



More Than 80 Cities and Counties Adopted Strong Policies in 2015

In 2015, 82 municipalities adopted local ordinances in at least one of the four policy categories included in the State of Tobacco Control 2016 – California Local Grades report. This is the largest increase in adopted policies since the first publication of the report. Elected officials in these cities and counties demonstrated strong leadership in passing policies to protect their residents and improving the health of their communities. Communities were most active around emerging issues, with more than 65 cities and counties adopting policies that included regulation of novel tobacco products. Other policies passed in 2015 include 14 ordinances to restrict smoking in multi-unit housing, 27 ordinances to limit smoking in outdoor areas and seven ordinances that require tobacco retailers to obtain a license to sell tobacco products. See the “Cities and Counties on the Rise” section of the report (page 6) for the full list of municipalities that passed policies in 2015.

A

Number of Overall A Grades has

Nearly Doubled Over Past Five Years

Since 2010, the number of cities and counties that receive an A for their Overall Tobacco Control grade has nearly doubled from just 9 communities to the 17 cities and counties today. Two of these cities have taken a significant leap with their grades – just two years ago, El Cerrito had an overall F grade while Manhattan Beach received a D in last year’s report. See the “Top of the Class” section of the report (page 13) for the full list of cities and counties that have taken comprehensive policy action.

Local Governments are Taking Action on Electronic Cigarettes

Consistent with last year’s report, the number of local cities and counties that regulate the use and sales of electronic cigarettes in their community is continually growing. Over half of Californians in the state are now covered by an electronic cigarette policy at the local level, with more than 200 communities doing so with a strong definition that regulates electronic cigarettes as tobacco products.

>50%

of Californians are Still Unprotected

Despite the fact that the overall number of F grades has declined by almost 15 percent over the past five years, more than half of the total population in California is still unprotected from the dangers of tobacco use. In total, 307 municipalities (39 percent of California's total population) receive an F for their Overall Tobacco Control Grade, and 80 other communities receive a D for their Overall Tobacco Control Grade (17 percent of the total population in California).



Regulation of Flavored Tobacco Products is Spreading

With mounting evidence indicating that youth are increasingly more likely to use a candy or fruit-flavored tobacco product, cities and counties across California are taking steps to protect children from these dangerous products. There are now six cities and counties in California that have passed policies that restrict and/or ban sales of flavored tobacco products in their communities, with several more considering such policies at the time of this report. See the "Emerging Issues: Flavored Tobacco Products" section of the report (page 16) for more information regarding this topic area.

11 Cities Improved

Their Grade from an F to an A in at Least One Policy Category

Danville, El Cerrito, Hemet, Manhattan Beach, Mill Valley, Salinas, San Mateo, Santa Rosa, Saratoga, Sonoma and Woodland improved their grade from an F to an A in at least one category in 2015. Local government officials in these cities have taken substantial action in creating a healthier community environment with the passage of a robust tobacco control policy.