

**“If you can’t breathe,
nothing else matters.”**

American Lung Association

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Definition of Public Health

Public Health is what we, as a society, do collectively to assure the conditions in which people can be healthy.

10 Greatest Public Health Achievements in the U.S. in the 20th Century

- Immunization
- Motor Vehicle Safety
- Workplace Safety
- Control of Infectious Disease
- Decline in deaths from heart disease & stroke
- Healthier food & water
- Healthier moms & babies
- Family Planning
- Fluoridation of water
- **Tobacco as a Health Hazard**

Public Health Policy Rationale

Smoke free policies effectively do the following:

- **Reduce tobacco use**
- **Reduce exposure to secondhand smoke**
- **Increase the number of tobacco users who quit**
- **Reduce initiation of tobacco use among young people**
- **Reduce tobacco-related illnesses and death**

THE COST OF SMOKING

Tobacco affects all organ systems:

- **40% of all CANCER**
- **85% of all LUNG CANCER**
- **80% of all COPD**
- **30% of all HEART & VASCULAR DISEASE**
- **40,000 or 16% of DEATHS IN CALIFORNIA/YR**

U.S. Surgeon General. Factsheet: The Health Consequences of Smoking—50 Years of Progress: A Report of the Surgeon General. *2014.*

THE COST OF SMOKING

California – \$9.79 billion/YR
Plus MediCal – \$3.5 billion/YR

“Why should taxpayers shoulder the price of letting Big Tobacco make huge profits at the health and economic expense of our communities?”

Campaign for Tobacco Free Kids, 2017

Jose Ramos (2017) American Cancer Society Cancer Action Network

The Spectrum of Prevention

Influencing Policy & Legislation

Changing Organizational Practices

Fostering Coalitions & Networks

Educating Providers

Promoting Community Education

Strengthening Individual Knowledge & Skills

California Tobacco Control Is Successful

\$86 billion saved
in personal
health care
expenditures
1989 – 2004,
=50 fold return
on investment.

Men	1996	2011	% Decline
White	21.5%	14.3%	33.5
African American	21.6%	18.9%	12.5
Hispanic	19.0%	15.5%	18.4
Asian/PI	19.0%	13.1%	31.1

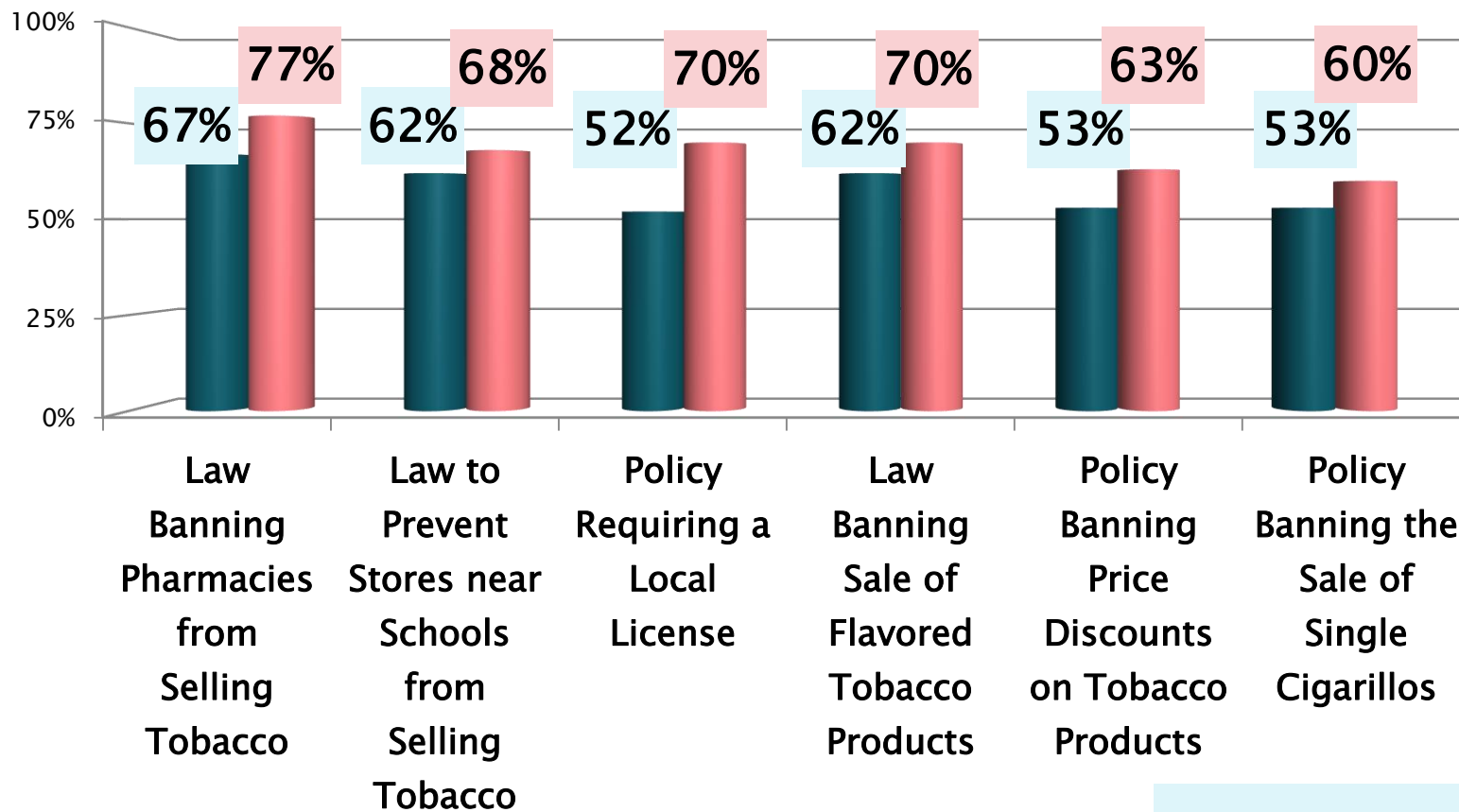
Women	1996	2011	% Decline
White	16.6%	11.2%	32.5
African American	23.7%	15.2%	35.9
Hispanic	10.6%	5.7%	46.2
Asian/PI	8.3%	4.5%	45.8

Lightwood JM, Dinno A, Glantz SA.
Effect of the California tobacco
control program on personal health
care expenditures. PLoS Med
2008;5:e178.

Public opinion survey – September 2016

Unincorporated County N=184; Mammoth Lakes N=175

Level of support for tobacco control laws:



■ Unincorporated Areas

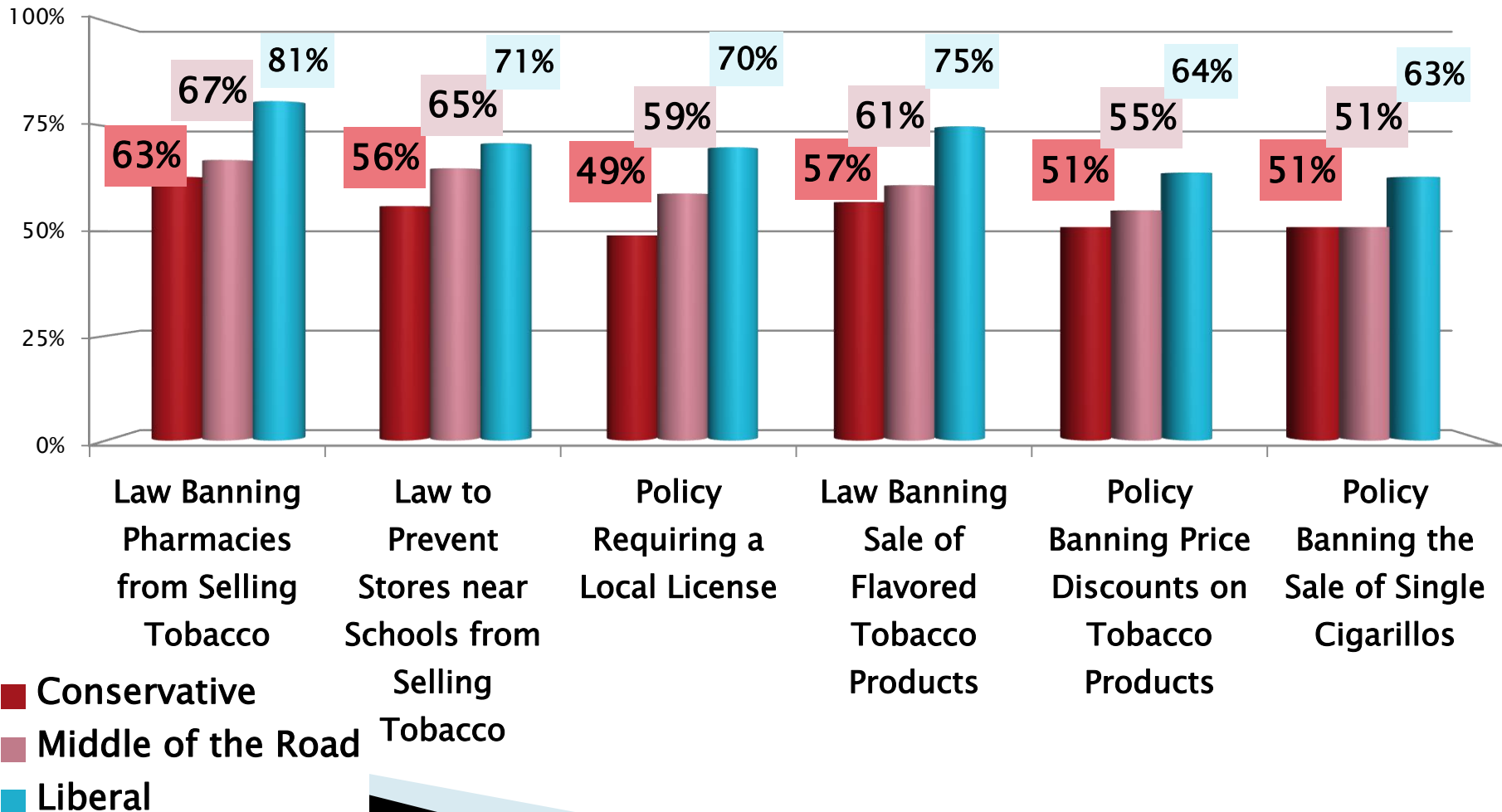
■ Mammoth Lakes

Public Opinion Survey – September 2016

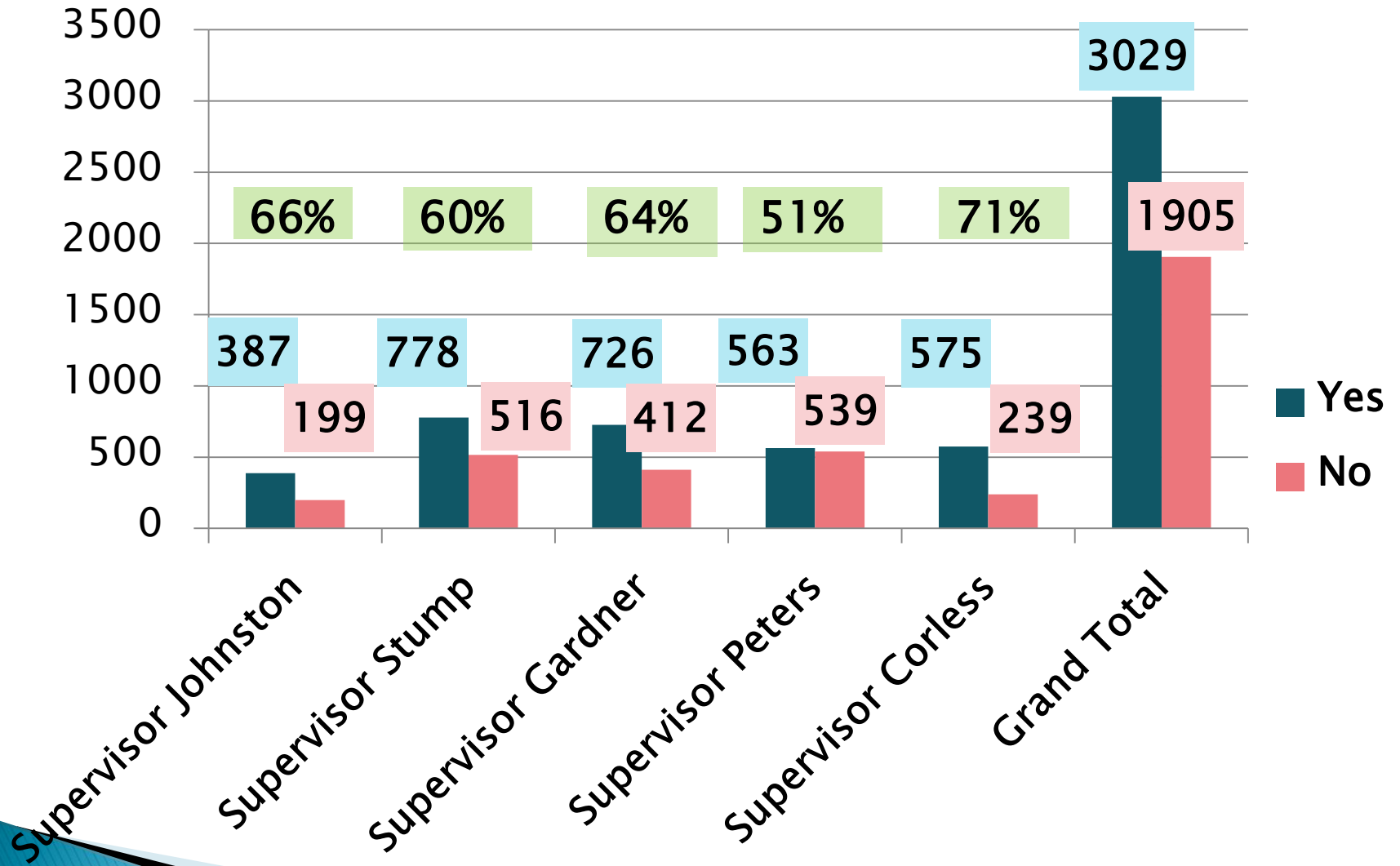
Unincorporated County N=184;

Mammoth Lakes N=175

How would you best describe yourself using the following terms:



Support for Tobacco Tax 2016



Proposed Ordinance Components

- ▶ **Smoke-free outdoor places**
- ▶ **Smoke-free multi-unit housing**
- ▶ **Prevent sales of flavored tobacco**

Proposed: Smoke-Free Outdoor Places

- All areas where smoking is prohibited by state or federal law, e.g. indoor workplaces, county buildings, tot lots, & playgrounds.
- County vehicles.
- Outdoor dining areas.
- 20 feet minimum from business doorways.
- Public parks & recreational areas.
- Service areas, lines & waiting areas.
- Public places, events for the general public.

Research Says

- ▶ The California Air Resources Board (2009) secondhand smoke is a toxic air contaminant, in the same category as diesel exhaust.
- ▶ The 2006 Surgeon General's report *The Health Consequences of Involuntary Exposure to Tobacco Smoke* concludes: there is no risk free level of exposure.

WHY make Smoke-Free Outdoor Places

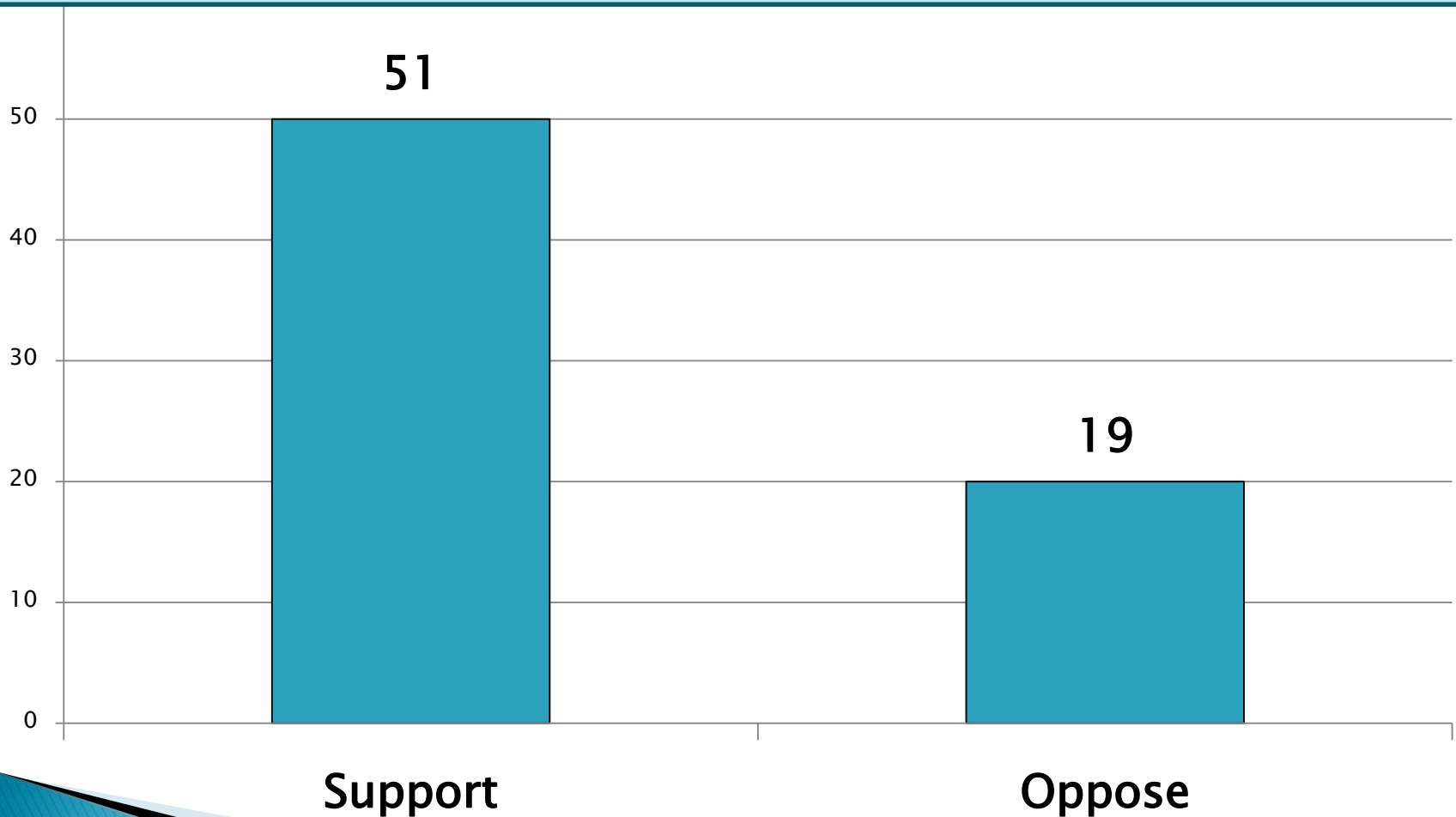
- ▶ **Drifting smoke triggers asthma attacks, allergies, raises risk of heart attack with preexisting heart disease**
- ▶ **SHS exacerbates chronic health conditions**
- ▶ **Right to not be involuntarily exposed to SHS**
- ▶ **SHS exposure is irritating and a nuisance**
- ▶ **More people expect protection from SHS**
- ▶ **Fewer and fewer people smoke**

WHY make Smoke-Free Outdoor Places

- ▶ **Non-smokers pass thru smoke to enter business**
- ▶ **Majority of smokers & non-smokers do not want SHS while they are eating, AND**
- ▶ **Smoke-Free policies change tobacco use behavior**
 - **Proven to decrease current smoking prevalence**
 - **Decrease the amount of cigarettes used by those who continue to smoke**
 - **Change social norms around tobacco use**

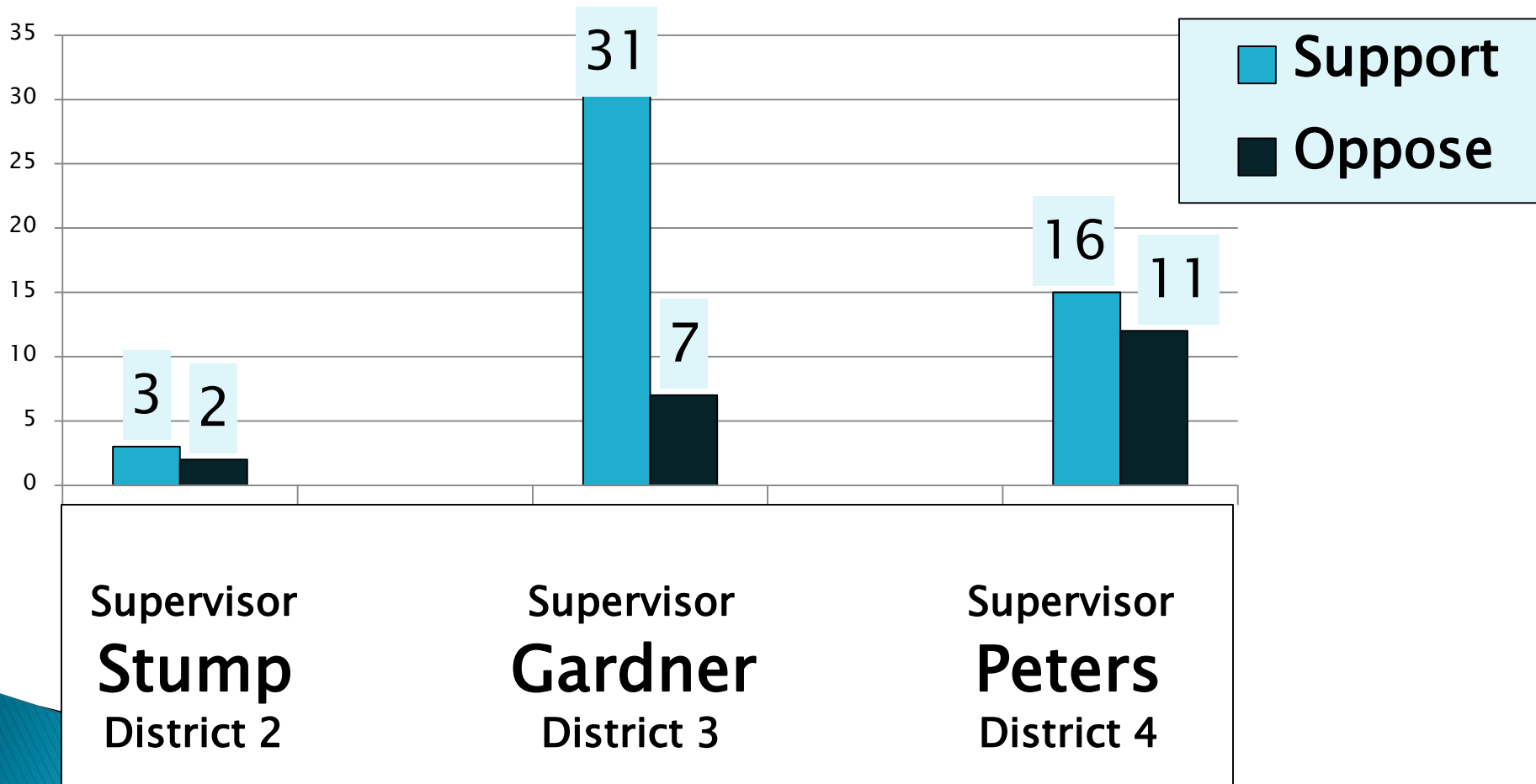
Unincorporated Mono Businesses Support for Smoke-Free Zone Ordinance September 2015

N=70



Unincorporated Mono Businesses Support for Smoke-Free Zone Ordinance Fall 2015

N=70



Proposed: Smoke-Free Multi-Unit Housing

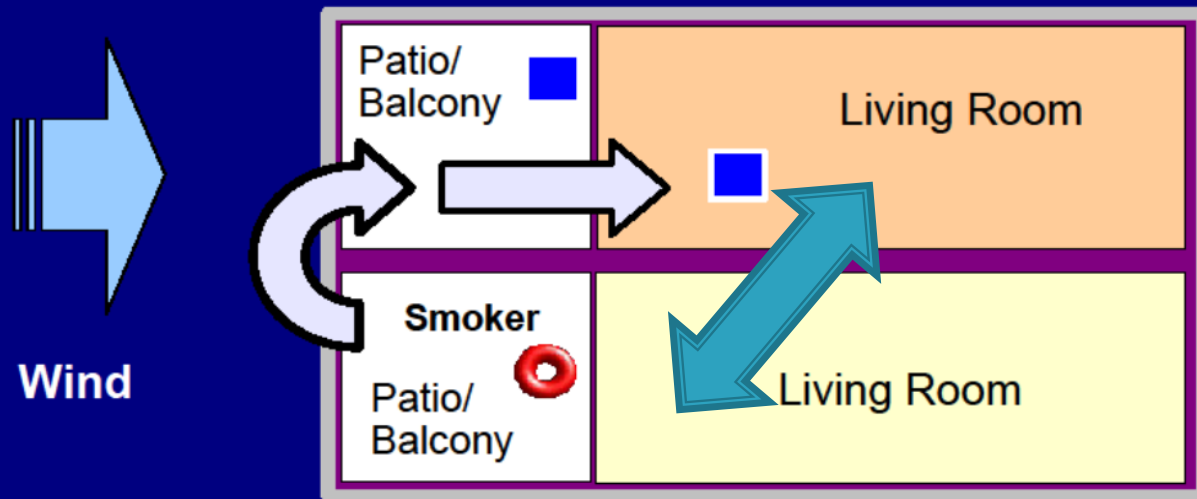
Smoking by visitors and residents is prohibited within all units, the patios or balconies, within 20 feet of buildings and within all common areas indoors and outdoors if approved by HOA or Property Manager and stated in lease. Nuisance complaints addressed.



**Where does
the private
property begin
and end?**

If you can smell when your neighbor is cooking dinner, you have air exchange

Patio-to-Patio Transfer of Tobacco Smoke



INDOOR-OUTDOOR AIR LEAKAGE OF APARTMENTS AND COMMERCIAL BUILDINGS

California Energy Commission 2006

- ▶ Leakage from individual apartments to and from the outdoors.**
- ▶ Leakage from one apartment to another from the standpoint of occupant health and safety.**
- ▶ Interaction between the whole building and one suite can affect another.**
- ▶ Opening a window can change air flows into or out of every apartment on the floor or even through out the building.**

Second Hand Smoke & Marijuana

CA Environmental Protection Agency

- ▶ MJ smoke is on Prop 65 list of carcinogens
- ▶ Contains at least 33 carcinogens linked to lung, head, neck, bladder, brain and testes cancer

UCSF Division of Cardiovascular Research (2015)

- ▶ Tobacco and MJ second hand smoke likely have similar public health effects

Second Hand Smoke & Marijuana

American Society of Heating, Refrigerating & Air Conditioning recommends:

Multiunit housing be free from environmental tobacco smoke, marijuana smoke, and electronic smoking devices' aerosol

HUD housing is 100% smoke free as of July '18

THIRD HAND TOBACCO SMOKE ???



The sticky residue from nicotine and tar left behind in carpets, furnishings, drapes, dust and on skin and clothes long after the smoker has crushed out the cigarette.



Smoke-free Units Make Economic Sense

Smoking damages property

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- ⦿ Leading cause of residential fire deaths in US
- ⦿ Causes cigarette burn damage to carpets, counters, etc.
- ⦿ Leaves smoke residue on walls and curtains

Smoking vs. Non-Smoking Unit Turnover Cost Calculator

[https://www.tecc.org/tecc/assets/MUH-Calculator-Updated/MUH%20Calculator%20Updated%20V7%20\(1\).htm](https://www.tecc.org/tecc/assets/MUH-Calculator-Updated/MUH%20Calculator%20Updated%20V7%20(1).htm)



Smoke Free Multi-Unit Housing Points

- ▶ Smoking is not a protected status under the law.
- ▶ Litigation favors smoke free multiunit housing residents.

51 CA cities and counties
have 100% smoke free multiunit housing
ordinances which include both public
and private housing.

Proposed: Prevent Sales of Flavored Tobacco



Flavored and Menthol Tobacco Help the Poison Go Down Easier

- ▶ **Peppermint oil masks the harshness of smoking**
- ▶ **Cooling sensation; activates taste buds, cold receptors, increases “bite” of smoking**
- ▶ **Anesthetic effects; mimics bronchial dilatation; easier to inhale increasing intake of smoke and nicotine**
- ▶ **Increases salivary flow and drug absorption through the mouth**

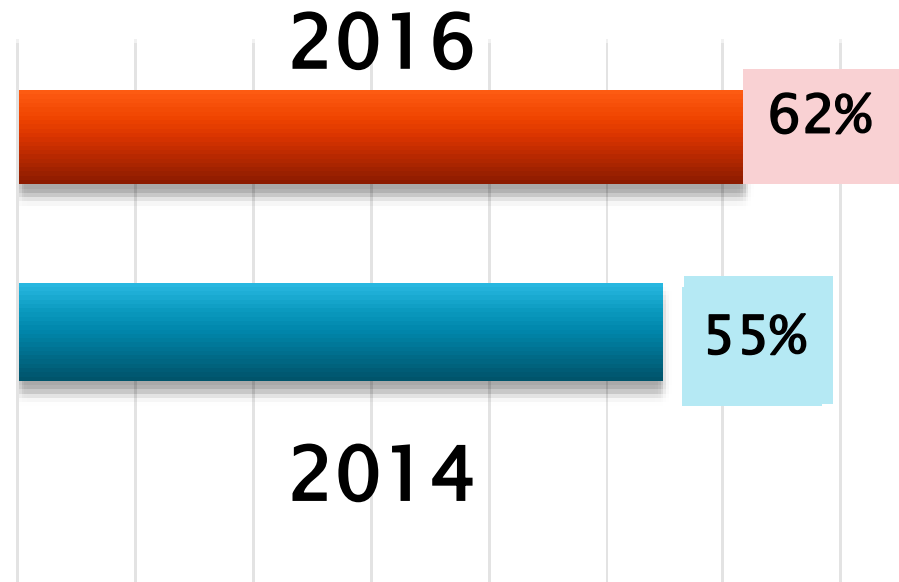
CHEAPER, SMALLER PACKAGE SIZE



**Public Opinion Survey - Unincorporated
County 2016 n=184 2014 n= 104**

**Level of support for tobacco control
laws:**

Law Banning Sale
of Flavored
Tobacco Products



Mono County CA Healthy Kids Survey – Fall 2017

- ▶ More kids are using electronic vaping devices than are smoking traditional cigarettes.
- ▶ Cigarette AND chew use in the last 30 days is about 0% to 6% among 9th – 11th graders.
- ▶ Marijuana use in the last 30 days among MUSD 9th and 11th graders is 27% to 30%. Daily use is 4% to 12%. ESUSD 11th and 12th graders range from 4% to 13%.
- ▶ Perceived harm from frequent smoking is Cigarette 75% to 91%, Marijuana 65% to 86%

Unincorporated Mono County Tobacco Retailer Survey August 2017 n = 13

**How important to your business
are sales of flavored tobacco
products, including menthol
cigarettes?**

Very important	0
Pretty important	3
Not very important	5
Insignificant	6

**How important to your business
are sales of just the menthol
tobacco products?**

Very important	0
Pretty important	2
Not very important	8
Insignificant	4

Unincorporated Mono County Tobacco Retailer Survey August 2017n = 13

Do you think it would be a burden on your business if ALL stores in unincorporated Mono, including yours, stopped selling ALL flavored tobacco products?

Definitely a large burden	1
Somewhat of a burden	0
No Difference	10
Don't sell flavored products	2

Do you think it would be a burden on your business if ALL stores in (jurisdiction), including yours, stopped selling all menthol tobacco products?

Definitely a large burden	2
Somewhat of a burden	2
No Difference	9

***LOCAL IS WHERE
THE ACTION
BEGINS***

