

**Alpine County
Public Health Department
Tobacco Control Program**

No cigarettes were sold to minors in Alpine County!

Alpine County Youth Tobacco Purchase Survey

Alpine County, CA, August 11, 2015: Last month, the Alpine County Tobacco Control Program conducted its annual local survey of compliance with laws aimed at protecting youth from tobacco. Under the supervision of an adult chaperone, a specially trained youth decoy attempts to purchase a tobacco product at each retail location.

All California tobacco retailers are required to display a current Tobacco Retailer License issued by the Board of Equalization, along with the distinctive red and black STAKE Act (Stop Tobacco Access to Kids Enforcement) sticker. They are required to train their employees to ask for identification from any person who appears to be under the age of 27, and to refuse the sale to any person under the age of 18.

After this year's survey, both the Markleeville General Store and the Lake Alpine Resort can be congratulated for knowledge and compliance with the laws protecting youth. Clerks at both stores knew to ask the youth decoy for identification and to refuse the sale. Both stores employ courteous and conscientious staff who understood and upheld the required regulations.

With all the new smoking products on the market, it is more important than ever that retailers do their part to protect youth from tobacco. With flavors like cotton candy, grape, mint patty and cake batter, flavored tobaccos and electronic smoking liquids seek to appeal to young people, but carry the same deadly consequences. According to the American Cancer Society, almost all tobacco use begins during youth and young adulthood. If young people can remain tobacco-free until age 18, most will never start smoking. The best way for anyone to avoid a lifetime of addiction is to never start.

For more information, contact Erin Dobyms at the Alpine County Tobacco Control Program at (530) 694-2146 x 242.
