

ATTACHMENT

For Item

#23

**Tuesday,
May 24, 2022**

**PUBLIC COMMUNICATION RECEIVED BY THE
CLERK OF THE BOARD**

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From: [Wier, Emily](#)
To: [FGG, Public Comment](#)
Subject: FW: American Heart Association Letter of Support for Tobacco Retail License Fee
Date: Friday, May 20, 2022 9:45:24 AM
Attachments: [image001.png](#)
[5.17.22 TRL Fee Letter - American Heart Association.pdf](#)

From: Alexa Wohrman <Alexa.Wohrman@heart.org>
Sent: Thursday, May 19, 2022 2:38 PM
To: Fletcher, Nathan (BOS) <Nathan.Fletcher@sdcounty.ca.gov>; Wier, Emily <Emily.Wier@sdcounty.ca.gov>; Bohannon, Joshua D <JoshuaD.Bohannon@sdcounty.ca.gov>
Cc: Jessica Newmyer <Jessica.Newmyer@heart.org>; Chelsea Walczak Vircks <Chelsea.Walczak.Vircks@heart.org>
Subject: [External] American Heart Association Letter of Support for Tobacco Retail License Fee

Good afternoon Chair Supervisor Fletcher,

Attached is a letter from the American Heart Association of San Diego regarding the County's Tobacco Retail License (TRL) annual fee, which will be considered at the May 24 Board of Supervisors meeting under Agenda Item #23. We applaud the County and staff for bringing forward an annual license fee that will fully cover the cost of a model TRL program to protect kids from tobacco. We urge your support.

Please reach out to us if you have any questions.

Thank you,
Alexa Wohrman



Alexa Wohrman
Community Advocacy Advisor
American Heart Association
M (808) 298-3414



May 17, 2022

The Honorable Nathan Fletcher, Chair
San Diego County Board of Supervisors
County Administration Center
1600 Pacific Highway
San Diego, CA 92101

RE: Setting the Annual Fee for the Tobacco Retail Licensing Program

Dear Chair Fletcher and Members of the San Diego Board of Supervisors:

The American Heart Association supports comprehensive Tobacco Retail License (TRL) programs as an evidence-based strategy to reduce youth tobacco initiation, access, and use. **We urge the Board to approve the proposed annual TRL fee that will cover the full cost of the program and ensure retailers are not selling tobacco to youth.**

Today, over 30% of high school students use tobacco and easy access to tobacco products is driving these numbers. Youth under the age of 21 are often able to purchase tobacco products at all types of retailers including convenience stores, gas stations, and grocery stores.

San Diego County's TRL program was enacted in 2020 to address this problem. The program allows the County to monitor local tobacco retailers, conduct enforcement to ensure compliance with local, state, and federal laws, and penalize retailers who sell to minors. Central to a TRL is an annual fee on all retailers that covers the cost of program administration and enforcement. This is the only sustainable way the County can fund enforcement of the minimum legal sales age.

Robust TRL programs also help reduce health disparities. Tobacco retailers cluster in low-income neighborhoods and Communities of Color, particularly communities with higher proportions of African American and Hispanic residents. This fuels disparities in tobacco use and its deadly health effects. Evidence shows that these communities have higher rates of tobacco use and addiction, worse health outcomes, and increased health inequities. Fully funding the County's TRL program will ensure stores in all neighborhoods do not sell tobacco to youth, a critical strategy for protecting our most vulnerable residents and reducing socioeconomic disparities.

Over 130 California communities protect their kids from nicotine addiction by licensing their tobacco retailers. We urge you to stand by the County's strong TRL program and support an annual fee that covers the full cost of the program.

Thank you for your consideration.

Sincerely,

A handwritten signature in blue ink that reads "Jessica Newmyer".

Jessica Newmyer
Executive Director, American Heart Association of San Diego