

Santa Cruz County Tobacco Education Coalition



2017-2021 Objectives

1

By June 30, 2021, at least one of five jurisdictions in Santa Cruz County will adopt a policy that imposes an end product producer requirement or fee on tobacco and/or electronic smoking device (ESD) products, retailers, distributors or manufacturers, with an earmark for tobacco control or litter mitigation activities.

2

By June 30, 2021, at least one of five jurisdictions in Santa Cruz County will adopt and/or amend and implement a Tobacco Retail Licensing (TRL) policy to include a prohibition on the sale and distribution of flavored other tobacco products (OTP) and electronic smoking devices (ESD).

3

By June 30, 2021, the Tobacco Education Coalition will recruit, train and engage at least 8 new members representing diverse populations, youth-serving organizations and/or non-traditional partners, to participate in a minimum of three tobacco control activities such as data collection, letter writing, educational visits and public speaking.