

Effects of Changes to the California Tobacco Laws

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ETR

Advancing Science • Reducing Risk • Improving Health

Tobacco 21

New California Tobacco 21 Law Goes into Effect June 9, 2016

Resources are now
available to help you
get prepared >>

The Sale of Tobacco Products to Persons **Under 21** Years
of Age Is Prohibited by Law and Subject to Penalties

To Report an Unlawful Tobacco Sale Call
1-800-5 ASK-4-ID

U.S. Armed Forces active duty personnel with military ID must be at least 18 years of age
Valid Identification May Be Required

This sign must be readable by the consumer and must
not be altered, covered or obscured in whole or in part.

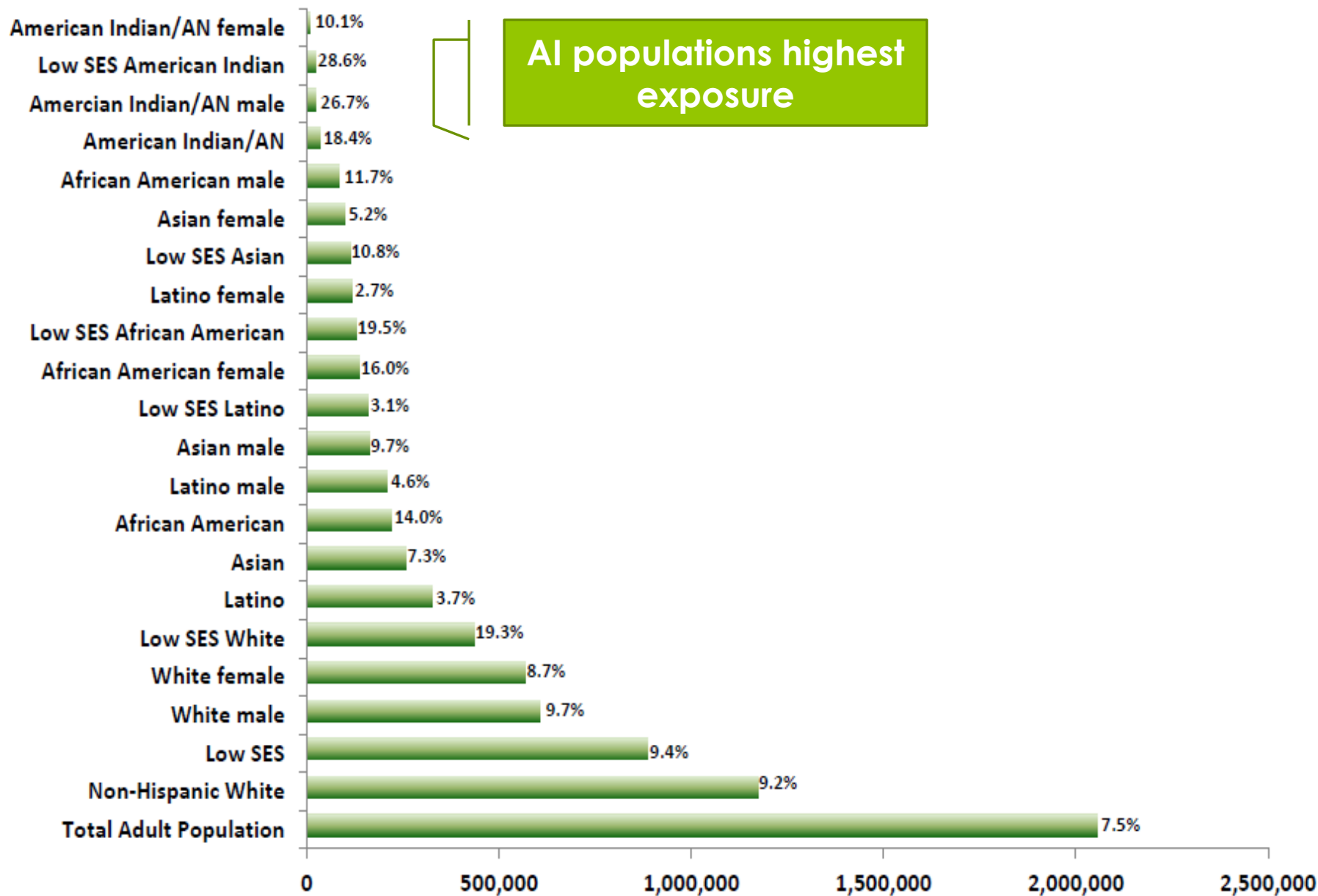
Business and Professions Code Section 27902



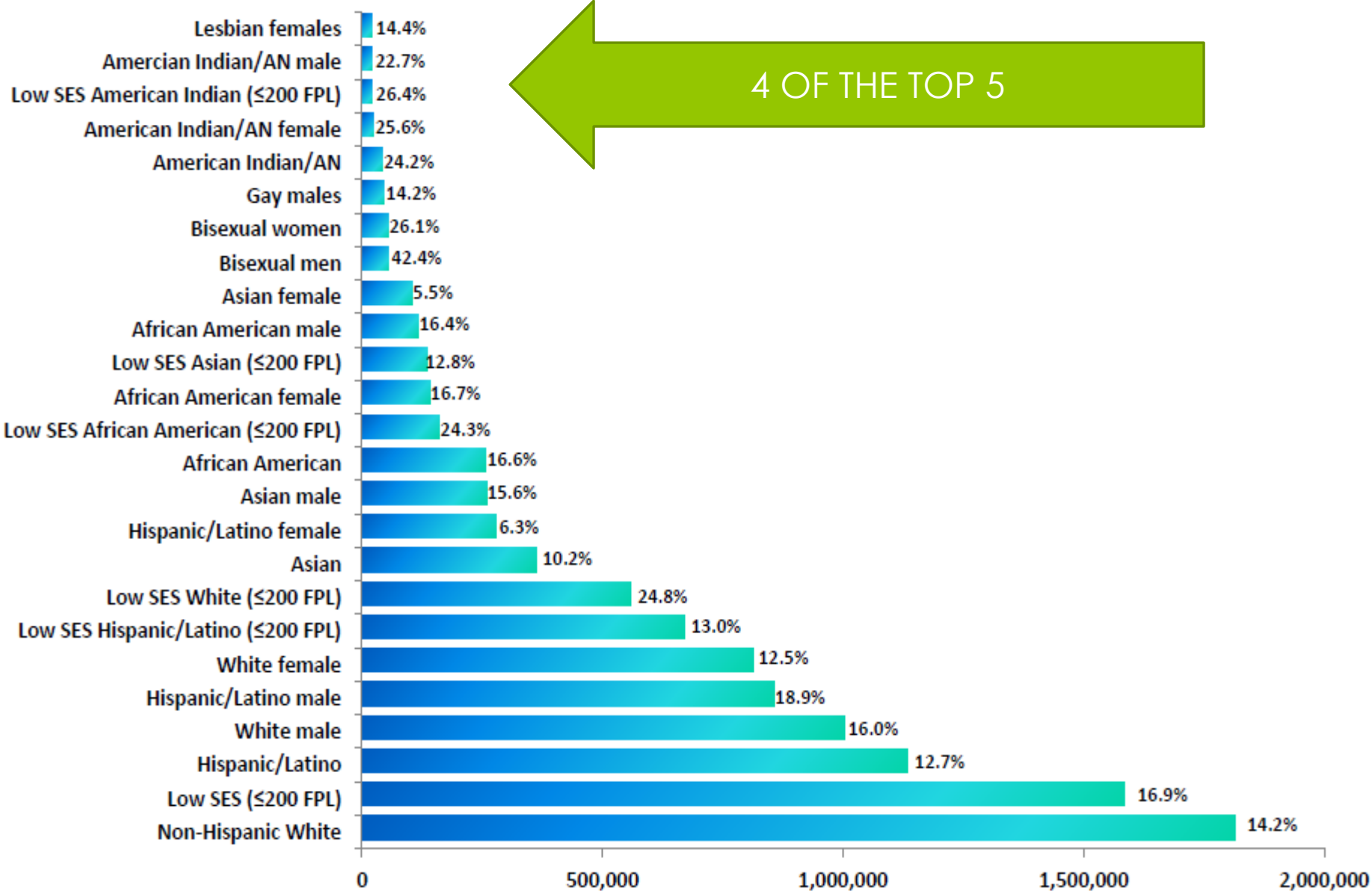
5 Tobacco laws signed by Governor Brown

- AB 7 X2 (Stone) - Close loopholes in smoke-free workplace laws, including hotel lobbies, small businesses, and break rooms.
- AB 9 X2 (Thurmond) - Require all schools to be tobacco-free.
- AB 11 X2 (Nazarian) - Establish an annual Board of Equalization tobacco licensing fee program.
- SB 5 X2 (Leno) - Add e-cigarettes to existing tobacco products definition.
- SB 7 X2 (Hernandez) - Increase age of sale for tobacco products to 21.

Secondhand Smoke Exposure at home by various demographic groups in CA



Smoking prevalence and population size of various smoker demographic groups in California



4 OF THE TOP 5

Source: California Health Interview Survey, 2009. Data restricted to adults aged 18 years and older. Low SES is defined as ≤200 Federal Poverty Limit. Prepared by: California Department of Public Health, California Tobacco Control Program, May 2013.

IT'S YOUR CHOICE!

- Consider younger generation
- Health and health care costs
- Consider trends and expectations amongst the younger generation
- Healthy alternatives
- Life expectancy of a smoker vs non- smoker - 14 years less
- Assess your revenue from the under 21 year olds

Prop 56 on the ballot



\$2.00 per pack increase in
California tobacco tax