



PUBLIC HEALTH DEPARTMENT
300 N. San Antonio Road • Santa Barbara, CA 93110
(805) 681-5102 • FAX (805) 681-5191
www.countyofsb.org

PRESS RELEASE

January 15, 2020

News Media Contact:

Jackie Ruiz, MPH
Public Information Officer
(805) 896-1057 (cell)
[jacruiz@sbcpd.org](mailto:jacruz@sbcpd.org)

TOBACCO ORDINANCE TO TAKE EFFECT IN SANTA BARBARA COUNTY

(SANTA BARBARA, Calif.) -- A new ordinance will go into effect on January 17, 2020 amending County Code Chapter 37A, License of Tobacco Retailers, and will affect the unincorporated areas of Santa Barbara County. The purpose of the ordinance is to keep tobacco out of the hands of Santa Barbara County youth. According to the 2017-2018 California Student Tobacco Survey, 86% of young tobacco users reported using flavored tobacco products. By restricting the sale of products that are enticing to children, the County is able to protect youth and young adults from long-term nicotine addiction and potentially devastating health effects. Additional restrictions on the sale of tobacco, like larger pack sizes and the prohibition of coupons, further safeguard youth and residents from tobacco industry tactics to make products more appealing and accessible.

The ordinance includes several major changes, including:

- Prohibition of the sale of flavored tobacco products. Only tobacco products that are unflavored or tobacco flavor will be allowed to be sold in the unincorporated areas of Santa Barbara County. The ordinance covers both e-cigarette, or vaping, products as well as traditional tobacco such as cigarettes, cigars, cigarillos, and chewing tobacco. Examples of products that will be banned include fruit flavored e-cigarette cartridges, menthol cigarettes, dessert flavored cigars, and more.
- Higher prices and larger pack sizes for cigarettes, cigars, and little cigars. For example, little cigars must be sold in a pack of at least 20 little cigars for a price of at least \$10 a pack (including applicable taxes and fees).
- Prohibition of coupons, discounts, or deals to sell any tobacco product.
- Restriction of online purchasing and delivery of any flavored tobacco product.

-MORE-

**TOBACCO ORDINANCE TO TAKE EFFECT IN SANTA BARBARA COUNTY
ADD 1-1-1**

“The goal of the new ordinance is to protect all residents of Santa Barbara County from tobacco-related addiction and disease, especially youth,” said Dr. Van Do-Reynoso, Director of the Santa Barbara County Public Health Department. Santa Barbara County will now have one of the strongest Tobacco Retail Licensing laws in the state – demonstrating the county’s dedication to promoting the health and wellbeing of its residents.

“The Tobacco Prevention Program would like to thank our partners, our community, the CEASE coalition, and the Board of Supervisors for taking a stand against tobacco, this would not have been possible without you,” said Shantal Hover-Jones, Program Coordinator for the Tobacco Prevention Program at the Public Health Department.

For questions related to the ordinance, contact the Santa Barbara County Public Health Department’s Tobacco Prevention Program at (805) 681-5407 or phdtobacco@sbcphd.org. To learn more about the Youth Vaping Epidemic, visit <https://www.flavorshookkids.org/>.