

Tobacco Retailer Density & Zoning

What it Means for the City of Napa

Location
Location
Location



Health

Youth are more likely to start smoking and people who already smoke consume more cigarettes and have a harder time quitting in neighborhoods with a high density of tobacco retailers.

In Napa County, the number of high school students who have used an e-cigarette in the last 30 days increased sharply since 2017, from 12% to 19% among 11th graders.



Youth Exposure

Tobacco retailers near schools expose students to aggressive marketing tactics. About 1/3 of teenage experimentation with smoking is linked to tobacco advertising and promotional activities.

In Napa County, 81.3% of tobacco retailers near schools sell flavored non-cigarette tobacco products, up almost 20% in only 3 years.

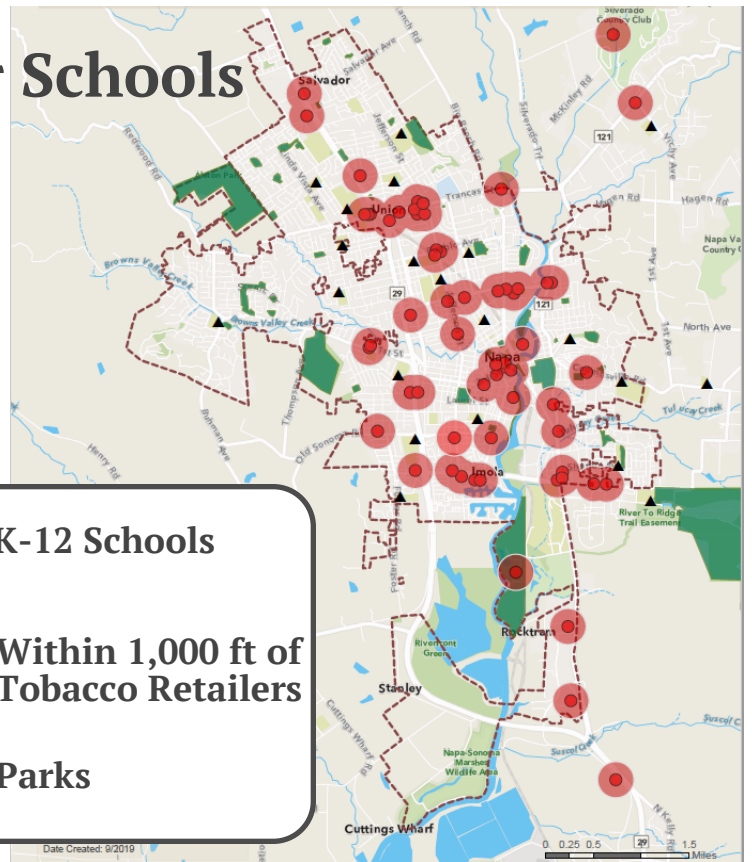
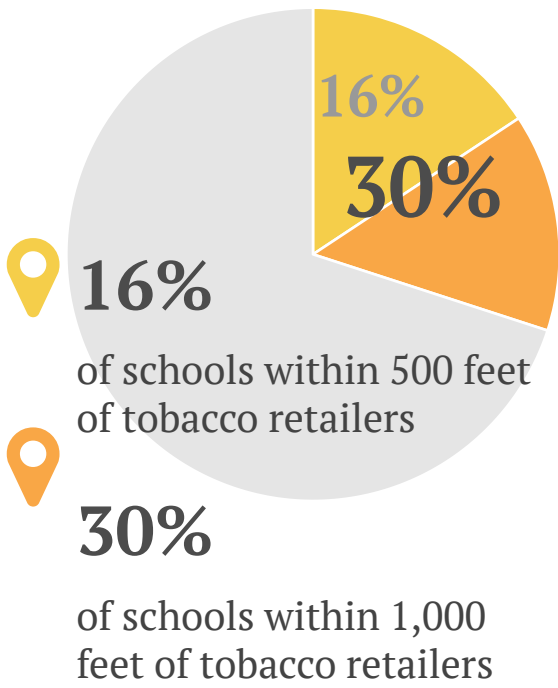


Equity

Tobacco retailers are not evenly distributed in our community. Research has found there are more tobacco retailers in low-income neighborhoods and communities of color compared with higher-income and predominantly white neighborhoods. This creates a health disparity between neighborhoods from the health harms caused by tobacco.

In 2017, 16% of tobacco retailers were located within 500 ft and 30% within 1,000 ft of schools in the City of Napa.

Tobacco Retailers near Schools



What Can Be Done?

Reducing how many tobacco retailers are located in a neighborhood—especially near schools—is a promising strategy for decreasing tobacco use, limiting exposure to tobacco marketing, and promoting health equity. There are many policy options to protect youth from tobacco products, including focusing on electronic smoking devices and flavored tobacco products.

- **Tobacco retail licensing programs** at the local level can regulate and enforce retail ordinances.
- **Zoning ordinances** can limit the number or density of tobacco retailers near youth-sensitive areas to minimize access to tobacco products and exposure to tobacco marketing.

What Can I Do?

Contact tobaccofreenapa@gmail.com or napayouthcouncil@gmail.com to learn more about tobacco retailer policies in Napa and how you can make a difference. Visit livehealthynapacounty.org for more about the health of our community.

References

California Healthy Kids Survey (2015-2017 & 2018-2019)

