Menthol Ordinance Case Studies

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December 15, 2017
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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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
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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