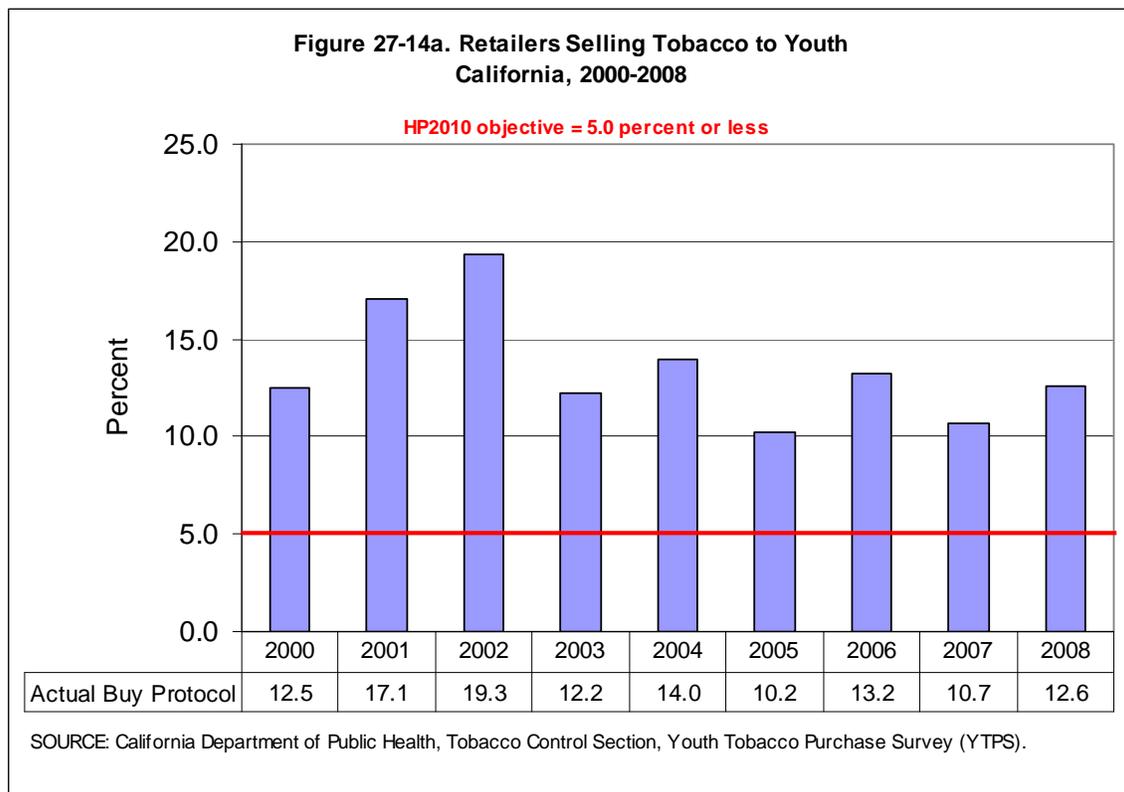


Focus Area 27: Tobacco Use

Objective 27-14a. Reduce the illegal sales rate to minors through enforcement of laws prohibiting the sale of tobacco products to minors. Target = 51 states with a 5.0 percent or less illegal sales rate [State Data Source: California Youth Tobacco Purchase Survey (YTPS), CDPH, TCS]

Comprehensive tobacco prevention programs in California that included strong enforcement of youth access laws substantially reduced illegal sales to minors. Illegal sales of tobacco to minors in California were at their lowest level since the state first began monitoring these sales in 1995 (**Figure 27-14a**). Results of California's Youth Tobacco Purchase Survey (YTPS) show illegal statewide sales of tobacco (actual buy protocol) to minors increased from 12.5 percent in 2000 to 19.3 percent in 2002, then declined to 12.6 percent in 2008. California's 2008 rate was more than twice as high as the 5.0 percent target set for this HP2010 objective.

The California Stop Tobacco Access to Kids Enforcement (STAKE) Act requires that tobacco retailers post a STAKE Act warning sign at each point-of-sale stating that selling tobacco to persons under 18 years of age is illegal and subject to penalties. In addition, the STAKE Act mandates compliance checks of tobacco retailers and imposes fines on retailers who break the law (Penal Code Section 308(a)).



For more information on California's laws prohibiting the sale of tobacco to minors, please visit:

<http://www.cdph.ca.gov/programs/tobacco/Documents/CTCPRetailerYouthTobaccoLaw.pdf>

the CDC's State Tobacco Activities Tracking and Evaluation (STATE) System Web site at:

<http://apps.nccd.cdc.gov/StateSystem/index.aspx>

and the CDPH Tobacco Control Program Web site at:

<http://www.cdph.ca.gov/programs/Tobacco/Pages/default.aspx>

For more information on Healthy People 2010 objective 27-14a, please visit:

<http://www.healthypeople.gov/Document/HTML/Volume2/27Tobacco.htm>

And the DATA2010 Web site at: <http://wonder.cdc.gov/data2010/>