

Putting Licensing To Work: Providence



City of Providence, Mayor's
Substance Abuse Prevention
Council



Tobacco Control
Legal Consortium

Overview

- Why We Pursued Licensing at the City Level
- Key Provisions
- Policy Change Strategy
- Next Steps

Why License at the City Level?

- Get control over what is happening in our City. Our most important policy change.
- Protect our kids from underage tobacco and loose sales. Currently 20% of vendors selling looses
- Authority for comprehensive, local enforcement needed, as well as revocation (if necessary)
- Creates sustainability with funding from registration and fines/penalty

City Licensing Requirement

- Annual registration with \$100 fee
- Fines of \$250; \$350; \$500 for offenses
- Authority to revoke for multiple offender
- Revenue to be dedicated to Bureau of License and Providence Police

Messaging

- Protect the safety and health of our youth – especially in lower income neighborhoods
- Support responsible businesses that are adhering to the law
- Strengthen the City's ability to enforce the law with irresponsible vendors
- Minimal vendor cost of 27 cents per day

Policy Change Strategy

- Added loosie ban to the policy change to highlight that this was about protecting our youth
- Quiet passage
- No media, CBOs

Supporting Businesses

- Tobacco Vendor Education and Support Consultant hired
- Proactive one-on-one education and support
- Outreach to business associations
- CBO vendor outreach – community folks who live and shop in neighborhoods

Next Steps

- High visibility event with youth and policy makers
- Creation of licensing database
- Hire new staff at Bureau of Licenses
- Effective December 2011

Tobacco Free Providence

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