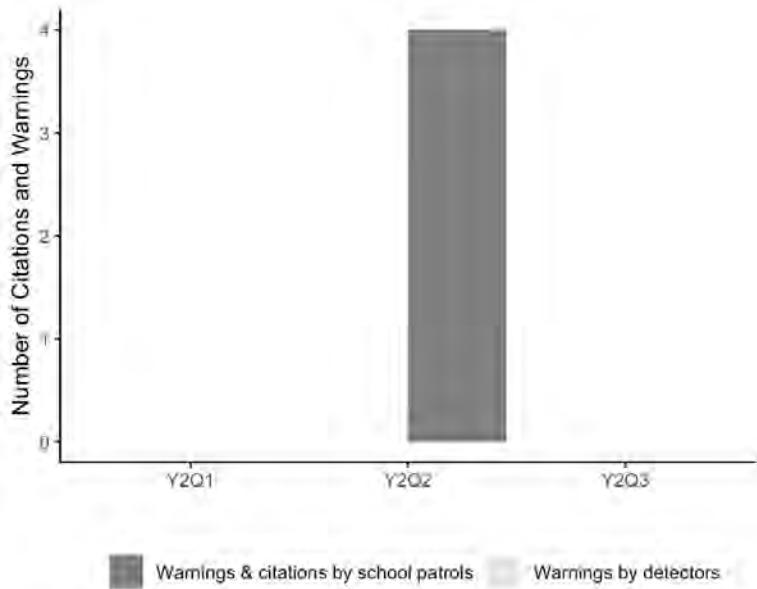
In the **retail setting**, grantees conducted 33 minor decoy operations. The annual violation rate for minor decoy operations (sales to minors) was 0% compared to the statewide rate of 17.9%. In the **school setting**, resource officers warned or cited four students for smoking on campus and confiscated 11 e-cigarettes or pods and no packs of cigarettes. Grantees installed two smoke or vape detectors in schools resulting in no citations. In the **community**, officers patrolled at bus stops, parks, skate parks, and sport fields where smoking is prohibited. For every hour of patrolling there were 0 violations.

### Retail Enforcement: Number of Activities & Outcomes, 7/1/19 - 6/30/20

Retail Enforcement Activity & Outcome	2019-20
<b>Minor decoy violations</b>	
Stores visited	33
Follow-up visits	0
Sales to minor	0
Merchants cited	0
Merchants diverted	0

\* Note: Signage and display violations include failure to display valid license, age-of-sale signage, and other violations including exterior signs and excessive advertising.

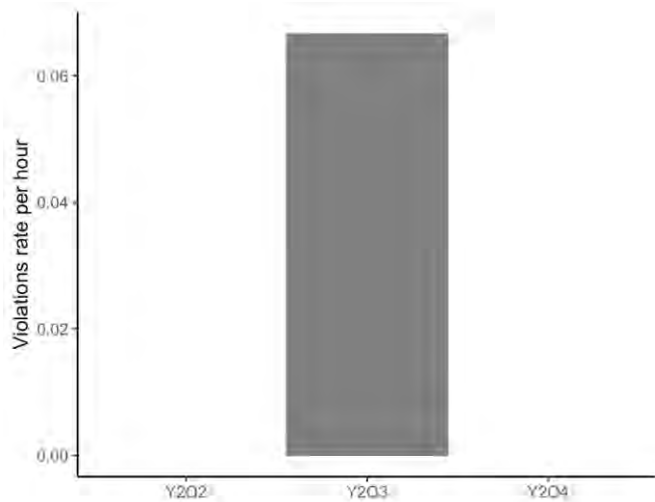
**School Enforcement: Number of Students Warned or Cited for Smoking on Campus, 7/1/19 - 6/30/20**



**School Enforcement: Number of Activities & Outcomes, 7/1/19 - 6/30/20**

School Enforcement Activity & Outcome	2019-20
<b>Warnings &amp; citations identified by school patrols</b>	
Students warned or cited	4
Students referred	11
Cigarette packs confiscated	0
E-cigarettes confiscated	11
<b>Warnings identified by smoke/vape detectors</b>	
New smoke/vape detectors installed	150
Smoke/vape detector activations	0
Warnings to students	0
Students referred to education or cessation programs	0

**Community Enforcement: Violations Per Hour of Patrol, 7/1/19 - 6/30/20**



**Community Enforcement: Number of Activities & Outcomes, 7/1/19 - 6/30/20**

Community Enforcement Activity & Outcome	2019-20
Hours of patrols	445
Warnings	3
Citations	0
Arrests	0

**Educational Activities**

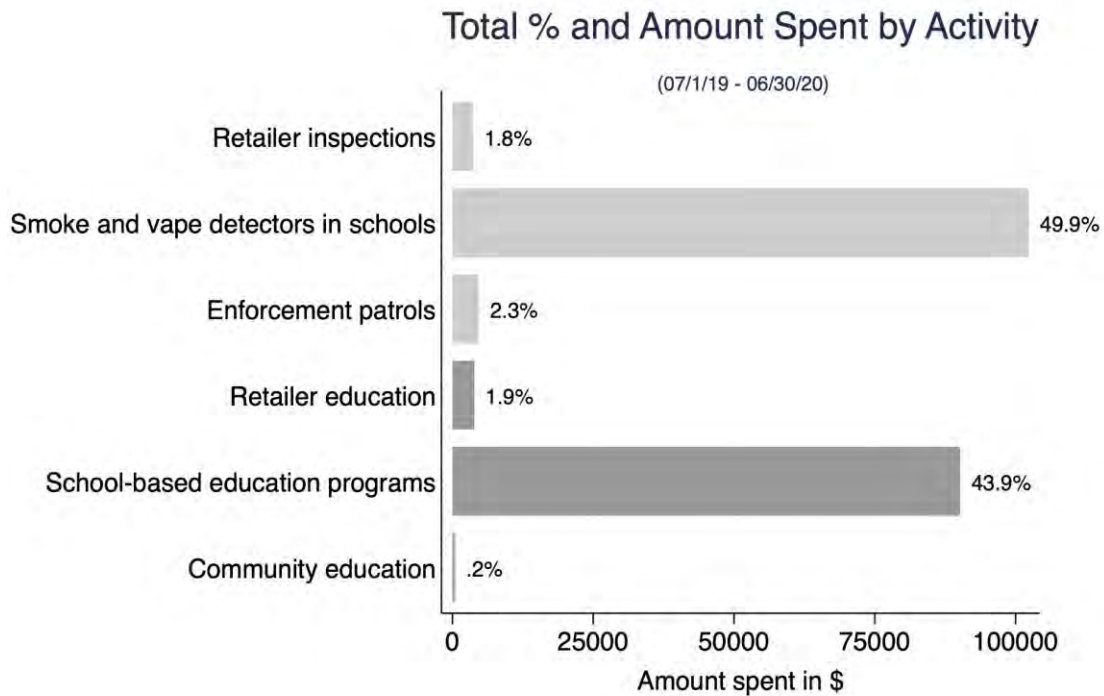
**260** students attended tobacco prevention classes or events

**30** community members attended a tobacco prevention class or event

<b>Educational Activities &amp; Outcome</b>	<b>2019-20</b>
Stores visited <sup>†</sup>	0
School events	4
Community events	1
Media campaigns <sup>†</sup>	0
<sup>†</sup> Law enforcement and other agencies visit tobacco retailers to educate management and clerks about tobacco retail laws and local ordinances. Traditional media include TV radio, and newspaper ads semi: social media are ads on Facebook and other social media platforms.	

## Economic Analysis

In Glenn County, grantees spent \$205,291 on **six** activities. The figure shows funds spent among the activities performed during the grant period. The length of the bar shows how much was spent and the number to the right of each bar is the percentage of the budget spent on each activity.





<b>Retail Enforcement</b>	<b>Inspections</b>
Median* cost per activity (range)	\$3,673 (\$3,673, \$3,673)
Number of activities‡	...
Median number of officers†	...
Median travel time†	...

\* Note: The median is the middle value often reported when data are skewed.

† Progress report does not ask about these features of store inspections

‡ Invoice does not specify the number of activities

# Humboldt County

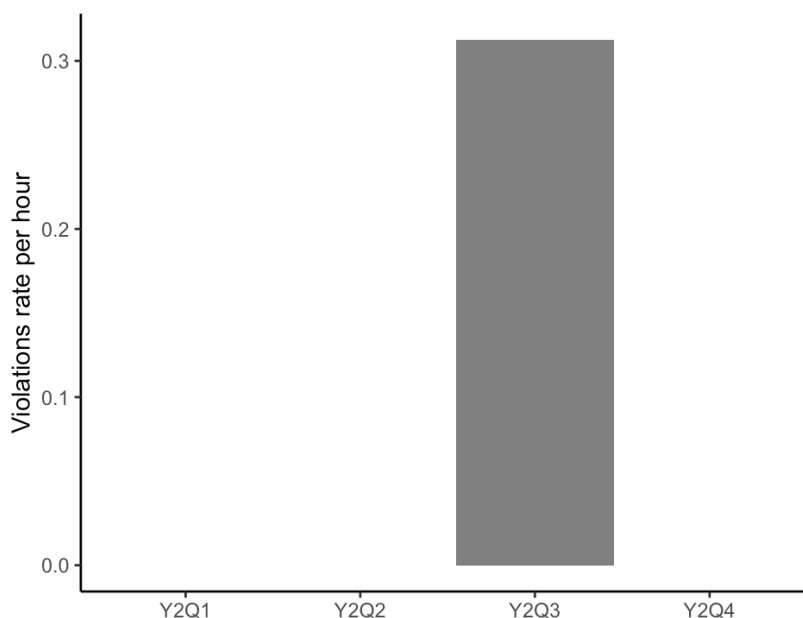
## Introduction

**Humboldt County**, located in Northern California, has a population of 132,706. About 33,656 are under the age of 21. Humboldt County has 10 high schools and eight middle schools. The Tobacco Grant Program funded City of Eureka Community Services Department in the 2018-19 grant cycle. Humboldt County was awarded \$281,195 for a three-year term beginning in 2018. For this report analyzing fiscal year 2019, they spent \$52,841.

## Enforcement Activities

In the **school setting**, resource officers warned or cited no students for smoking on campus and confiscated no e-cigarettes or pods and no packs of cigarettes. In the **community**, officers patrolled at community events, bus stops, parks, and public transport where smoking is prohibited. For every hour of patrolling there were 0.1 violations.

### Community Enforcement: Violations Per Hour of Patrol, 7/1/19 - 6/30/20



### Community Enforcement: Number of Activities & Outcomes, 7/1/19 - 6/30/20

Community Enforcement Activity & Outcome	2019-20
Hours of patrols	840
Warnings	100
Citations	0
Arrests	0

### Educational Activities

Educational Activities & Outcome	2019-20
Stores visited <sup>†</sup>	0
School events	0
Community events	0
Media campaigns <sup>†</sup>	0

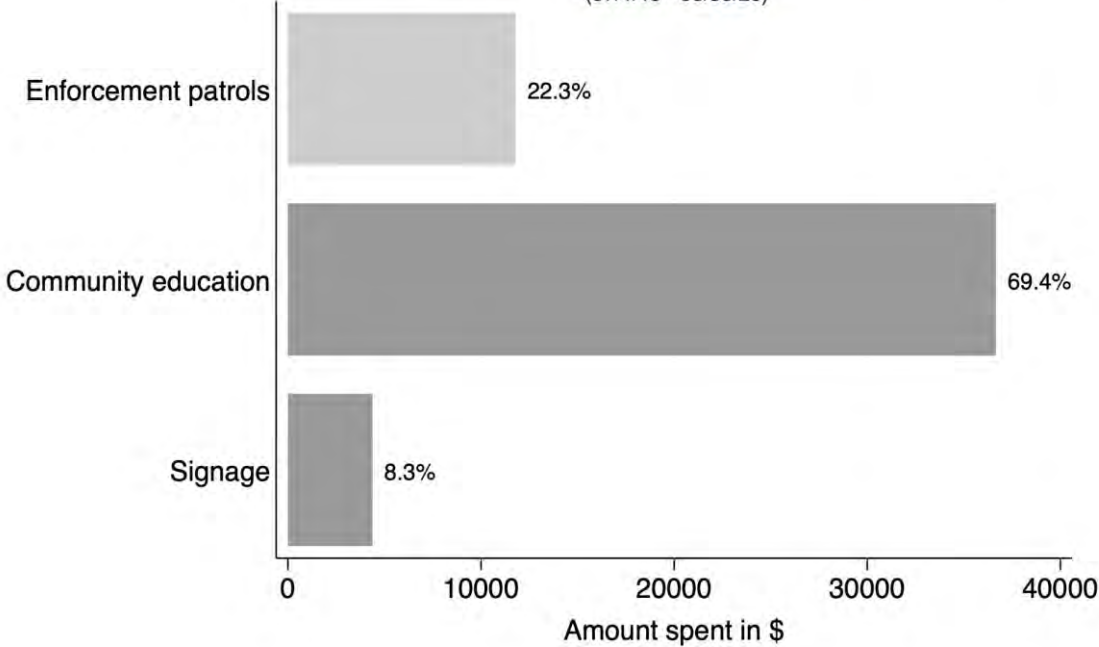
<sup>†</sup> Law enforcement and other agencies visit tobacco retailers to educate management and clerks about tobacco retail laws and local ordinances. Traditional media include TV radio, and newspaper ads semi: social media are ads on Facebook and other social media platforms.

### Economic Analysis

In Humboldt County, grantees spent \$52,841 on **three** activities. The figure shows funds spent among the activities performed during the grant period. The length of the bar shows how much was spent and the number to the right of each bar is the percentage of the budget spent on each activity.

### Total % and Amount Spent by Activity

(07/1/19 - 06/30/20)



Grantees did not engage in retail enforcement activities and so no retail economic analysis is presented.

# Kings County

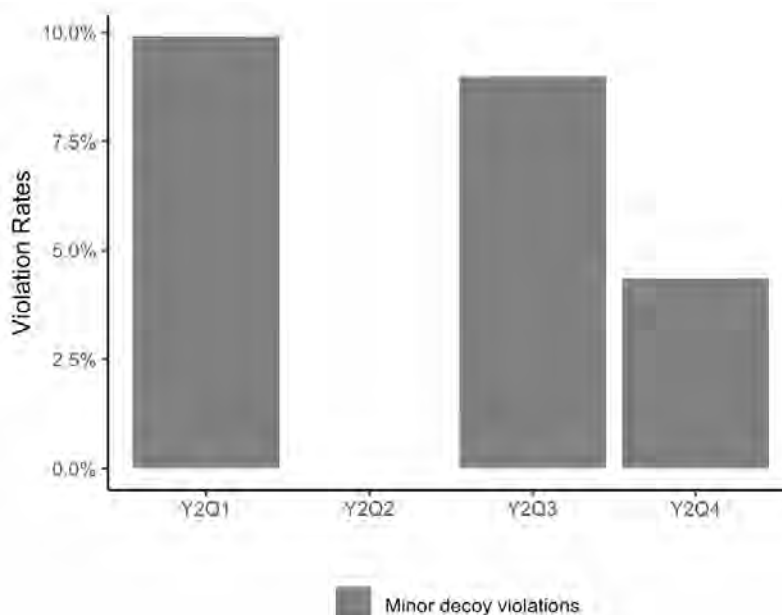
## Introduction

**Kings County**, located in Central California, has a population of 154,745. About 50,325 are under the age of 21. Kings County has nine high schools and seven middle schools. The Tobacco Grant Program funded Hanford Police Department in the 2018-19 grant cycle. Kings County was awarded \$192,387 for a three-year term beginning in 2018. For this report analyzing fiscal year 2019, they spent \$11,786.

## Enforcement Activities

In the **retail setting**, grantees conducted 237 minor decoy operations. The annual violation rate for minor decoy operations (sales to minors) was 8.4% compared to the statewide rate of 17.9%. Grantees inspected 29 stores and found a total of 67 violations. In the **school setting**, resource officers warned or cited no students for smoking on campus and confiscated no e-cigarettes or pods and no packs of cigarettes. In the **community**, officers did not conduct community patrols. For every hour of patrolling there were 0.1 violations.

### Retail Enforcement: Violation Rates 7/1/19 - 6/30/20

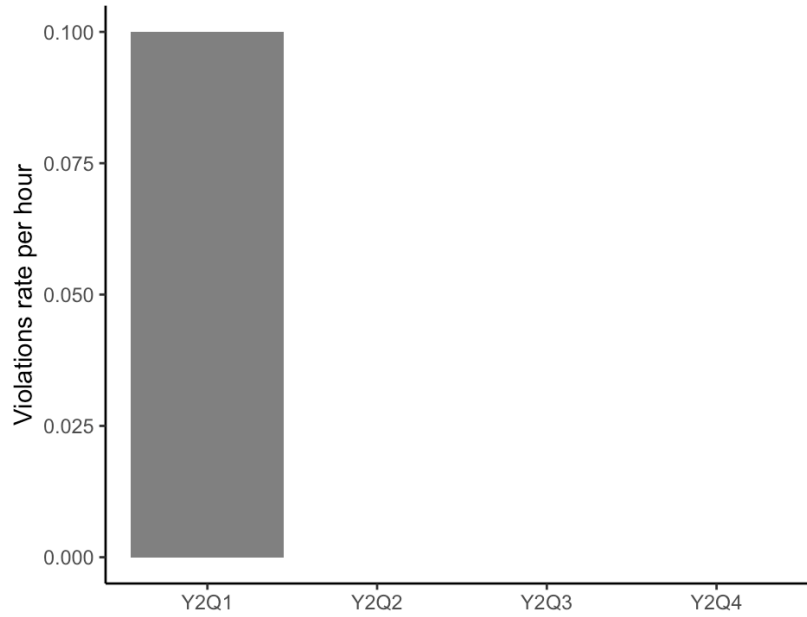


### Retail Enforcement: Number of Activities & Outcomes, 7/1/19 - 6/30/20

Retail Enforcement Activity & Outcome	2019-20
<b>Minor decoy violations</b>	
Stores visited	237
Follow-up visits	109
Sales to minor	20
Merchants cited	11
Merchants diverted	0
<b>Store inspections</b>	
Stores visited	29
Follow-up visits	6
Failure to obtain license	1
Signage and display-related violations*	57
Sales of individual cigarettes	0
Sales flavored tobacco products (where prohibited)	0
Self-service tobacco displays	0
Failure to furnish required tobacco product purchase records	8
Failure to follow the terms of a license suspension, termination or other restriction	1

\* Note: Signage and display violations include failure to display valid license, age-of-sale signage, and other violations including exterior signs and excessive advertising.

**Community Enforcement: Violations Per Hour of Patrol, 7/1/19 - 6/30/20**



**Community Enforcement: Number of Activities & Outcomes, 7/1/19 - 6/30/20**

<b>Community Enforcement Activity &amp; Outcome</b>	<b>2019-20</b>
Hours of patrols	60
Warnings	6
Citations	9
Arrests	2

## Educational Activities

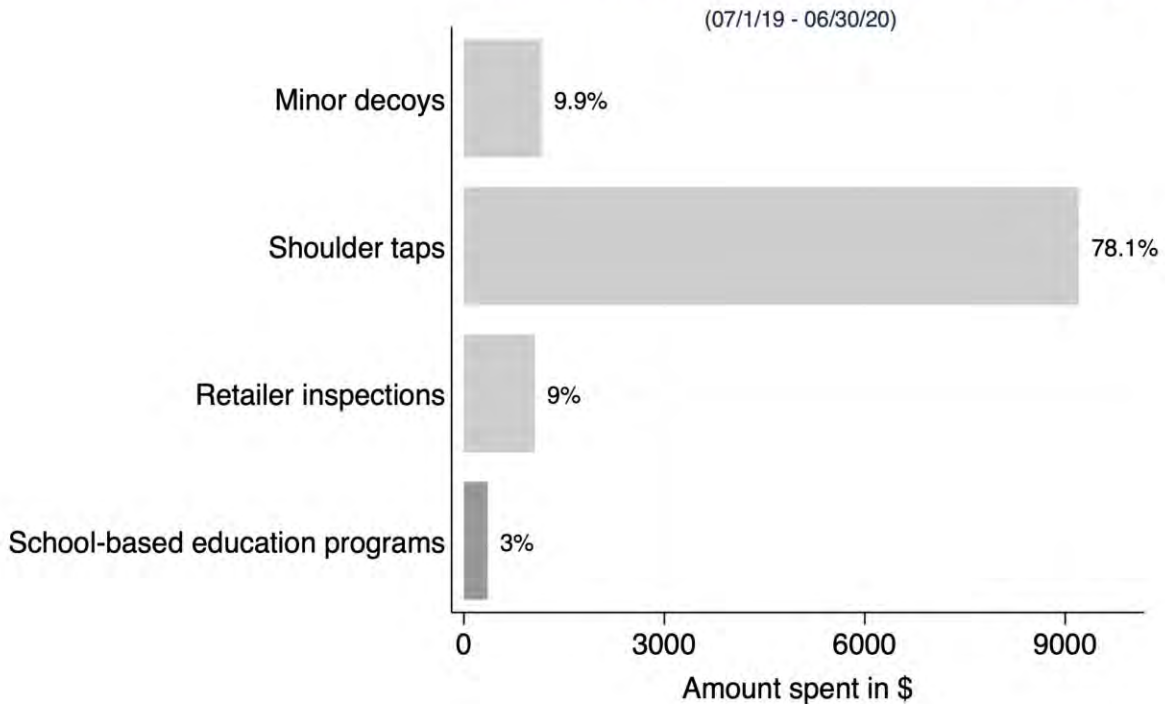
Educational Activities & Outcome	2019-20
Stores visited <sup>†</sup>	0
School events	0
Community events	0
Media campaigns <sup>†</sup>	0
<sup>†</sup> Law enforcement and other agencies visit tobacco retailers to educate management and clerks about tobacco retail laws and local ordinances. Traditional media include TV radio, and newspaper ads semi: social media are ads on Facebook and other social media platforms.	

## Economic Analysis

In Kings County, grantees spent \$11,786 on **four** activities. The figure shows funds spent among the activities performed during the grant period. The length of the bar shows how much was spent and the number to the right of each bar is the percentage of the budget spent on each activity. The table shows an example of costs for retail enforcement, such as minor decoys, shoulder taps, and retail inspections. On average, the cost per minor decoy operation was \$1,163, the cost per shoulder tap operation was \$9,207, the cost per retail inspection was \$1,058.



## Total % and Amount Spent by Activity



Retail Enforcement	Decoys	Shoulder Taps	Inspections
Median* cost per activity (range)	\$1,163 (\$1,163, \$1,163)	\$9,207 (\$9,207, \$9,207)	\$1,058 (\$1,058, \$1,058)
Number of activities	1	2	1
Median number of officers†	3.5	7	...
Median travel time†	17.5	60	...

\* Note: The median is the middle value often reported when data are skewed.

† Progress report does not ask about these features of store inspections

# Lassen County

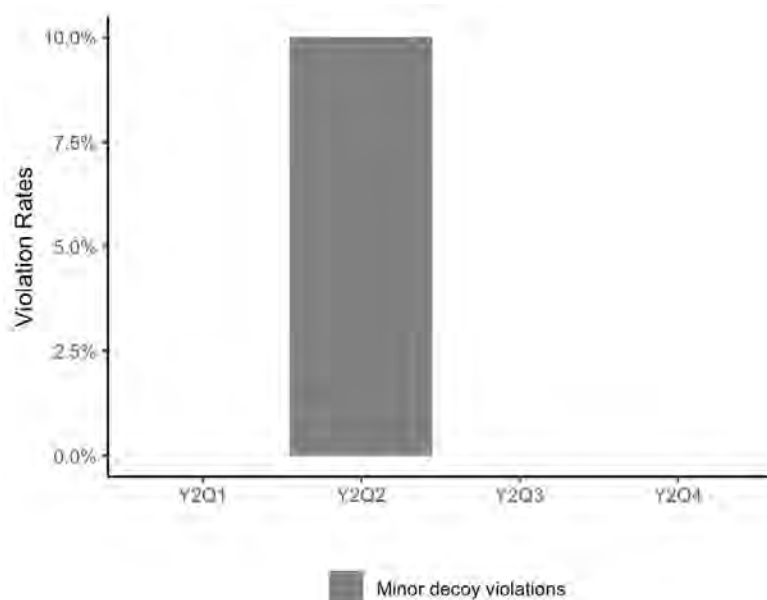
## Introduction

**Lassen County**, located in Northern California, has a population of 28,872. About 5,662 are under the age of 21. Lassen County has four high schools and two middle schools. The Tobacco Grant Program funded Lassen County Sheriff's Office, Lassen Union High School District, and City of Susanville in the 2018-19 grant cycle. Lassen County was awarded \$1,820,256 for a three-year term beginning in 2018. For this report analyzing fiscal year 2019, they spent \$154,393.

## Enforcement Activities

In the **retail setting**, grantees conducted 24 minor decoy operations. The annual violation rate for minor decoy operations (sales to minors) was 8.3% compared to the statewide rate of 17.9%. Grantees inspected 62 stores and found a total of six violations. No adult purchased tobacco products for minors during shoulder tap operations. In the **school setting**, resource officers warned or cited 56 students for smoking on campus and confiscated 32 e-cigarettes or pods and one pack of cigarettes. In the **community**, officers patrolled at community events, outdoor restaurants and bars, bus stops, parks, skate parks, sport fields, and public housing where smoking is prohibited. For every hour of patrolling there were 0.1 violations.

### Retail Enforcement: Violation Rates 7/1/19 - 6/30/20

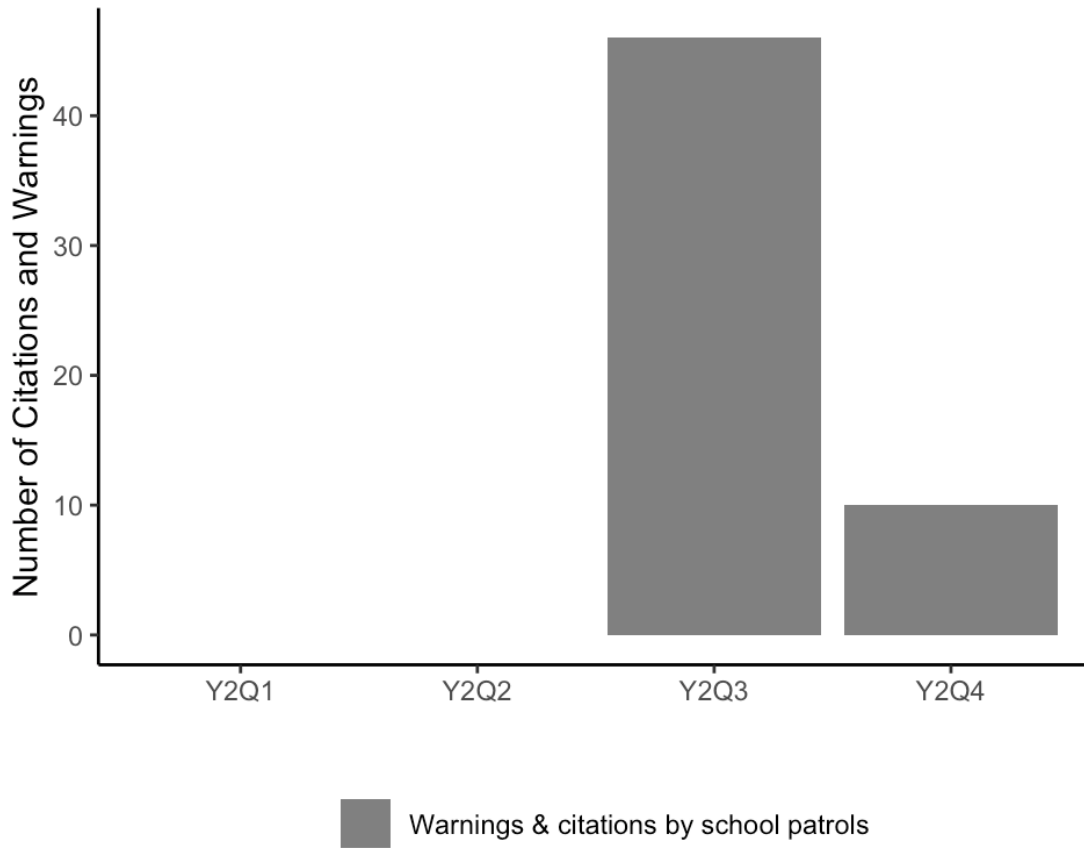


**Retail Enforcement: Number of Activities & Outcomes, 7/1/19 - 6/30/20**

<b>Retail Enforcement Activity &amp; Outcome</b>	<b>2019-20</b>
<b>Minor decoy violations</b>	
Stores visited	24
Follow-up visits	0
Sales to minor	2
Merchants cited	1
Merchants diverted	0
<b>Store inspections</b>	
Stores visited	62
Follow-up visits	33
Failure to obtain license	0
Signage and display-related violations*	6
Sales of individual cigarettes	0
Sales flavored tobacco products (where prohibited)	0
Self-service tobacco displays	0
Failure to furnish required tobacco product purchase records	0
Failure to follow the terms of a license suspension, termination or other restriction	0
<b>Shoulder tap violations</b>	
Adults approached by a minor decoy	12
Adults who purchased tobacco products	0
Violation resulted in a fine or a suit by District Attorney	0

\* Note: Signage and display violations include failure to display valid license, age-of-sale signage, and other violations including exterior signs and excessive advertising.

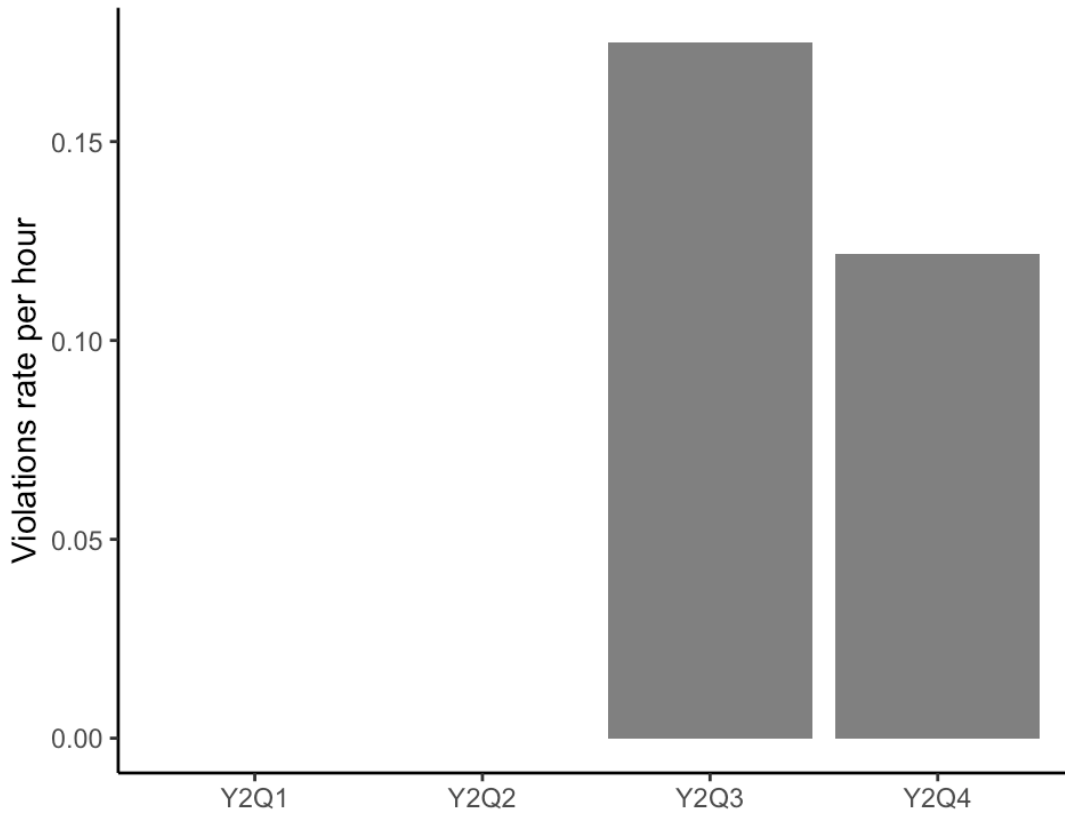
**School Enforcement: Number of Students Warned or Cited for Smoking on Campus, 7/1/19 - 6/30/20**



**School Enforcement: Number of Activities & Outcomes, 7/1/19 - 6/30/20**

School Enforcement Activity & Outcome	2019-20
<b>Warnings &amp; citations identified by school patrols</b>	
Students warned or cited	56
Students referred	97
Cigarette packs confiscated	1
E-cigarettes confiscated	32

**Community Enforcement: Violations Per Hour of Patrol, 7/1/19 - 6/30/20**



**Community Enforcement: Number of Activities & Outcomes, 7/1/19 - 6/30/20**

<b>Community Enforcement Activity &amp; Outcome</b>	<b>2019-20</b>
Hours of patrols	600
Warnings	78
Citations	0
Arrests	0

## Educational Activities

700 students attended tobacco prevention classes or events

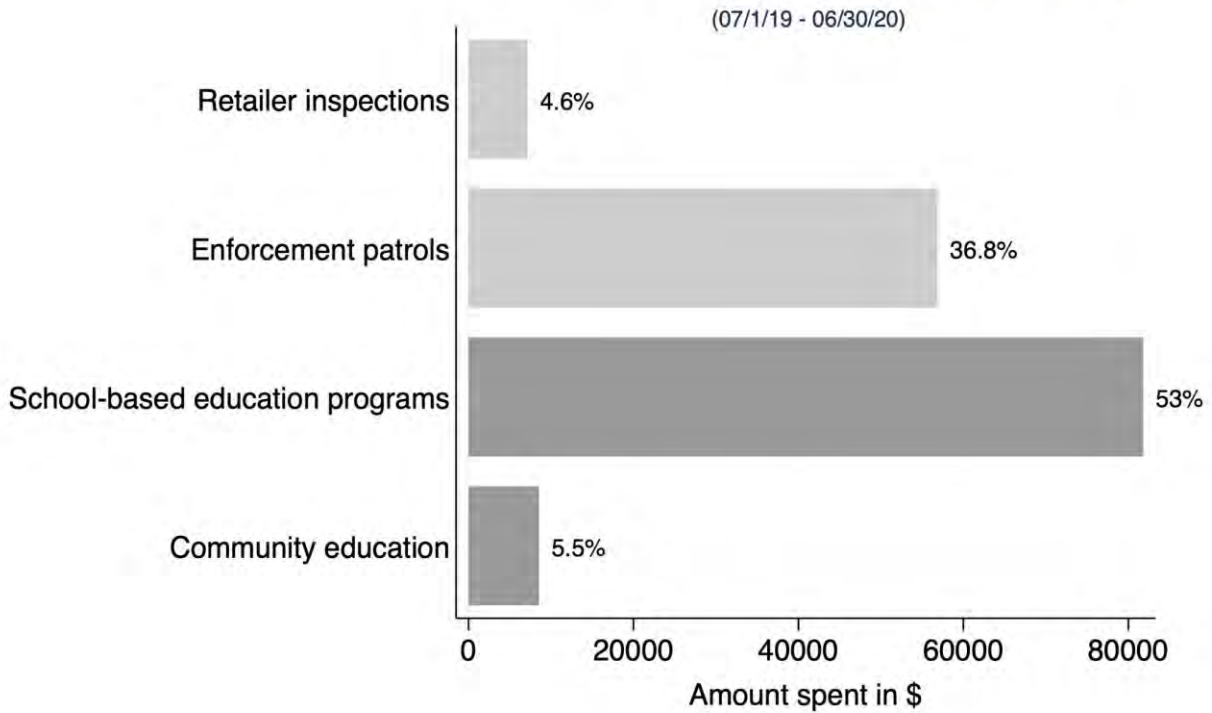
2,741 views of campaigns through traditional & social media

Educational Activities & Outcome	2019-20
Stores visited <sup>†</sup>	20
School events	498
Community events	5
Media campaigns <sup>†</sup>	2
<sup>†</sup> Law enforcement and other agencies visit tobacco retailers to educate management and clerks about tobacco retail laws and local ordinances. Traditional media include TV radio, and newspaper ads semi: social media are ads on Facebook and other social media platforms.	

## Economic Analysis

In Lassen County, grantees spent \$154,393 on **four** activities. The figure shows funds spent among the activities performed during the grant period. The length of the bar shows how much was spent and the number to the right of each bar is the percentage of the budget spent on each activity. The table shows an example of costs for retail enforcement, such as minor decoys, shoulder taps, and retail inspections. On average, the cost per retail inspection was \$2,927.

## Total % and Amount Spent by Activity



Retail Enforcement	Inspections
Median* cost per activity (range)	\$2,927 (\$1,668, \$4,185)
Number of activities	18
Median number of officers <sup>†</sup>	...
Median travel time <sup>†</sup>	...

\* Note: The median is the middle value often reported when data are skewed.

<sup>†</sup> Progress report does not ask about these features of store inspections

# Los Angeles County

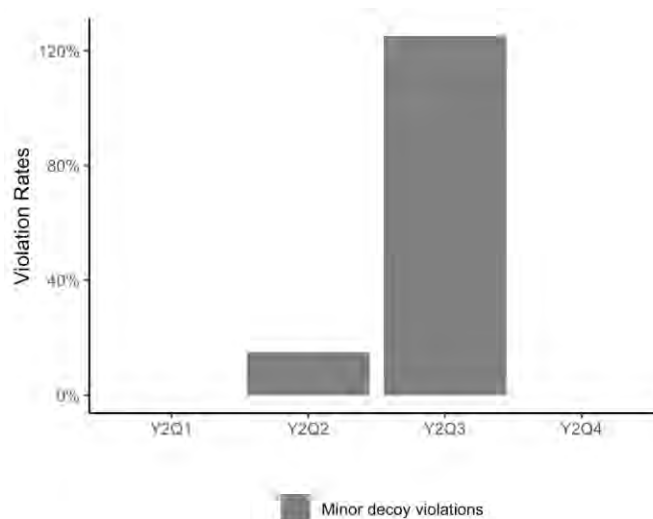
## Introduction

**Los Angeles County**, located in Southern California, has a population of 10,171,593. About 2,793,242 are under the age of 21. Los Angeles County has 319 high schools and 318 middle schools. The Tobacco Grant Program funded Cerritos Community College District, Downey Police Department, Huntington Park Police Department, Hermosa Beach Police Department, Los Angeles City Attorney's Office, Los Angeles County Department of Public Health, Long Beach Department of Health and Human Services, and City of West Hollywood, Public Safety Department in the 2018-19 grant cycle. Los Angeles County was awarded \$2,911,243 for a three-year term beginning in 2018. For this report analyzing fiscal year 2019, they spent \$301,061.

## Enforcement Activities

In the **retail setting**, grantees conducted 28 minor decoy operations. The annual violation rate for minor decoy operations (sales to minors) was 46.4% compared to the statewide rate of 17.9%. Grantees inspected 325 stores, and found a total of 77 violations. In the **school setting**, resource officers warned or cited no students for smoking on campus and confiscated no e-cigarettes or pods and no packs of cigarettes. In the **community**, officers patrolled in parks, skate parks, and sport fields where smoking is prohibited. For every hour of patrolling there were 0.4 violations.

### Retail Enforcement: Violation Rates 7/1/19 - 6/30/20



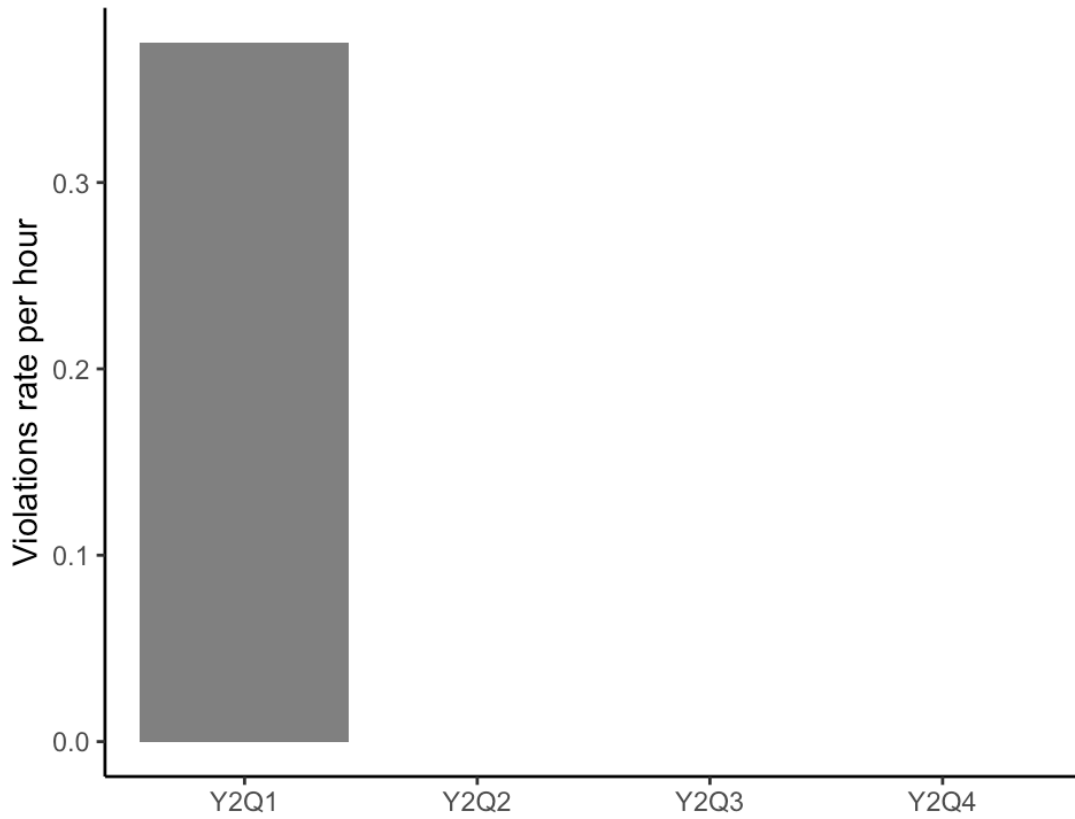


**Retail Enforcement: Number of Activities & Outcomes, 7/1/19 - 6/30/20**

<b>Retail Enforcement Activity &amp; Outcome</b>	<b>2019-20</b>
<b>Minor decoy violations</b>	
Stores visited	28
Follow-up visits	0
Sales to minor	13
Merchants cited	0
Merchants diverted	0
<b>Store inspections</b>	
Stores visited	325
Follow-up visits	26
Failure to obtain license	11
Signage and display-related violations*	49
Sales of individual cigarettes	1
Sales flavored tobacco products (where prohibited)	13
Self-service tobacco displays	3
Failure to furnish required tobacco product purchase records	0
Failure to follow the terms of a license suspension, termination or other restriction	0

\* Note: Signage and display violations include failure to display valid license, age-of-sale signage, and other violations including exterior signs and excessive advertising.

**Community Enforcement: Violations Per Hour of Patrol, 7/1/19 - 6/30/20**



**Community Enforcement: Number of Activities & Outcomes, 7/1/19 - 6/30/20**

<b>Community Enforcement Activity &amp; Outcome</b>	<b>2019-20</b>
Hours of patrols	8
Warnings	3
Citations	3
Arrests	0

## Educational Activities

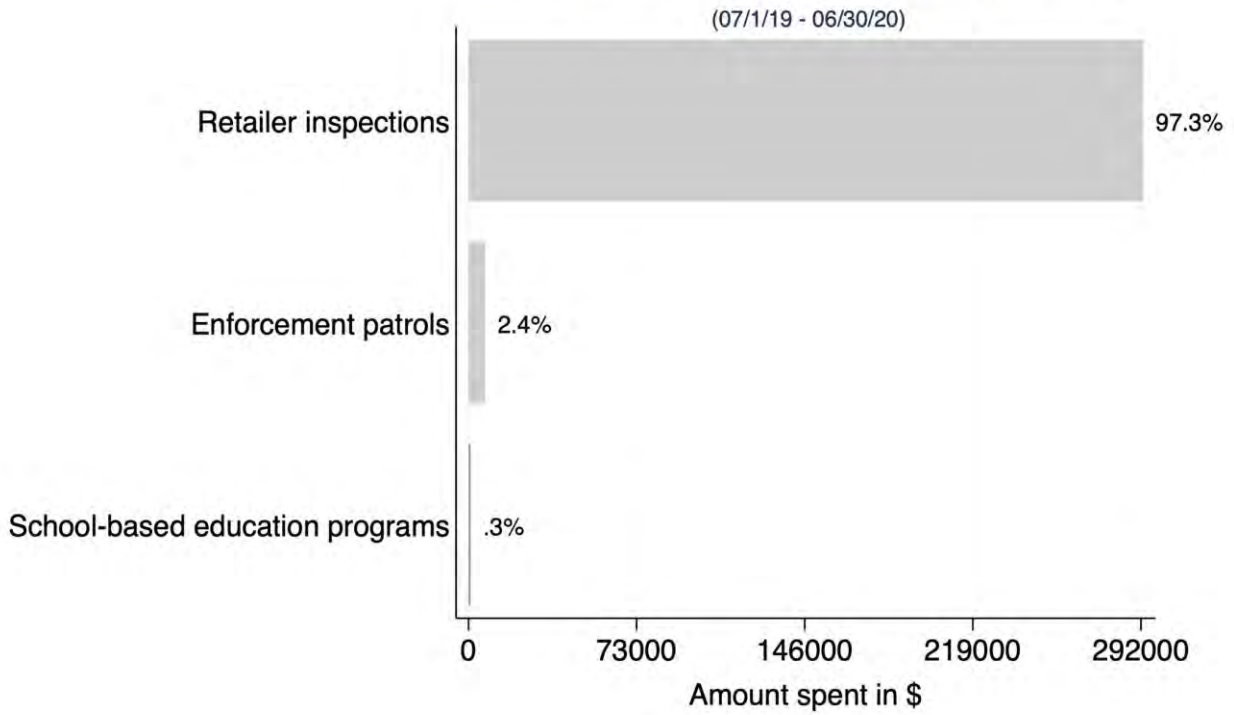
Educational Activities & Outcome	2019-20
Stores visited <sup>†</sup>	13
School events	0
Community events	0
Media campaigns <sup>†</sup>	0

<sup>†</sup> Law enforcement and other agencies visit tobacco retailers to educate management and clerks about tobacco retail laws and local ordinances. Traditional media include TV radio, and newspaper ads semi: social media are ads on Facebook and other social media platforms.

## Economic Analysis

In Los Angeles County, grantees spent \$301,061 on **three** activities. The figure shows funds spent among the activities performed during the grant period. The length of the bar shows how much was spent and the number to the right of each bar is the percentage of the budget spent on each activity. The table shows an example of costs for retail enforcement, such as minor decoys, shoulder taps, and retail inspections. On average, the cost per retail inspection was \$146,482.

## Total % and Amount Spent by Activity



Retail Enforcement	Inspections
Median* cost per activity (range)	\$146,482 (\$1,064, \$291,900)
Number of activities	14
Median number of officers <sup>†</sup>	...
Median travel time <sup>†</sup>	...

\* Note: The median is the middle value often reported when data are skewed.

<sup>†</sup> Progress report does not ask about these features of store inspections

# Marin County

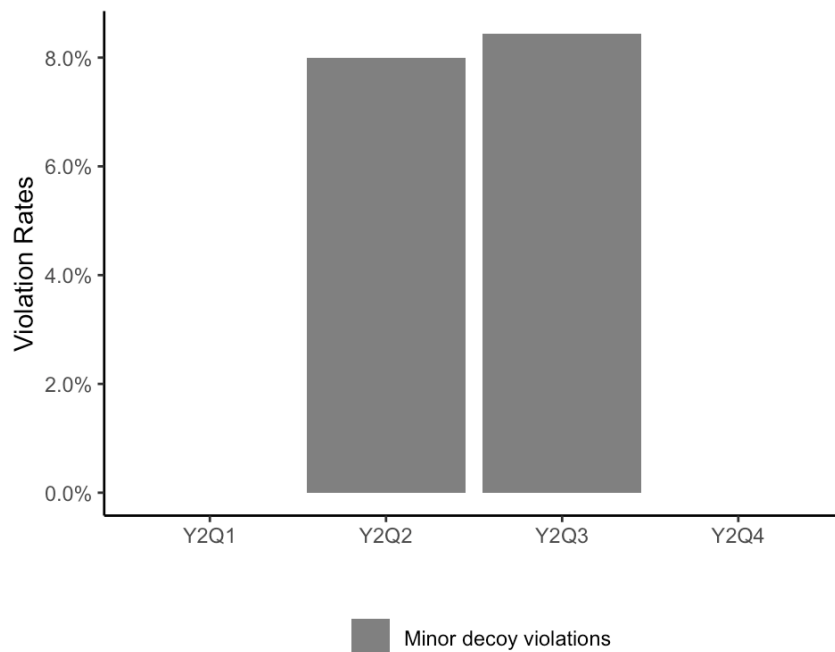
## Introduction

**Marin County**, located in Northern California, has a population of 258,956. About 58,531 are under the age of 21. Marin County has eight high schools and nine middle schools. The Tobacco Grant Program funded Marin County Sheriff's Office, and Novato Unified School District in the 2018-19 grant cycle. Marin County was awarded \$739,516 for a three-year term beginning in 2018.

## Enforcement Activities

In the **retail setting**, grantees conducted 183 minor decoy operations. The annual violation rate for minor decoy operations (sales to minors) was 8.2% compared to the statewide rate of 17.9%. Grantees inspected one store and found a total of no violations. In the **school setting**, resource officers warned or cited 33 students for smoking on campus and confiscated eight e-cigarettes or pods and two packs of cigarettes. Grantees installed two smoke or vape detectors in schools resulting in no citations.

### Retail Enforcement: Violation Rates 7/1/19 - 6/30/20

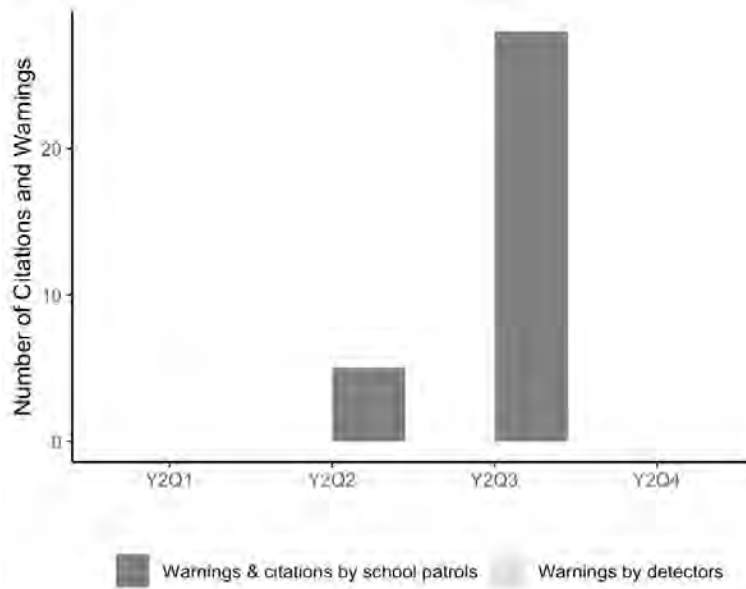


**Retail Enforcement: Number of Activities & Outcomes, 7/1/19 - 6/30/20**

<b>Retail Enforcement Activity &amp; Outcome</b>	<b>2019-20</b>
<b>Minor decoy violations</b>	
Stores visited	183
Follow-up visits	14
Sales to minor	15
Merchants cited	6
Merchants diverted	0
<b>Store inspections</b>	
Stores visited	1
Follow-up visits	0
Failure to obtain license	0
Signage and display-related violations*	0
Sales of individual cigarettes	0
Sales flavored tobacco products (where prohibited)	0
Self-service tobacco displays	0
Failure to furnish required tobacco product purchase records	0
Failure to follow the terms of a license suspension, termination or other restriction	0

\* Note: Signage and display violations include failure to display valid license, age-of-sale signage, and other violations including exterior signs and excessive advertising.

**School Enforcement: Number of Students Warned or Cited for Smoking on Campus, 7/1/19 - 6/30/20**



**School Enforcement: Number of Activities & Outcomes, 7/1/19 - 6/30/20**

School Enforcement Activity & Outcome	2019-20
<b>Warnings &amp; citations identified by school patrols</b>	
Students warned or cited	33
Students referred	168
Cigarette packs confiscated	2
E-cigarettes confiscated	8
<b>Warnings identified by smoke/vape detectors</b>	
New smoke/vape detectors installed	2
Smoke/vape detector activations	0
Warnings to students	0
Students referred to education or cessation programs	0

## Educational Activities

567 students attended tobacco prevention classes or events

<b>Educational Activities &amp; Outcome</b>	<b>2019-20</b>
Stores visited <sup>†</sup>	0
School events	11
Community events	0
Media campaigns <sup>†</sup>	0

<sup>†</sup> Law enforcement and other agencies visit tobacco retailers to educate management and clerks about tobacco retail laws and local ordinances. Traditional media include TV radio, and newspaper ads semi: social media are ads on Facebook and other social media platforms.

## Economic Analysis

Grantee invoices are not available for analysis.



# Merced County

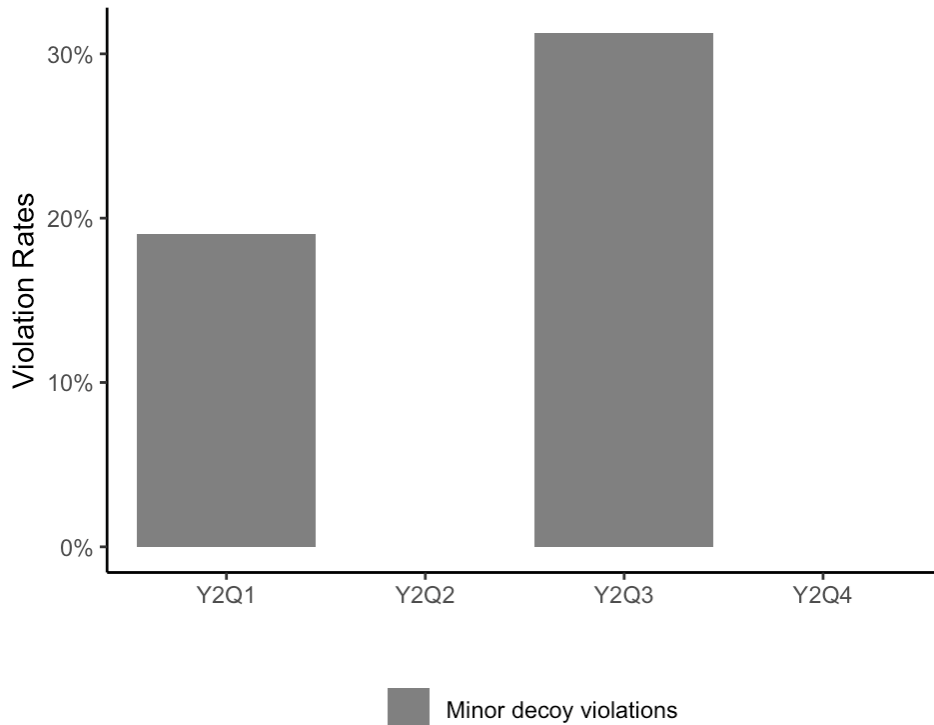
## Introduction

**Merced County**, located in Central California, has a population of 284,761. About 96,869 are under the age of 21. Merced County has 14 high schools and 14 middle schools. The Tobacco Grant Program funded Merced County Department of Public Health in the 2018-19 grant cycle. Merced County was awarded \$457,218 for a three-year term beginning in 2018. For this report analyzing fiscal year 2019, they spent \$62.

## Enforcement Activities

In the **retail setting**, grantees conducted 58 minor decoy operations. The annual violation rate for minor decoy operations (sales to minors) was 22.4% compared to the statewide rate of 17.9%.

### Retail Enforcement: Violation Rates 7/1/19 - 6/30/20



### Retail Enforcement: Number of Activities & Outcomes, 7/1/19 - 6/30/20

Retail Enforcement Activity & Outcome	2019-20
<b>Minor decoy violations</b>	
Stores visited	58
Follow-up visits	0
Sales to minor	13
Merchants cited	0
Merchants diverted	0

\* Note: Signage and display violations include failure to display valid license, age-of-sale signage, and other violations including exterior signs and excessive advertising.

## Educational Activities

**127** community members attended a tobacco prevention class or event

Educational Activities & Outcome	2019-20
Stores visited	0
School events	0
Community events	1
Media campaigns	0

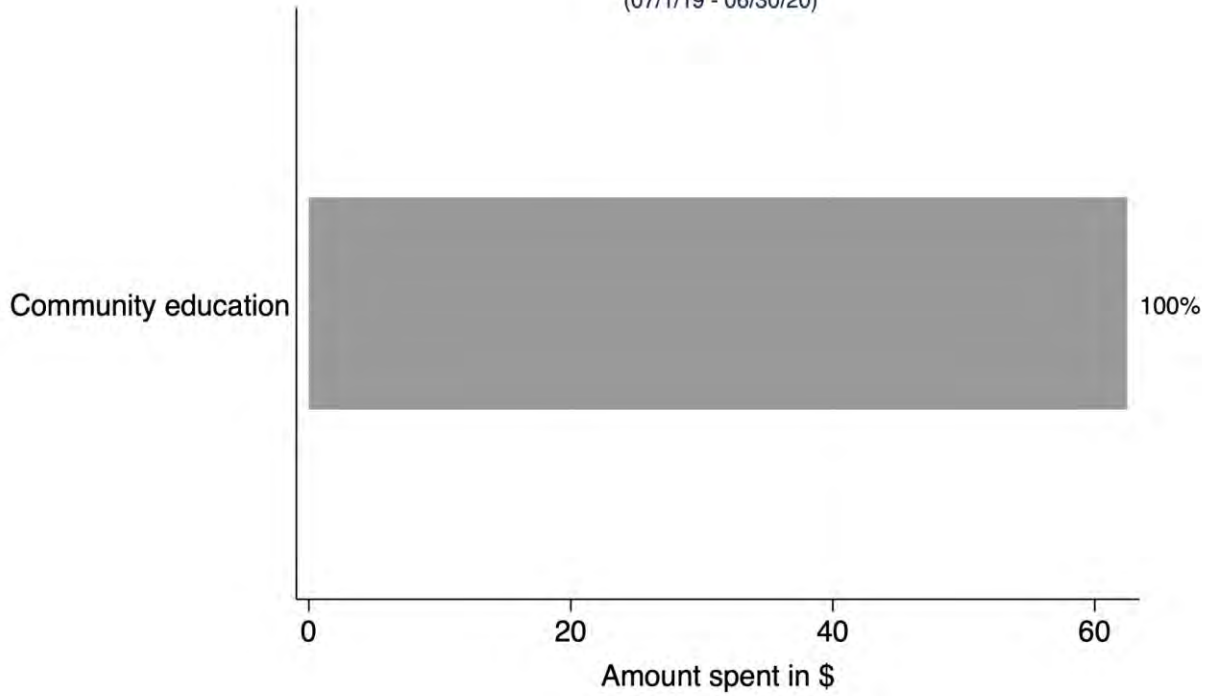
† Law enforcement and other agencies visit tobacco retailers to educate management and clerks about tobacco retail laws and local ordinances. Traditional media include TV radio, and newspaper ads semi: social media are ads on Facebook and other social media platforms.

## Economic Analysis

In Merced County, grantees spent \$62 on **one** activity. The figure shows funds spent among the activities performed during the grant period. The length of the bar shows how much was spent and the number to the right of each bar is the percentage of the budget spent on each activity.

## Total % and Amount Spent by Activity

(07/1/19 - 06/30/20)



Invoices did not bill for retail enforcement activities and so no retail economic analysis is presented.

# Monterey County

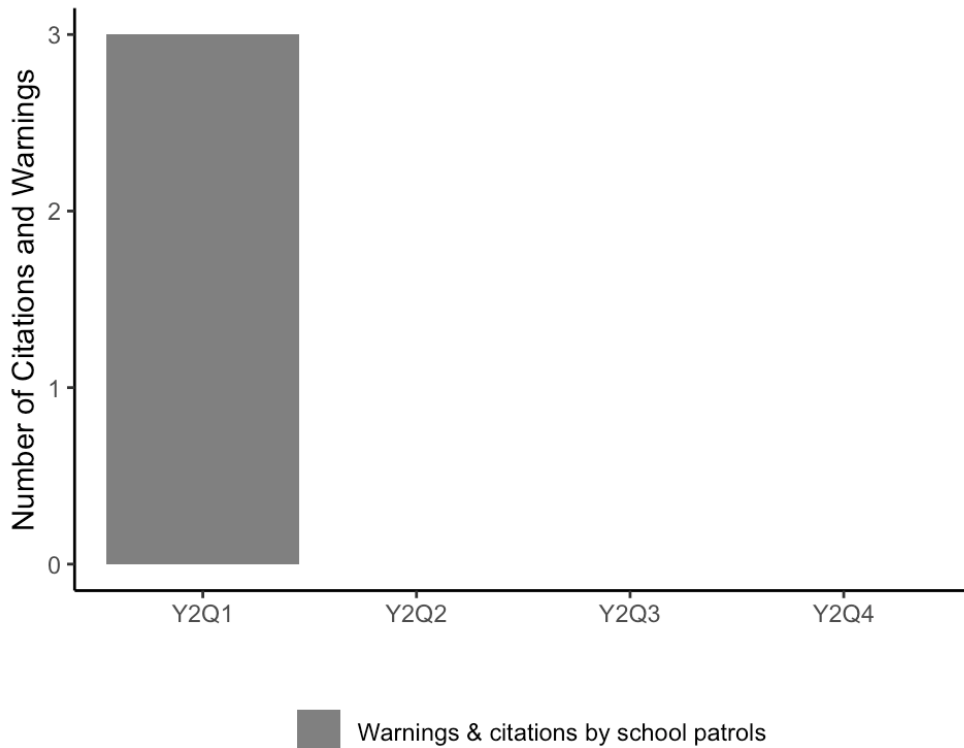
## Introduction

**Monterey County**, located in Central California, has a population of 441,290. About 141,631 are under the age of 21. Monterey County has 17 high schools and 18 middle schools. The Tobacco Grant Program funded Pacific Grove Police Department in the 2018-19 grant cycle. Monterey County was awarded \$33,000 for a three-year term beginning in 2018.

## Enforcement Activities

In the **school setting**, resource officers warned or cited three students for smoking on campus and confiscated two e-cigarettes or pods and no packs of cigarettes. In the **community**, officers did not conduct community patrols.

### School Enforcement: Number of Students Warned or Cited for Smoking on Campus, 7/1/19 - 6/30/20



### School Enforcement: Number of Activities & Outcomes, 7/1/19 - 6/30/20

School Enforcement Activity & Outcome	2019-20
<b>Warnings &amp; citations identified by school patrols</b>	
Students warned or cited	3
Students referred	4
Cigarette packs confiscated	0
E-cigarettes confiscated	2

### Educational Activities

Educational Activities & Outcome	2019-20
Stores visited <sup>†</sup>	0
School events	0
Community events	0
Media campaigns <sup>†</sup>	0

<sup>†</sup> Law enforcement and other agencies visit tobacco retailers to educate management and clerks about tobacco retail laws and local ordinances. Traditional media include TV radio, and newspaper ads semi: social media are ads on Facebook and other social media platforms.

### Economic Analysis

Grantee invoices are not available for analysis.

# Napa County

## Introduction

**Napa County**, located in Northern California, has a population of 138,711. About 34,214 are under the age of 21. Napa County has five high schools and six middle schools. The Tobacco Grant Program funded Napa County Office of Education, and St. Helena Police Department in the 2018-19 grant cycle. Napa County was awarded \$930,627 for a three-year term beginning in 2018. For this report analyzing fiscal year 2019, they spent \$71,874.

## Enforcement Activities

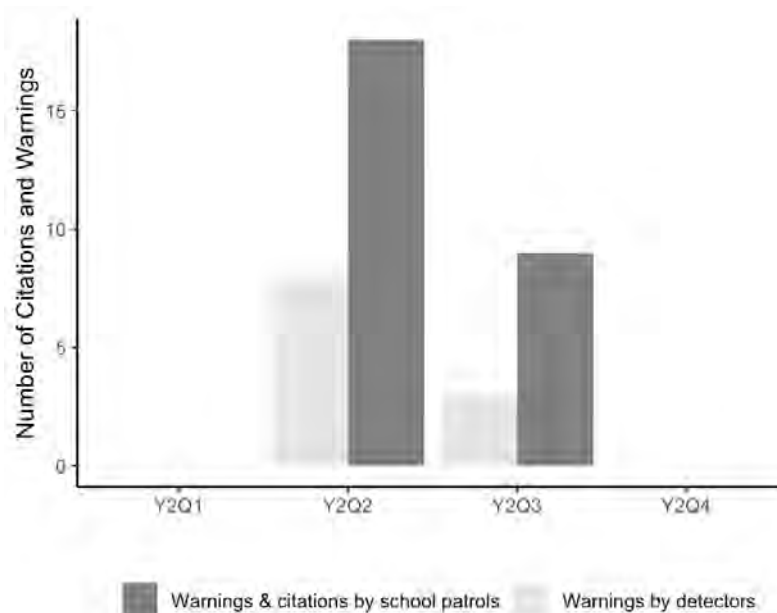
In the **retail setting**, grantees conducted nine minor decoy operations. The annual violation rate for minor decoy operations (sales to minors) was 0% compared to the statewide rate of 17.9%. In the **school setting**, resource officers warned or cited 27 students for smoking on campus and confiscated 16 e-cigarettes or pods and seven packs of cigarettes. Grantees installed 14 smoke or vape detectors in schools resulting in two citations. In the **community**, officers patrolled at community events, parks, skate parks, and sport fields where smoking is prohibited. For every hour of patrolling there were 0.2 violations.

**Retail Enforcement: Number of Activities & Outcomes, 7/1/19 - 6/30/20**

Retail Enforcement Activity & Outcome	2019-20
<b>Minor decoy violations</b>	
Stores visited	9
Follow-up visits	3
Sales to minor	0
Merchants cited	0
Merchants diverted	0
<b>Shoulder tap violations</b>	
Adults approached by a minor decoy	1
Adults who purchased tobacco products	0
Violation resulted in a fine or a suit by District Attorney	6

\* Note: Signage and display violations include failure to display valid license, age-of-sale signage, and other violations including exterior signs and excessive advertising.

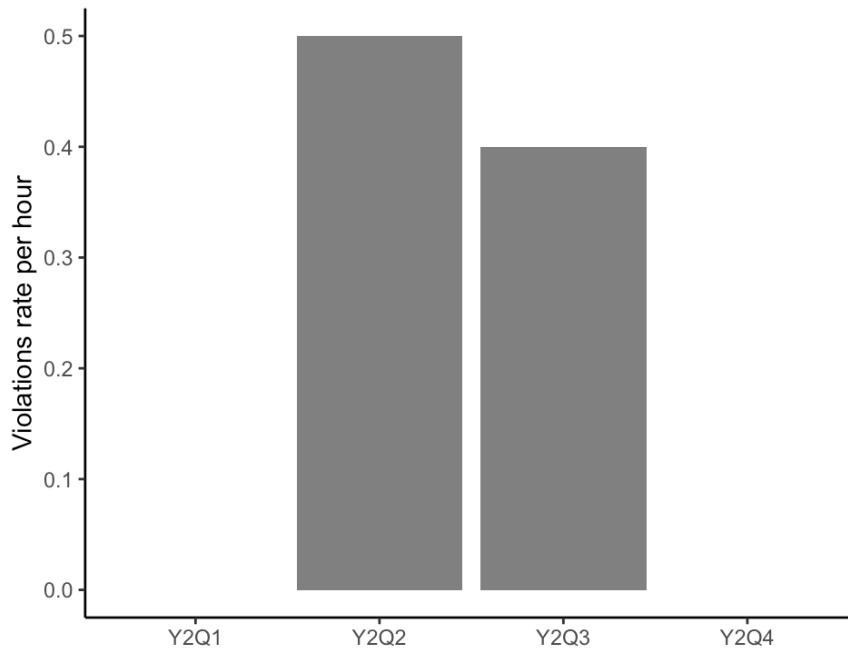
**School Enforcement: Number of Students Warned or Cited for Smoking on Campus, 7/1/19 - 6/30/20**



**School Enforcement: Number of Activities & Outcomes, 7/1/19 - 6/30/20**

School Enforcement Activity & Outcome	2019-20
<b>Warnings &amp; citations identified by school patrols</b>	
Students warned or cited	27
Students referred	28
Cigarette packs confiscated	7
E-cigarettes confiscated	16
<b>Warnings identified by smoke/vape detectors</b>	
New smoke/vape detectors installed	14
Smoke/vape detector activations	19
Warnings to students	11
Students referred to education or cessation programs	2

**Community Enforcement: Violations Per Hour of Patrol, 7/1/19 - 6/30/20**





**Community Enforcement: Number of Activities & Outcomes, 7/1/19 - 6/30/20**

<b>Community Enforcement Activity &amp; Outcome</b>	<b>2019-20</b>
Hours of patrols	106
Warnings	22
Citations	9
Arrests	0

**Educational Activities**

**2,533** students attended tobacco prevention classes or events

**59** community members attended a tobacco prevention class or event

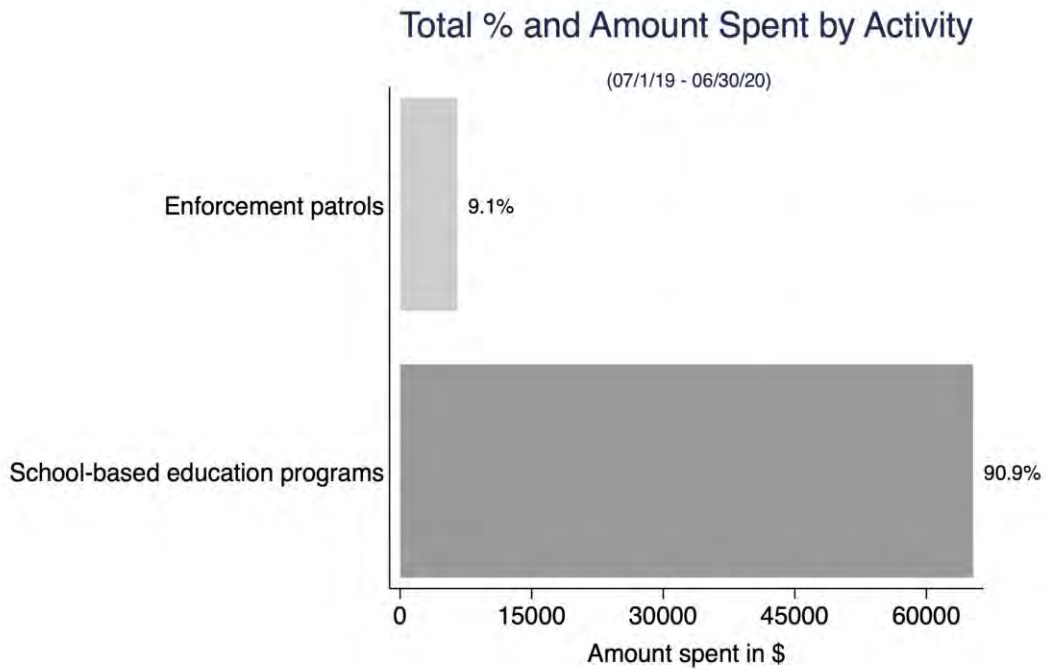
**1,031** views of campaigns through traditional & social media

<b>Educational Activities &amp; Outcome</b>	<b>2019-20</b>
Stores visited <sup>†</sup>	0
School events	59
Community events	4
Media campaigns <sup>†</sup>	1

<sup>†</sup> Law enforcement and other agencies visit tobacco retailers to educate management and clerks about tobacco retail laws and local ordinances. Traditional media include TV radio, and newspaper ads semi: social media are ads on Facebook and other social media platforms.

## Economic Analysis

In Napa County, grantees spent \$71,874 on **two** activities. The figure shows funds spent among the activities performed during the grant period. The length of the bar shows how much was spent and the number to the right of each bar is the percentage of the budget spent on each activity.



Invoices did not bill for retail enforcement activities and so no retail economic analysis is presented.

# Orange County

## Introduction

**Orange County**, located in Southern California, has a population of 3,190,832. About 878,034 are under the age of 21. Orange County has 74 high schools and 88 middle schools. The Tobacco Grant Program funded City of Garden Grove, and Seal Beach Police Department in the 2018-19 grant cycle. Orange County was awarded \$680,937 for a three-year term beginning in 2018. For this report analyzing fiscal year 2019, they spent \$68,534.

## Enforcement Activities

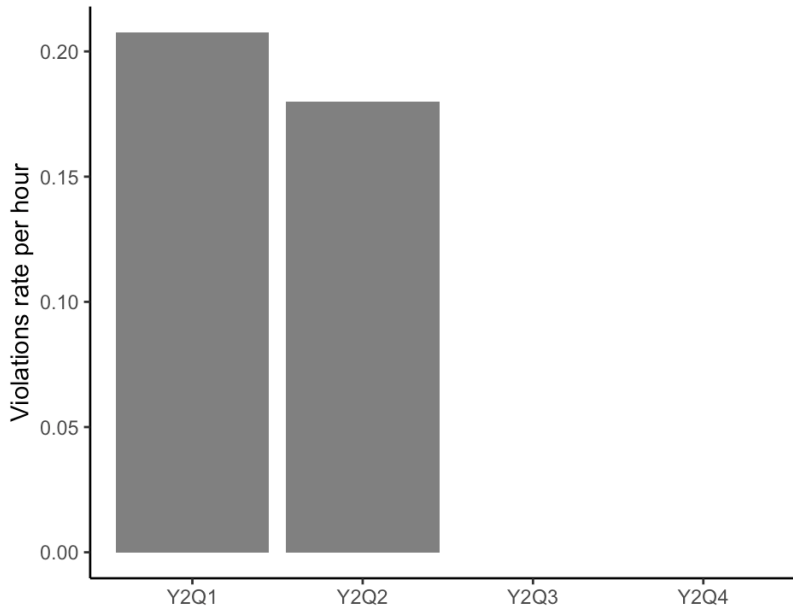
In the **retail setting**, grantees conducted 10 minor decoy operations. The annual violation rate for minor decoy operations (sales to minors) was 0% compared to the statewide rate of 17.9%. Grantees inspected 498 stores and found a total of 98 violations. In the **community**, officers patrolled in community events, outdoor restaurants and bars, bus stops, parks, public transport, and sport fields where smoking is prohibited. For every hour of patrolling there were 0.2 violations.

**Retail Enforcement: Number of Activities & Outcomes, 7/1/19 - 6/30/20**

Retail Enforcement Activity & Outcome	2019-20
<b>Minor decoy violations</b>	
Stores visited	10
Follow-up visits	0
Sales to minor	0
Merchants cited	0
Merchants diverted	0
<b>Store inspections</b>	
Stores visited	498
Follow-up visits	68
Failure to obtain license	0
Signage and display-related violations*	98
Sales of individual cigarettes	0
Sales flavored tobacco products (where prohibited)	0
Self-service tobacco displays	0
Failure to furnish required tobacco product purchase records	0
Failure to follow the terms of a license suspension, termination or other restriction	0

\* Note: Signage and display violations include failure to display valid license, age-of-sale signage, and other violations including exterior signs and excessive advertising.

**Community Enforcement: Violations Per Hour of Patrol, 7/1/19 - 6/30/20**



**Community Enforcement: Number of Activities & Outcomes, 7/1/19 - 6/30/20**

<b>Community Enforcement Activity &amp; Outcome</b>	<b>2019-20</b>
Hours of patrols	726
Warnings	142
Citations	107
Arrests	14

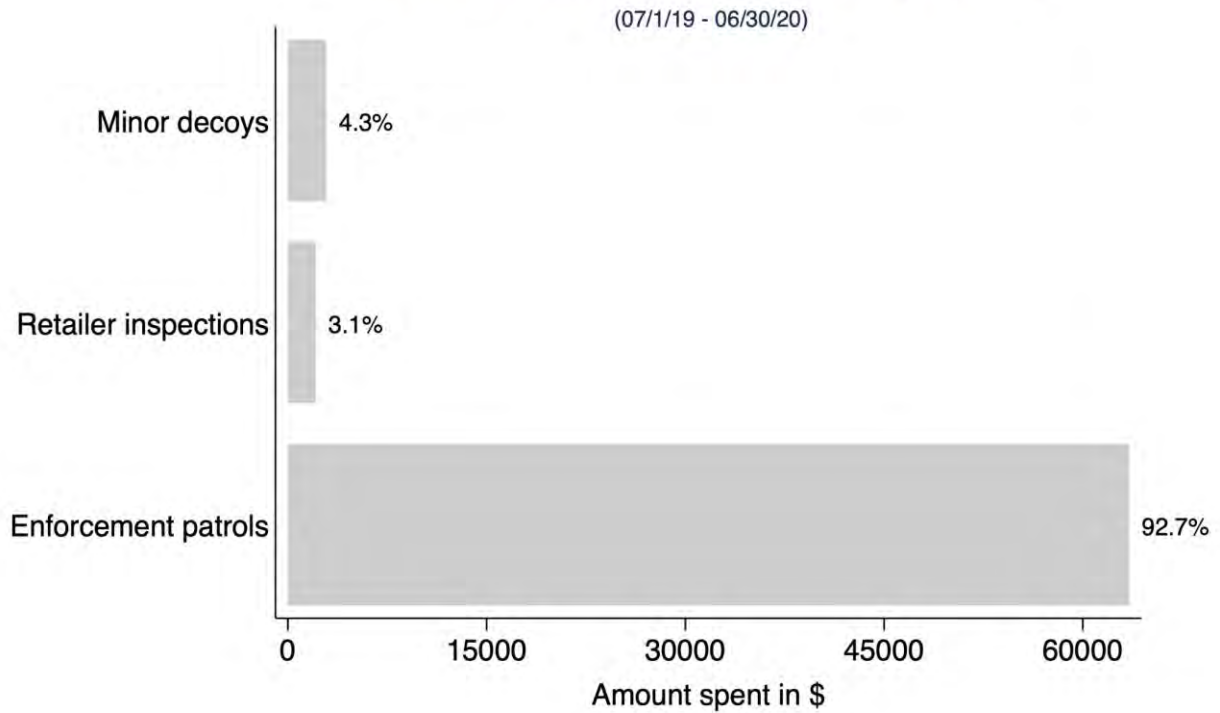
## Educational Activities

Educational Activities & Outcome	2019-20
Stores visited <sup>†</sup>	448
School events	0
Community events	0
Media campaigns <sup>†</sup>	1
<sup>†</sup> Law enforcement and other agencies visit tobacco retailers to educate management and clerks about tobacco retail laws and local ordinances. Traditional media include TV radio, and newspaper ads semi: social media are ads on Facebook and other social media platforms.	

## Economic Analysis

In Orange County, grantees spent \$68,534 on **three** activities. The figure shows funds spent among the activities performed during the grant period. The length of the bar shows how much was spent and the number to the right of each bar is the percentage of the budget spent on each activity. The table shows an example of costs for retail enforcement, such as minor decoys, shoulder taps, and retail inspections. On average, the cost per minor decoy operation was \$1,456, the cost per retail inspection was \$2,121.

## Total % and Amount Spent by Activity



Retail Enforcement	Decoys	Inspections
Median* cost per activity (range)	\$1,456 (\$457, \$2,455)	\$2,121 (\$2,121, \$2,121)
Number of activities	10	16
Median number of officers <sup>†</sup>	4	...
Median travel time <sup>†</sup>	25	...

\* Note: The median is the middle value often reported when data are skewed.

<sup>†</sup> Progress report does not ask about these features of store inspections

# Placer County

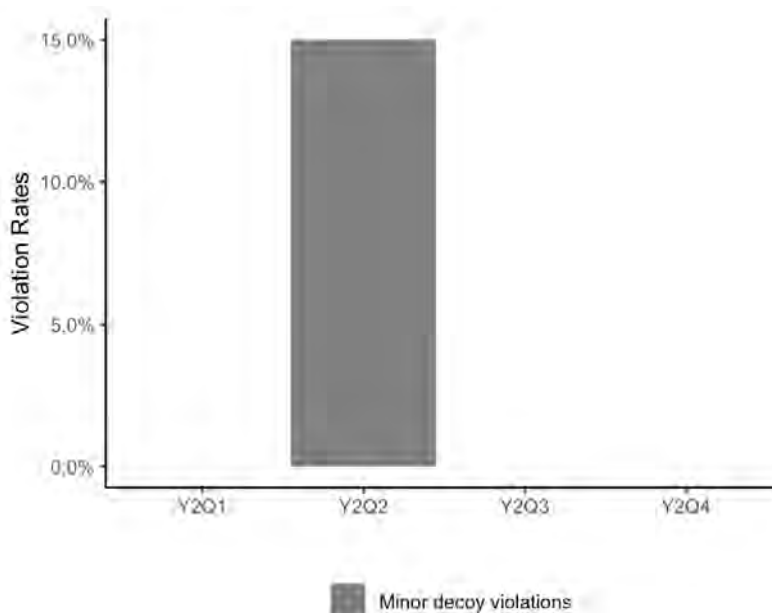
## Introduction

**Placer County**, located in Northern California, has a population of 397,469. About 101,442 are under the age of 21. Placer County has 16 high schools and 14 middle schools. The Tobacco Grant Program funded Auburn Police Department, County of Placer Health and Human Services, and Rocklin Police Department in the 2018-19 grant cycle. Placer County was awarded \$1,117,611 for a three-year term beginning in 2018. For this report analyzing fiscal year 2019, they spent \$30,598.

## Enforcement Activities

In the **retail setting**, grantees conducted 20 minor decoy operations. The annual violation rate for minor decoy operations (sales to minors) was 15% compared to the statewide rate of 17.9%. Grantees inspected five stores, and found a total of three violations. No adults purchased tobacco products for minors during shoulder tap operations. In the **school setting**, resource officers warned or cited 16 students for smoking on campus and confiscated three e-cigarettes or pods and no packs of cigarettes. In the **community**, officers patrolled at parks, skate parks, and sport fields where smoking is prohibited. For every hour of patrolling there were no violations.

### Retail Enforcement: Violation Rates 7/1/19 - 6/30/20



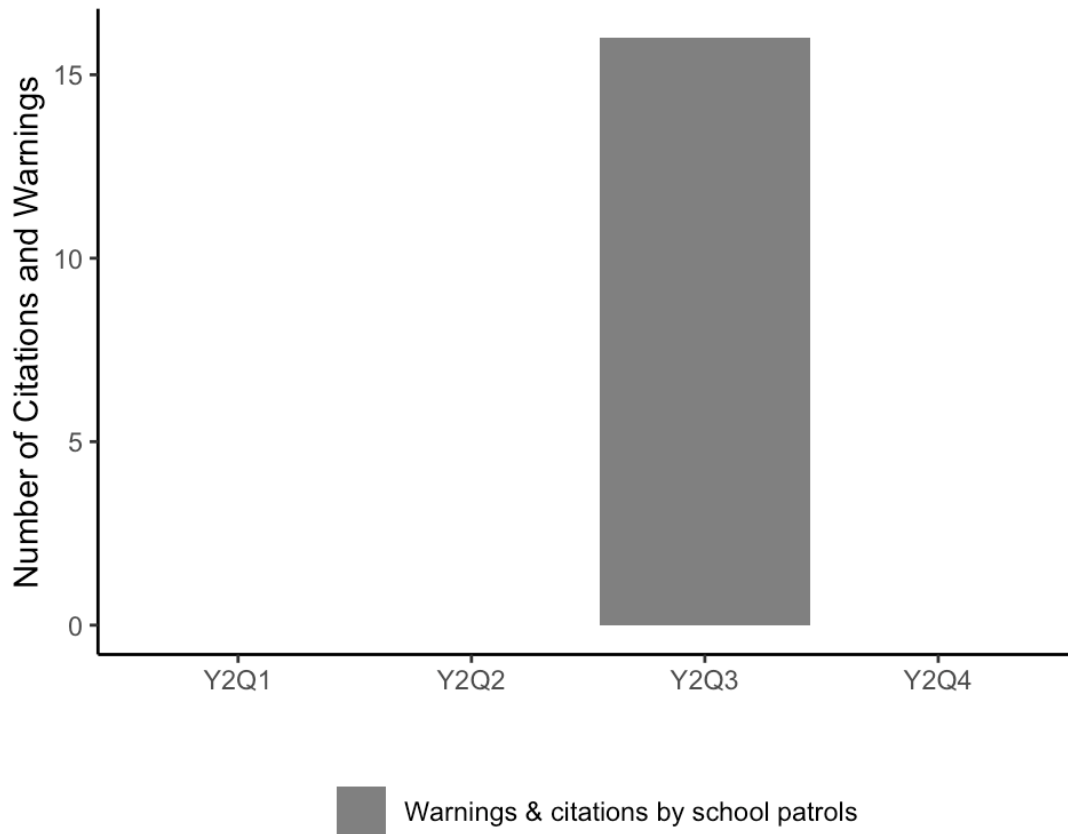


**Retail Enforcement: Number of Activities & Outcomes, 7/1/19 - 6/30/20**

<b>Retail Enforcement Activity &amp; Outcome</b>	<b>2019-20</b>
<b>Minor decoy violations</b>	
Stores visited	20
Follow-up visits	20
Sales to minor	3
Merchants cited	3
Merchants diverted	0
<b>Store inspections</b>	
Stores visited	5
Follow-up visits	5
Failure to obtain license	0
Signage and display-related violations*	3
Sales of individual cigarettes	0
Sales flavored tobacco products (where prohibited)	0
Self-service tobacco displays	0
Failure to furnish required tobacco product purchase records	0
Failure to follow the terms of a license suspension, termination or other restriction	0
<b>Shoulder tap violations</b>	
Adults approached by a minor decoy	2
Adults who purchased tobacco products	0
Violation resulted in a fine or a suit by District Attorney	0

\* Note: Signage and display violations include failure to display valid license, age-of-sale signage, and other violations including exterior signs and excessive advertising.

**School Enforcement: Number of Students Warned or Cited for Smoking on Campus, 7/1/19 - 6/30/20**



**School Enforcement: Number of Activities & Outcomes, 7/1/19 - 6/30/20**

School Enforcement Activity & Outcome	2019-20
<b>Warnings &amp; citations identified by school patrols</b>	
Students warned or cited	16
Students referred	16
Cigarette packs confiscated	0
E-cigarettes confiscated	3

**Community Enforcement: Number of Activities & Outcomes, 7/1/19 - 6/30/20**

<b>Community Enforcement Activity &amp; Outcome</b>	<b>2019-20</b>
Hours of patrols	110
Warnings	0
Citations	0
Arrests	0

**Educational Activities**

**1,790** students attended tobacco prevention classes or events

**2,325** community members attended a tobacco prevention class or event

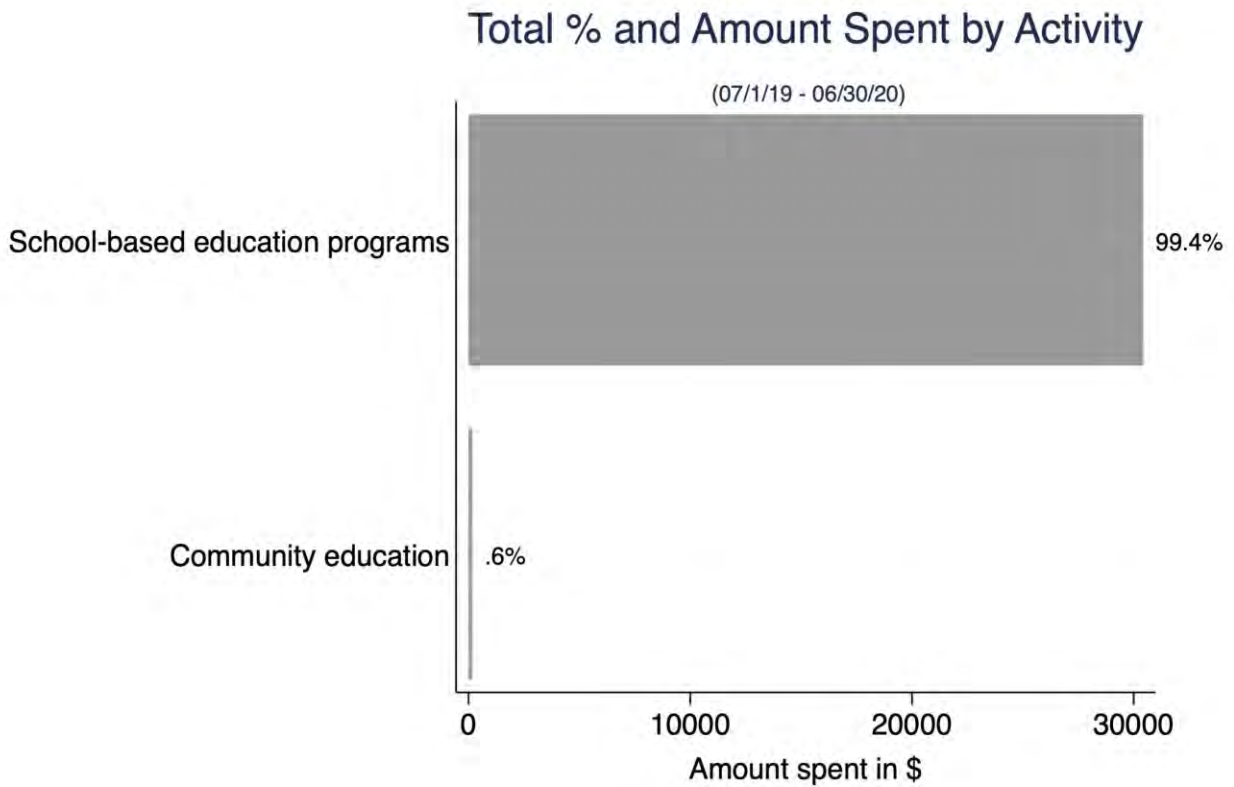
**1,200** views of campaigns through traditional & social media

<b>Educational Activities &amp; Outcome</b>	<b>2019-20</b>
Stores visited <sup>†</sup>	4
School events	19
Community events	17
Media campaigns <sup>†</sup>	10

<sup>†</sup> Law enforcement and other agencies visit tobacco retailers to educate management and clerks about tobacco retail laws and local ordinances. Traditional media include TV radio, and newspaper ads semi: social media are ads on Facebook and other social media platforms.

## Economic Analysis

In Placer County, grantees spent \$30,598 on **two** activities. The figure shows funds spent among the activities performed during the grant period. The length of the bar shows how much was spent and the number to the right of each bar is the percentage of the budget spent on each activity.



Invoices did not bill for retail enforcement activities and so no retail economic analysis is presented.

# Plumas County

## Introduction

**Plumas County**, located in Northern California, has a population of 18,246. About 3,429 are under the age of 21. Plumas County has four high schools and no middle schools. The Tobacco Grant Program funded Plumas County Sheriff's Office in the 2018-19 grant cycle. Plumas County was awarded \$271,452 for a three-year term beginning in 2018. For this report analyzing fiscal year 2019, they spent \$2,498.

## Enforcement Activities

In the **retail setting**, grantees inspected 38 stores, and found a total of four violations.

### Retail Enforcement: Number of Activities & Outcomes, 7/1/19 - 6/30/20

Retail Enforcement Activity & Outcome	2019-20
<b>Store inspections</b>	
Stores visited	38
Follow-up visits	15
Failure to obtain license	0
Signage and display-related violations*	1
Sales of individual cigarettes	0
Sales flavored tobacco products (where prohibited)	0
Self-service tobacco displays	0
Failure to furnish required tobacco product purchase records	3
Failure to follow the terms of a license suspension, termination or other restriction	0

\* Note: Signage and display violations include failure to display valid license, age-of-sale signage, and other violations including exterior signs and excessive advertising.

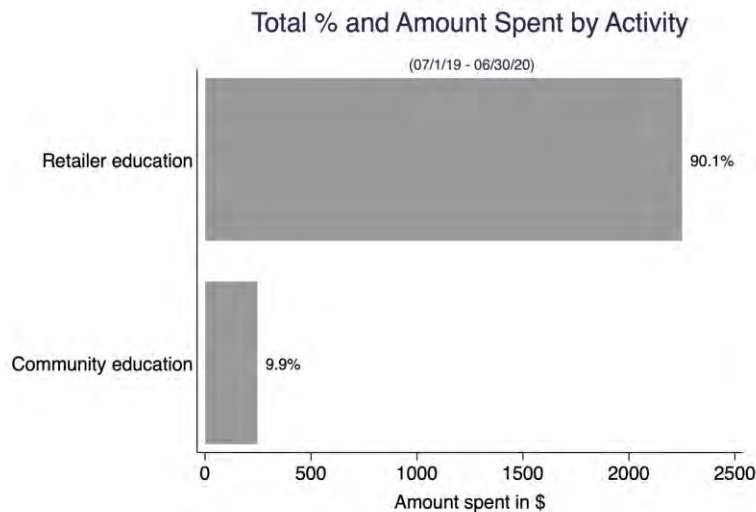
## Educational Activities

Educational Activities & Outcome	2019-20
Stores visited <sup>†</sup>	0
School events	0
Community events	0
Media campaigns <sup>†</sup>	0

<sup>†</sup> Law enforcement and other agencies visit tobacco retailers to educate management and clerks about tobacco retail laws and local ordinances. Traditional media include TV radio, and newspaper ads semi: social media are ads on Facebook and other social media platforms.

## Economic Analysis

In Plumas County, grantees spent \$2,498 on **two** activities. The figure shows funds spent among the activities performed during the grant period. The length of the bar shows how much was spent and the number to the right of each bar is the percentage of the budget spent on each activity.



Invoices did not bill for retail enforcement activities and so no retail economic analysis is presented.

# Riverside County

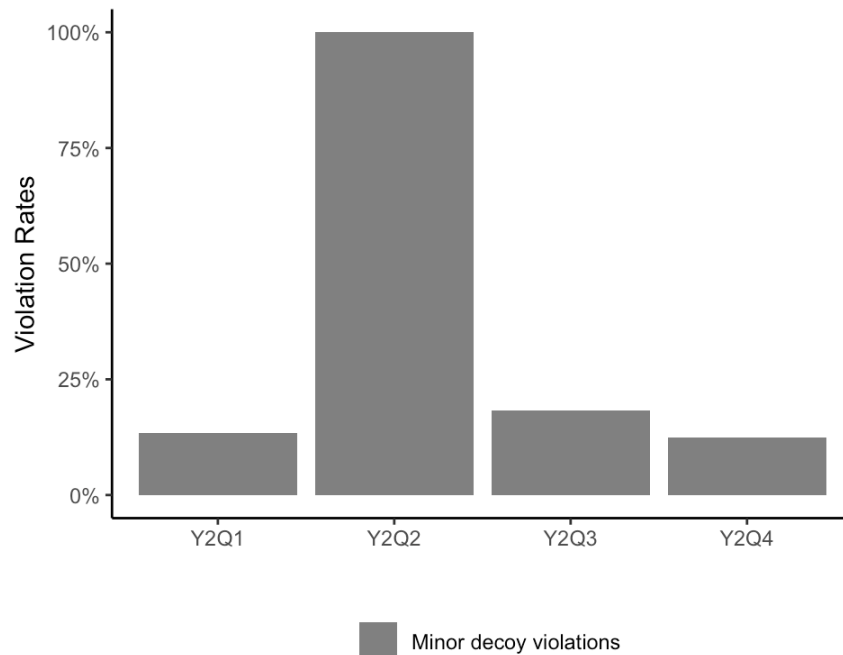
## Introduction

**Riverside County**, located in Southern California, has a population of 2,449,299. About 729,400 are under the age of 21. Riverside County has 59 high schools and 76 middle schools. The Tobacco Grant Program funded Murrieta Police Department and Riverside Police Department in the 2018-19 grant cycle. Riverside County was awarded \$158,086 for a three-year term beginning in 2018. For this report analyzing fiscal year 2019, they spent \$14,472.

## Enforcement Activities

In the **retail setting**, grantees conducted 53 minor decoy operations. The annual violation rate for minor decoy operations (sales to minors) was 20.8% compared to the statewide rate of 17.9%. Grantees inspected 43 stores, and found a total of 16 violations. In the **school setting**, resource officers warned or cited two students for smoking on campus and confiscated seven e-cigarettes or pods and no packs of cigarettes.

### Retail Enforcement: Violation Rates 7/1/19 - 6/30/20



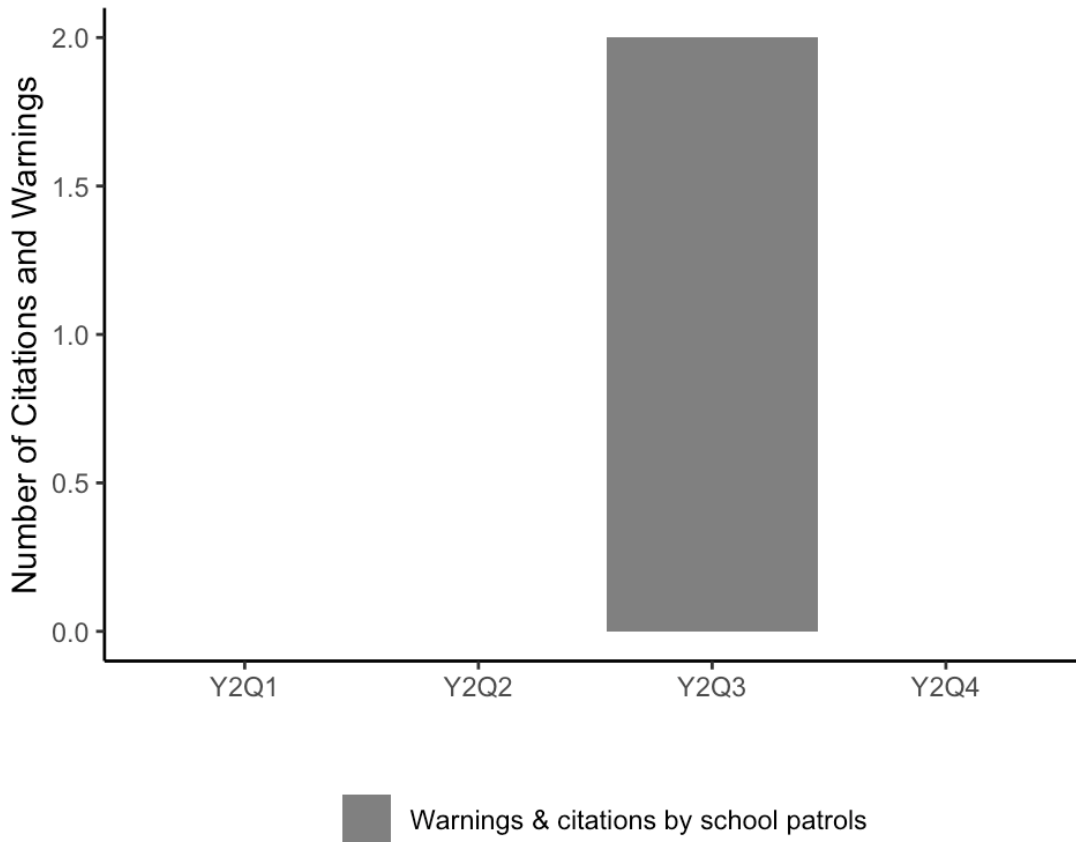
**Retail Enforcement: Number of Activities & Outcomes, 7/1/19 - 6/30/20**

<b>Retail Enforcement Activity &amp; Outcome</b>	<b>2019-20</b>
<b>Minor decoy violations</b>	
Stores visited	53
Follow-up visits	17
Sales to minor	11
Merchants cited	8
Merchants diverted	0
<b>Store inspections</b>	
Stores visited	43
Follow-up visits	12
Failure to obtain license	1
Signage and display-related violations*	6
Sales of individual cigarettes	2
Sales flavored tobacco products (where prohibited)	0
Self-service tobacco displays	0
Failure to furnish required tobacco product purchase records	7
Failure to follow the terms of a license suspension, termination or other restriction	0

\* Note: Signage and display violations include failure to display valid license, age-of-sale signage, and other violations including exterior signs and excessive advertising.



**School Enforcement: Number of Students Warned or Cited for Smoking on Campus, 7/1/19 - 6/30/20**



**School Enforcement: Number of Activities & Outcomes, 7/1/19 - 6/30/20**

School Enforcement Activity & Outcome	2019-20
<b>Warnings &amp; citations identified by school patrols</b>	
Students warned or cited	2
Students referred	5
Cigarette packs confiscated	0
E-cigarettes confiscated	7

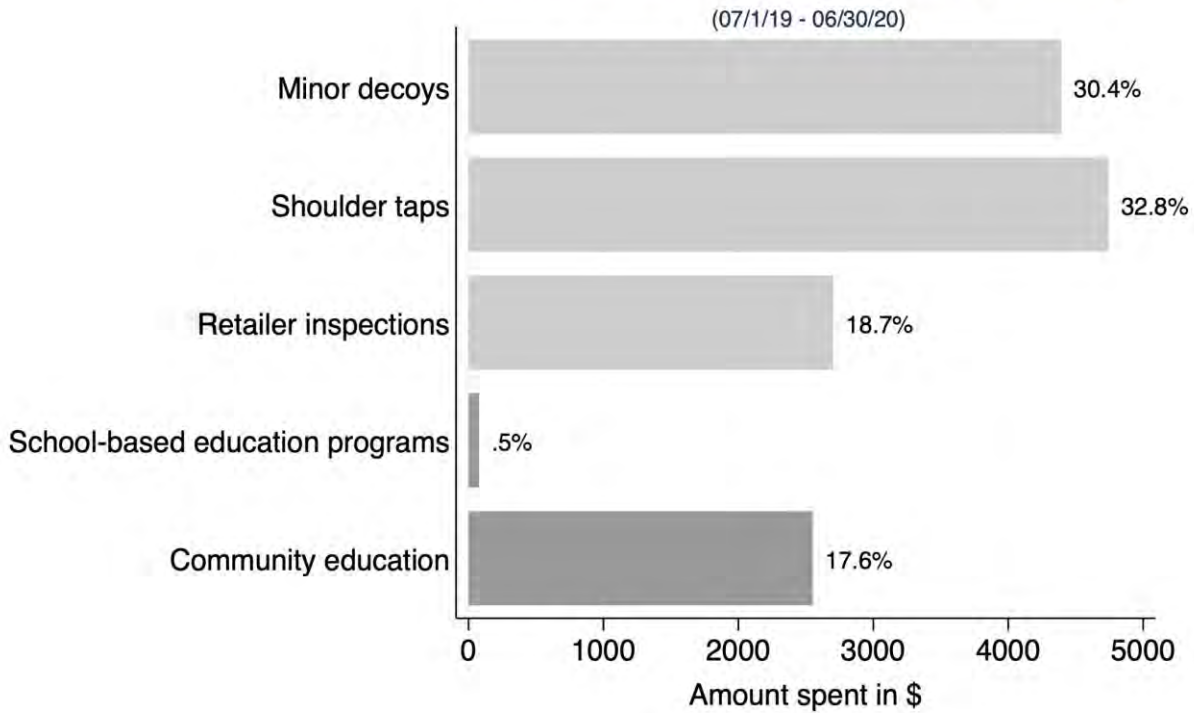
## Educational Activities

Educational Activities & Outcome	2019-20
Stores visited <sup>†</sup>	0
School events	0
Community events	1
Media campaigns <sup>†</sup>	0
<sup>†</sup> Law enforcement and other agencies visit tobacco retailers to educate management and clerks about tobacco retail laws and local ordinances. Traditional media include TV radio, and newspaper ads semi: social media are ads on Facebook and other social media platforms.	

## Economic Analysis

In Riverside County, grantees spent \$14,472 on **five** activities. The figure shows funds spent among the activities performed during the grant period. The length of the bar shows how much was spent and the number to the right of each bar is the percentage of the budget spent on each activity. The table shows an example of costs for retail enforcement, such as minor decoys, shoulder taps, and retail inspections. On average, the cost per minor decoy operation was \$2,197, the cost per shoulder tap operation was \$2,372, the cost per retail inspection was \$2,704.

## Total % and Amount Spent by Activity



Retail Enforcement	Decoys	Shoulder Taps	Inspections
Median* cost per activity (range)	\$2,197 (\$1,548, \$2,846)	\$2,372 (\$1,459, \$3,285)	\$2,704 (\$2,704, \$2,704)
Number of activities	34	4	27
Median number of officers <sup>†</sup>	4	4	...
Median travel time <sup>†</sup>	20	30	...

\* Note: The median is the middle value often reported when data are skewed.

<sup>†</sup> Progress report does not ask about these features of store inspections

# Sacramento County

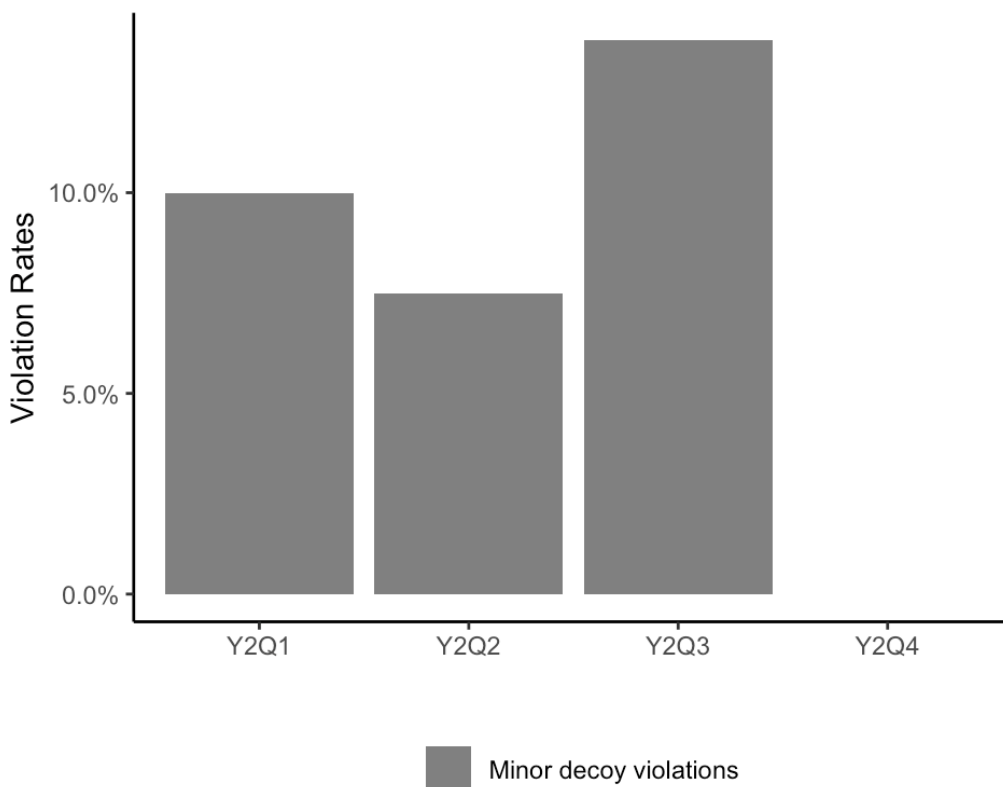
## Introduction

**Sacramento County**, located in Central California, has a population of 1,562,242. About 454,416 are under the age of 21. Sacramento County has 50 high schools and 40 middle schools. The Tobacco Grant Program funded Sacramento County Sheriff's Department in the 2018-19 grant cycle. Sacramento County was awarded \$1,342,142 for a three-year term beginning in 2018. For this report analyzing fiscal year 2019, they spent \$165,244.

## Enforcement Activities

In the **retail setting**, grantees conducted 86 minor decoy operations. The annual violation rate for minor decoy operations (sales to minors) was 9.3% compared to the statewide rate of 17.9%. Grantees inspected 192 stores, and found a total of 13 violations.

### Retail Enforcement: Violation Rates 7/1/19 - 6/30/20



### Retail Enforcement: Number of Activities & Outcomes, 7/1/19 - 6/30/20

Retail Enforcement Activity & Outcome	2019-20
<b>Minor decoy violations</b>	
Stores visited	86
Follow-up visits	42
Sales to minor	8
Merchants cited	0
Merchants diverted	4
<b>Store inspections</b>	
Stores visited	192
Follow-up visits	20
Failure to obtain license	0
Signage and display-related violations*	8
Sales of individual cigarettes	0
Sales flavored tobacco products (where prohibited)	0
Self-service tobacco displays	5
Failure to furnish required tobacco product purchase records	0
Failure to follow the terms of a license suspension, termination or other restriction	0

\* Note: Signage and display violations include failure to display valid license, age-of-sale signage, and other violations including exterior signs and excessive advertising.

## Educational Activities

**2,230** students attended tobacco prevention classes or events

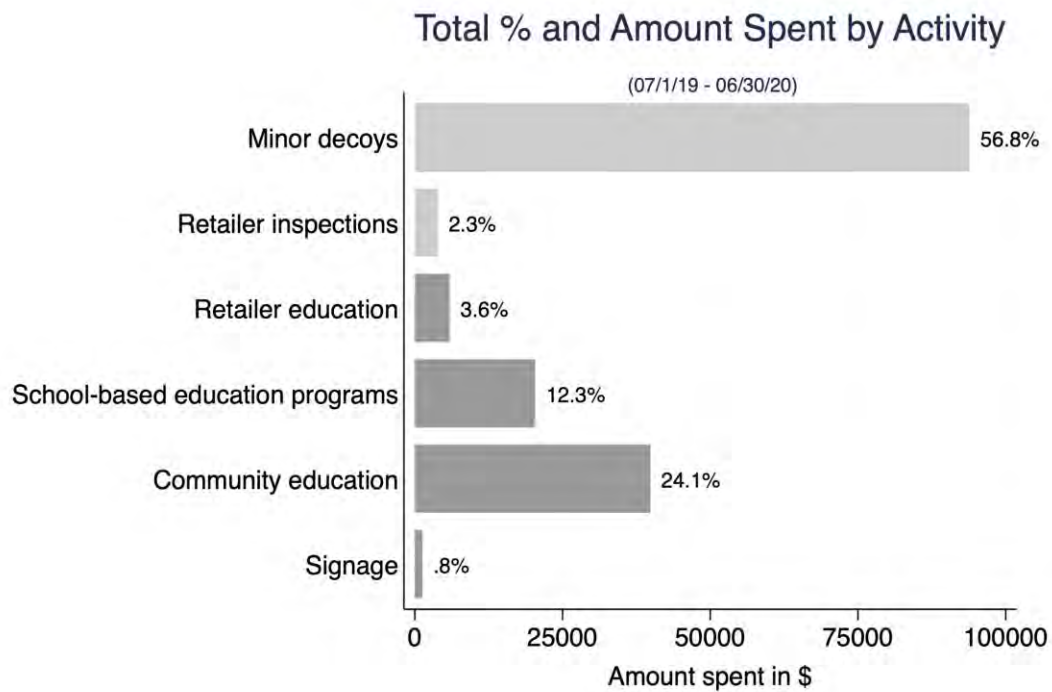
**20** community members attended a tobacco prevention class or event

<b>Educational Activities &amp; Outcome</b>	<b>2019-20</b>
Stores visited <sup>†</sup>	60
School events	40
Community events	1
Media campaigns <sup>†</sup>	0

<sup>†</sup> Law enforcement and other agencies visit tobacco retailers to educate management and clerks about tobacco retail laws and local ordinances. Traditional media include TV radio, and newspaper ads semi: social media are ads on Facebook and other social media platforms.

## Economic Analysis

In Sacramento County, grantees spent \$165,244 on **seven** activities. The figure shows funds spent among the activities performed during the grant period. The length of the bar shows how much was spent and the number to the right of each bar is the percentage of the budget spent on each activity. The table shows an example of costs for retail enforcement, such as minor decoys, shoulder taps, and retail inspections. On average, the cost per minor decoy operation was \$2,328, the cost per retail inspection was \$1,934.



<b>Retail Enforcement</b>	<b>Decoys</b>	<b>Inspections</b>
Median* cost per activity (range)	\$2,328 (\$414, \$91,149)	\$1,934 (\$1,309, \$2,558)
Number of activities	79	132
Median number of officers†	5	...
Median travel time†	15	...

\* Note: The median is the middle value often reported when data are skewed.

† Progress report does not ask about these features of store inspections

# San Bernardino County

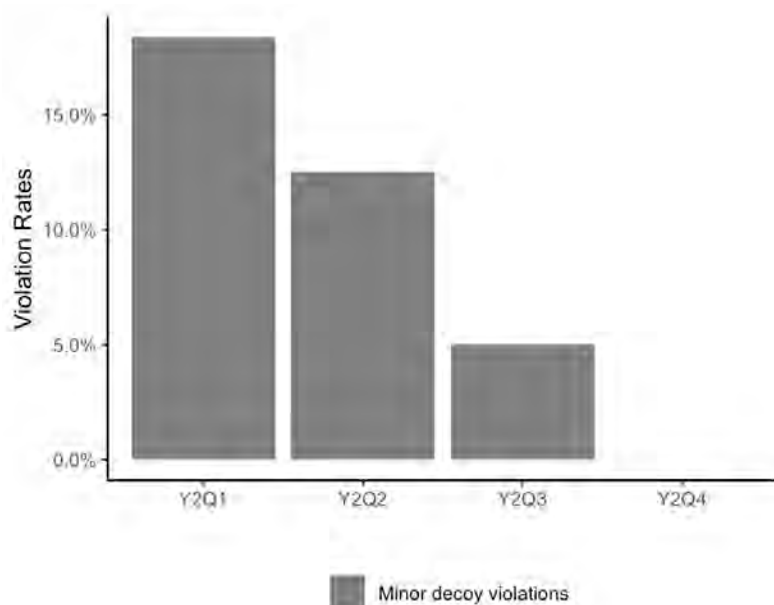
## Introduction

**San Bernardino County**, located in Southern California, has a population of 2,184,112. About 693,670 are under the age of 21. San Bernardino County has 67 high schools and 73 middle schools. The Tobacco Grant Program funded Colton Police Department, Fontana Police Department, and Ontario Police Department in the 2018-19 grant cycle. San Bernardino County was awarded \$840,195 for a three-year term beginning in 2018. For this report analyzing fiscal year 2019, they spent \$13,606.

## Enforcement Activities

In the **retail setting**, grantees conducted 77 minor decoy operations. The annual violation rate for minor decoy operations (sales to minors) was 14.3% compared to the statewide rate of 17.9%. Grantees inspected 63 stores, and found a total of 32 violations. In the **school setting**, resource officers warned or cited one student for smoking on campus and confiscated three e-cigarettes or pods and no packs of cigarettes. Grantees installed two smoke or vape detectors in schools resulting in three citations. In the **community**, officers patrolled at parks, skate parks, and sport fields where smoking is prohibited. For every hour of patrolling there were 0.2 violations.

### Retail Enforcement: Violation Rates 7/1/19 - 6/30/20



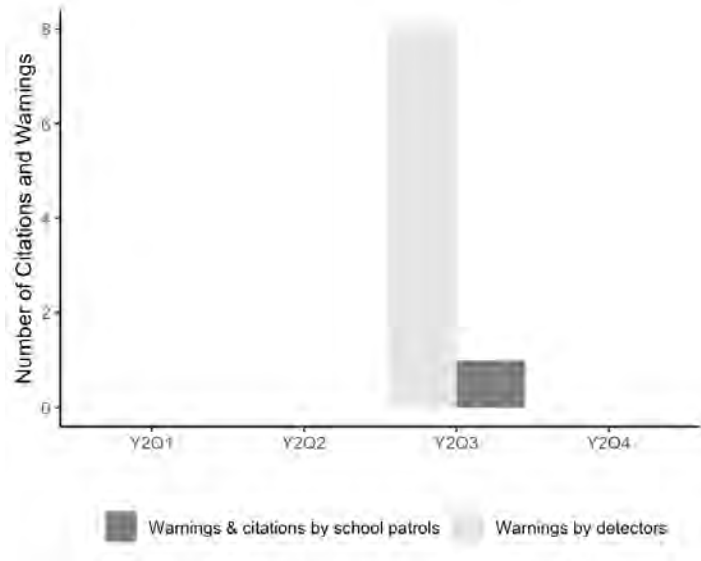


**Retail Enforcement: Number of Activities & Outcomes, 7/1/19 - 6/30/20**

<b>Retail Enforcement Activity &amp; Outcome</b>	<b>2019-20</b>
<b>Minor decoy violations</b>	
Stores visited	77
Follow-up visits	5
Sales to minor	11
Merchants cited	10
Merchants diverted	0
<b>Store inspections</b>	
Stores visited	63
Follow-up visits	3
Failure to obtain license	0
Signage and display-related violations*	27
Sales of individual cigarettes	1
Sales flavored tobacco products (where prohibited)	0
Self-service tobacco displays	0
Failure to furnish required tobacco product purchase records	4
Failure to follow the terms of a license suspension, termination or other restriction	0

\* Note: Signage and display violations include failure to display valid license, age-of-sale signage, and other violations including exterior signs and excessive advertising.

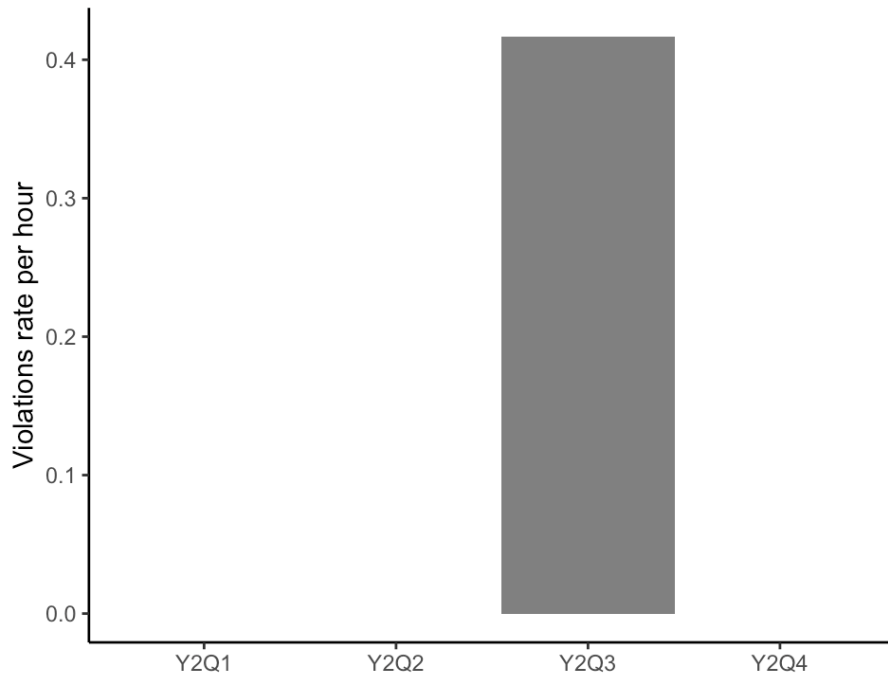
**School Enforcement: Number of Students Warned or Cited for Smoking on Campus, 7/1/19 - 6/30/20**



**School Enforcement: Number of Activities & Outcomes, 7/1/19 - 6/30/20**

School Enforcement Activity & Outcome	2019-20
<b>Warnings &amp; citations identified by school patrols</b>	
Students warned or cited	1
Students referred	9
Cigarette packs confiscated	0
E-cigarettes confiscated	3
<b>Warnings identified by smoke/vape detectors</b>	
New smoke/vape detectors installed	2
Smoke/vape detector activations	0
Warnings to students	8
Students referred to education or cessation programs	11

**Community Enforcement: Violations Per Hour of Patrol, 7/1/19 - 6/30/20**



**Community Enforcement: Number of Activities & Outcomes, 7/1/19 - 6/30/20**

<b>Community Enforcement Activity &amp; Outcome</b>	<b>2019-20</b>
Hours of patrols	27
Warnings	5
Citations	0
Arrests	0

## Educational Activities

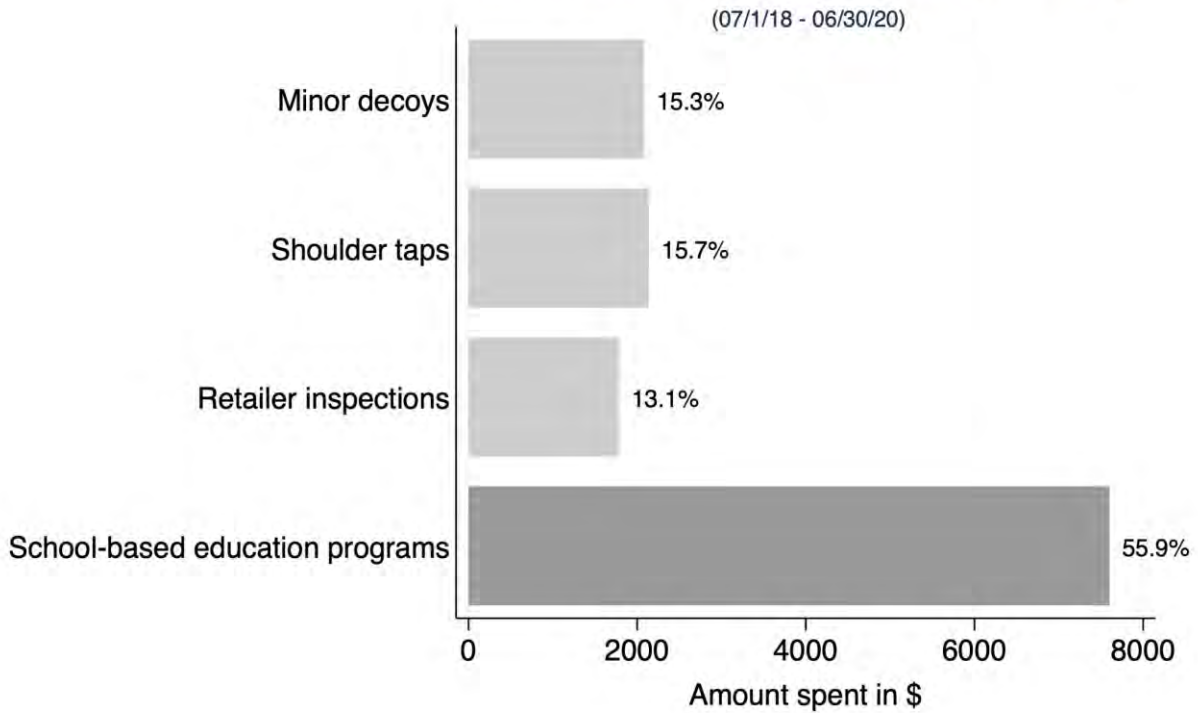
4,978 students attended tobacco prevention classes or events

Educational Activities & Outcome	2019-20
Stores visited <sup>†</sup>	6
School events	33
Community events	1
Media campaigns <sup>†</sup>	0
<sup>†</sup> Law enforcement and other agencies visit tobacco retailers to educate management and clerks about tobacco retail laws and local ordinances. Traditional media include TV radio, and newspaper ads semi: social media are ads on Facebook and other social media platforms.	

## Economic Analysis

In San Bernardino County, grantees spent \$13,606 on **four** activities. The figure shows funds spent among the activities performed during the grant period. The length of the bar shows how much was spent and the number to the right of each bar is the percentage of the budget spent on each activity. The table shows an example of costs for retail enforcement, such as minor decoys, shoulder taps, and retail inspections. On average, the cost per minor decoy operation was \$2,084, the cost per shoulder tap operation was \$2,140, the cost per retail inspection was \$462.

## Total % and Amount Spent by Activity



Retail Enforcement	Decoys	Shoulder Taps	Inspections
Median* cost per activity (range)	\$2,084 (\$2,084, \$2,084)	\$2,140 (\$2,140, \$2,140)	\$462 (\$440, \$880)
Number of activities‡	18	...	21
Median number of officers†	3	4.5	...
Median travel time†	30	15	...

\* Note: The median is the middle value often reported when data are skewed.

† Progress report does not ask about these features of store inspections

‡ Invoice does not specify the number of activities

# San Diego County

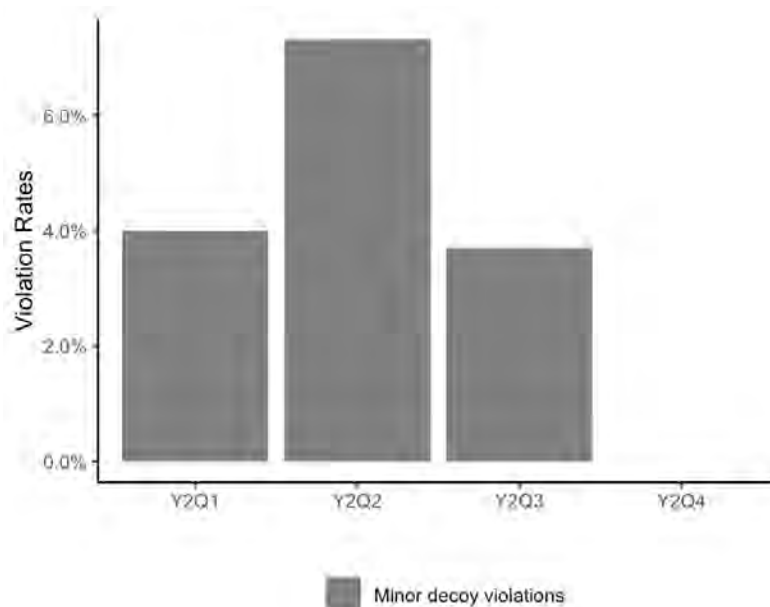
## Introduction

**San Diego County**, located in Southern California, has a population of 3,352,145. About 966,160 are under the age of 21. San Diego County has 92 high schools and 99 middle schools. The Tobacco Grant Program funded Carlsbad Unified School District, Escondido Police Department, and San Marcos Unified School District in the 2018-19 grant cycle. San Diego County was awarded \$1,559,752 for a three-year term beginning in 2018. For this report analyzing fiscal year 2019, they spent \$312,855.

## Enforcement Activities

In the **retail setting**, grantees conducted 120 minor decoy operations. The annual violation rate for minor decoy operations (sales to minors) was 5% compared to the statewide rate of 17.9%. Grantees inspected 95 stores, and found no violations. In the **school setting**, resource officers warned or cited 16 students for smoking on campus and confiscated 50 e-cigarettes or pods and no packs of cigarettes. Grantees installed 30 smoke or vape detectors in schools resulting in five citations. In the **community**, officers patrolled at outdoor restaurants and bars, bus stops, parks, public transport, skate parks, and sport fields where smoking is prohibited. For every hour of patrolling there were 0 violations.

### Retail Enforcement: Violation Rates 7/1/19 - 6/30/20

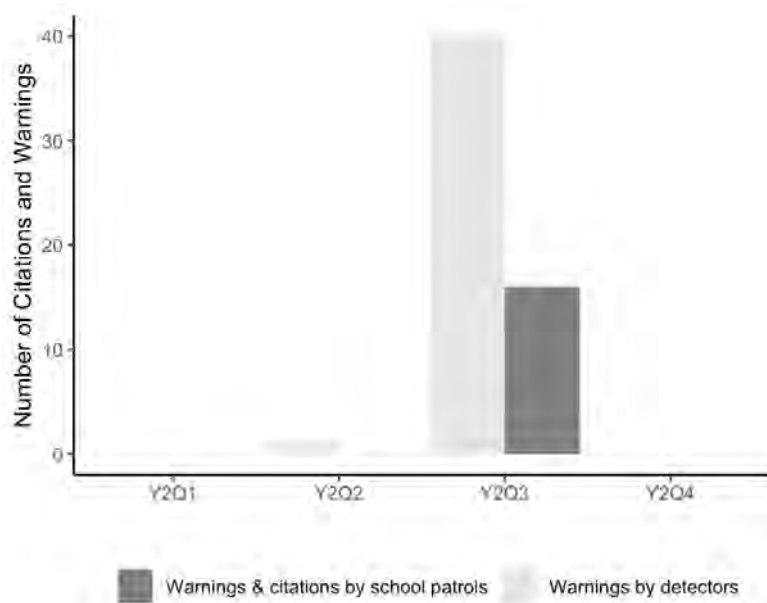


**Retail Enforcement: Number of Activities & Outcomes, 7/1/19 - 6/30/20**

<b>Retail Enforcement Activity &amp; Outcome</b>	<b>2019-20</b>
<b>Minor decoy violations</b>	
Stores visited	120
Follow-up visits	65
Sales to minor	6
Merchants cited	4
Merchants diverted	0
<b>Store inspections</b>	
Stores visited	95
Follow-up visits	4
Failure to obtain license	0
Signage and display-related violations*	0
Sales of individual cigarettes	0
Sales flavored tobacco products (where prohibited)	0
Self-service tobacco displays	0
Failure to furnish required tobacco product purchase records	0
Failure to follow the terms of a license suspension, termination or other restriction	0

\* Note: Signage and display violations include failure to display valid license, age-of-sale signage, and other violations including exterior signs and excessive advertising.

**School Enforcement: Number of Students Warned or Cited for Smoking on Campus, 7/1/19 - 6/30/20**

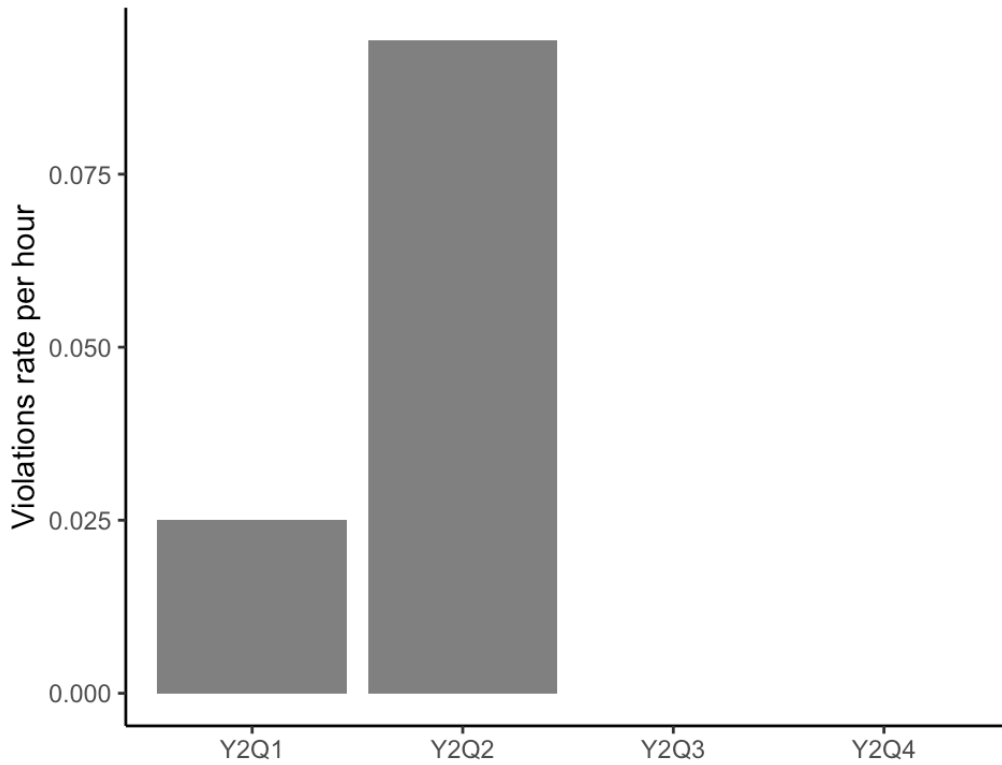


**School Enforcement: Number of Activities & Outcomes, 7/1/19 - 6/30/20**

School Enforcement Activity & Outcome	2019-20
<b>Warnings &amp; citations identified by school patrols</b>	
Students warned or cited	16
Students referred	48
Cigarette packs confiscated	0
E-cigarettes confiscated	50
<b>Warnings identified by smoke/vape detectors</b>	
New smoke/vape detectors installed	30
Smoke/vape detector activations	31
Warnings to students	41
Students referred to education or cessation programs	5



**Community Enforcement: Violations Per Hour of Patrol, 7/1/19 - 6/30/20**



**Community Enforcement: Number of Activities & Outcomes, 7/1/19 - 6/30/20**

<b>Community Enforcement Activity &amp; Outcome</b>	<b>2019-20</b>
Hours of patrols	243
Warnings	6
Citations	0
Arrests	0

## Educational Activities

**4,707** students attended tobacco prevention classes or events

**198** community members attended a tobacco prevention class or event

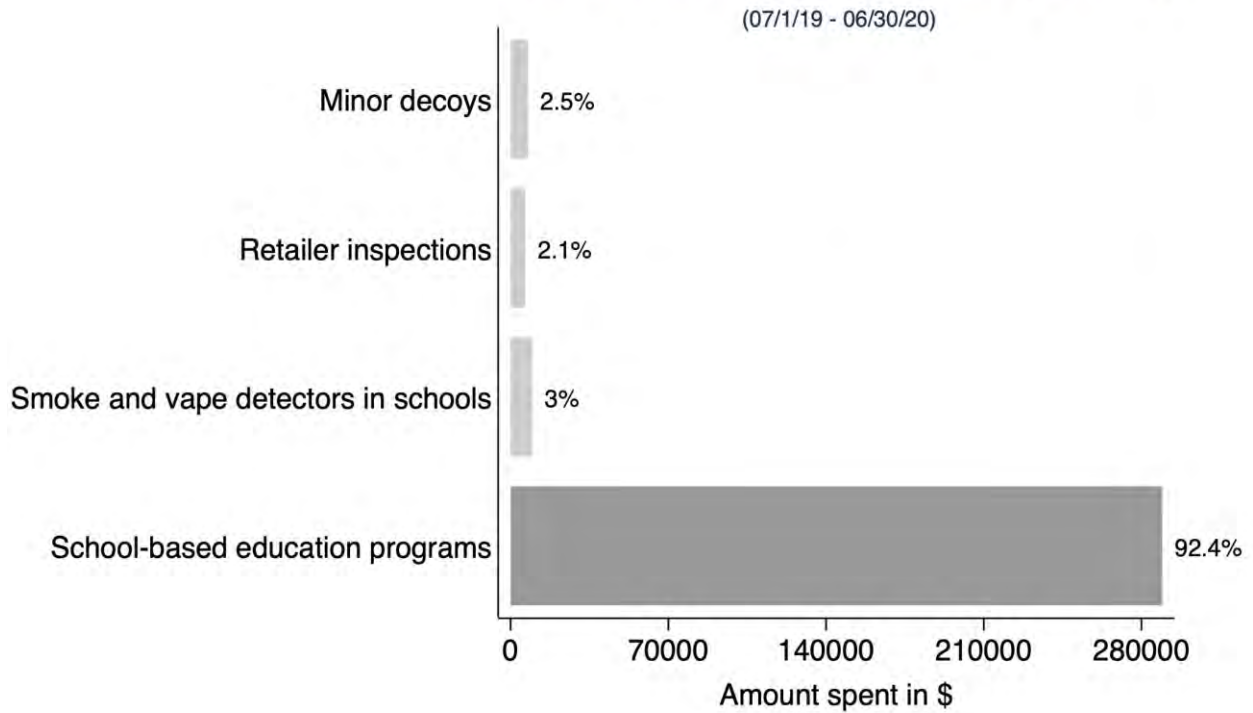
**4,000** views of campaigns through traditional & social media

Educational Activities & Outcome	2019-20
Stores visited <sup>†</sup>	34
School events	77
Community events	8
Media campaigns <sup>†</sup>	5
<sup>†</sup> Law enforcement and other agencies visit tobacco retailers to educate management and clerks about tobacco retail laws and local ordinances. Traditional media include TV radio, and newspaper ads semi: social media are ads on Facebook and other social media platforms.	

## Economic Analysis

In San Diego County, grantees spent \$312,855 on **four** activities. The figure shows funds spent among the activities performed during the grant period. The length of the bar shows how much was spent and the number to the right of each bar is the percentage of the budget spent on each activity. The table shows an example of costs for retail enforcement, such as minor decoys, shoulder taps, and retail inspections. On average, the cost per minor decoy operation was \$7,676, the cost per retail inspection was \$6,450.

## Total % and Amount Spent by Activity



Retail Enforcement	Decoys	Inspections
Median* cost per activity (range)	\$7,676 (\$7,676, \$7,676)	\$6,450 (\$6,450, \$6,450)
Number of activities	54	1
Median number of officers <sup>†</sup>	5	...
Median travel time <sup>†</sup>	20	...

\* Note: The median is the middle value often reported when data are skewed.

<sup>†</sup> Progress report does not ask about these features of store inspections

# San Joaquin County

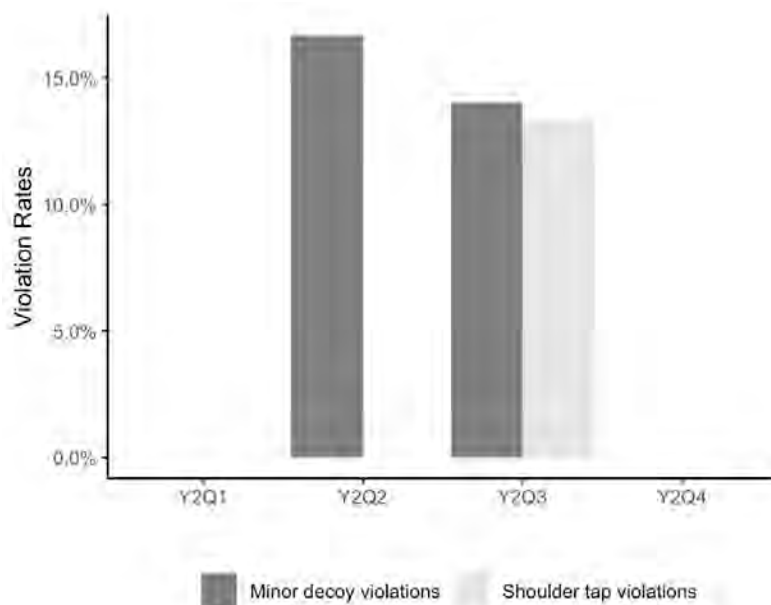
## Introduction

**San Joaquin County**, located in Central California, has a population of 776,068. About 244,802 are under the age of 21. San Joaquin County has 27 high schools and 12 middle schools. The Tobacco Grant Program funded San Joaquin County Sheriff's Office in the 2018-19 grant cycle. San Joaquin County was awarded \$111,869 for a three-year term beginning in 2018. For this report analyzing fiscal year 2019, they spent \$31,275.

## Enforcement Activities

In the **retail setting**, grantees conducted 80 minor decoy operations. The annual violation rate for minor decoy operations (sales to minors) was 15% compared to the statewide rate of 17.9%. Grantees inspected 85 stores, and found a total of 41 violations. About 25% of adults purchased tobacco products for minors during shoulder tap operations. In the **school setting**, resource officers warned or cited 1 student for smoking on campus and confiscated one e-cigarette or pod and one pack of cigarettes. In the **community**, officers patrolled at community events, outdoor restaurants and bars, bus stops, parks, public transport, skate parks, sport fields, and public housing where smoking is prohibited. For every hour of patrolling there were no violations.

### Retail Enforcement: Violation Rates 7/1/19 - 6/30/20

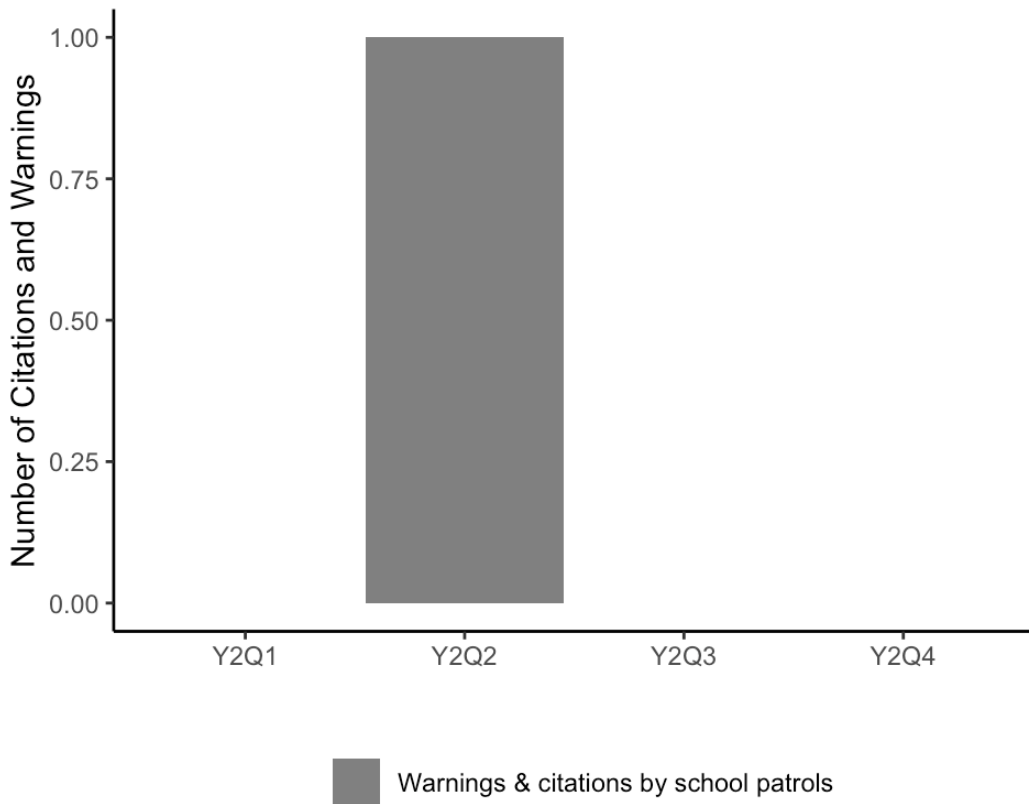


**Retail Enforcement: Number of Activities & Outcomes, 7/1/19 - 6/30/20**

<b>Retail Enforcement Activity &amp; Outcome</b>	<b>2019-20</b>
<b>Minor decoy violations</b>	
Stores visited	80
Follow-up visits	12
Sales to minor	12
Merchants cited	5
Merchants diverted	0
<b>Store inspections</b>	
Stores visited	85
Follow-up visits	20
Failure to obtain license	1
Signage and display-related violations*	38
Sales of individual cigarettes	2
Sales flavored tobacco products (where prohibited)	0
Self-service tobacco displays	0
Failure to furnish required tobacco product purchase records	0
Failure to follow the terms of a license suspension, termination or other restriction	0
<b>Shoulder tap violations</b>	
Adults approached by a minor decoy	32
Adults who purchased tobacco products	8
Violation resulted in a fine or a suit by District Attorney	4

\* Note: Signage and display violations include failure to display valid license, age-of-sale signage, and other violations including exterior signs and excessive advertising.

**School Enforcement: Number of Students Warned or Cited for Smoking on Campus, 7/1/19 - 6/30/20**



**School Enforcement: Number of Activities & Outcomes, 7/1/19 - 6/30/20**

School Enforcement Activity & Outcome	2019-20
<b>Warnings &amp; citations identified by school patrols</b>	
Students warned or cited	1
Students referred	0
Cigarette packs confiscated	1
E-cigarettes confiscated	1

### Community Enforcement: Number of Activities & Outcomes, 7/1/19 - 6/30/20

Community Enforcement Activity & Outcome	2019-20
Hours of patrols	398
Warnings	0
Citations	6
Arrests	5

### Educational Activities

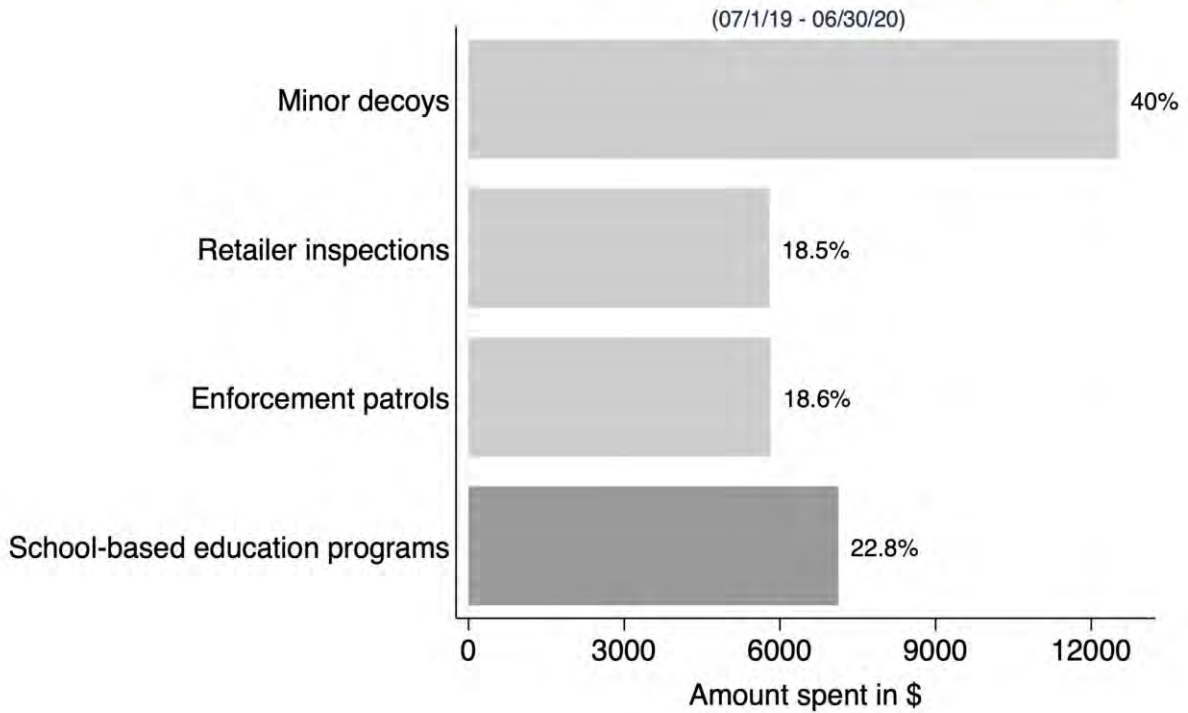
Educational Activities & Outcome	2019-20
Stores visited <sup>†</sup>	0
School events	0
Community events	0
Media campaigns <sup>†</sup>	0

<sup>†</sup> Law enforcement and other agencies visit tobacco retailers to educate management and clerks about tobacco retail laws and local ordinances. Traditional media include TV radio, and newspaper ads semi: social media are ads on Facebook and other social media platforms.

### Economic Analysis

In San Joaquin County, grantees spent \$31,275 on **four** activities. The figure shows funds spent among the activities performed during the grant period. The length of the bar shows how much was spent and the number to the right of each bar is the percentage of the budget spent on each activity. The table shows an example of costs for retail enforcement, such as minor decoys, shoulder taps, and retail inspections. On average, the cost per minor decoy operation was \$6,262, the cost per retail inspection was \$2,900.

## Total % and Amount Spent by Activity



Retail Enforcement	Decoys	Inspections
Median* cost per activity (range)	\$6,262 (\$4,208, \$8,315)	\$2,900 (\$625, \$5,175)
Number of activities	80	75
Median number of officers <sup>†</sup>	5	...
Median travel time <sup>†</sup>	25	...

\* Note: The median is the middle value often reported when data are skewed.

<sup>†</sup> Progress report does not ask about these features of store inspections



# San Luis Obispo County

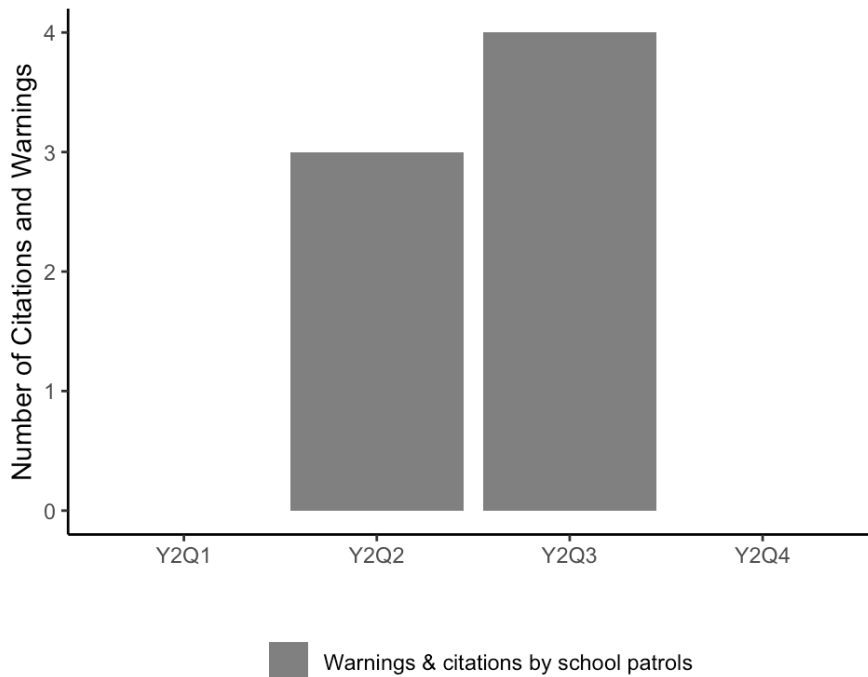
## Introduction

**San Luis Obispo County**, located in Central California, has a population of 276,151. About 59,913 are under the age of 21. San Luis Obispo County has 11 high schools and nine middle schools. The Tobacco Grant Program funded Cuesta College Police Department in the 2018-19 grant cycle. San Luis Obispo County was awarded \$86,999 for a three-year term beginning in 2018. For this report analyzing fiscal year 2019, they spent \$1,037.

## Enforcement Activities

In the **school setting**, resource officers warned or cited 7 students for smoking on campus and confiscated no e-cigarettes or pods and no packs of cigarettes.

### School Enforcement: Number of Students Warned or Cited for Smoking on Campus, 7/1/19 - 6/30/20



### School Enforcement: Number of Activities & Outcomes, 7/1/19 - 6/30/20

School Enforcement Activity & Outcome	2019-20
<b>Warnings &amp; citations identified by school patrols</b>	
Students warned or cited	7
Students referred	0
Cigarette packs confiscated	0
E-cigarettes confiscated	0

## Educational Activities

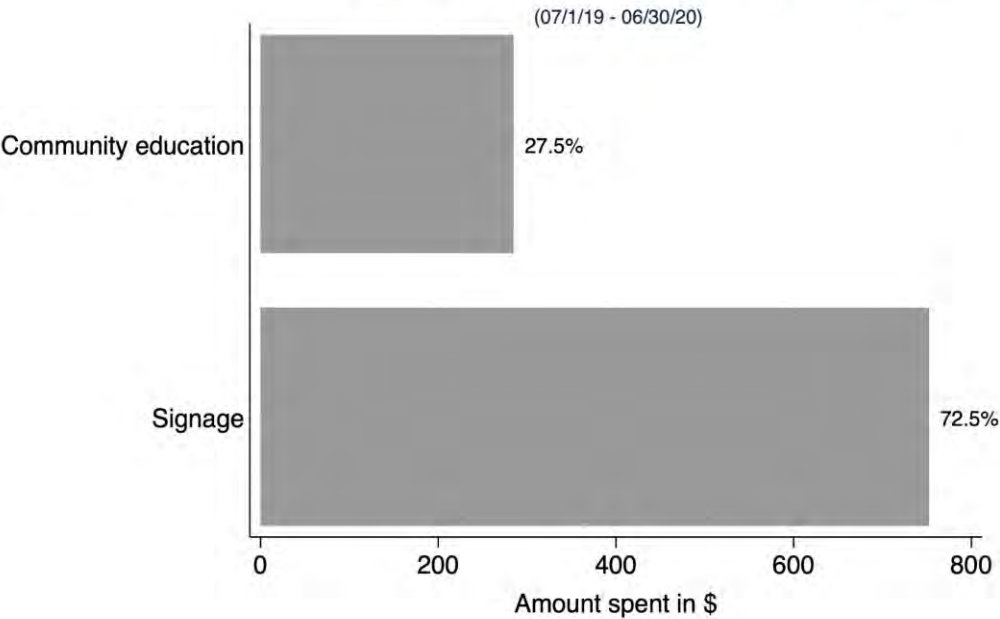
**9,000** views of campaigns through traditional & social media

Educational Activities & Outcome	2019-20
Stores visited <sup>†</sup>	0
School events	0
Community events	0
Media campaigns <sup>†</sup>	1
<sup>†</sup> Law enforcement and other agencies visit tobacco retailers to educate management and clerks about tobacco retail laws and local ordinances. Traditional media include TV radio, and newspaper ads semi: social media are ads on Facebook and other social media platforms.	

## Economic Analysis

In San Luis Obispo County, grantees spent \$1,037 on **two** activities. The figure shows funds spent among the activities performed during the grant period. The length of the bar shows how much was spent and the number to the right of each bar is the percentage of the budget spent on each activity.

### Total % and Amount Spent by Activity



Grantees did not engage in retail enforcement activities and so no retail economic analysis is presented.

# Santa Barbara County

## Introduction

**Santa Barbara County**, located in Southern California, has a population of 451,329. About 133,597 are under the age of 21. Santa Barbara County has 11 high schools and 13 middle schools. The Tobacco Grant Program funded the Guadalupe Union School District, and City of Santa Barbara in the 2018-19 grant cycle. Santa Barbara County was awarded \$443,978 for a three-year term beginning in 2018. For this report analyzing fiscal year 2019, they spent \$81,097.

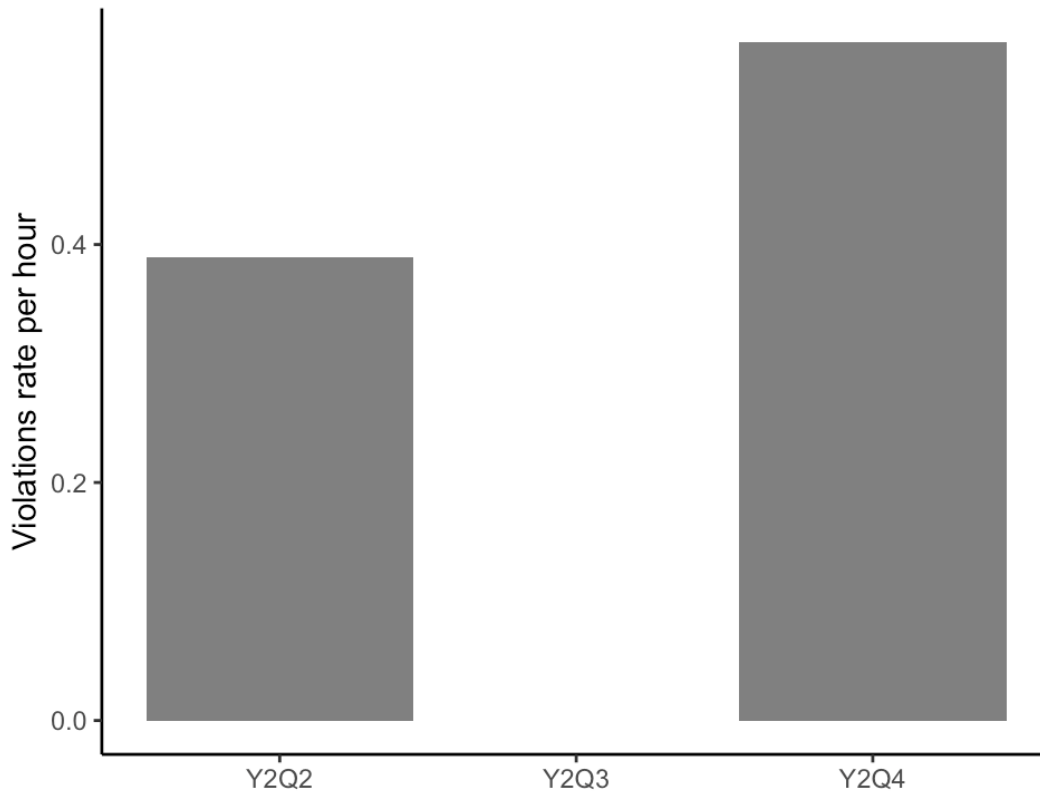
## Enforcement Activities

In the **school setting**, resource officers warned or cited no students for smoking on campus and confiscated no e-cigarettes or pods and no packs of cigarettes. Grantees installed 15 smoke or vape detectors in schools resulting in no citations. In the **community**, officers patrolled at community events, outdoor restaurants and bars, bus stops, parks, and public transport where smoking is prohibited. For every hour of patrolling there were 0.4 violations.

### School Enforcement: Number of Activities & Outcomes, 7/1/19 - 6/30/20

School Enforcement Activity & Outcome	2019-20
<b>Warnings &amp; citations identified by school patrols</b>	
New smoke/vape detectors installed	15
Smoke/vape detector activations	104
Warnings to students	0
Students referred to education or cessation programs	0

**Community Enforcement: Violations Per Hour of Patrol, 7/1/19 - 6/30/20**



**Community Enforcement: Number of Activities & Outcomes, 7/1/19 - 6/30/20**

<b>Community Enforcement Activity &amp; Outcome</b>	<b>2019-20</b>
Hours of patrols	8,125
Warnings	3,252
Citations	73
Arrests	0

## Educational Activities

**1,234** students attended tobacco prevention classes or events

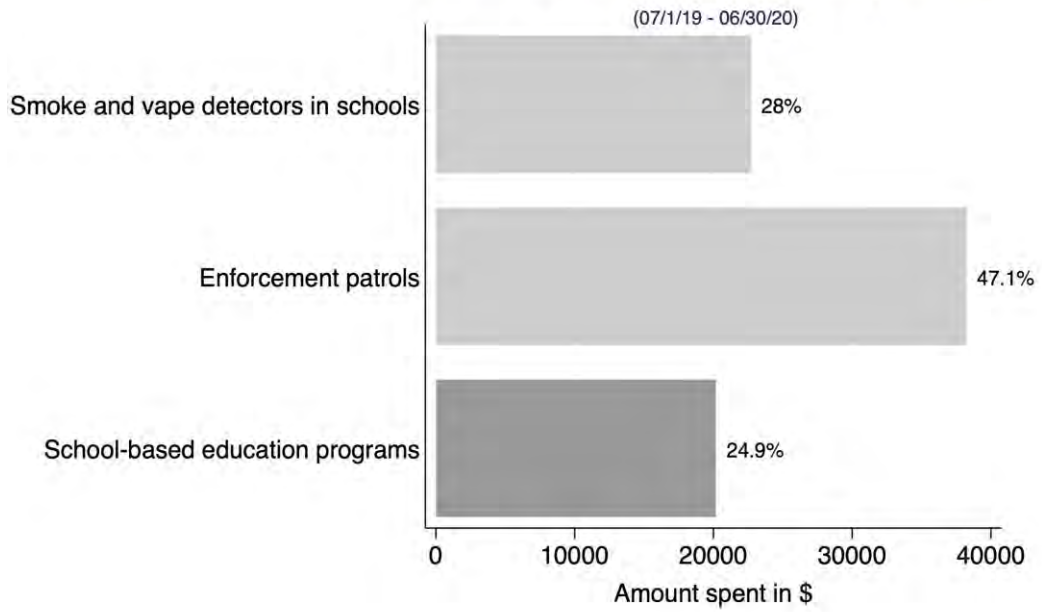
**166,627** views of campaigns through traditional & social media

Educational Activities & Outcome	2019-20
Stores visited <sup>†</sup>	0
School events	5
Community events	0
Media campaigns <sup>†</sup>	6
<sup>†</sup> Law enforcement and other agencies visit tobacco retailers to educate management and clerks about tobacco retail laws and local ordinances. Traditional media include TV radio, and newspaper ads semi: social media are ads on Facebook and other social media platforms.	

## Economic Analysis

In Santa Barbara County, grantees spent \$81,097 on **three** activities. The figure shows funds spent among the activities performed during the grant period. The length of the bar shows how much was spent and the number to the right of each bar is the percentage of the budget spent on each activity.

### Total % and Amount Spent by Activity



Grantees did not engage in retail enforcement activities and so no retail economic analysis is presented.

# Santa Clara County

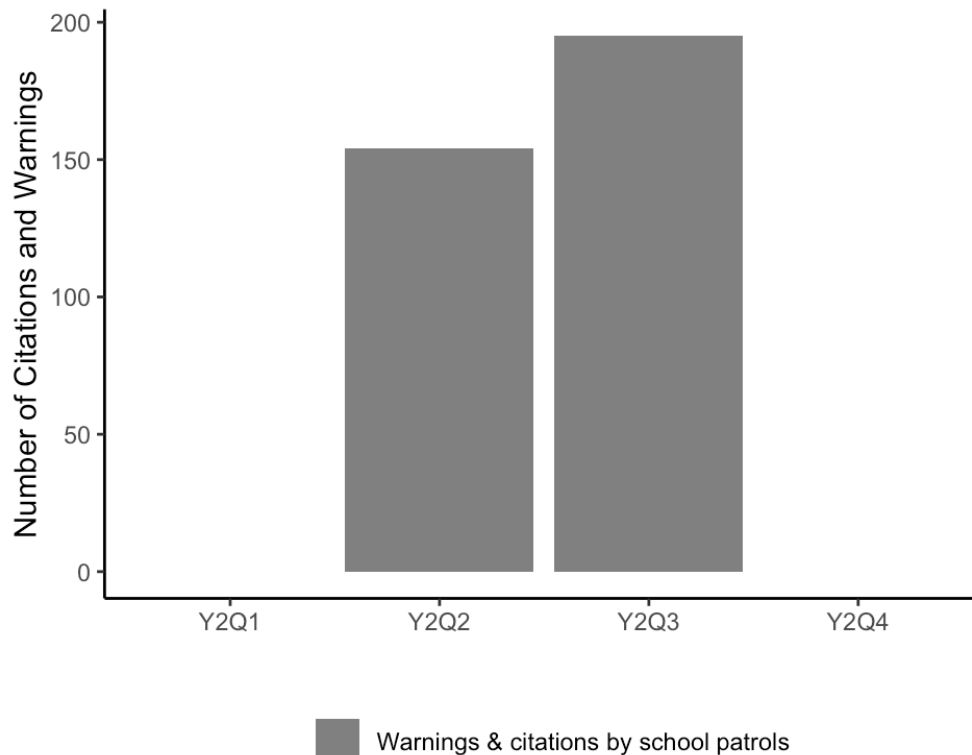
## Introduction

**Santa Clara County**, located in Northern California, has a population of 1,962,251. About 544,587 are under the age of 21. Santa Clara County has 54 high schools and 62 middle schools. The Tobacco Grant Program funded Morgan Hill Police Department in the 2018-19 grant cycle. Santa Clara County was awarded \$561,649 for a three-year term beginning in 2018. For this report analyzing fiscal year 2019, they spent \$114,142.

## Enforcement Activities

In the **school setting**, resource officers warned or cited 349 students for smoking on campus and confiscated 114 e-cigarettes or pods and one pack of cigarettes. In the **community**, officers patrolled at sport fields where smoking is prohibited. For every hour of patrolling there were 2.3 violations.

### School Enforcement: Number of Students Warned or Cited for Smoking on Campus, 7/1/19 - 6/30/20

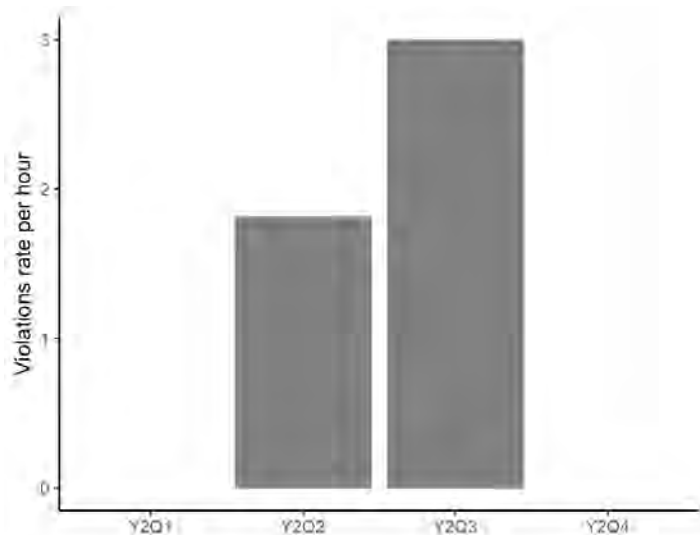




**School Enforcement: Number of Activities & Outcomes, 7/1/19 - 6/30/20**

School Enforcement Activity & Outcome	2019-20
<b>Warnings &amp; citations identified by school patrols</b>	
Students warned or cited	349
Students referred	61
Cigarette packs confiscated	1
E-cigarettes confiscated	114

**Community Enforcement: Violations Per Hour of Patrol, 7/1/19 - 6/30/20**



**Community Enforcement: Number of Activities & Outcomes, 7/1/19 - 6/30/20**

Community Enforcement Activity & Outcome	2019-20
Hours of patrols	10
Warnings	22
Citations	1
Arrests	1

## Educational Activities

**285** students attended tobacco prevention classes or events

**100** community members attended a tobacco prevention class or event

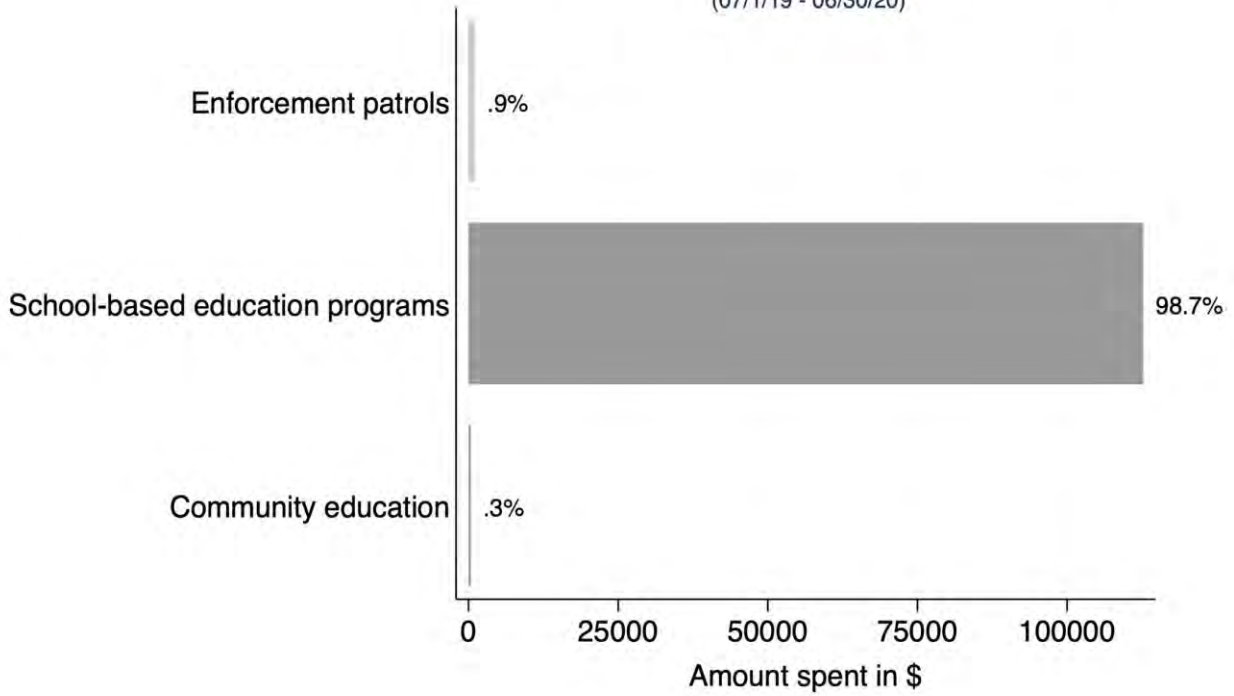
Educational Activities & Outcome	2019-20
Stores visited <sup>†</sup>	0
School events	201
Community events	3
Media campaigns <sup>†</sup>	0
<sup>†</sup> Law enforcement and other agencies visit tobacco retailers to educate management and clerks about tobacco retail laws and local ordinances. Traditional media include TV radio, and newspaper ads semi: social media are ads on Facebook and other social media platforms.	

## Economic Analysis

In Santa Clara County, grantees spent \$114,142 on **three** activities. The figure shows funds spent among the activities performed during the grant period. The length of the bar shows how much was spent and the number to the right of each bar is the percentage of the budget spent on each activity.

## Total % and Amount Spent by Activity

(07/1/19 - 06/30/20)



Grantees did not engage in retail enforcement activities and so no retail economic analysis is presented.

# Shasta County

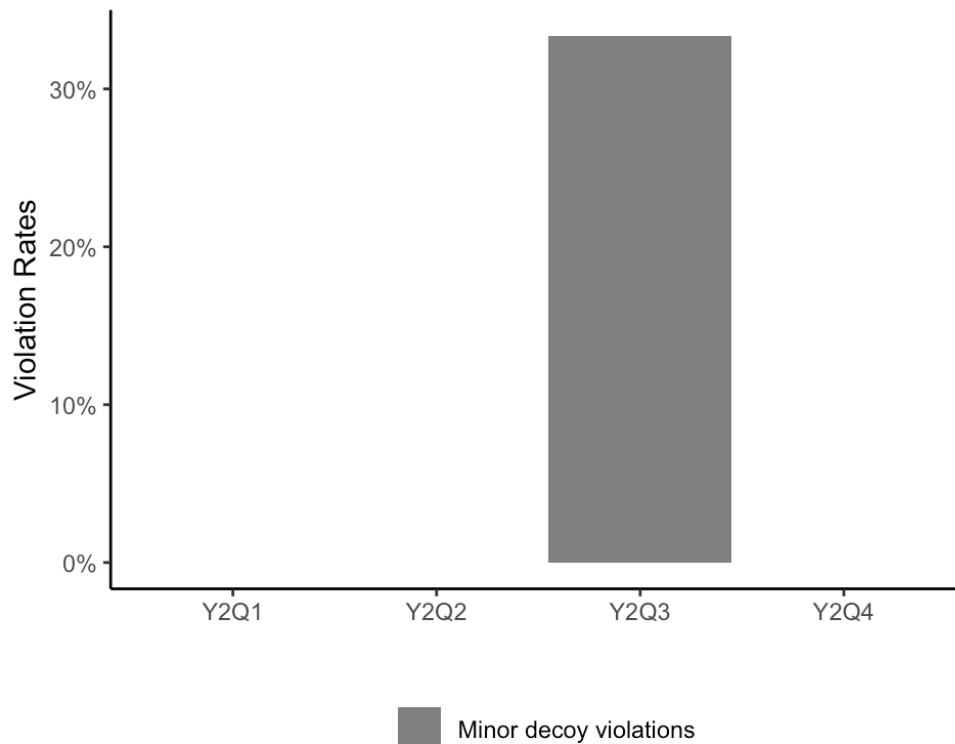
## Introduction

**Shasta County**, located in Northern California, has a population of 177,692. About 46,678 are under the age of 21. Shasta County has 11 high schools and seven middle schools. The Tobacco Grant Program funded Shasta County Health and Human Services Department in the 2018-19 grant cycle. Shasta County was awarded \$317,480 for a three-year term beginning in 2018. For this report analyzing fiscal year 2019, they spent \$10,676.

## Enforcement Activities

In the **retail setting**, grantees conducted 15 minor decoy operations. The annual violation rate for minor decoy operations (sales to minors) was 33.3% compared to the statewide rate of 17.9%. Grantees inspected 128 stores, and found a total of 24 violations.

### Retail Enforcement: Violation Rates 7/1/19 - 6/30/20



**Retail Enforcement: Number of Activities & Outcomes, 7/1/19 - 6/30/20**

<b>Retail Enforcement Activity &amp; Outcome</b>	<b>2019-20</b>
<b>Minor decoy violations</b>	
Stores visited	15
Follow-up visits	0
Sales to minor	5
Merchants cited	0
Merchants diverted	0
<b>Store inspections</b>	
Stores visited	128
Follow-up visits	24
Failure to obtain license	1
Signage and display-related violations*	17
Sales of individual cigarettes	0
Sales flavored tobacco products (where prohibited)	0
Self-service tobacco displays	6
Failure to furnish required tobacco product purchase records	0
Failure to follow the terms of a license suspension, termination or other restriction	0

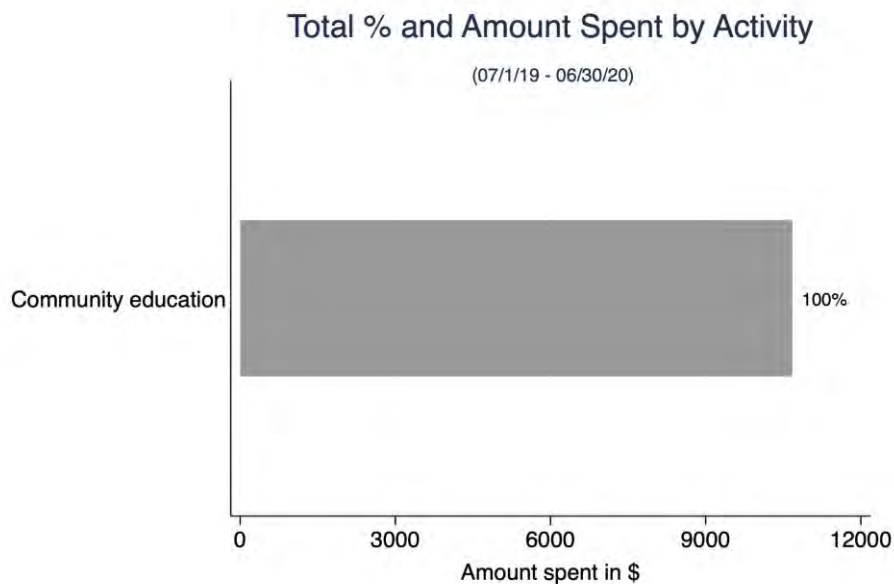
\* Note: Signage and display violations include failure to display valid license, age-of-sale signage, and other violations including exterior signs and excessive advertising.

## Educational Activities

Educational Activities & Outcome	2019-20
Stores visited <sup>†</sup>	128
School events	0
Community events	0
Media campaigns <sup>†</sup>	0
<sup>†</sup> Law enforcement and other agencies visit tobacco retailers to educate management and clerks about tobacco retail laws and local ordinances. Traditional media include TV radio, and newspaper ads semi: social media are ads on Facebook and other social media platforms.	

## Economic Analysis

In Shasta County, grantees spent \$10,676 on **one** activity. The figure shows funds spent among the activities performed during the grant period. The length of the bar shows how much was spent and the number to the right of each bar is the percentage of the budget spent on each activity.



Grantees did not engage in retail enforcement activities and so no retail economic analysis is presented.

# Solano County

## Introduction

**Solano County**, located in Central California, has a population of 440,198. About 121,038 are under the age of 21. Solano County has 14 high schools and 11 middle schools. The Tobacco Grant Program funded Solano County Office of Education, and Suisun City Police Department in the 2018-19 grant cycle. Solano County was awarded \$1,387,838 for a three-year term beginning in 2018.

## Enforcement Activities

Solano County Office of Education spent this period developing their scope of grant activities, so typical metrics on education and enforcement activities are not available for this reporting year. The Office of Education hired a coordinator to build partnerships with local law enforcement agencies and develop a multipronged approach to tackle tobacco use through education and enforcement. The approach includes social media campaign presentations targeted at schools and community forums to build skills in tobacco refusal, and training to increase awareness of tobacco products, youth use and vaping devices in schools and the community. These efforts are expected to launch following school re-opening.

Suisun City Police Department reported no grant activity or expenses for this reporting period.

## Economic Analysis

Economic analysis is pending performance of evaluated activities.

# Sonoma County

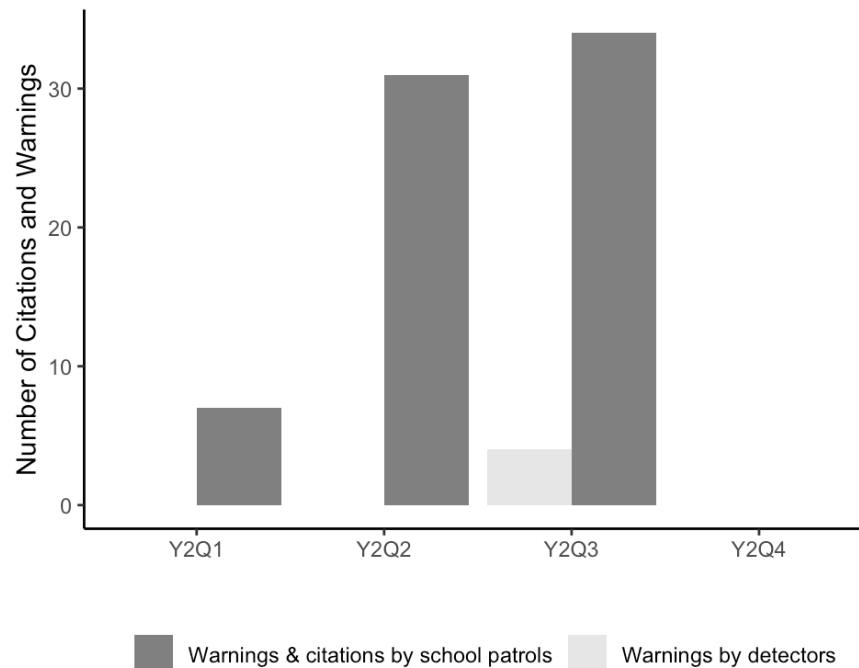
## Introduction

**Sonoma County**, located in Northern California, has a population of 491,134. About 116,974 are under the age of 21. Sonoma County has 17 high schools and 19 middle schools. The Tobacco Grant Program funded Santa Rosa City Schools, and West Sonoma County Union High School District in the 2018-19 grant cycle. Sonoma County was awarded \$2,135,206 for a three-year term beginning in 2018. For this report analyzing fiscal year 2019, they spent \$28,951.

## Enforcement Activities

In the **school setting**, resource officers warned or cited 72 students for smoking on campus and confiscated 43 e-cigarettes or pods and no packs of cigarettes. Grantees installed 66 smoke or vape detectors in schools resulting in five citations.

### School Enforcement: Number of Students Warned or Cited for Smoking on Campus, 7/1/19 - 6/30/20





### School Enforcement: Number of Activities & Outcomes, 7/1/19 - 6/30/20

School Enforcement Activity & Outcome	2019-20
<b>Warnings &amp; citations identified by school patrols</b>	
Students warned or cited	72
Students referred	82
Cigarette packs confiscated	0
E-cigarettes confiscated	43
<b>Warnings identified by smoke/vape detectors</b>	
New smoke/vape detectors installed	66
Smoke/vape detector activations	20
Warnings to students	4
Students referred to education or cessation programs	9

## Educational Activities

**2,237** students attended tobacco prevention classes or events

**60** community members attended a tobacco prevention class or event

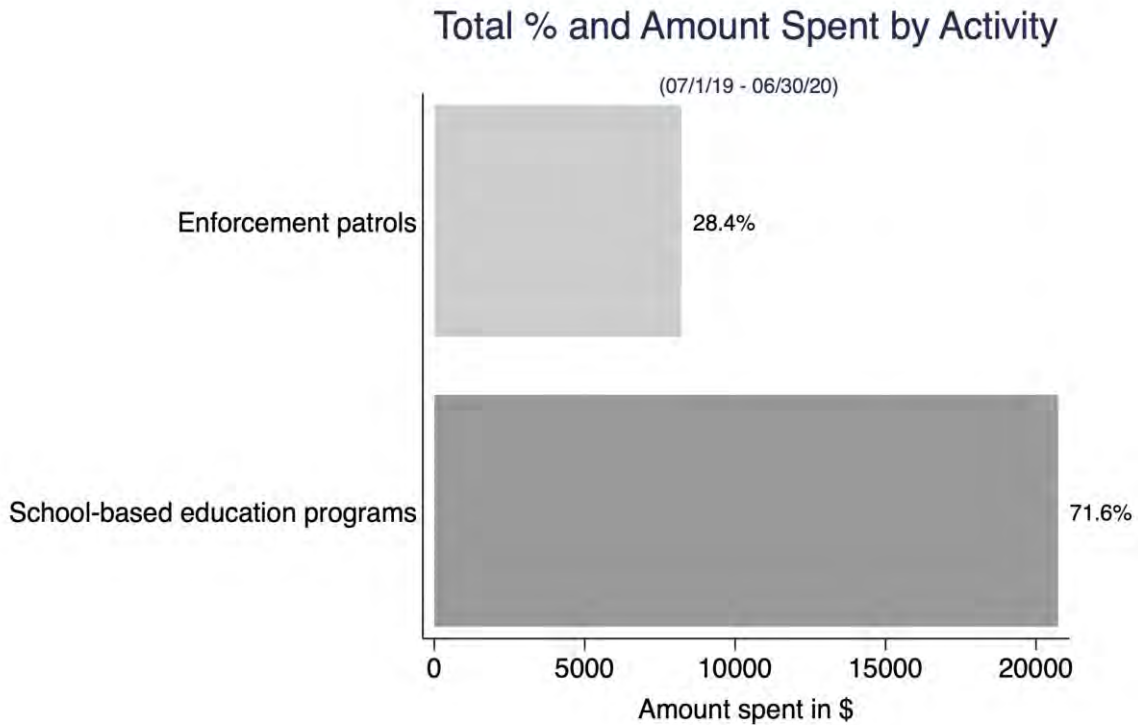
**300** views of campaigns through traditional & social media

Educational Activities & Outcome	2019-20
Stores visited <sup>†</sup>	0
School events	71
Community events	2
Media campaigns <sup>†</sup>	2

<sup>†</sup> Law enforcement and other agencies visit tobacco retailers to educate management and clerks about tobacco retail laws and local ordinances. Traditional media include TV radio, and newspaper ads semi: social media are ads on Facebook and other social media platforms.

## Economic Analysis

In Sonoma County, grantees spent \$28,951 on **two** activities. The figure shows funds spent among the activities performed during the grant period. The length of the bar shows how much was spent and the number to the right of each bar is the percentage of the budget spent on each activity.



Grantees did not engage in retail enforcement activities and so no retail economic analysis is presented.

# Sutter County

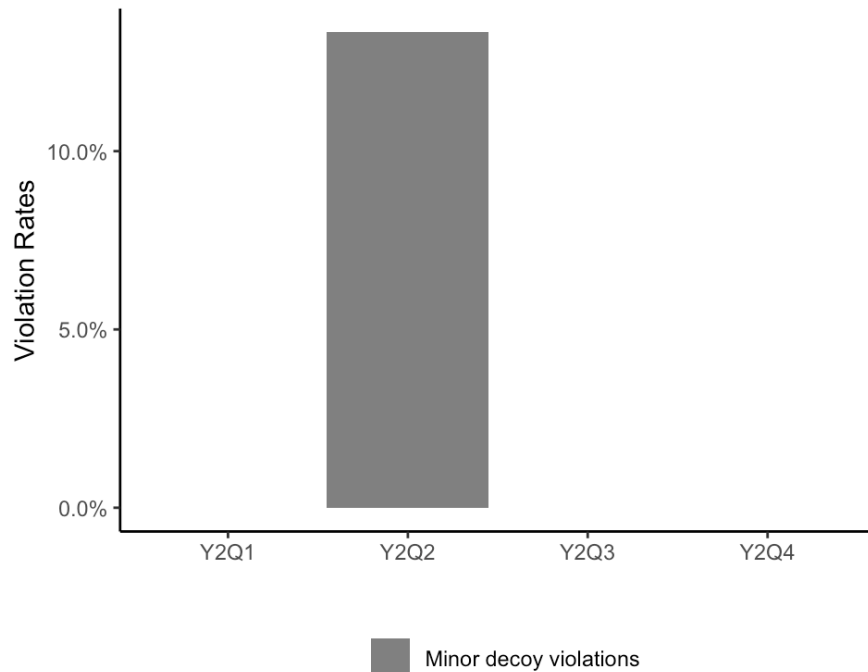
## Introduction

**Sutter County**, located in Central California, has a population of 101,160. About 30,412 are under the age of 21. Sutter County has four high schools and two middle schools. The Tobacco Grant Program funded Sutter County Health and Human Services Department, Sutter County Sheriff's Office and Yuba City Police Department in the 2018-19 grant cycle. Sutter County was awarded \$459,341 for a three-year term beginning in 2018. For this report analyzing fiscal year 2019, they spent \$4,715.

## Enforcement Activities

In the **retail setting**, grantees conducted 15 minor decoy operations. The annual violation rate for minor decoy operations (sales to minors) was 13.3% compared to the statewide rate of 17.9%. Grantees inspected 27 stores, and found a total of two violations. In the **community**, officers patrolled at parks where smoking is prohibited. For every hour of patrolling there were 0.1 violations.

### Retail Enforcement: Violation Rates 7/1/19 - 6/30/20

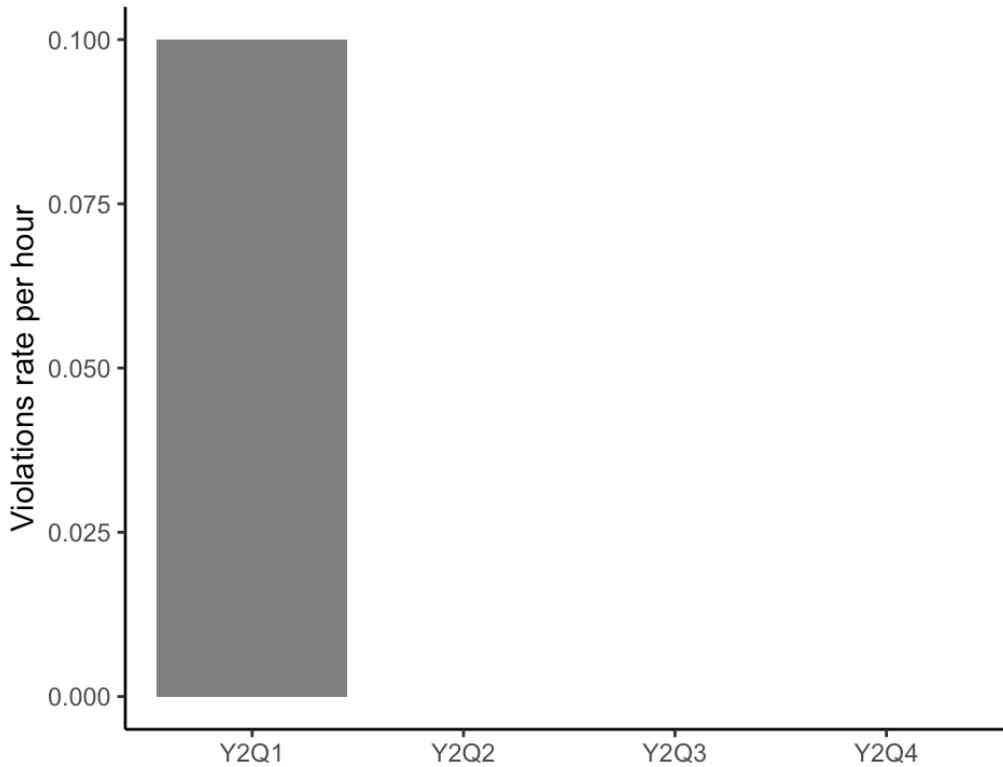


**Retail Enforcement: Number of Activities & Outcomes, 7/1/19 - 6/30/20**

<b>Retail Enforcement Activity &amp; Outcome</b>	<b>2019-20</b>
<b>Minor decoy violations</b>	
Stores visited	15
Follow-up visits	14
Sales to minor	2
Merchants cited	2
Merchants diverted	0
<b>Store Inspections</b>	
Stores visited	27
Follow-up visits	9
Failure to obtain license	0
Signage and display-related violations*	2
Sales of individual cigarettes	0
Sales flavored tobacco products (where prohibited)	0
Self-service tobacco displays	0
Failure to furnish required tobacco product purchase records	0
Failure to follow the terms of a license suspension, termination or other restriction	0

\* Note: Signage and display violations include failure to display valid license, age-of-sale signage, and other violations including exterior signs and excessive advertising.

**Community Enforcement: Violations Per Hour of Patrol, 7/1/19 - 6/30/20**



**Community Enforcement: Number of Activities & Outcomes, 7/1/19 - 6/30/20**

Community Enforcement Activity & Outcome	2019-20
Hours of patrols	20
Warnings	2
Citations	8
Arrests	0

**Educational Activities**

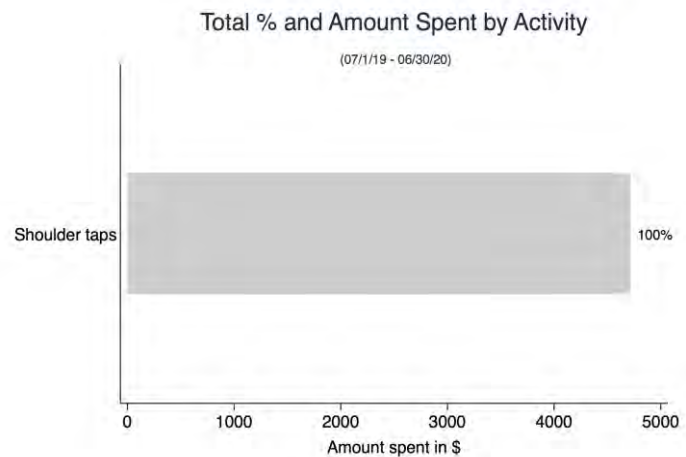
**100** students attended tobacco prevention classes or events

**5** community members attended a tobacco prevention class or event

<b>Educational Activities &amp; Outcome</b>	<b>2019-20</b>
Stores visited <sup>†</sup>	0
School events	2
Community events	0
Media campaigns <sup>†</sup>	0
<sup>†</sup> Law enforcement and other agencies visit tobacco retailers to educate management and clerks about tobacco retail laws and local ordinances. Traditional media include TV radio, and newspaper ads semi: social media are ads on Facebook and other social media platforms.	

## Economic Analysis

In Sutter County, grantees spent \$4,715 on **one** activity. The figure shows funds spent for this activity during the grant period. The length of the bar shows how much was spent and the number to the right of each bar is the percentage of the budget spent on each activity. The table shows an example of costs for retail enforcement, such as minor decoys, shoulder taps, and retail inspections. On average, the cost per shoulder tap operation was \$2,358.



<b>Retail Enforcement</b>	<b>Shoulder Taps</b>
Median* cost per activity (range)	\$2,358 (\$1,835, \$2,880)
Number of activities	3
Median number of officers <sup>†</sup>	4
Median travel time <sup>†</sup>	60

\* Note: The median is the middle value often reported when data are skewed.

<sup>†</sup> Progress report does not ask about these features of store inspections

# Tulare County

## Introduction

**Tulare County**, located in Central California, has a population of 480,788. About 170,204 are under the age of 21. Tulare County has 25 high schools and 21 middle schools. The Tobacco Grant Program funded Tulare County Office of Education in the 2018-19 grant cycle. Tulare County was awarded \$686,000 for a three-year term beginning in 2018.

## Enforcement Activities

In the **retail setting**, grantees inspected 279 stores, and found a total of five violations.

### Retail Enforcement: Number of Activities & Outcomes, 7/1/19 - 6/30/20

Retail Enforcement Activity & Outcome	2019-20
<b>Store inspections</b>	
Stores visited	279
Follow-up visits	5
Failure to obtain license	0
Signage and display-related violations*	5
Sales of individual cigarettes	0
Sales flavored tobacco products (where prohibited)	0
Self-service tobacco displays	0
Failure to furnish required tobacco product purchase records	0
Failure to follow the terms of a license suspension, termination or other restriction	0

\* Note: Signage and display violations include failure to display valid license, age-of-sale signage, and other violations including exterior signs and excessive advertising.

## Educational Activities

**1,199** students attended tobacco prevention classes or events

**177** community members attended a tobacco prevention class or event

<b>Educational Activities &amp; Outcome</b>	<b>2019-20</b>
Stores visited <sup>†</sup>	20
School events	39
Community events	7
Media campaigns <sup>†</sup>	0
<sup>†</sup> Law enforcement and other agencies visit tobacco retailers to educate management and clerks about tobacco retail laws and local ordinances. Traditional media include TV radio, and newspaper ads semi: social media are ads on Facebook and other social media platforms.	

## Economic Analysis

Grantee invoices are not available for analysis



# Tuolumne County

## Introduction

**Tuolumne County**, located in Central California, has a population of 52,353. About 9,906 are under the age of 21. Tuolumne County has eight high schools and no middle schools. The Tobacco Grant Program funded City of Sonora and Tuolumne County Sheriff's Office in the 2018-19 grant cycle. Tuolumne County was awarded \$423,378 for a three-year term.

## Enforcement Activities

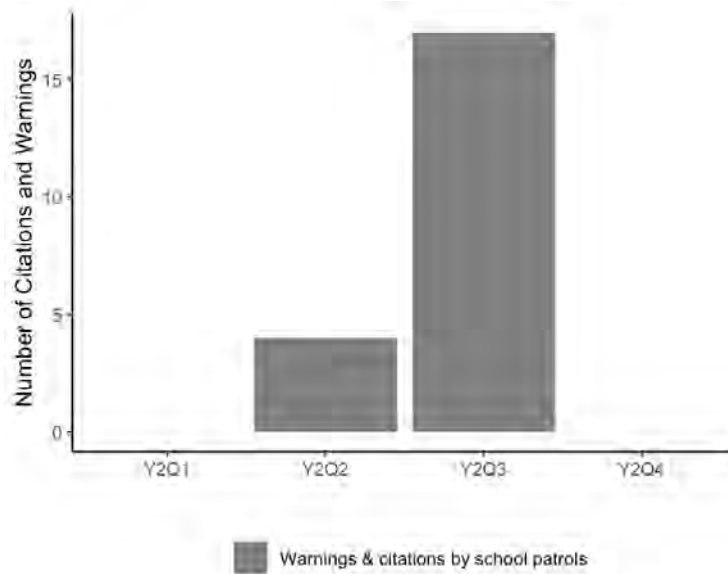
In the **retail setting**, grantees inspected 12 stores, and found no violations. In the **school setting**, resource officers warned or cited 21 students for smoking on campus and confiscated four e-cigarettes or pods and no packs of cigarettes. In the **community**, officers patrolled at community events, bus stops, parks, skate parks, and sport fields where smoking is prohibited. For every hour of patrolling there were 0.1 violations.

### Retail Enforcement: Number of Activities & Outcomes, 7/1/19 - 6/30/20

Retail Enforcement Activity & Outcome	2019-20
<b>Store inspections</b>	
Stores visited	12
Follow-up visits	0
Failure to obtain license	0
Signage and display-related violations*	0
Sales of individual cigarettes	0
Sales flavored tobacco products (where prohibited)	0
Self-service tobacco displays	0
Failure to furnish required tobacco product purchase records	0
Failure to follow the terms of a license suspension, termination or other restriction	0

\* Note: Signage and display violations include failure to display valid license, age-of-sale signage, and other violations including exterior signs and excessive advertising.

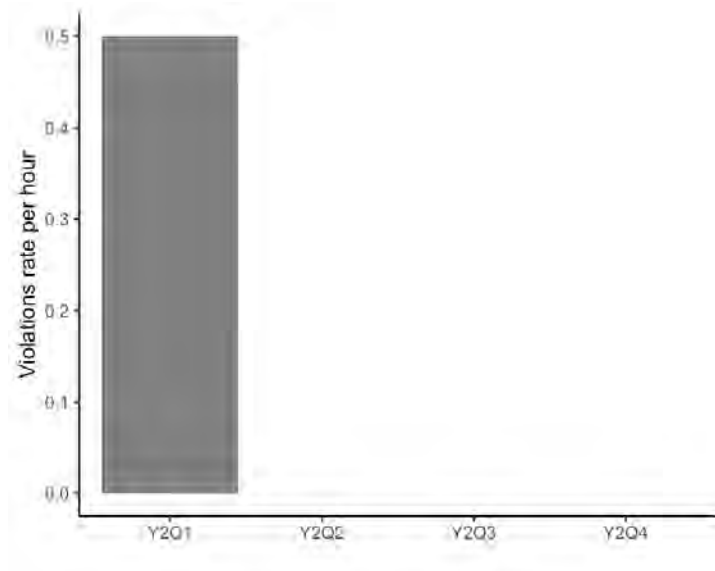
**School Enforcement: Number of Students Warned or Cited for Smoking on Campus, 7/1/19 - 6/30/20**



**School Enforcement: Number of Activities & Outcomes, 7/1/19 - 6/30/20**

School Enforcement Activity & Outcome	2019-20
<b>Warnings &amp; citations identified by school patrols</b>	
Students warned or cited	21
Students referred	9
Cigarette packs confiscated	0
E-cigarettes confiscated	4

**Community Enforcement: Violations Per Hour of Patrol, 7/1/19 - 6/30/20**



**Community Enforcement: Number of Activities & Outcomes, 7/1/19 - 6/30/20**

<b>Community Enforcement Activity &amp; Outcome</b>	<b>2019-20</b>
Hours of patrols	196
Warnings	10
Citations	0
Arrests	0

## Educational Activities

300 students attended tobacco prevention classes or events

<b>Educational Activities &amp; Outcome</b>	<b>2019-20</b>
Stores visited <sup>†</sup>	5
School events	17
Community events	0
Media campaigns <sup>†</sup>	0
<sup>†</sup> Law enforcement and other agencies visit tobacco retailers to educate management and clerks about tobacco retail laws and local ordinances. Traditional media include TV radio, and newspaper ads semi: social media are ads on Facebook and other social media platforms.	

## Economic Analysis

Grantee invoices are not available for analysis.

# Ventura County

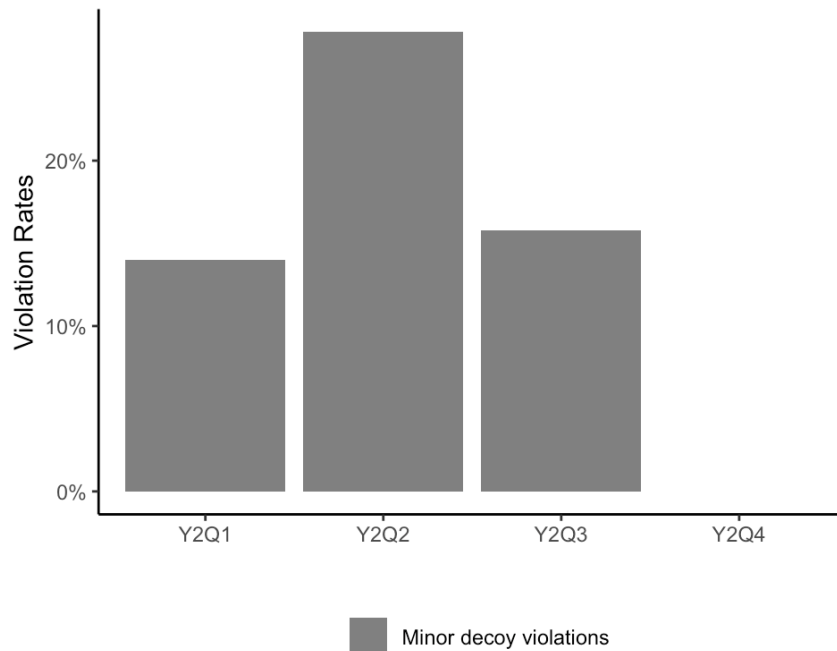
## Introduction

**Ventura County**, located in Southern California, has a population of 841,439. About 236,807 are under the age of 21. Ventura County has 25 high schools and 28 middle schools. The Tobacco Grant Program funded Oxnard Police Department in the 2018-19 grant cycle. Ventura County was awarded \$291,491 for a three-year term beginning in 2018. For this report analyzing fiscal year 2019, they spent \$17,235.

## Enforcement Activities

In the **retail setting**, grantees conducted 105 minor decoy operations. The annual violation rate for minor decoy operations (sales to minors) was 19% compared to the statewide rate of 17.9%. Grantees inspected 274 stores, and found a total of 161 violations. In the **community**, officers patrolled at outdoor restaurants and bars, and parks where smoking is prohibited. For every hour of patrolling there were 0.3 violations.

### Retail Enforcement: Violation Rates 7/1/19 - 6/30/20

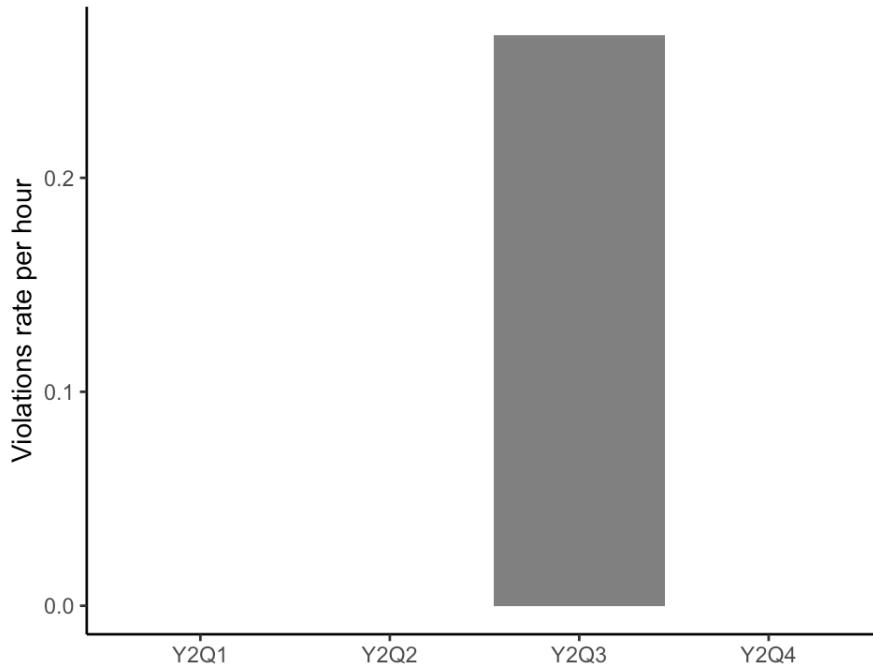


**Retail Enforcement: Number of Activities & Outcomes, 7/1/19 - 6/30/20**

<b>Retail Enforcement Activity &amp; Outcome</b>	<b>2019-20</b>
<b>Minor decoy violations</b>	
Stores visited	105
Follow-up visits	85
Sales to minor	20
Merchants cited	17
Merchants diverted	0
<b>Store inspections</b>	
Stores visited	274
Follow-up visits	228
Failure to obtain license	1
Signage and display-related violations*	130
Sales of individual cigarettes	2
Sales flavored tobacco products (where prohibited)	18
Self-service tobacco displays	3
Failure to furnish required tobacco product purchase records	6
Failure to follow the terms of a license suspension, termination or other restriction	1

\* Note: Signage and display violations include failure to display valid license, age-of-sale signage, and other violations including exterior signs and excessive advertising.

**Community Enforcement: Violations Per Hour of Patrol, 7/1/19 - 6/30/20**



**Community Enforcement: Number of Activities & Outcomes, 7/1/19 - 6/30/20**

Community Enforcement Activity & Outcome	2019-20
Hours of patrols	8
Warnings	2
Citations	0
Arrests	0

**Educational Activities**

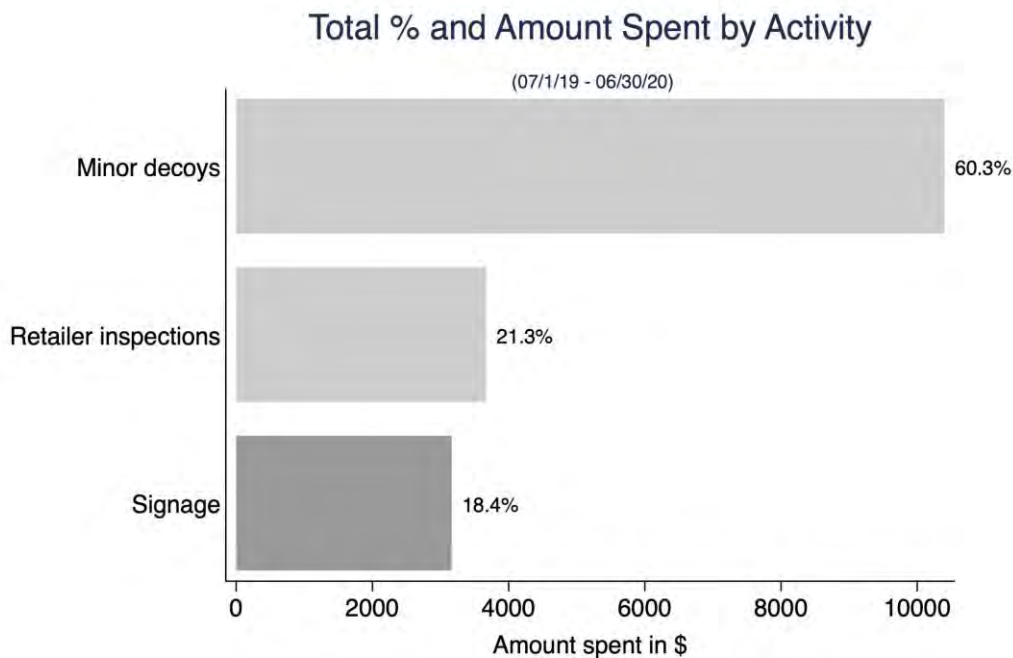
**600** students attended tobacco prevention classes or events

**185** community members attended a tobacco prevention class or event

Educational Activities & Outcome	2019-20
Stores visited†	0
School events	4
Community events	5
Media campaigns†	0
† Law enforcement and other agencies visit tobacco retailers to educate management and clerks about tobacco retail laws and local ordinances. Traditional media include TV radio, and newspaper ads semi: social media are ads on Facebook and other social media platforms.	

## Economic Analysis

In Ventura County, grantees spent \$17,235 on **three** activities. The figure shows funds spent among the activities performed during the grant period. The length of the bar shows how much was spent and the number to the right of each bar is the percentage of the budget spent on each activity. The table shows an example of costs for retail enforcement, such as minor decoys, shoulder taps, and retail inspections. On average, the cost per minor decoy operation was \$5,200, the cost per retail inspection was \$1,836.





<b>Retail Enforcement</b>	<b>Decoys</b>	<b>Inspections</b>
Median* cost per activity (range)	\$5,200 (\$3,748, \$6,652)	\$1,836 (\$882, \$2,789)
Number of activities	86	108
Median number of officers†	4	...
Median travel time†	25	...

\* Note: The median is the middle value often reported when data are skewed.

† Progress report does not ask about these features of store inspections

# Yuba County

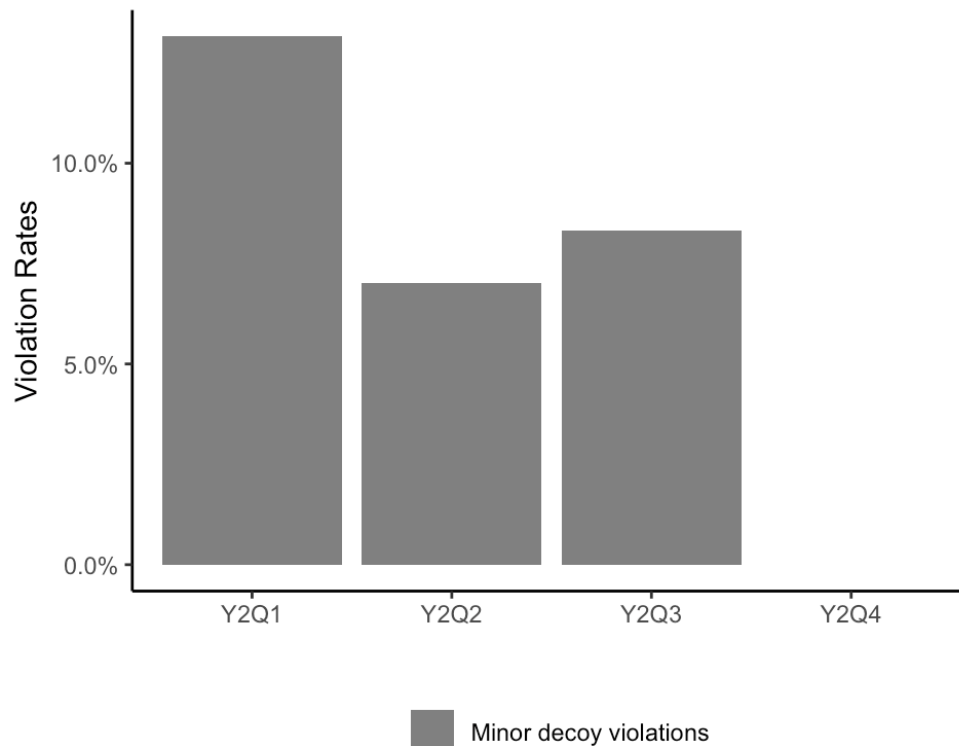
## Introduction

**Yuba County**, located in Central California, has a population of 79,089. About 25,636 are under the age of 21. Yuba County has four high schools and four middle schools. The Tobacco Grant Program funded Marysville Police Department in the 2018-19 grant cycle. Yuba County was awarded \$84,269 for a three-year term beginning in 2018. For this report analyzing fiscal year 2019, they spent \$33,023.

## Enforcement Activities

In the **retail setting**, grantees conducted 119 minor decoy operations. The annual violation rate for minor decoy operations (sales to minors) was 9.2% compared to the statewide rate of 17.9%. Grantees inspected 12 stores, and found a total of four violations.

### Retail Enforcement: Violation Rates 7/1/19 - 6/30/20



**Retail Enforcement: Number of Activities & Outcomes, 7/1/19 - 6/30/20**

Retail Enforcement Activity & Outcome	2019-20
<b>Minor decoy violations</b>	
Stores visited	119
Follow-up visits	73
Sales to minor	11
Merchants cited	9
Merchants diverted	0
<b>Store inspections</b>	
Stores visited	12
Follow-up visits	12
Failure to obtain license	0
Signage and display-related violations*	4
Sales of individual cigarettes	0
Sales flavored tobacco products (where prohibited)	0
Self-service tobacco displays	0
Failure to furnish required tobacco product purchase records	0
Failure to follow the terms of a license suspension, termination or other restriction	0

\* Note: Signage and display violations include failure to display valid license, age-of-sale signage, and other violations including exterior signs and excessive advertising.

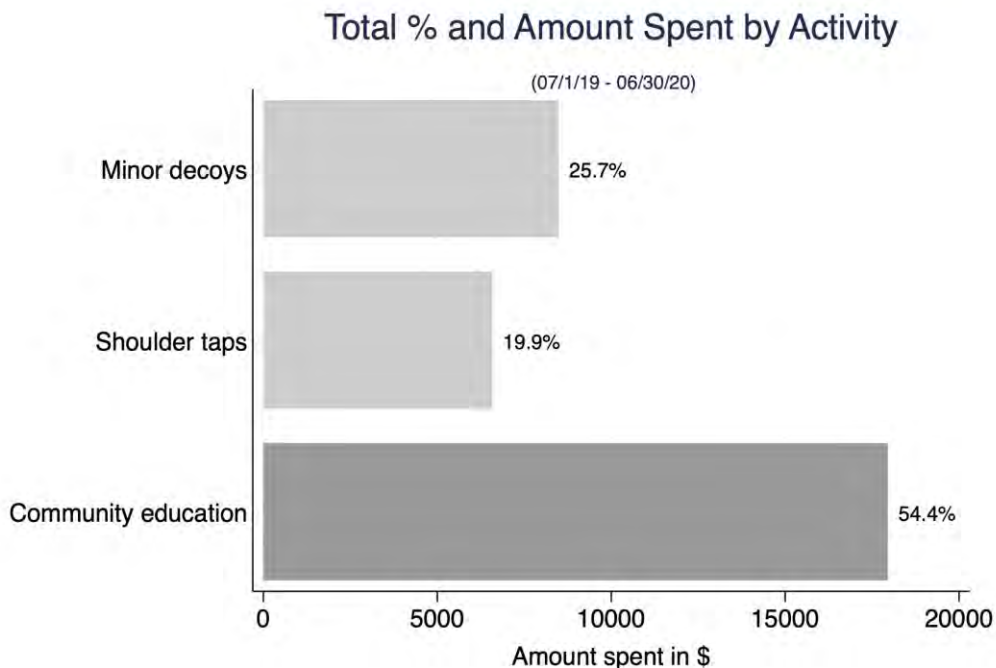
**Educational Activities**

**50** students attended tobacco prevention classes or events

<b>Educational Activities &amp; Outcome</b>	<b>2019-20</b>
Stores visited <sup>†</sup>	40
School events	2
Community events	0
Media campaigns <sup>†</sup>	0
<sup>†</sup> Law enforcement and other agencies visit tobacco retailers to educate management and clerks about tobacco retail laws and local ordinances. Traditional media include TV radio, and newspaper ads semi: social media are ads on Facebook and other social media platforms.	

## Economic Analysis

In Yuba County, grantees spent \$33,023 on **three** activities. The figure shows funds spent among the activities performed during the grant period. The length of the bar shows how much was spent and the number to the right of each bar is the percentage of the budget spent on each activity. The table shows an example of costs for retail enforcement, such as minor decoys, shoulder taps, and retail inspections. On average, the cost per minor decoy operation was \$2,681, the cost per shoulder tap operation was \$2,624.



<b>Retail Enforcement</b>	<b>Decoys</b>	<b>Shoulder Taps</b>
Median* cost per activity (range)	\$2,681 (\$2,438, \$3,369)	\$2,624 (\$803, \$3,157)
Number of activities	119	6
Median number of officers†	4	4
Median travel time†	20	45

\* Note: The median is the middle value often reported when data are skewed.

† Progress report does not ask about these features of store inspections

# Conclusions

During 2019-20, grantees engaged in a wide variety of enforcement activities related to tobacco sales and use. In the retail setting, grantees conducted 1,335 minor decoy operations, 2,397 store inspections and 79 shoulder tap operations. In the school setting, resource officers warned or cited 775 students for smoking on campus and identified another 67 students after smoke or vape detectors were activated. In the community, more than 1,300 hours of patrols enforced no-smoking laws in outdoor areas where youth congregate. Grantees also hosted educational activities that reached 815 store owners or managers; 25,000 students in classes and events; and, nearly 200,000 views of traditional and social media campaigns.

Conditions changed in the last half of the year. By the end of the fourth quarter, most grantees (86%) commented on challenges associated with COVID-19 and/or racial justice protests. Here are some quotes from grantees' progress reports:

*"We, as many, have had significant challenges during this quarter [due] to Covid-19 and Political riots. We have found creative ways using display boards and passing out a variety of donated tobacco resource options to work community education into events like emergency food distributions."*

*"Covid-19 has made it very difficult to contact and educate the public and conduct enforcement activities. With all the current events with Covid-19 and protest people are already on an information overload and may not absorb or be willing to intake the information."*

*"A major barrier is school resource officers, and general police officers are working on other high stake priority items like Covid-19, daily city protests and city-wide vandalism, and local community activism to "defund the police". The current school resource officer network may not be working with school districts next school year (depending on the school district- some recently voted to remove school resource officers from school campuses). [The County Office of Education] is waiting patiently as more announcements and public health guidance is needed on the upcoming school year and our potential new network of law enforcement professionals."*

Both the retail and school environment, where many of the grantees work, were greatly impacted by the pandemic and the protests. As a result, some grantees reported being unable to spend their grant funding due to cancellation or postponement of planned activities.

On the other hand, some grantees shared ways they were adjusting their work to fit the unique circumstances of the times. Some increased activities that involved only officers (retail inspections and community patrols, for instance) and school personnel (installing vape

detectors, providing alternate student tobacco education). One grantee gave a detailed description of their adjustments:

*“During this reporting period our agency faced many difficulties due to the Covid -19 restrictions placed on our county. With our schools, being forced to close and resume online, we experienced an influx of teenagers at our parks during the school day. We, however, had to postpone many of our scheduled operations/events due to Covid-19 restrictions, such as the children’s fair, two on site school presentation, a decoy operation and our Explorer Outreach program to name a few. Due to the influx of students “out and about,” an emphasis on park patrols and “hey mister” prevention was implemented as many of our park going teenagers engage in nicotine use. I also was in communication with many of our Youth groups via ZOOM telecommunications. Our tobacco meetings were also held via ZOOM. Business checks and surveillance were still conducted as normal.”*

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