

# Santa Cruz County Tobacco Education Program

## 2014-2017 Objectives



1

By June 30, 2017, at least one of five jurisdictions in Santa Cruz County will adopt and implement and/or amend and implement a Tobacco Retail Licensing (TRL) policy to include a prohibition on the sale of flavored Other Tobacco Products (OTP) and Electronic Nicotine Delivery Device (ENDD) products.

2

By June 30, 2017, at least 1 jurisdiction and at least 1 public service agency within Santa Cruz County will establish or amend a smoke-free policy to prohibit the use of all combustible and non-combustible tobacco products and nicotine delivery devices, not approved by the Food and Drug Administration (FDA) for treating nicotine or tobacco dependence, in places where smoking is otherwise prohibited.

3

By June 30, 2017, The Tobacco Education Coalition will develop collaborative Partnerships with 2 local youth serving organizations to train and engage at least 3 youth per year in tobacco control activities such as letter writing, public speaking, and community education.