



Menthol Ordinance Case Studies

Rose DeLeon-Foote, MPP

Project Associate, Counter Tools

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Agenda

- Introduction
- Case: St. Paul & Minneapolis, Minnesota
(Speakers: Betsy Brock & Alicia Leizinger)
 - Case: Oakland, California
 - Q&A

Oakland, CA Menthol Restrictions

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Counter Tools

Oakland's Flavor & Menthol Policy

- Restricts flavored tobacco sales (including menthol) to tobacco retailers that serve only adults
- Prohibits the redemption of tobacco coupons in stores.
- Passed September 2017
- Effective mid-2018



Who was involved?

- African American Tobacco Control Leadership Council (AATCLC)
- Alameda County Public Health Department
- ChangeLab Solutions
- Alameda County Tobacco Control Coalition
- Sponsor: Annie Campbell Washington, Vice Mayor, Oakland
- Co-sponsor: Larry Reid, Council President, City Council, Oakland

The Political Environment



Engagement Strategies

- Youth engagement
 - Peer education
 - Store assessments
 - Letters of support
 - Speaking at City Council Meetings
- Community Engagement
 - Tabling – Health Fairs, Farmer’s Market
 - Engage Community Leaders
 - Form a Coalition
 - Town hall meeting
- Media
 - Op-eds
 - Press Conference
 - Presenting United Front

Messaging & Education

- Gather your data
- Find your frame
- Educate your youth & adult community members and council members
- Be prepared for opposing messages



Proposed Policy



- Flavored Tobacco Restriction (including menthol)
- Minimum Package Price
- Min Package Size for Cigars
- Tobacco Free Pharmacies

Final Policy

- Flavored Tobacco Restriction to Adult only Retailers (including menthol)
- Prohibition on Coupon Redemption




Opposition


Tobacco Industry & Retailers

- Smoking is a choice
- Youth will get ahold of tobacco anyway
 - There will be a black market
 - Revenue & sales tax loss
 - Tobacco 21 is already in place
- Recent tobacco tax implemented

Challenges



**National Action Network Oakland
Presents**
**Special Community Town Hall Meeting
with Rev. Al Sharpton**



Tuesday October 11 2016
Special Community Leaders briefing at 4:00pm
Community Town Hall Meeting 6:30pm
Location: BeBe Memorial Cathedral
3900 Telegraph Oakland CA 94609

Community Leaders can RSVP:
info@nanoakland.org or call (510) 629.4363

Presented by Sponsored by National Action Network

Recommendations

- Identify a strong sponsor and cosponsor
- Proposed the strongest possible policy, helped start discussion from a strong place, maintained the primary focus, willing to compromise
- Legal support
- Key messages
- Community partners
- Engage elected officials as early as possible
- Policy momentum

Questions



Thank You

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